

CNV Statement – Victorian Health Promotion Awards

Centre for Non-Violence (CNV) was today (22/02/2022) announced the winner of the Vic Health Excellence in Health Promotion Marketing Awards for the *You Are Not Alone* campaign. These prestigious awards recognise the incredible contribution that organisations and individuals make to create happier and healthier communities across Victoria, particularly in these challenging times. CNV developed and created the *You Are Not Alone* campaign, during Covid-19 lockdowns to ensure that women and children experiencing violence and abuse knew services and supports were available to them.

While we are thrilled to be recognised by these awards, this campaign was never about us. As we entered lockdowns and as restrictions continued, our staff had deep concern for the safety and wellbeing of women and children and others in community. We heard daily that women and children were experiencing increased risk and isolation, family pressures and often had their movements restricted. They were more often at home, with their abuser and had few options to reach out to their usual support networks.

We created the *You are Not Alone* campaign to respond to emerging needs and challenges that were being experienced during COVID. Along with messages and promotional material about what abuse may look like, what support was available and how others could support someone experiencing abuse.

Some of our amazing team appeared in a series of videos that told powerful stories of what we do, and the outcomes we see through our work. Most importantly, we also shared messages of hope from other women with lived experience of domestic and family violence.

Sending messages far and wide so that women and children knew they were not alone, was so important. The campaign increased community awareness and understanding of family violence, and the types of abusive patterns and behaviors people may see and hear. We encouraged people to reach out for support – we asked bystanders and community members to remain active and confident in giving advice about where to access services.

Stakeholders and partners shared our content widely. We developed a partnership with Bendigo Community Health, increasing community leadership, translating, and tailoring information and developing accessible resources for refugee communities to raise awareness about family violence.

As a result, we saw an increase in the number of women contacting our service and were contacted by other professionals calling to find out how they could best support their clients.

So, the strength of this campaign was that it reached the people it needed to – and it helped them draw on their own strength.

That is what matters to us.

The safety of women and children will always matter most.

We also congratulate all finalists and award winners across all the categories, including Bendigo Community Health winning the Outstanding Health Promotion Award for their 5 Ways to Wellbeing project.

If you would like to know more about the other Victorian Health Promotion Award finalists https://www.vichealth.vic.gov.au/about/awards?utm_campaign