

# COMMUNITY FACT SHEET

## WHY DO WE NEED THIS CAMPAIGN?

Violence against women and their children is a serious issue in Australia. One in three women has been a victim of physical or sexual violence, since the age of 15, by someone known to them.

As a community, we know violence against women is wrong and we're beginning to understand that it starts with disrespect. However, what we often don't realise is that the cycle of violence can start with the beliefs and attitudes boys and girls develop from a young age.

There are some concerning statistics about what young people think about respectful relationships:

**1 IN 4 YOUNG PEOPLE**

don't think it's serious when guys insult or verbally harass girls in the street<sup>1</sup>

don't think it's serious if a guy, who's normally gentle, sometimes slaps his girlfriend when he's drunk and they're arguing<sup>2</sup>

When thinking about our own reactions, we might be surprised to recognise some of the most common ways we excuse disrespectful and aggressive behaviour. We say things like 'don't worry about it, it's not that bad', 'boys will be boys' or 'what was she wearing?'. When we make these excuses, we're allowing disrespect to become a normal part of growing up.

## WHAT DOES THE STOP IT AT THE START CAMPAIGN AIM TO DO?

*Stop it at the Start* helps parents, family members, teachers, coaches, employers and other role models to look at their own attitudes, and start a conversation about respect with the young people in their lives.

Young people pick up simple things like our gestures, reactions and the words we choose. They might take our words at face value and interpret them in ways we didn't intend, or see it as an excuse or permission to behave in a certain way.

*Stop it at the Start* highlights the role we all play in raising a generation of respectful young people, and the potential for a positive change if we come together as a community.

If we make small changes – if we stop ourselves before we say something, if we question what seems like an off-the-cuff joke or a throwaway line, if we start a conversation about respect, or intervene where we see disrespectful behaviour – we can make a change for the better.

## SO, WHAT CAN WE DO?

There are some simple things we can all do to promote respect in our community:

- › Show your support by hanging *Stop it at the Start* posters
- › Share information about the campaign in your local newsletter or other publication
- › Share *Stop it at the Start* posts on your social media channels
- › Host a community event to support the campaign and talk about respect
- › Use the resources on the campaign website to start a conversation about respect with young people.

## FOR THESE RESOURCES AND MORE HELPFUL TOOLS, VISIT [RESPECT.GOV.AU/COMMUNITY](https://respect.gov.au/community)

- 1 Hall and Partners | Open Mind 2015, The Line campaign – Summary of research findings, Hall & Partners | Open Mind, Sydney.
- 2 ibid

VIOLENCE AGAINST WOMEN  
**LET'S STOP IT  
AT THE START**  
[RESPECT.GOV.AU/COMMUNITY](https://respect.gov.au/community)



Australian Government

A joint Australian, state and territory government initiative.