



ANROWS

AUSTRALIA'S NATIONAL RESEARCH  
ORGANISATION FOR WOMEN'S SAFETY  
*to Reduce Violence against Women & their Children*



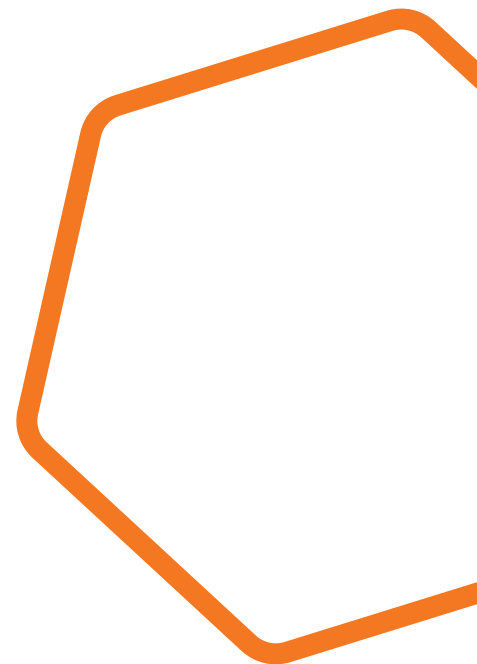
# Re-shaping attitudes

A toolkit for using the National Community Attitudes towards Violence against Women Survey (NCAS) in the primary prevention of violence against women



# Acknowledgement of country

Respect Victoria acknowledges Victoria's Aboriginal people as the First Peoples and Traditional Owners and Custodians of the land and water on which we rely. We acknowledge and respect that **Aboriginal communities** are steeped in traditions and customs built on a disciplined social and cultural order that has sustained 60,000 years of existence. We acknowledge the significant disruptions to social and cultural order and the ongoing hurt caused by colonisation.



## Respect Victoria 2020

Lead Authors Dr Rachael Burgin and Violeta Marticorena Politoff, Swinburne University of Technology, with support from Respect Victoria, the Victorian Health Promotion Foundation (VicHealth), Australia's National Research Organisation for Women's Safety (ANROWS) and Portable.

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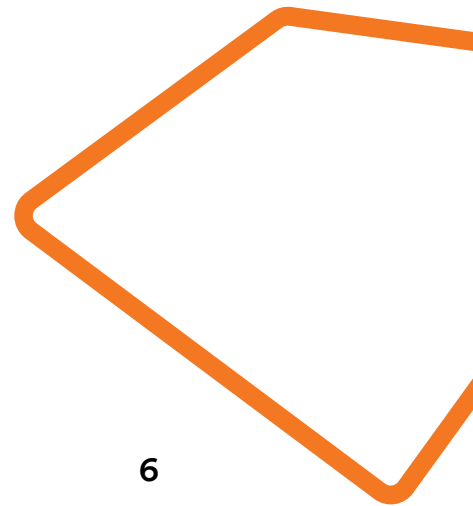
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To provide feedback on this resource, or suggestions for future tool reviews or creation, please contact [research@respectvictoria.vic.gov.au](mailto:research@respectvictoria.vic.gov.au).

## Acknowledgements

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# 1 About this toolkit

The National Community Attitudes towards Violence against Women Survey (NCAS) is the best research available on attitudes to violence against women and gender equality in Australia. It is a valuable resource for practitioners working in the primary prevention of violence against women. It tells us where our communities are at with their understanding and attitudes towards this prevalent and, most importantly, preventable problem. Attitudes matter. They have the ability to shape experiences of, and responses to, violence against women. Attitudes held by a large number of people shape social norms and expectations. The NCAS data highlights that problems persist with how Australians understand violence against women and gender equality and provides evidence to challenge myths and misconceptions.

Equipping ourselves with this knowledge is crucial in determining where to focus our efforts to support a broad range of activities to prevent violence against women.

Respect Victoria partnered with Australia's National Research Organisation for Women's Safety (ANROWS) and VicHealth, with support from Swinburne University of Technology, to develop this toolkit – *Re-shaping Attitudes: A toolkit for using the*

*NCAS in the primary prevention of violence against women*. Our aim is that the toolkit is used by primary prevention of violence against women practitioners to promote and make accessible this evidence-base for their partners and the communities with which they work. This toolkit aims to support practitioners, together with their other resources, to prevent violence against women.

## How to use this toolkit

The tools in this kit are designed to be adaptable and a starting point for new ideas. The ways in which NCAS data and information can be used will vary across contexts, and particular resources might be more useful than others in your community or for the programs, capacity building and/or policy activity you undertake. The toolkit includes:

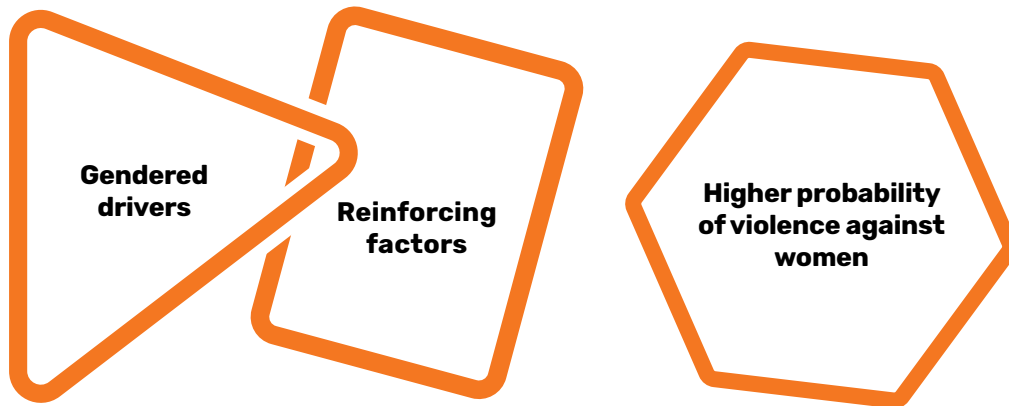
- 2017 NCAS key findings
- How the NCAS can support your prevention work
- Things to consider when using the NCAS
- Using NCAS questions for the evaluation of projects
- Know the Facts about Violence Against Women Card Set: Using the NCAS
- Media Waves Calendar
- Answering 'backlash' and 'resistance' questions about the NCAS
- Key messages from the general community NCAS findings – also in social media tiles
- Storytelling Canvas to help identify ways NCAS material can be integrated into your existing primary prevention activities
- Information about other available NCAS resources and reports – including infographics and videos.

This toolkit aims to provide practical guidance on how to share and promote the NCAS findings but does not explore the NCAS research in detail. This toolkit is a companion resource to the main NCAS reports and other resources. An overview of these reports and links to relevant resources are provided in Section 4.



The toolkit also sits alongside Australia’s national prevention framework, *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia* (*‘Change the story’*). This framework is based on national and international evidence and explains the key gendered drivers of violence against women (see diagram below).

The attitudes that the NCAS investigates align with the gendered drivers of violence against women outlined in *Change the Story*. Primary prevention practitioners who use the *Change the Story* framework will see connections between the framework and the NCAS data, hence supporting and reinforcing their prevention practice.



## Gendered drivers

**Particular expressions of gender inequality consistently predict higher rates of violence against women:**

- Condoning of violence against women
- Men’s control of decision-making and limits to women’s independence in public life and relationships
- Rigid gender roles and stereotyped constructions of masculinity and femininity
- Male peer relations that emphasise aggression and disrespect towards women.

## Reinforcing factors

**These factors alone cannot predict violence against women but when occurring in conjunction with the gendered drivers can increase the frequency and severity of such violence.**

- Condoning of violence in general
- Experience of, and exposure to, violence
- Weakening of pro-social behaviour, especially harmful use of alcohol
- Socio-economic inequality and discrimination
- Backlash factors (when male dominance, power or status is challenged).

**Reference:** Our Watch, Australia’s National Research Organisation for Women’s Safety (ANROWS) & VicHealth. (2015). *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*. Melbourne: Our Watch.



## 2 Explaining the importance of the NCAS

The NCAS is the best research available on attitudes towards violence against women in Australia and is the world's longest-running survey of its kind. It has a large, representative population sample and has been measuring Australians' attitudes to violence against women for over two decades. The NCAS contains questions on four forms of interpersonal violence – partner violence, sexual assault, sexual harassment and stalking.

# NCAS overview

In your prevention work the use of a strong evidence base is a crucial tool. Understanding the NCAS findings, knowing how to utilise them most effectively and being confident in how to explain this research to others, will be of great value in your day to day work.

The NCAS is the best research available on attitudes towards violence against women in Australia and is the world's longest-running survey of its kind. It has a large, representative population sample and has been measuring Australians' attitudes to violence against women for over two decades.

The NCAS contains questions on four forms of interpersonal violence – partner violence, sexual assault, sexual harassment and stalking.

The NCAS tells us:

- People's understanding of, and attitudes towards, violence against women
- Their attitudes towards gender equality
- What influences their understanding and attitudes and if these have changed over time, and
- Whether people are prepared to intervene when witnessing abuse or disrespect towards women.

The 2017 NCAS collected information through mobile and landline telephone interviews with a representative sample of 17,500 Australians aged 16 years and over.

The 2017 NCAS was produced collaboratively and in partnership with a range of national experts and stakeholders: RMIT, the Social Research Centre, The University of Melbourne, University of New South Wales (UNSW) and VicHealth. The survey was also peer reviewed by national and international experts.

## The 2017 NCAS representative sample

**17,500**

Australians aged 16 and over

### Additional resources:

For an overview of the 2017 NCAS see the [NCAS Summary Report](#).

The [NCAS Main Report](#) details findings based on the whole Australian community. Findings for young people, those from non-main English speaking countries, and Aboriginal and Torres Strait Islander Australians are explored in [dedicated reports](#). Please see Section 4 of this toolkit for more information. Further detailed findings and methodological information about the NCAS can be found on the ANROWS website.

# Why violence against women and gender equality?

Violence against women is a widespread problem which carries significant health, social and economic costs for women and their children, as well as society as a whole. Gender inequality and disrespect of women increase the likelihood of men's violence against women occurring.<sup>1</sup>

There is evidence that violence against women can be prevented before it occurs—primary prevention—by addressing the underlying factors that drive the problem.<sup>2</sup> This involves:

- Challenging condoning of violence against women
- Promoting women's independence and decision making
- Challenging gender stereotypes and roles, and
- Strengthening positive, equal and respectful relationships.

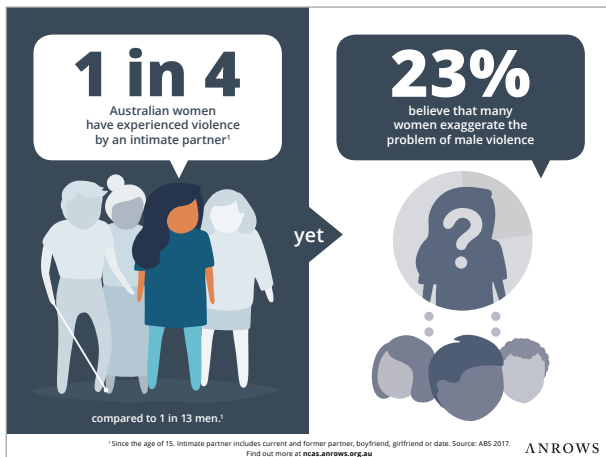
Primary prevention action complements but is separate from responses after violence has occurred. Both forms of action are required to reduce the prevalence of violence against women over time.

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<sup>1</sup> Webster, K., & Flood, M. (2015). *Framework foundations 1: A review of the evidence on correlates of violence against women and what works to prevent it*. Melbourne: ANROWS & VicHealth.

<sup>2</sup> Our Watch, ANROWS, & VicHealth. (2015). *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*. Melbourne: Our Watch.

1 in 4 Australian women have experienced intimate partner violence since the age of 15, and 1 in 5 have experienced sexual violence.<sup>3</sup> 1 in 6 Australian women have experienced stalking and more than half have experienced sexual harassment.<sup>4</sup>



While women from all parts of society are affected by violence, this violence is often more prevalent and/or more severe and prolonged among young women, women with disabilities, and women with limited access to resources such as education, housing, income and employment.

Women from Aboriginal and Torres Strait Islander communities, women living in rural and regional areas and women from some culturally and linguistically diverse communities also experience high rates of violence.<sup>5</sup>

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### Additional resource:

Chapter 3 of the 2017 NCAS Main Report outlines the prevalence of violence against women, the need for primary prevention efforts, the differences between violence against women and men, and other forms of violence against women.

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<sup>3</sup> Cox, P. (2015). *Violence against women in Australia: Additional analysis of the Australian Bureau of Statistics' Personal Safety Survey, 2012*. Sydney: ANROWS.

<sup>4</sup> Australian Bureau of Statistics. (2017). *Personal safety, Australia, 2016*. (Cat. no. 4906.0). Canberra: ABS; Australian Human Rights Commission. (2017). *Change the course: National report on sexual assault and sexual harassment at Australian universities*; Australian Human Rights Commission. (2018). Sydney: AHRC. Everyone's business: Fourth national survey on sexual harassment in Australian workplaces. Sydney: AHRC.

<sup>5</sup> Australian Institute of Health and Welfare. (2018). *Family, domestic and sexual violence in Australia 2018*. (Cat. no. FDV 2). Canberra: AIHW.

**Attitudes that endorse violence and disrespect towards women and support gender inequality are among the many factors that contribute to violence.**

**Webster, K., Diemer, K., Honey, N., Mannix, S., Mickle, J., Morgan, J., Parkes, A., Politoff, V., Powell, A., Stubbs, J., & Ward, A. (2018). *Australians' attitudes to violence against women and gender equality. Findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) (Research report, 03/2018)*. Sydney, ANROWS**

# Why study attitudes?

Attitudes are shaped by the world around us, including through our families and friends, communities and institutions such as schools and the media.<sup>6</sup> As a reflection of this world, attitudes may serve as a barometer. They are one way of telling us whether progress is being made and where we may need to focus future effort.

Attitudes that endorse violence and disrespect towards women and support gender inequality are among the many factors that contribute to violence. Attitudes can shape the perpetration of violence, victimisation, and the responses of others. Attitudes can also shape wider social norms and cultures.<sup>7</sup>

Although attitudes may not be a predictor of individual violence, at a societal level attitudes tell us what the community thinks is ok and not ok—what they are prepared to tolerate and not tolerate.

So long as the general community supports gender inequality in relationships and in society, violence against women will continue. The NCAS enables us to show that if we ever want to see an end to violence, further investment is needed to address gender inequality and the beliefs that support it.



6 Flood, M., & Pease, B. (2009). Factors influencing attitudes to violence against women. *Trauma, Violence and Abuse, 10* (2), 125 –142.

7 Webster, K., Diemer, K., Honey, N., Mannix, S., Mickle, J., Morgan, J., Parkes, A., Politoff, V., Powell, A., Stubbs, J., & Ward, A. (2018). *Australians' attitudes to violence against women and gender equality. Findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) (Research report, 03/2018)*. Sydney: ANROWS.

# NCAS methodology

In 2017, the NCAS involved interviews with over 17,500 people aged 16 and over by landline and mobile telephone. The survey did not ask about individuals' experiences of violence, but rather about their attitudes and knowledge of violence. Individuals were asked if they 'agreed' or 'disagreed' with a particular statement and then further probed as to whether they 'strongly agreed' or 'strongly disagreed' with the statement. Individuals could also respond that they 'did not know' or did not want to answer the question.

The NCAS used best practice social science methodology to ensure the sample accurately represented the diversity in the Australian population, an acceptable response rate was achieved, and questions were understood by respondents.

Care was also taken to include individuals who had a low proficiency in English by making interviews available in 12 community languages.

Best-practice statistical analysis was conducted to ensure that the differences reported for the survey respondents were likely to reflect real and meaningful differences in the Australian population (e.g. real differences between Australian men and women).

Some questions that respondents were asked measured various themes. Questions that measured the same theme were grouped into 'composite measures' or 'scales' to provide findings for a concept overall, for example, support for gender equality or knowledge of violence against women.

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## Additional resources:

More details about the methodology are available in the [2017 NCAS Main Report](#) and the [NCAS Methodology Report](#).

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**The NCAS used best practice social science methodology to ensure the sample accurately represented the diversity in the Australian population, an acceptable response rate was achieved, and questions were understood by respondents.**

# 3 Resources

This section offers nine resources that incorporate the NCAS findings. These resources aim to complement your existing primary prevention of violence against women programmatic and policy activity through:

- **Exploring** the facts about violence against women
- **Promoting** healthy and respectful social norms, and
- **Highlighting** problems with how Australians understand violence against women and gender equality.

## The resources within this section include:

1. 2017 NCAS key findings
2. How the NCAS can support your prevention work
3. Things to consider when using the NCAS
4. Using NCAS questions for the evaluation of projects
5. Know the Facts about Violence Against Women Card Set: Using the NCAS
6. Media Waves Calendar
7. Answering 'backlash' and 'resistance' questions about the NCAS
8. Key messages from the NCAS findings – in social media tiles
9. Storytelling Canvas to help identify ways NCAS material can be integrated into your existing primary prevention activities.
10. NCAS Videos and Infographics.



## Resource 1:

# 2017 National Community Attitudes towards Violence against Women Survey (NCAS) key findings

This series of key messages drawn from the NCAS Summary report are a great starting point to share and promote within your respective communities. The list is divided into encouraging and concerning results and also includes an explanation of the predictors of these attitudes, to provide a picture of Australians' current attitudes. This information can be utilised for example in Powerpoint presentations, funding grant applications, staff emails and community newsletters. For full findings and explanation of these findings see the [NCAS Summary Report and 2017 NCAS Main Report](#).

## Encouraging results

- Most Australians have accurate knowledge of violence against women and do not endorse this violence.
- Most Australians support gender equality and were more likely to support gender equality in 2017 than they were in 2013 and 2009.
- Australians were more likely to understand that violence against women involves more than just physical violence in 2017 than they were in 2013 and 2009.
- Australians were less likely to hold attitudes supportive of violence against women in 2017 than they were in 2013 and 2009.
- There was improvement in knowledge and attitudes related to 27 of the 36 questions asked in 2013 and again in 2017.
- There was improvement in knowledge and attitudes related to 9 of the 11 questions asked in the 1995 NCAS and again in 2017.
- If confronted by a male friend verbally abusing his female partner, most respondents said they would be bothered (98%), would act (70%) and would feel they would have the support of all or most of their friends if they did act (69%).

## Concerning results

- There continued to be a decline in the number of Australians who understand that men are more likely than women to perpetrate domestic violence.
- A concerning proportion of Australians believe that gender inequality is exaggerated or no longer a problem.
- Among attitudes condoning violence against women, the highest level of agreement was with the idea that women use claims of violence to gain tactical advantage in their relationships with men.
- 1 in 5 Australians would not be bothered if a male friend told a sexist joke about women.

### If confronted by a male friend verbally abusing his female partner



**98%**

of respondents said they would be bothered



**70%**

of respondents said they would act



**69%**

of respondents feel they would have the support of all or most of their friends if they did act

**1 in 5**

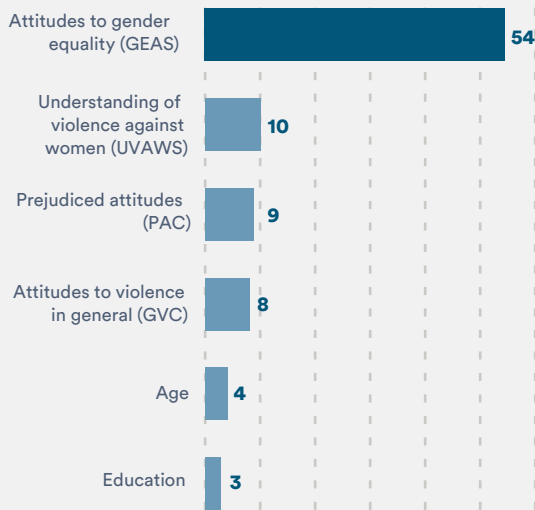
**Australians would not be bothered if a male friend told a sexist joke about women**

# Predictors

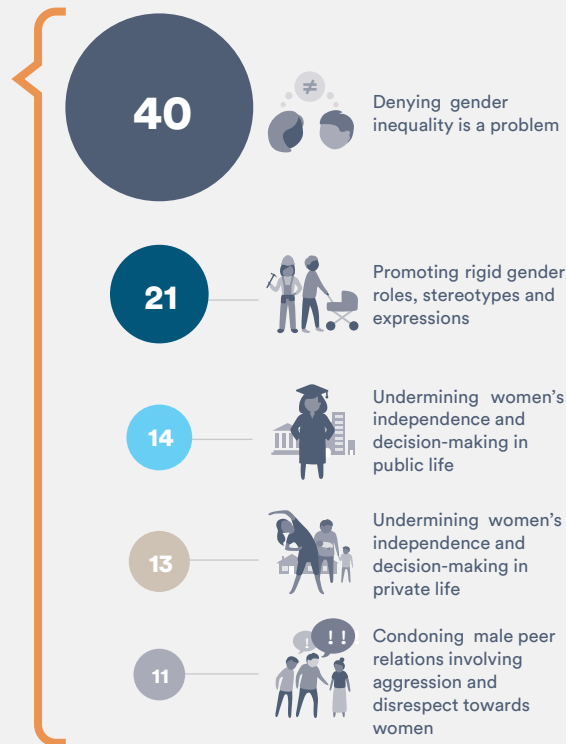
The NCAS examined the factors or ‘predictors’ that were most strongly related to attitudes supportive of violence against women. The strongest predictor was attitudes to gender equality, followed by level of understanding of the nature of this violence.

Specifically, people who were more likely than others to support violence against women were also more likely to support gender inequality and to have a lower understanding of this violence.

Top 6 predictors of attitudinal support for violence against women. <sup>i</sup>



Influence of gender equality themes in predicting attitudinal support for violence <sup>ii</sup>



<sup>i</sup> Figures indicate the percentage of variance explained.  
<sup>j</sup> Percentages do not equal 100% due to rounding

The numbers in this figure show how strongly each factor contributes to attitudes towards violence against women, after the impact of other factors included in the survey have been taken into account. It is expressed as a percentage of the ‘influence’ contributed by all the factors considered in the analysis.

**Reference:** Image from ANROWS. (2018). *Are we there yet? Australians’ attitudes towards violence against women & gender equality: Summary findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS)*. Sydney: ANROWS.

## Resource 2:

# Primary Prevention: How the National Community Attitudes towards Violence Against Women Survey (NCAS) can support your prevention work

Practitioners can use the encouraging, concerning and predictive findings of the National Community Attitudes towards Violence against Women Survey (NCAS) to plan, design and implement primary prevention of violence against women activity. We can celebrate the positive changes that have been made while planning prevention actions in areas where there is considerable room for further improvement. The NCAS data provides the evidence needed to **explore** the facts, **promote** healthy and respectful social norms, and to **highlight** problems with how Australians understand violence against women and gender equality. Below are some of the key ways we recommend the NCAS can be used to support your work.

# Providing evidence that a problem exists

## The NCAS is useful for showing a problem exists in two key ways

1. The NCAS data demonstrates that our community still has a considerable way to go in understanding the reality of violence against women and is useful for changing attitudes that enable this violence to continue.
2. The NCAS main report uses key supplementary research to provide in-depth explanations about why the problems explored in the NCAS are important (for example, attitudes to gender equality and its themes). This is useful for anyone seeking up-to-date evidence to support and validate an activity that overlaps with the NCAS research areas.

In the next column is an example of how NCAS data can be used as evidence that continuing work is needed to prevent violence against women. It is one example of how the NCAS can be used to provide evidence of a problem, and this model can also be used for example in funding applications, policy submissions, report writing, and/or as an educational tool.

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### Additional resources:

See Resource 7 'Answering 'backlash' and 'resistance' questions' within Section 3 of this toolkit for more messaging which addresses the problem of men's violence against women and gender inequality that still exists.

## Example: Using the NCAS to prove the problem still exists – addressing backlash

### Challenge statement:

“Attitudes are so much better than they used to be. The media is always talking about believing women to the point where no one is even allowed to question how she got into the situation in the first place!”

### Response using the data:

“There is increasing public discussion around the importance of believing women, but Australians continue to mistrust women's reports of violence. Although false allegations are rare, the 2017 NCAS shows that 31% of Australians still mistakenly believe that a lot of the time, women who say they were raped had led the man on and then had regrets.”



# Planning prevention projects and programs

The NCAS shows that community attitudes to violence against women are slowly improving. At the same time, it also identifies areas where there is further work to be done. For prevention programmers and planners who seek to change attitudes, the NCAS offers a roadmap of where to focus efforts. The NCAS indicates:

- Which specific **attitudes are most prevalent** and the overarching **themes that most need to be addressed**.
- Where **barriers to prosocial bystander action** need to be addressed to increase the likelihood to act when witnessing abuse or disrespect towards women.
- The variables that most accurately predict attitudinal support for violence. This includes demographic and attitudinal variables. This information is useful in targeting and/or tailoring programs for particular groups or contexts. This also helps practitioners be aware of which of these variables are of critical importance in the prevention of violence against women.

## Themes

Each component of the survey is broken down into **themes** (e.g. 'minimising violence against women'). These themes reflect different aspects of knowledge, and different ways that attitudes are expressed. They sit within each overarching questionnaire component (e.g. the Gender Equality Attitudes Scale).

## Questions to consider when assessing how the NCAS can help you plan your activity

- Which attitudes or understandings need to be addressed based on NCAS findings?
- What change does this activity seek to make?
- Does the NCAS provide demographic or contextual information about the community you are working with?

# Identifying priority populations and contexts

The NCAS provides findings for the general community and analysis by demographics, and attitudinal and contextual variables. The NCAS found that demographics alone are not particularly strong predictors of violence supportive attitudes. However, some differences do emerge by demographic characteristics and this information is useful in targeting and tailoring prevention efforts to specific demographic groups.

The NCAS main report also includes a breakdown by state and territory, although few differences by state/territory were found.



## Additional resources:

See [2017 NCAS Main Report](#) (p.32) for a list of demographic, attitudinal and contextual variables that are analysed within the main report.

Information regarding community specific reports can be found in Section 4 of this toolkit.

## Further reading:

ANROWS. (2018). *Australians' attitudes to violence against women and gender equality: The 2017 National Community Attitudes towards Violence against Women survey (NCAS): Stakeholder kit*. Sydney: ANROWS. (N.B. This Stakeholder Kit is based on the 2017 NCAS Main Report).

VicHealth. (2018). *Encountering resistance: Strategies to respond to resistance to gender equality initiatives*. Melbourne: VicHealth.



**The NCAS found that demographics alone are not particularly strong predictors of violence supportive attitudes.**

**Resource 3:**

**Things to consider  
when using the  
National Community  
Attitudes towards  
Violence against  
Women Survey (NCAS)**



# Using the NCAS to support positive social norms

Research has consistently shown that people are more likely to hold a view if they feel their peers also hold this view, or if they feel holding this view is 'expected' of them.<sup>8</sup>

When the NCAS data shows that a large number of people disagree with a problematic view, or understand the issue well, it is useful to mobilise this data to show that community attitudes are on the 'right track' for creating an environment which does not support violence against women.

However, the social norming effect can be both an opportunity and a risk. When the data is not contextualised there is a risk of reinforcing problematic views and understandings (see next page *Tips to ensure you are using the data for best impact*).

## Example: Using the NCAS to support positive social norms

*The majority of Australians have a good understanding of non-physical forms of domestic violence.*

Sharing this helps to normalise awareness about what constitutes violence and may support increased knowledge.

### For example, you could say:

"Australians have a very good understanding that non-physical forms of abuse are also defined as domestic violence with 90-92% aware that stalking, harassment, the control of social life and repeatedly criticising a partner are all forms of domestic violence."

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**Research has consistently shown that people are more likely to hold a view if they feel their peers also hold this view, or if they feel holding this view is 'expected' of them.<sup>8</sup>**

<sup>8</sup> Alexander-Scott, M., Bell, E., & Holden, J. (2016). *DFID guidance note: Shifting social norms to tackle violence against women and girls*. London: VAWG Helpdesk.

# Tips to ensure you are using the data for best impact

## NCAS data must always be contextualised and explained

The NCAS measures community attitudes and knowledge about the nature of violence against women, and thus allows these beliefs to be compared with the facts.

There are many instances where community attitudes are inconsistent with the evidence about violence against women. By using or referring to NCAS statistics without context, there is a risk of reinforcing these problematic attitudes.

**It is important that the NCAS findings about the community's understanding and attitudes are always provided in the context of the facts about the nature of violence against women.**

Providing this context will ensure that commonly held community views that are inaccurate will not be mistaken to be true. For example, imagine someone stands up and says "50% of Australians believe that many women mistakenly interpret 'innocent' remarks or acts as being sexist."

This might be said with the intention of surprising people with how prevalent this problematic view is. However, someone who agrees with this statement may feel validated by this statistic.

Instead, someone might say 'While 50% of Australian's believe that many women mistakenly interpret 'innocent' remarks or acts as being sexist, the evidence demonstrates that gender inequality and sexism are still problems in Australia'.

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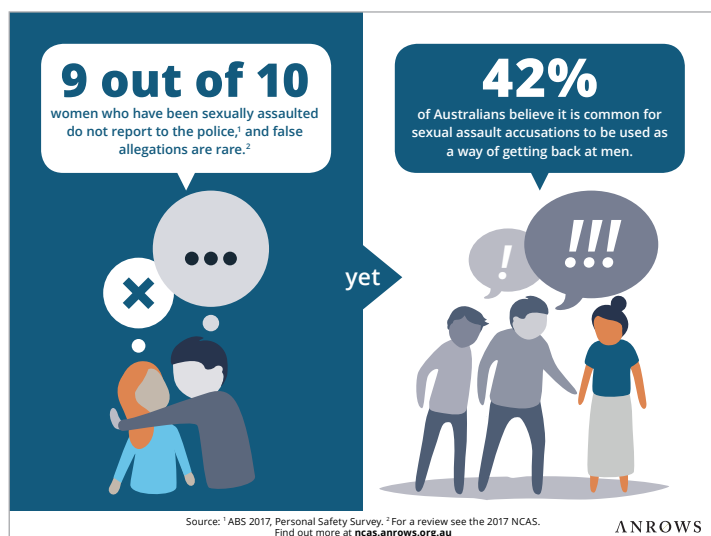
### Additional resource:

A number of infographics have been developed (see Section 3, Resource 10 of this toolkit) that make clear how some community attitudes to violence against women depart from the facts. These can be useful for your communication and education activities.

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**The evidence shows many instances where the community's beliefs are inconsistent with the evidence. By using or referring to NCAS statistics without context, there is a risk of reinforcing these problematic attitudes.**

Here is one example of this model in the NCAS infographics:



### Exercising caution when changing the wording of NCAS questions

When using the NCAS questions it may be tempting to change the words or shorten the language. However, a word of caution: these questions have been reviewed by experts, and have been cognitively tested and statistically validated. Even a slight wording change can compromise the validity of the measures and change the results. Please try to avoid this where possible. For more information about using NCAS questions for other purposes, please see Section 3, Resource 4.

### NCAS data cannot tell us why attitudes have changed though it does offer some suggestions

The NCAS measures attitudes at a broad community level but cannot tell us why people hold a particular attitude, or why these have changed. However, we can draw on other research to propose some possibilities. Relevant evidence from other research can be found throughout the NCAS Main Report.

### Reversing NCAS statistics

To maintain accuracy, please cite statistics in the direction they are presented in the NCAS reports. For example, if 42% of respondents agreed with a statement, it will not necessarily be accurate to say that 58% disagreed. This is because some respondents neither agreed nor disagreed with a statement, but rather replied 'don't know'. The percentage answering 'don't know' varied depending on the question asked.

## Resource 4:

# **Evaluation of Projects: Using the National National Community Attitudes Towards Violence Against Women (NCAS) Survey questions**

A commonly asked question about using the National Community Attitudes towards Violence against Women Survey (NCAS) is about the possibility of using NCAS questions for project evaluations. Certainly, the questions are available for people to use in their work. The NCAS questions can be useful for ‘taking the attitudinal temperature’ of a group, workplace, or organisation. However, there are several important considerations and cautions to keep in mind when using NCAS questions in project or program evaluations.

## Are the NCAS questions relevant for my program evaluation?

The aims of your program will inform the most relevant questions for evaluation purposes. The NCAS questions will potentially be relevant if your program aims to shift:

- People's knowledge of violence against women
- People's attitudes to violence against women and/or gender equality
- People's intention to act if they witnessed abuse or disrespect towards women.

## Can the NCAS measure short-term changes?

The NCAS was designed to measure changes in population knowledge and attitudes over long periods of years. However, attitudes generally change slowly and the NCAS's ability to detect changes in attitudes due to short-term programs has not been tested.

## Should I use NCAS questions or new questions?

Strict social science methods, including psychometric testing, were used to develop the NCAS questions and scales, so there is confidence in the validity of the results for the population. Thus, relevant NCAS questions are generally preferable to new questions which have not been psychometrically tested.

## Can I change the NCAS questions and NCAS scales?

Even slight wording changes to survey questions can change what they measure and the validity of the results. Thus, think carefully before changing the wording of NCAS questions.

If you wish to use an NCAS scale or sub-scale, consider whether you have the capacity to analyse them. Also remember that using only some of the items in a scale may affect what the scale measures and the validity of the results.

## Are there any NCAS questions I should not use?

If you are trying to detect change in knowledge or attitudes as a result of your program it is best to avoid questions where there is minimal room for improvement. For example, virtually all of the NCAS respondents (97% or more) understood that certain behaviours were a form of violence. As a general guide, aim to choose questions where at least 10% or more of the NCAS respondents had poor knowledge or attitudes.

With those caveats in mind, NCAS questions may be a viable choice for evaluation purposes.

## Tips for using the NCAS in evaluation

- Consider if the NCAS questions will be useful in evaluation during the planning of an activity.
- Before using an NCAS question or group of questions for evaluation, consider if this is the best way to evaluate your project? Does the NCAS measure the thing you are seeking to change? Is there a more tailored tool that would provide the information you need?
- If you want to see how the NCAS questions were asked in context, the full interview script is available at Appendix 4 of the [NCAS Appendices](#).

**Resource 5:**

**Know the Facts about  
Violence Against  
Women Card Set:  
Using the National  
Communality Attitudes  
towards Violence  
Against Women Survey**

# Know the Facts about Violence Against Women Card Set: Using the National Communitarity Attitudes towards Violence Against Women Survey

The National Community Attitudes towards Violence against Women Survey (NCAS) is useful for challenging problematic attitudes and beliefs that don't reflect the facts. The data itself provides the evidence you may need to challenge these myths.

This card set has been prepared to support you to facilitate engaging conversations and challenging problematic attitudes and beliefs that don't reflect the facts.

## The set of cards contains:

- A deck of 'Know the Facts Cards about violence against women'.
- A deck of 'Problematic Community Attitudes Cards which don't reflect the facts (from NCAS survey data)'
- A deck of 'Evidence Cards to support the facts about violence against women'.

## Possible applications

These cards can be used in lots of different contexts. They could be used in meetings, morning teas or workshops. You may decide to dedicate a workshop to the NCAS findings or combine an activity with an existing program.

## Printing instructions

The cards will be set up as a PDF document, A4 paper size. If facilitating one or two sessions, you could use your office/home computer and a guillotine or scissors to cut the cards to size. Alternatively, consider printing the cards professionally with higher quality stock if you will be using the cards regularly.

## How to play

The card sets can be used in different ways. Here is one suggestion. Each participant picks a 'Know the facts about violence against women' card.

Then using the 'Problematic Attitudes Cards that don't support the facts about violence against women' unpack the specific attitudes that could undermine the facts from the Fact cards. This also provides some insight into the extent of the problematic attitudes in the community,

Now it is time to draw on the Evidence Cards to challenge community attitudes and misconceptions. Look over the 'Evidence to support the facts about violence against women' Cards.

Some problematic attitudes are related to others, which persist, despite contradicting the facts. The Evidence card set can be used to support the Facts about violence against women' Cards and relate to addressing problematic attitudes from the NCAS survey data. This is an opportunity to discuss the ways that attitudes shape our understandings across various themes and issues. It also helps to make connections across different problems, and all of the ways that all of these 'Know the Facts' cards and Evidence cards can be used to challenge a range of problematic attitudes.

## Tips for using this game

Encourage participants to draw on their own knowledge of facts and use the evidence from the card sets to challenge problematic attitudes reflected in some of the NCAS survey findings.

Ask participants to promote pro-social bystander behavior, by writing a script for a response to attitudes from the NCAS data which don't reflect the facts. The context in which these attitudes might be encountered are often deeply entrenched, for example, in policies, in the media, approaches taken by the police, discussions and conversations with colleagues, friends and family, HR and workplace policies and practices or the law. Encourage a wide range of scripts for challenging the various manifestations of these problematic attitudes.

Know the Facts about Violence Against Women Card Set: Using the National Communitary Attitudes towards Violence Against Women Survey can be downloaded from <https://www.respectvictoria.vic.gov.au/research>



## Resource 6:

# **Media Waves Calendar: Using the National Community Attitudes towards Violence against Women Survey (NCAS) findings**

The Media Waves Calendar below aims to assist practitioners in planning their media strategies, whilst incorporating NCAS content. This list is not exhaustive. It is intended to provide support to, and suggestions for, relevant media activities. You may wish to add your own important dates and specific NCAS data as you become more familiar with the NCAS data and resources.



Remember to check the exact dates for each 'occasion' as they can vary slightly from year to year. See the [ANROWS](#) website for NCAS videos and infographics listed in the 'Action' column below to support your social media posts.

## January – March

Occasion	Action	Media Post
<b>20 February – World Day of Social Justice</b>	Share <a href="#"><u>2017 NCAS KEY FINDINGS VIDEO</u></a>	Today is #WorldSocialJusticeDay – we can all fight for #socialjustice by advocating for gender equality and challenging misconceptions about violence against women.
<b>8 March – International Women’s Day</b>	Share <a href="#"><u>GENDER INEQUALITY IS A PROBLEM ANROWS INFOGRAPHIC</u></a>	The story of gender inequality is directly linked to men’s violence against women. This #InternationalWomensDay pledge your commitment to gender equality and #ChangeTheStory to end violence against women.

## April – June

Occasion	Action	Media Post
<b>April – Sexual Assault Awareness Month</b>	Share <a href="#"><u>KNOWN ASSAILANT ANROWS INFOGRAPHIC</u></a>	It's #SexualAssaultAwarenesMonth. Did you know that many harmful and untrue myths are prevalent in the Australian community? To dismantle harmful myths, learn the facts, check out #NCAS resources. <a href="http://anrows.org.au/NCAS/2017/for-stakeholders/">anrows.org.au/NCAS/2017/for-stakeholders/</a>
<b>April/May – National Domestic Violence Remembrance Day</b>	Share <a href="#"><u>LEAVING ABUSIVE PARTNER ANROWS INFOGRAPHIC</u></a>	Today is National Domestic Violence Remembrance Day. The lives lost to #familyviolence will never be forgotten. Every person deserves to be safe and live a life free from fear and violence. Our work won't stop until this goal is realised. #nationaldomesticviolencerememberanceday

## July – September

Occasion	Action	Media Post
<b>12 August – International Youth Day</b>	<b>Share – <u>KNOWLEDGE OF THE PREVALENCE OF VIOLENCE AGAINST WOMEN ANROWS INFOGRAPHIC – from Youth Report</u></b>	Today is #InternationalYouthDay an opportunity to celebrate future thought leaders and influencers. How we talk to young people about gender stereotypes and inequality matters.
<b>September – Women’s Health Week</b>	<b>Share – <u>UNDERSTANDING CONSENT: FINDINGS FROM THE 2017 YOUTH REPORT VIDEO</u></b>	Sexual violence has short and long-term health impacts for women. Support #WomensHealthWeek by talking about #SexualConsent



## October – December

Occasion	Action	Media Post
<b>25 November – International Day for the Elimination of Violence against Women</b>	<b>Share – <u>WOMEN DON'T EXAGGERATE THE PROBLEM ANROWS INFOGRAPHIC</u></b>	Today is International Day for the Elimination of #violenceagainstwomen. Did you know 1 in 4 Australian women have experienced violence by an intimate partner? Together, we can stop the cycle and build a safer world. Visit <a href="http://respectvictoria.vic.gov.au/research">respectvictoria.vic.gov.au/research</a> to learn more about #preventingviolence
<b>25–10 December – 16 Days of Activism Against Gender Violence</b>	<b>Share – <u>THE 2017 NCAS SUMMARY VIDEO</u></b>	During #16DaysofActivism you can play a part in ending violence against women by calling out gender inequality. Visit Respect Victoria's website to learn more <a href="http://respectvictoria.vic.gov.au/research">respectvictoria.vic.gov.au/research</a>
<b>10 December – Human Rights Day</b>	<b>Share – <u>RECOGNISING CONTROLLING BEHAVIOUR: FINDINGS FROM THE 2017 NCAS YOUTH REPORT</u></b>	Today is #HumanRightsDay. Research shows some Australians hold misinformed and problematic views about gender equality. These views hold us all back, help us set the record straight. @ANROWS have terrific resources including the recent NCAS youth report <a href="http://anrows.org.au/NCAS/2017/youth-report-findings/">anrows.org.au/NCAS/2017/youth-report-findings/</a>

**Resource 7:**

**Answering 'backlash'  
and 'resistance'  
questions about the  
National Community  
Attitudes towards  
Violence against  
Women Survey (NCAS)**

# Dealing with backlash

The term ‘backlash’ is often used interchangeably with ‘resistance’ to describe any form of resistance towards progressive social change.<sup>9</sup> VicHealth has developed a very useful resource, (En)countering resistance: Strategies to respond to resistance to gender equality initiatives. This resource assists those working to promote gender equality to identify and assess the backlash they experience from milder forms to the more extreme or aggressive forms. “The idea of equality can provoke strong feelings – these are long-held social norms that are being challenged. You often know you’re starting to get results with your gender equality initiatives when you meet resistance.”<sup>10</sup>

Practitioners working in the primary prevention of violence against women can experience backlash, so it is important to be prepared. The VicHealth resource is useful in this preparation. In relation to preparing for backlash when using the National Community Attitudes towards Violence against Women Survey (NCAS), Australia’s National Research Organisation for Women’s Safety (ANROWS) NCAS Stakeholder Kit highlights a set of example responses to common ‘resistance’ or ‘backlash’ questions.

## “Why is the research focused on violence against women? What about violence against men?”

- The NCAS is funded under the *National Plan to Reduce Violence against Women and their Children 2010-2022* (the National Plan). It measures changes in attitudes over time in order to measure progress under the National Plan.
- Violence against anyone is unacceptable, but men and women tend to experience violence in different ways and in different contexts. **Women are nearly 3 times more likely than men to experience intimate partner violence, and 4 times more likely than men to experience sexual violence.**<sup>11</sup>
- The NCAS research focuses on the specific problem of violence against women.

## “Gender equality doesn’t have anything to do with violence against women.”

- **Gender inequality involves devaluing or disrespecting women or women’s contributions. Research has consistently found that these forms of disrespect increase the likelihood of violence against women.** The NCAS shows that people who support gender inequality are also more likely to support violence against women.
- **Preventing violence against women starts with challenging attitudes and systems that support gender inequality.** The NCAS is one way for us to track that change.

9 VicHealth. (2018). *(En)countering resistance: Strategies to respond to resistance to gender equality initiatives*. Melbourne: VicHealth.

10 Ibid

11 Australian Bureau of Statistics. (2017). *Personal Safety Survey, Australia, 2016*. (Cat. no. 4906.0). Canberra: ABS.

## “Does this survey really represent Australia?”

The NCAS is a representative population survey. It has a very large, random sample of 17,500 Australians. It is matched with census benchmarks and weighting is used to correct any imbalances.

## “This research is biased.”

- This survey is the world’s longest running survey of its kind.
- It is led by ANROWS in close partnership with leading Australian research institutions: The University of Melbourne, RMIT University, the Social Research Centre, UNSW, and VicHealth. It uses rigorous and widely accepted methodologies.
- The research has also been peer reviewed by national and international experts.

## “Why are we spending time on exploring attitudes to domestic violence and gender inequality when Australia has so many other important issues to tackle?”

- On average, 1 woman every 9 days is killed by her intimate partner.<sup>12</sup>
- The problem of violence and disrespect towards women is prevalent and has significant health, social and economic costs for women and society as a whole.
- **Attitudes are important because they play a role in shaping the world around us, including how we respond to this important problem. We have a role to play in shifting this landscape.**

**Attitudes are important because they play a role in shaping the world around us, including how we respond to this important problem**

**On average, 1 woman every 9 days**

**is killed by her intimate partner<sup>12</sup>**

<sup>12</sup> Australian Institute of Health and Welfare. (2019). *Family, domestic and sexual violence in Australia: continuing the national story 2019*. Cat. no. FDV 3. Canberra: AIHW.

**“How does research into violence against women and gender equality change anything? Why don’t we put the money into support services instead?”**

- Certainly, responding to violence against women is of critical importance. So too is preventing this violence before it starts.
- Attitudes play an important role in shaping the world around us, and therefore play an important role in prevention.

**“This isn’t a problem for everyone, aren’t the [insert specific demographic] the ones we need to focus on?”**

- The NCAS has shown that attitudes towards violence against women and gender equality across Australia are not strongly related to location or socio-economic status.
- No matter who we are or where we come from, we all have a role to play in changing these negative attitudes.

**One of the risks of not taking women’s claims seriously is that perpetrators can continue to offend**

**“If attitudes are getting better, why isn’t the problem of violence against women getting any better?”**

- The relationship between attitudes and behaviour is not direct, but complex.
- It takes considerable time to change entrenched human attitudes and behaviours. While the NCAS did find some positive change in attitudes, we do still have a long way to go.
- It is important that we continue to build on the momentum of change shown in the NCAS results.

**“Gender equality is great, but that doesn’t mean that women don’t lie about sexual assault.”**

- Studies have consistently found that false allegations of sexual assault are rare.
- For women, there is little to be gained from lying. They’re often not believed, their choices intensely scrutinised, and they risk being publicly shamed for speaking out. These are some of the reasons why 9 out of 10 women who have been sexually assaulted do not report to the police. Our attitudes are part of what shapes this response.
- One of the risks of not taking women’s claims seriously is that perpetrators can continue to offend.

**Reference:** ANROWS. (2018). *Australians’ attitudes to violence against women and gender equality: The 2017 National Community Attitudes towards Violence against Women survey (NCAS): Stakeholder kit*. Sydney: ANROWS. (N.B. This Stakeholder Kit is based on the 2017 NCAS Main Report).



## Resource 8:

# **Social Media Tiles: Using the National Community Attitudes towards Violence Against Women Survey (NCAS) findings**

As part of a Stakeholder Kit, ANROWS (2018) developed eight key messages relating to the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) general community findings. These are presented in the box below. Under each key message are bullet points supporting statements or key data to help you build a narrative and communicate key messages.

This resource is to help you and the people you work with when building strategies, planning prevention initiatives, communications and education activity. Select particular messages depending on your contexts and audiences.

#### Additional resource:

The below key messages have been designed into social media tiles to support your communications activity. See <https://www.respectvictoria.vic.gov.au/research> to access this resource.

### Key message 1: While Australians' attitudes to violence against women and gender equality are improving, there are some disturbing trends.

- Australians are more likely to support gender equality and reject violence against women in 2017 than they were in 2013 and 2009.
- In this time there has been an improvement in attitudes overall, but some areas remain a problem, including some in which there has been a worsening trend.

### Key message 2: Many people's knowledge and attitudes to violence against women are out of step with the evidence, and with women's experiences.

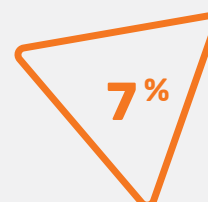
- Fewer are aware that men are more likely than women to use violence in relationships (down 22 percentage points since 1995), and that women are more likely to suffer greater physical harm from this violence (down 8 percentage points since 2009).
- Contrary to Australian rape law, 12% disagree that it is against the law for a man to force his wife to have sex with him, and a further 7% did not know the answer to this question.
- Although the assailant is known to the victim in the majority of sexual assault cases<sup>13</sup>, 18% believe that women are more likely to be assaulted by a stranger than a known man, and 1 in 6 did not know.

**Australians are more likely to support gender equality and reject violence against women in 2017 than they were in 2013 and 2009**

#### Contrary to Australian rape law



disagree that it is against the law for a man to force his wife to have sex with him



did not know the answer to this question

**Key message 3: It's concerning that a substantial minority mistrust women's reports of violence, and feel the problem of gender inequality is exaggerated. We need to do more to change these attitudes.**

- Nearly half of Australians (42%) think it's common for sexual assault accusations to be used as a way of getting back at men. Even though 9 out of 10 women who have been sexually assaulted do not report to the police,<sup>13</sup> and false allegations are rare.<sup>14</sup>
- Half of respondents believe that women mistakenly interpret so-called 'innocent' remarks or acts as being sexist, even though more than half of Australian women have experienced sexual harassment (and women experience this more than men).<sup>15</sup>
- Even though women continue to earn less on average than men in every industry and occupational category in Australia,<sup>16</sup> 40% think women exaggerate how unequally women are treated.

**Key message 4: Our attitudes to sexual consent are concerning. We need to challenge the abusive behaviour, not women's choices.**

- Australians are more likely to justify forced sex if the woman initiates intimacy by kissing a man first, with up to 15% thinking it's justified in these circumstances.
- Nearly 1 in 3 Australians (30%) believe that if a woman sends a nude image to her partner, then she is partly responsible if he shares it without her permission.
- Nearly a quarter (23%) think women find it flattering to be persistently pursued, even if they aren't interested.
- 1 in 10 believes that if a woman is drunk and starts having sex with a man, but then falls asleep, it is understandable if he continues to have sex with her anyway.
- 1 in 5 believes that since women are so sexual in public, it's not surprising that some men think they can touch women without their permission.

**36%**

of Australians believe many women fail to appreciate all that men do for them



**Nearly 1 in 3**

**(30%) believe that if a woman sends a nude image to her partner, then she is partly responsible if he shares it without her permission**



<sup>13</sup> Australian Bureau of Statistics. (2017). *Personal safety survey, Australia*, 2016 (Cat. No. 4906.0). Canberra: ABS.

<sup>14</sup> See [NCAS Main Report](#) for review of studies.

<sup>15</sup> Australian Bureau of Statistics. (2017). *Personal safety survey, Australia*, 2016 (Cat. No. 4906.0). Canberra: ABS.

<sup>16</sup> Workplace Gender Equality Agency. (2016). *Gender segregation in Australia's workforce*. Sydney: WGEA.

### **Key message 5: No matter who we are or where we come from, building support for gender equality is the key to changing negative attitudes to violence against women.**

- When people have negative views about women and gender relationships, they are also more likely to hold attitudes supporting violence against women.
- Attitudes towards women are fairly consistent across the population, regardless of where you live or how much money you earn.

### **Key message 6: We all have a role to play in ending violence against women, by speaking up against abuse, sexism and disrespect.**

- The majority of Australians say they would be bothered by seeing verbal abuse of a woman (98%) and sexist jokes (76%); however not all of them would take action.
- Though a majority of Australians would be bothered by a sexist joke, only 45% said they would take action, 13% would like to act but wouldn't know how, and 18% said they would feel uncomfortable but not act.
- We need to empower and support people to speak out against abuse and disrespect towards women.
- Australians are likely to have the support of more of their friends than they think when speaking out against the abuse and disrespect of women. This is important because we are more likely to take action if we know we have the support of our friends.

### **Key message 7: Men and boys have a key role to play in changing attitudes.**

Although attitudes to gender equality and understanding of violence against women are the strongest predictors of attitudinal support for violence, the survey did find that men are more likely to endorse violence-supportive attitudes and are less likely to support gender equality. These attitudes are also more common in male-dominated occupations and among people with mainly male friends. Whilst the majority of perpetrators of violence against women are men, this does not mean that the majority of men are violent. Men are important allies in prevention and many men do not think disrespect and violence against women is acceptable.

### **Key message 8: Change is possible. We need to keep the momentum going if we want to prevent violence before it starts.**

**Reference:** ANROWS (2018). *Australians' attitudes to violence against women and gender equality: The 2017 National Community Attitudes towards Violence against Women survey (NCAS): Stakeholder kit*. Sydney, NSW: ANROWS. (N.B. This Stakeholder Kit is based on the 2017 NCAS Main Report).

To receive the social media tile assets, please request these by emailing [research@respectvictoria.vic.gov.au](mailto:research@respectvictoria.vic.gov.au). These will be provided on a per case basis via email.

# How to create a post on: Instagram

**The Key Message is the focus in the first image tile.** This should be posted as the first tile, with the option to post a supporting statistic as the second tile.

Supporting statistic copy should be posted in the description/caption along with a call to action. Please see below for further visual detail.

Image Tile 1 Example

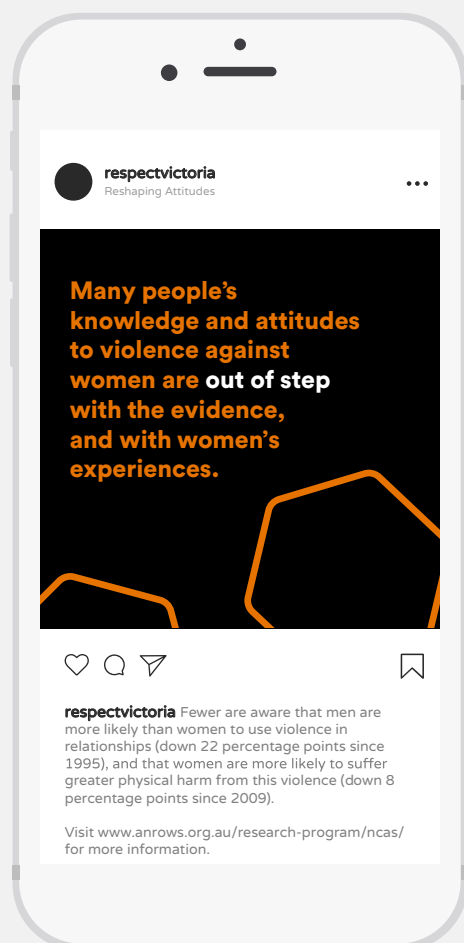
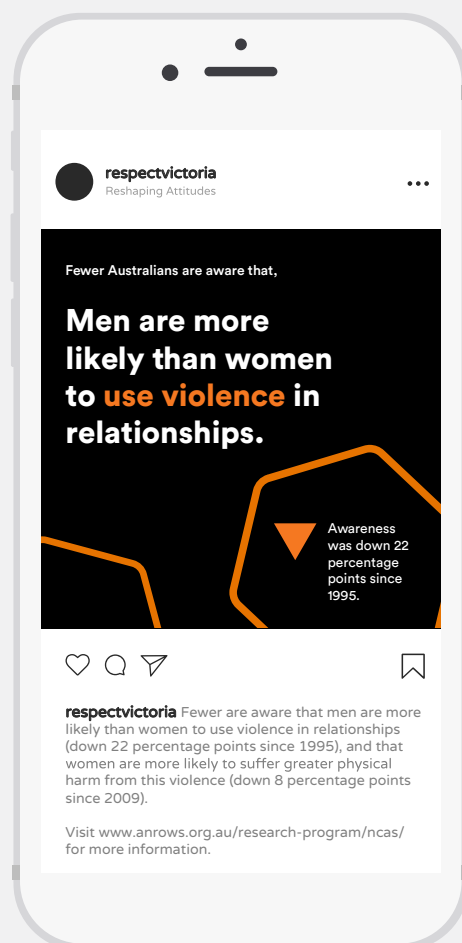


Image Tile 2 Example

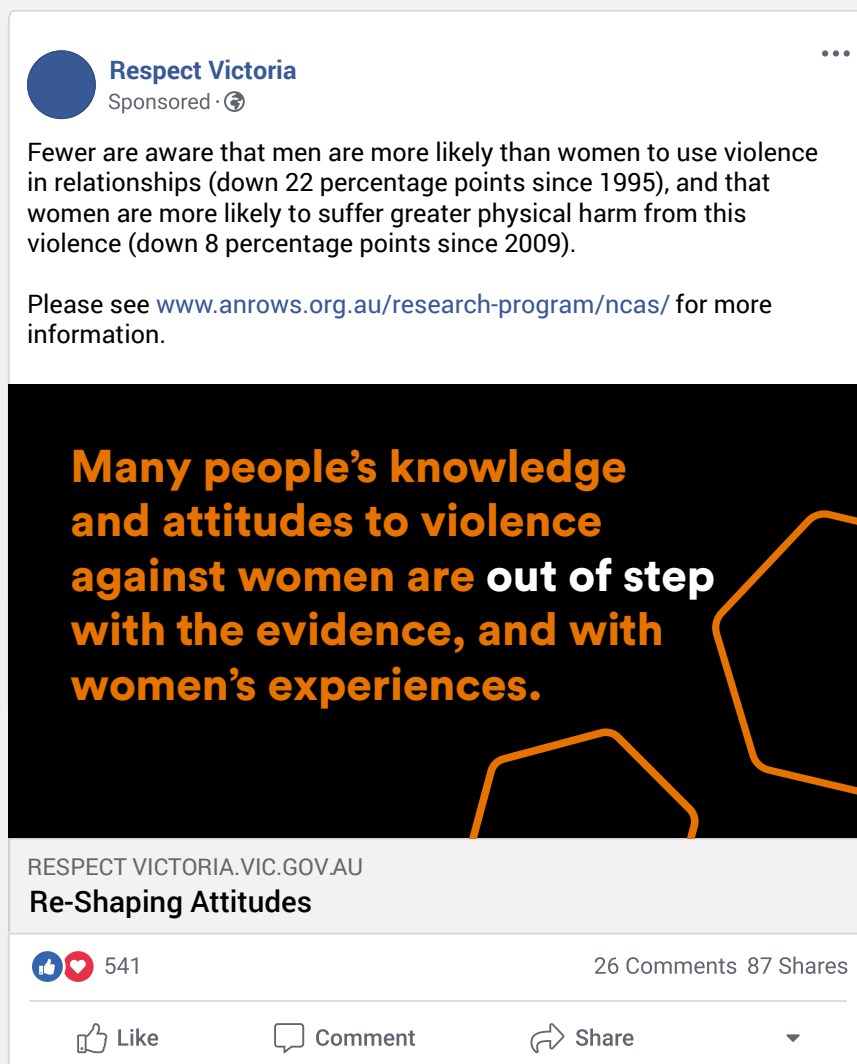


# How to create a post on: Facebook

**Each Key Message has been designed as a tile.** This is to be posted as a single image, one at a time.

Supporting statistic copy should be posted in the description/caption along with a call to action. Please see below for further visual detail.

Example Facebook post:



**Respect Victoria**  
Sponsored · 🌐

Fewer are aware that men are more likely than women to use violence in relationships (down 22 percentage points since 1995), and that women are more likely to suffer greater physical harm from this violence (down 8 percentage points since 2009).

Please see [www.anrows.org.au/research-program/ncas/](http://www.anrows.org.au/research-program/ncas/) for more information.

**Many people's knowledge and attitudes to violence against women are out of step with the evidence, and with women's experiences.**

RESPECT VICTORIA.VIC.GOV.AU  
**Re-Shaping Attitudes**

👍❤️ 541      26 Comments 87 Shares

👍 Like      💬 Comment      ➦ Share

# How to create a post on: LinkedIn

**Each Key Message has been designed as a tile.** This is to be posted as a single image, one at a time.

Supporting statistic copy should be posted in the description/caption along with a call to action. Please see below for further visual detail.

Example LinkedIn post:

**Your company page**  
2,306 Followers

**Many people's knowledge and attitudes to violence against women are out of step with the evidence, and with women's experiences.**

**Re-Shaping Attitudes**

Fewer are aware that men are more likely than women to use violence in relationships (down 22 percentage points since 1995), and that women are more likely to suffer greater physical harm from this violence (down 8 percentage points since 2009).

541 26 Comments

Like Comment Share

# How to create a post on: Twitter

**Each Key Message has been designed as a tile.** This is to be posted as a single image, one at a time.

Supporting statistic copy should be posted in the description/caption along with a call to action. Please see below for further visual detail.

## Example Twitter post:

The image shows a screenshot of a Twitter post. At the top left is a black circular profile picture for 'Your Page' (@yourpage). To the right is a 'Follow' button. The text of the tweet reads: 'Fewer are aware that men are more likely than women to use violence in relationships (down 22 percentage points since 1995), and that women are more likely to suffer greater physical harm from this violence (down 8 percentage points since 2009). Please see [www.anrows.org.au/research-program/ncas/](http://www.anrows.org.au/research-program/ncas/) for more information.' Below the text is a large black rectangular tile with orange text that says: 'Many people's knowledge and attitudes to violence against women are out of step with the evidence, and with women's experiences.' To the right of the text is a stylized orange line graph. Below the tile, the tweet is dated '1:14PM - 26 Feb 2021' and shows '1 Retweet' and '11 Likes'. At the bottom are icons for replies (1), retweets (1), likes (11), and a direct message icon. At the very bottom is a text input field with a 'un' icon and the placeholder text 'Add another Tweet'.



# Supporting statistics

## KEY MESSAGE

## SUPPORTING EVIDENCE

<p><b>Key message 1:</b> While Australians' attitudes to violence against women and gender equality are improving, there are some disturbing trends.</p>	<p>There continues to be a decline in the number of Australians who understand that men are more likely than women to perpetrate domestic violence.</p>
<p><b>Key message 2:</b> Many people's knowledge and attitudes to violence against women are out of step with the evidence, and with women's experiences.</p>	<p>Fewer Australians are aware that men are more likely than women to use violence in relationships (down 22 percentage points since 1995).</p>
<p><b>Key message 3:</b> It's concerning that a substantial minority mistrust women's reports of violence, and feel the problem of gender inequality is exaggerated. We need to do more to change these attitudes so women feel supported when reporting violence.</p>	<p>Nearly half of Australians (42%) think it's common for sexual assault accusations to be used as a way of getting back at men. Even though 9 out of 10 women who have been sexually assaulted do not report to the police, and false allegations are rare.</p>
<p><b>Key message 4:</b> Our attitudes to sexual consent are concerning. We need to focus on the abusive behaviour, not women's choices.</p>	<p>Sharing intimate images of a person without their consent is illegal. Yet nearly 1 in 3 Australians (30%) believe that if a woman sends a nude image to her partner, then she is partly responsible if he shares it without her permission.</p>
<p><b>Key message 5:</b> No matter who we are or where we come from, building support for gender equality is the key to changing negative attitudes to violence against women.</p>	<p>The strongest predictor for rejecting violence against women is support for gender equality (not location, age, education or earnings).</p>
<p><b>Key message 6:</b> We all have a role to play in ending violence against women, by speaking up against abuse, sexism and disrespect.</p>	<p>Australians are likely to have the support of more of their friends than they think when speaking out against the abuse and disrespect of women.</p>
<p><b>Key message 7:</b> Men and boys have a key role to play in changing attitudes.</p>	<p>Whilst men had lower scores on knowledge of and attitudes towards violence against women, as well as support for gender equality, compared to women in the latest NCAS data, the results demonstrate improvements in men's understanding and attitudes compared to previous survey data. Whilst the majority of perpetrators of violence against women are men, this does not mean that the majority of men are violent. Men are important allies in prevention and many men do not think disrespect and violence against women is acceptable.</p>
<p><b>Key message 8:</b> Change is possible. We need to keep the momentum going if we want to prevent violence before it starts.</p>	<p>Australians are less likely to hold attitudes supportive of violence against women in the latest NCAS survey than they were in previous surveys in 2013 and again in 2017. We can prevent violence against women before it starts.</p>

## Resource 9:

# Storytelling Canvas: supporting primary prevention planning

The National Community Attitudes towards Violence Against Women (NCAS) data is brought to life when it is integrated with other content to create strong narratives and education.

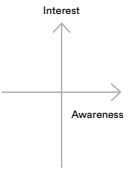
Use this canvas to help you identify ways in which the NCAS data can be integrated into your existing communications, training and/or advocacy to help build a platform for change.

# Storytelling canvas

The NCAS data is really brought to life when it's integrated with other content to create really strong narratives and education.

We hope you can use this canvas to help identify ways in which the NCAS data can be integrated into your existing communications, training and/or advocacy to help to build a platform for change.

## 1 Audience

Who is your audience?	How are they connected to the topic?	How can your audience be reached?	

## 2 Vision and goals

What do you want your audience to do...

Think	Feel	Do	Say

## 3 Identify the data

What NCAS data is relevant?

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## 4 Tools

Identify ANROWS' infographics, videos etc that can be leveraged


## 5 Storyboard

A. Set the scene

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B. Make your point

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C. Conclusions and call to action

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## Resource 10:

# Videos and Infographics: Using the National Community Attitudes Towards Violence Against Women (NCAS) resources

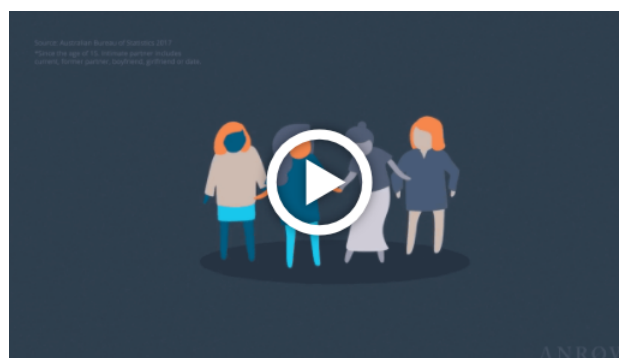
ANROWS and VicHealth led the development of videos and infographics for the NCAS Main Report and the NCAS Youth Report. These can be used by primary prevention of violence against women practitioners to support their communications, capacity building and broader prevention activities. The videos and infographics present the **NCAS findings about the community's understanding and attitudes in the context of the facts about the nature of violence against women**. Providing this context ensures that commonly held community views that are inaccurate will not be mistaken to be true. It is important that the NCAS findings about the community's understanding and attitudes are always provided with the corresponding facts about the nature of violence against women.

## NCAS Videos

**This video is a useful starting point for any discussion about attitudes or the NCAS data more broadly.**

It is about the general community findings and data is contextualised using narrative and evidence.

There is a two-minute version and shorter 40-second version of this video. The shorter video works well for social media or online contexts.



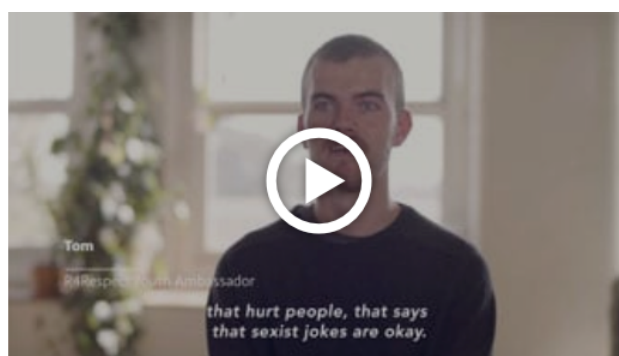
**2017 NCAS findings video**

### NCAS Youth Report Videos

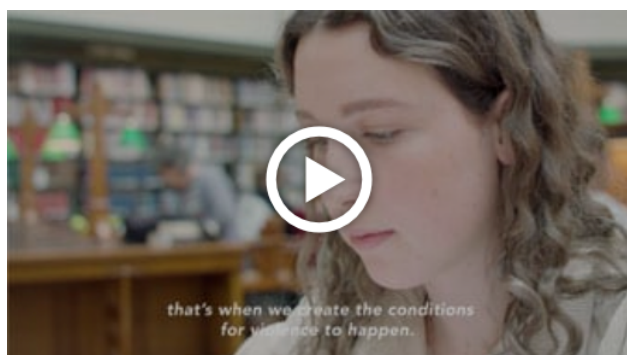
Videos cover three topics: sexual consent, recognising controlling behaviour and standing up against disrespect towards women.

These videos were co-designed by and feature youth ambassadors from R4Respect, a youth-led respectful relationship program based in Queensland run by YFS.

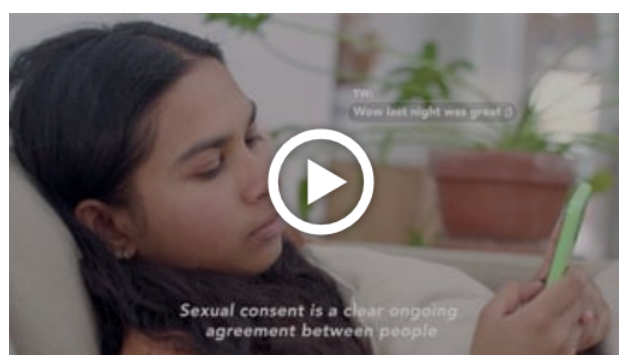
The videos are designed to support anyone working with young people to change attitudes and support gender equality and healthy relationships. There are two versions of each video (a 2:30-minute version and a 50-second version).



**Standing up: Key findings from the 2017 NCAS youth report**



**Recognising controlling behaviour: Key findings from the 2017 NCAS youth report**



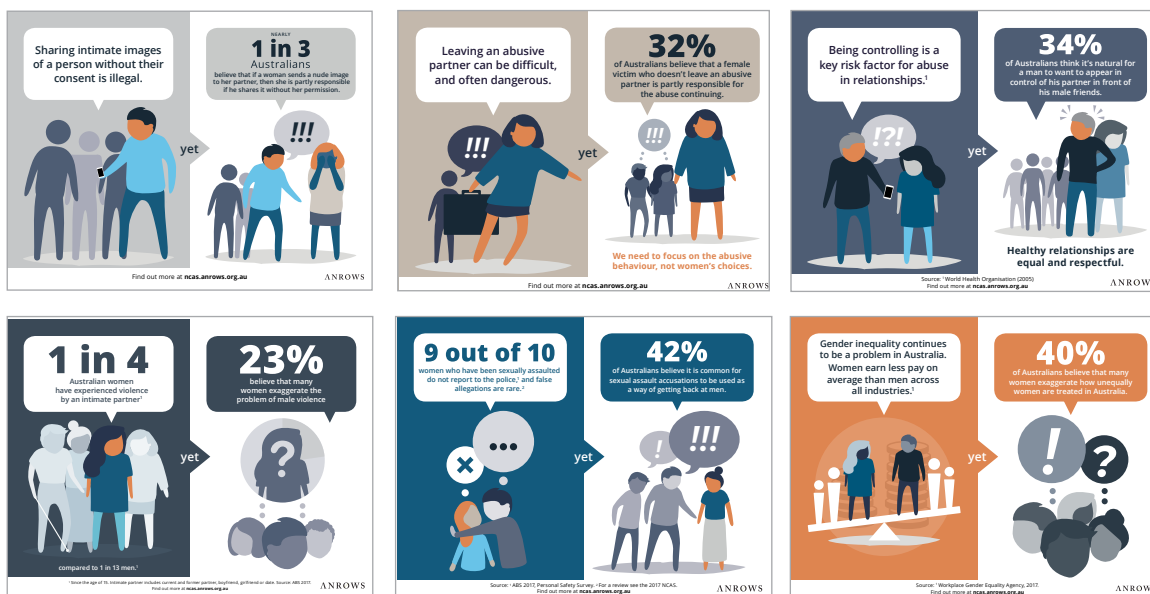
**Understanding consent: Key findings from the 2017 NCAS youth report**

# NCAS Infographics

A number of infographics were developed to share key NCAS findings and support communications in prevention work. All are available for download from the [ANROWS website](http://www.anrows.org.au).

They can be used in presentations, workshops, reports, websites and social media. These infographics have been developed for the general community as well as for priority population reports. Examples are provided below.

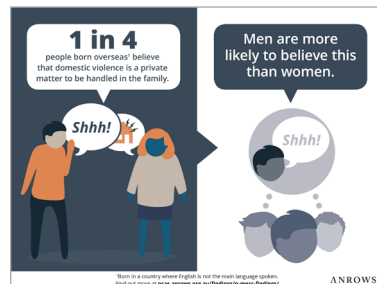
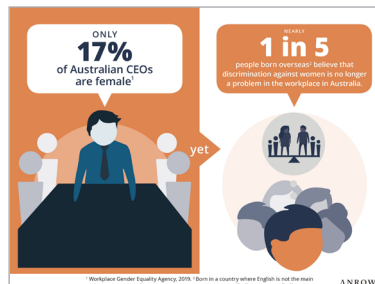
## Infographics from the NCAS Main Report (general community sample)



## Infographics from the NCAS Youth Report



## Infographics from the NCAS N-MESC Report



# 4 Further reading





# Reports and resources explained

There are many National Community Attitudes towards Violence against Women Survey (NCAS) reports and resources available on the [ANROWS website to support your work to prevent violence against women](#). A useful starting point is the 2017 NCAS Summary Report, and the Questionnaire Framework on page 6 of the report. This framework provides a bird's eye view of the entire questionnaire and will be helpful in determining which parts of the NCAS might be most useful in your work.

For those wishing to delve deeper into a particular area, methodology or population group, this section steps you through the following key documents:

- [NCAS Main Report](#)
- [NCAS Summary Report](#)
- [NCAS Youth Report](#)
- [NCAS Report for people born in Non-Main English-Speaking Countries](#)
- [NCAS Report for Aboriginal and/or Torres Strait Islander respondents](#)
- [NCAS Stakeholder kits- main report and youth report](#)
- [NCAS videos](#)
- [NCAS infographics](#)

All NCAS reports contain at a minimum basic information about the Questionnaire Framework, a brief overview of the methodology and an overview of gender differences in knowledge and attitudes and any changes over time (between 2009, 2013 and 2017).

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**All NCAS reports contain at a minimum basic information about the Questionnaire Framework, a brief overview of the methodology and an overview of gender differences in knowledge and attitudes and any changes over time (between 2009, 2013 and 2017).**

# NCAS Main Report

## What is it?

The NCAS Main Report provides in-depth information about the survey, its methodology, its findings and detail about other research. The findings of the NCAS Main Report are for the whole Australian community, with some information about gender and other demographic differences. More in-depth information about young people, Aboriginal and/or Torres Strait Islander Australians and those from non-main English-speaking countries are presented in separate dedicated reports.

The NCAS Main Report tells you what the survey *found*, and aims to explain *what these findings mean and why*.

### Information in the NCAS Main Report includes:

- Percentage of agreement for each statement in 1995, 2009, 2013 and 2017. This information is grouped by questionnaire component (knowledge, attitudes and bystander action) and themes within that component.
- Levels of endorsement of attitudinal support for violence against women by themes. Gender differences are identified.
- Information about what demographic and/or attitudinal factors are most closely related to attitudes to violence against women.
- Encouraging and concerning results for each questionnaire component.
- Information about the implications of these findings for policy and practice.
- ‘Why does it matter’ boxes which use the most recent research to explain why a particular attitude, or theme, matters.

- Key definitions related to the prevention of violence against women are included in blue ‘explainer’ boxes and in the glossary at Appendix B of the NCAS Main Report.
- Detailed information based on each state and territory, as well as information about attitudes in particular occupational groups, gender composition of occupations, and the gender composition of respondents’ social networks.
- Explanation of the NCAS methodology.

## Tips for using the NCAS Main Report in primary prevention activities

The ‘explainer’ and ‘why does it matter’ boxes can be used to help explain and provide evidence for why your program is focusing on a particular attitude or concept.

For those working with workplaces or male dominated environments, Chapter 14 of the NCAS Main Report offers information about attitudes, knowledge and bystander action specific to these contexts.

Statistically significant gender differences for individual questions are written out in text (not in the figures).

# NCAS Summary Report

## What is it?

The NCAS Summary Report provides a high-level overview of the 2017 NCAS findings, highlighting the key findings from the Main Report. The findings of the NCAS Summary Report are for the whole Australian community, with some information about gender and other demographic differences.

## Tips for using the NCAS Summary Report in primary prevention

- Handy resource for quick statistics and broad findings to inform planning and resource development.
- Questionnaire Framework on page 4 gives a bird's eye view of the whole survey.
- The NCAS themes that align with *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*, are clearly defined on page 8 of the full toolkit.

# NCAS Youth Report

## What is it?

The NCAS Youth Report focuses on results for young Australians aged 16-24 years.

It explains why it is important to focus on young people and incorporates reflections from young people in the findings. These were sought through a workshop with youth ambassadors from R4Respect (run by YFS) in Queensland. This group of young people were collaborators in the development of videos and infographics as part of the release of the youth findings. See pages 47 and 49.

## The NCAS Youth Report has a similar structure to the NCAS Summary Report, and includes:

- Information about the particular context and meaning of the findings for young people.
- Data for individual questions for 2013 and 2017, with 2017 data broken down by gender.
- Key findings boxes with statistically significant differences between young people and those aged 25-64.

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**The findings of the NCAS Summary Report are for the whole Australian community, with some information about gender and other demographic differences.**

# NCAS Report for people born in Non-Main English Speaking Countries (N-MESC)

## What is it?

The NCAS Report for people born in Non-Main English Speaking Countries ('NCAS N-MESC Report') focuses on results for Australians born in countries where the main language spoken is not English.

**The NCAS N-MESC Report has a similar structure to the NCAS Summary Report, and also includes:**

- Description of the approach used to analyse the data by different indicators of cultural and linguistic background (e.g. birthplace, length of time in Australia, generation and English language proficiency).
- Explores the importance of prevention of violence against women amongst those from N-MESCs.
- Reports data for those born in an N-MESC as compared to those born in Australia.
- Reports gender differences for those born in an N-MESC.
- Describes differences in knowledge and attitudes based on length of stay in Australia.

The NCAS N-MESC report does not include changes over time due to the complexity of measuring change over time in N-MESC communities (e.g. changing migration patterns).

# NCAS Report for Aboriginal and Torres Strait Islander respondents

## What is it?

The NCAS Report for Aboriginal and Torres Strait Islander Australians presents key findings focusing on results for respondents who identified as an Aboriginal and/or Torres Strait Islander. It also draws on other research, including research by Aboriginal and Torres Strait Islander scholars and community leaders, to better understand the findings.

Input from Aboriginal and Torres Strait Islander experts was secured through a working group and a workshop held to discuss preliminary findings. Key themes that were raised by participants in the workshop are represented in quote boxes throughout the report.

**The NCAS Aboriginal and Torres Strait Islander Australians Report has a similar structure to the NCAS Summary Report, and also includes:**

- Information about the particular context and meaning of these findings for Aboriginal and/or Torres Strait Islander Australians.
- Key findings boxes with statistically significant differences between Aboriginal and Torres Strait Islander people and other people.

Respondents who identified as Aboriginal or Torres Strait Islander people were also asked two further sets of questions. These were developed in collaboration with an Expert Group of Aboriginal and Torres Strait Islander Australians with special expertise in addressing family violence.

1. The first set of questions was designed to gauge Aboriginal and Torres Strait Islander respondents' knowledge of factors that may lead to violence against Aboriginal and Torres Strait Islander women and girls.
2. The second set asked respondents their views about Aboriginal and Torres Strait Islander women and girls reporting to the police.

The approach to analysing these questions was the same as for the questions in the main NCAS questionnaire.

## NCAS Stakeholder kits

Two stakeholder kits were developed as part of the release of the 2017 NCAS and are available on the [ANROWS website](#). One is related to the [general community findings](#) and the other to the [findings from young people](#).

These kits have a similar structure and include:

- Key messages
- An NCAS 'Cheat Sheet' with basic information about the NCAS
- Standard responses and frequently asked questions
- Social media content
- The media release.

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Re-shaping attitudes. A toolkit for using the National Community Attitudes towards Violence against Women Survey (NCAS) in the primary prevention of violence against women

