

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.

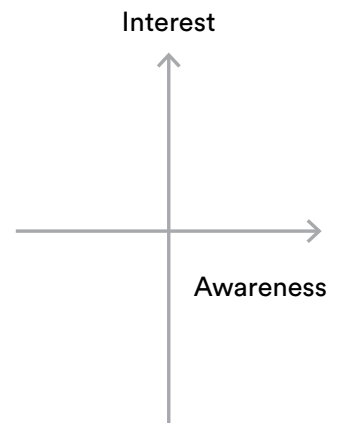


1 Audience

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

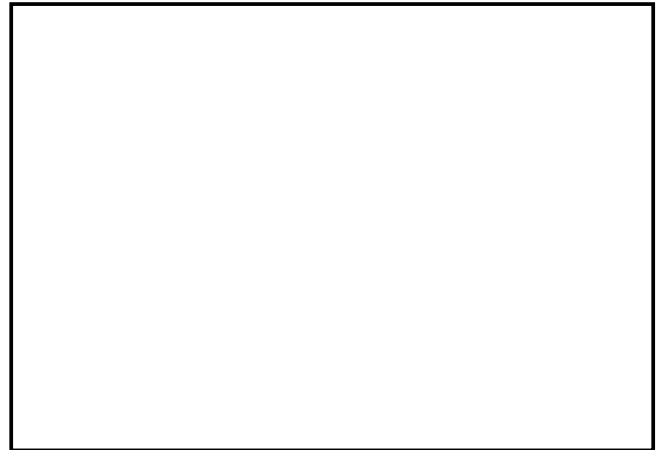
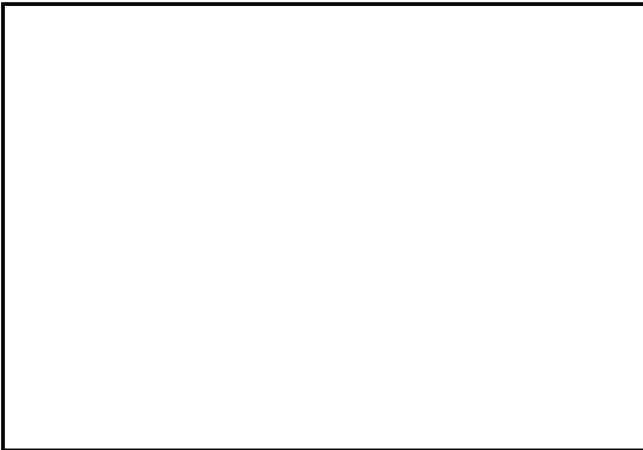
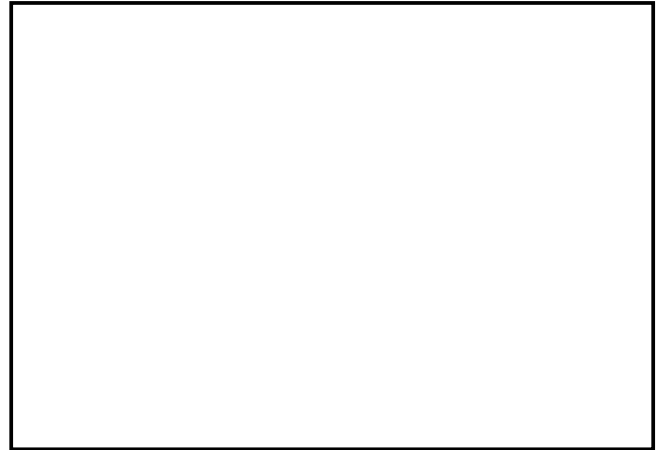
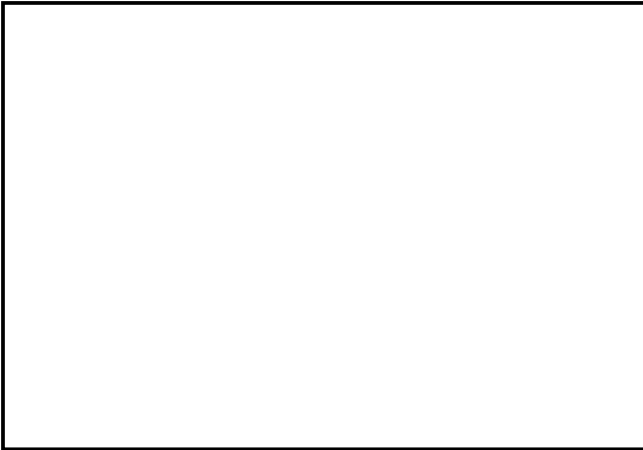
Say

3 Identify the data

What NCAS data is relevant?

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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This resource is one of ten resources within the toolkit- 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. For more information, please visit www.respectvictoria.vic.gov.au/research

Suggested citation

Respect Victoria, Australia's National Research Organisation for Women's Safety, the Victorian Health Promotion Foundation, Swinburne University of Technology, (2020) 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, Respect Victoria, Melbourne, Australia.

For more information or to provide feedback on this resource or toolkit, please contact research@respectvictoria.vic.gov.au.

