



ZONTA DISTRICT 23 SERVICE AND ADVOCACY PROJECT AWARD 2017

Name of Club: ZONTA CLUB OF THE ADELAIDE HILLS

Name of Project: EXPECT RESPECT PROJECT

The Expect Respect Project is an advocacy initiative which aims to heighten awareness in children, adults and the community of the need for respect in relationships, especially towards women and children. It contains a service element as it addresses a stated need by SA Police in the region to provide projects to address the continuing incidence of family violence. The project promotes community dialogue to address all forms of violence, acts as a catalyst for the dissemination of information about health and support services, and exposes the children to positive role models.

Project Description:

- Children in years 4/5 at Mount Barker Primary Schools attended a workshop held by experts from SA Police and a counsellor from Child and Adolescent Mental Health Services (CAMHS).
- The children used art to create posters to reflect their learning from the workshop, and these incorporated the national domestic violence help line and kids helpline numbers, which provide a quick reference for support services hotlines.
- A selection of the children's artworks provided the key elements for a monthly calendar which each student took home. Each month the artwork showed different key messages about respectful relationships, taken from the workshops and interpreted by the children.
- The posters were celebrated with a public exhibition of all artworks in the Council Library in November to coincide with the ZONTA International Campaign to end gender-based violence: "ZONTA Says NO", and the White Ribbon Day.
- A community event was held, where the posters were displayed. The children, secondary students, local government leaders and the wider community attended, and the participants received recognition for their work. This event

partnered with the White Ribbon Day Committee and a group of local men of all ages took part in the National White Ribbon Day pledge. The students of senior schools in the area took part in the pledge and also shared their views on the significance and importance of respect in all relationships. The group then gathered outside to shout “NO” to violence against women and to measure this decibel shout reading for comparison to the readings from similar events held by Police in relation to White Ribbon events in the region. The event was attended by the White Ribbon Ambassador who gave a short inspirational talk and provided leadership for the pledge and the shout.

Beneficiaries:

The project is a Primary Prevention strategy that takes the issue of family violence to a community level. It benefits women and their children in the community by providing a forum to challenge the historically-entrenched beliefs and behaviours that create power imbalances that lead to violence against women. The workshops encourage respect for all, introduce the concept of gender equality, and challenge stereotypical gendered roles.

Zonta Visibility:

The community focus of the project ensured maximum Zonta visibility with a two week display in the Council Public Library with Zonta information featuring prominently. There were articles in the two local newspapers both before and after the event which was open to the public. Attendees at the event were drawn from the school community, local government, civil society organisations, and the wider community.