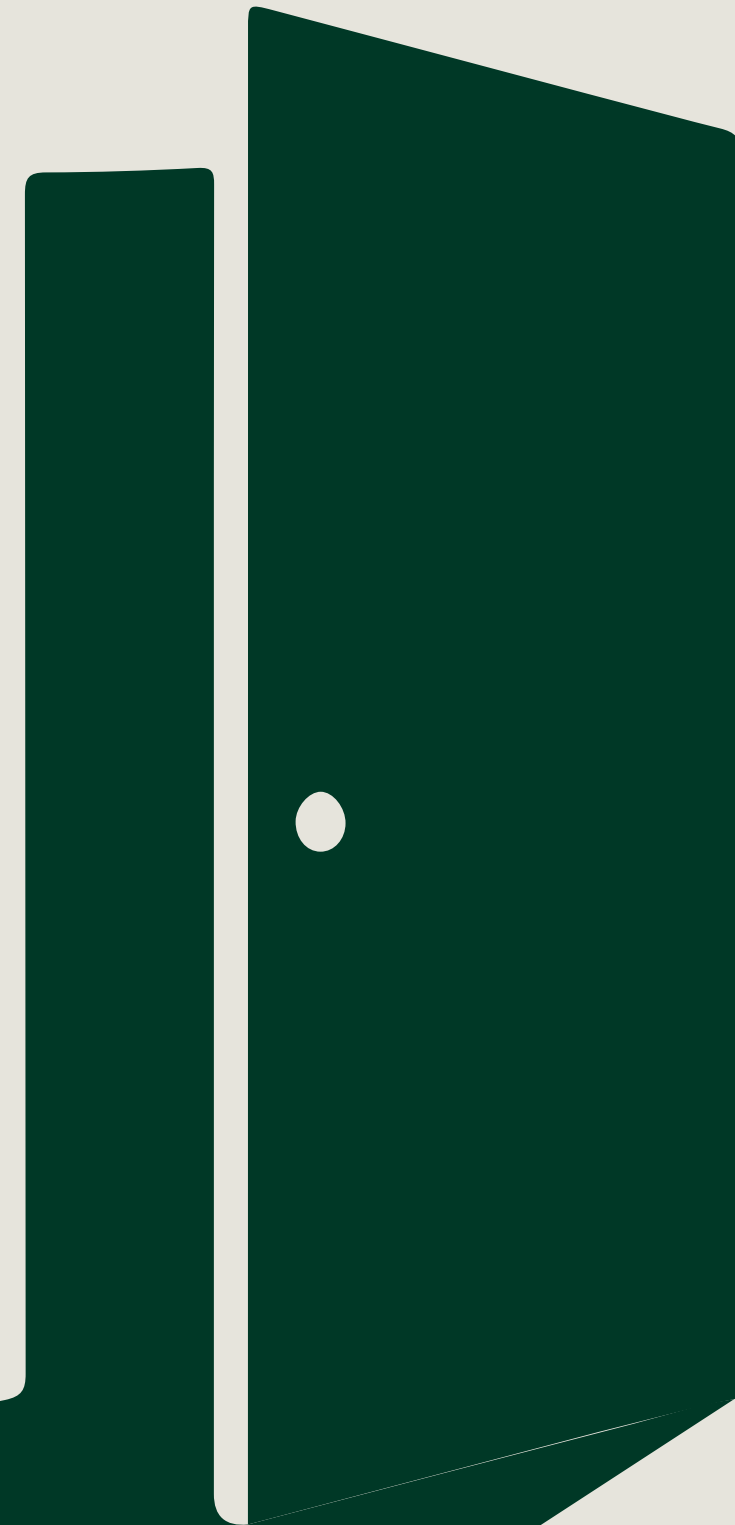


# ARE YOU SAFE AT HOME ?

10 MAY 2023

COMMUNICATIONS TOOLKIT



# BACKGROUND

We all deserve safety, respect and the opportunity to thrive, wherever we live, work and play. But for many of us home is not always safe.

Are You Safe At Home? is a national initiative developed by Safe and Equal, designed to break down the fear and stigma associated with talking about family violence.

Are You Safe at Home? provides clear information about what to look out for, what supports are available, and how to start a conversation if you're concerned that someone you know is experiencing abuse.

The campaign includes a suite of resources focused on how to recognise and respond to family violence, including a video series available in 15 community languages.

Following the implementation of paid family violence leave into legislation earlier this year, the focus of Are You Safe at Home? Day 2023 is on the crucial role colleagues and workplaces play in recognising and responding to family violence and encouraging people to start the conversation with a colleague or loved one.



# ABOUT SAFE AND EQUAL

Safe and Equal is the peak body for specialist family violence services in Victoria.

Our vision is a world beyond family and gender-based violence, where women, children and all people from marginalised communities are safe, thriving and respected.






The interests of people experiencing, recovering from, or at risk of, family violence is at the heart of everything we do.

We provide specialist expertise across primary prevention, early intervention, response and recovery approaches and the inter-connections between them.

Safe and Equal holds a central position in the Victorian family violence system and its strategic governance. We are committed to being an independent voice to effect sustainable and purposeful systemic and social change. [Learn more about Safe and Equal and our work.](#)

# SAFE + EQUAL

**Standing strong  
against family  
violence**

-  <https://safeandequal.org.au/>
-  <https://www.linkedin.com/company/safe-and-equal/>
-  [https://www.instagram.com/safe\\_and\\_equal/](https://www.instagram.com/safe_and_equal/)
-  <https://www.facebook.com/safe.and.equal.vic>
-  [https://twitter.com/safe\\_and\\_equal/](https://twitter.com/safe_and_equal/)

# ARE YOU SAFE AT HOME? DAY - 10 MAY

This 10 May, start the conversation with a colleague or loved one.

**'ARE YOU  
SAFE AT  
HOME?'**

# FAMILY VIOLENCE IS A WORKPLACE ISSUE

As a community, we all have a role in recognising and responding to family violence – wherever we live, work and play.

Violence against women and their children costs Australia an estimated **\$1.9 billion per year**.

55% to 70% of women who have experienced violence, or are experiencing violence, are currently in the workforce – that's around **one in six female workers**.

This means that most Australian workplaces will be impacted by family violence at some point.



# HOW YOU CAN HELP

- Promote and attend an Are You Safe at Home? Day webinar on Wednesday 10 May
- Raise awareness about the Are You Safe at Home? initiative
- Share Are You Safe at Home? content through your organisation's social media and other communication channels
- Encourage your colleagues to share the content through their social media network
- Print and display resources in your office or workplace
- Learn about family violence and how to have safe conversations by completing our 20-minute eLearn
- Open up the conversation with your friends, family or colleagues
- Create space and opportunity for meaningful conversations that could support people in your workplace



# SOCIAL MEDIA TILES

## 'ARE YOU SAFE AT HOME?' TILES



## 'ARE YOU SAFE AT HOME?' EASY READ TILES



Family violence is **not** always physical abuse.

SAFE+EQUAL areyouafeathome.org.au

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Family violence is  
• **never ok**  
• **not your fault**

SAFE+EQUAL areyouafeathome.org.au

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You can get help to keep you and your family safe

SAFE+EQUAL areyouafeathome.org.au

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You are **not alone**

SAFE+EQUAL areyouafeathome.org.au

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You can get help and support to **stop** family violence

SAFE+EQUAL areyouafeathome.org.au

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# SOCIAL MEDIA TILES



[DOWNLOAD HERE](#)

## 'ARE YOU SAFE AT HOME?' TRANSLATED TILES



Available in Arabic, Dari, Farsi, Greek, Hindi, Italian, Karen, Khmer, Macedonian, Punjabi, Simplified Chinese, Somali, Traditional Chinese and Turkish.

[DOWNLOAD HERE](#)



# SOCIAL MEDIA MESSAGING

## 'ARE YOU SAFE AT HOME?'

We all deserve safety, respect and the opportunity to thrive, wherever we live, work and play. But for many of us, home is not always safe.

If you're experiencing abuse, you do not have to face this alone. For more information about family violence, considerations for your safety and available support services, visit [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au).

Family violence doesn't always involve physical abuse. No matter what form it takes, family violence is never acceptable.

If you're experiencing abuse, support is available. Services can work with you to explore your options to keep you and your family safe. Learn more here [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au).

We all have a right to feel safe and protected at home - no matter where we are from, our visa status or the language we speak. For translated resources about family violence and ways to access support, visit [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au).

**ARE YOU SAFE AT HOME DAY? DAY TOOLKIT**  
[areyousafeathome.org.au](http://areyousafeathome.org.au)

## 'IS SOMEONE YOU KNOW UNSAFE AT HOME?'

We all have a role in recognising and responding to family violence, wherever we live, work and play. This 10 May, start the conversation with a colleague or loved one. [#AreYouSafeAtHome](https://www.arenousafeathome.org.au)

Build your confidence in having the conversation by visiting [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au).

We all have a role in recognising and responding to family violence, wherever we live, work and play. Evidence tells us that most people experiencing family violence will reach out to their family, friends or someone they work with first. That could be you.

Start small, open up the conversation, listen and offer support. This 10 May, start the conversation with a co-worker or loved one. [#AreYouSafeAtHome](https://www.arenousafeathome.org.au)

Asking [#AreYouSafeAtHome](https://www.arenousafeathome.org.au) can be tough, but you can play a crucial role in supporting someone in your life. Our website features lots of helpful tips, conversation starters and information to help you support someone experiencing family violence on their journey to safety. Visit [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au).

## HASHTAGS

[#AreYouSafeAtHome](https://www.arenousafeathome.org.au) [#EndFamilyViolence](https://www.arenousafeathome.org.au)

## FAMILY VIOLENCE IS A WORKPLACE ISSUE

We all have a role in recognising and responding to family violence, wherever we live, work and play. This 10 May, start the conversation with a colleague. [#AreYouSafeAtHome](https://www.arenousafeathome.org.au)

The focus of Are You Safe At Home? Day this year is on the role workplaces and co-workers can play in recognising and responding to family violence. If you're worried about someone you work with, it can be tough to know what to do, what to say or where to start. Learn more about family violence on our website: [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au)

For someone experiencing family violence, our workplace could be our only place to seek support. This [#AreYouSafeAtHome](https://www.arenousafeathome.org.au) Day, you can start small by asking the question, listening and offering support.

The Are You Safe at Home? website has tools and resources that can help you feel more comfortable and confident to do this. And with these tools, your response can make a real difference on someone's journey to safety. Learn more about family violence at [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au)

# NEWSLETTER MESSAGING

## ARE YOU SAFE AT HOME? DAY 2023

### 10 MAY

We all deserve safety, respect and the opportunity to thrive, wherever we live, work and play. But for many of us, home is not always safe.

Most people experiencing family violence will reach out to a friend, family member or colleague at some point. That could be you. And it's people like you who are often the first ones to notice that something isn't right. You can play a crucial role in identifying abuse and supporting the people you know and care about to be safe.

You don't have to be an expert. You can start small by opening up the conversation, listening and offering support. You can ask the question, 'are you safe at home?'

We all have a role in recognising and responding to family violence. This 10 May, start the conversation with a colleague or loved one.

Learn more by visiting [www.areyousafeathome.org.au](http://www.areyousafeathome.org.au).



[DOWNLOAD HERE](#)



# ONLINE RESOURCES

## WEBSITE

Our website features lots of helpful tips, conversation starters and information to help you support someone experiencing family violence on their journey to safety.



[VISIT AREYOUAFEATHOME.ORG.AU](https://areyouafeathome.org.au)

**ARE YOU SAFE AT HOME DAY? DAY TOOLKIT**  
[areyouafeathome.org.au](https://areyouafeathome.org.au)

## ELEARN

Our short eLearn resource is for people in workplaces, and provides information about how to recognise and respond to family violence in the workplace. The eLearn will be launching on 10 May 2023. To be notified when the eLearn launches, please [subscribe here](#).

The eLearn will cover content including:

- what family violence is
- how to recognise the signs and impacts of family violence in the workplace,
- workplace entitlements and supports
- how people can have safe and respectful conversations about family violence with colleagues in their workplace

By completing this eLearn, you will be better equipped to support colleagues, friends, or family members who may be experiencing family violence. You will be able to recognise signs of family violence, ask important questions, and respond appropriately. With the resources and knowledge gained from this eLearn, you can make a positive impact in your workplace and community.

[SUBSCRIBE FOR LAUNCH ANNOUNCEMENT](#)

# FLYERS:

Access information, advice, and support for people experiencing family violence, and their friends and family.

These flyers are useful for your office, waiting room or bathrooms where people experiencing or at risk of violence may be able to read it.



[DOWNLOAD HERE](#)

**ARE YOU SAFE AT HOME DAY? DAY TOOLKIT**  
[areyouSAFEATHOME.org.au](http://areyouSAFEATHOME.org.au)

These flyers are available digitally in 15 different languages and Easy English.

- Arabic - العربية
- Chinese (Simplified) - 简体中文
- Hindi - हिन्दी
- Vietnamese - tiếng Việt
- English
- Dari - دري
- Farsi - فارسى
- Greek - Ελληνικά
- Easy English
- Italian - Italiano
- Karen - ကညီကျိ
- Khmer - ខ្មែរ
- Chinese (Traditional) - 繁體中文
- Macedonian - Македонски
- Punjabi - ਪੰਜਾਬੀ
- Somali - Soomaali
- Turkish - Türkçe

# WALLET CARDS:

This printed wallet card features information about how to recognise family violence and how to get help. The wallet card is available to order on Safe and Equal's Shopify website - limited stock available.

These wallet cards are useful for your office or waiting room where people experiencing or at risk of violence may be able to read it.



[ORDER ON SHOPIFY](#)

# ARE YOU SAFE AT HOME? DAY WEBINAR

Join us on 10 May - Are You Safe at Home? Day, for a conversation exploring the crucial role colleagues and workplaces play in recognising and responding to family violence.

It's open to anyone who wants to know more about having safe and respectful conversations about family violence at work.

## **VICTORIA - [REGISTER HERE](#)**

Wednesday 10 May, 12.00pm - 12.55pm (AEST)

## **WESTERN AUSTRALIA - [REGISTER HERE](#)**

Hosted with Centre for Women's Safety and Wellbeing, Perth






Wednesday 10 May, 12.00pm - 12.55pm (AWST)



# GET IN TOUCH

If you have any questions about Are You Safe at Home? and the resources within this toolkit, please don't hesitate to get in touch via [communications@safeandequal.org.au](mailto:communications@safeandequal.org.au)



-  <https://areyousafeathome.org.au/>
-  <https://www.linkedin.com/showcase/are-you-safe-at-home/>
-  <https://www.instagram.com/areyousafeathome/>
-  <https://fb.me/areyousafeathome>
-  [https://twitter.com/aysah\\_day](https://twitter.com/aysah_day)

# SAFE+EQUAL

