



It doesn't have
to be physical.

COERCIVE CONTROL IS FAMILY & DOMESTIC VIOLENCE

Coercion Hurts Family and Domestic Violence Campaign

Stakeholder Toolkit

September 2024

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Purpose of this toolkit

The WA Government has created assets to support the 'Coercion Hurts' family and domestic violence campaign.

This toolkit contains posters and social tiles to download and share with a range of audiences including the general population, Aboriginal and culturally and linguistically diverse communities.

Additionally, an Understanding Coercive Control Easy Read document is available for download to share information with people with low literacy.

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About the campaign

The Western Australian Government is committed to reducing family and domestic violence (FDV) in WA and has launched a State-wide campaign to raise awareness of an insidious form of FDV – coercive control.

The ‘Coercion Hurts’ campaign will run for two years and aims to:

- Promote an understanding of FDV and challenge outdated and dangerous views.
- Educate Western Australians about coercive control and associated behaviours.

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Campaign key messages

- It doesn't have to be physical. Coercive control is family and domestic violence.
- Coercive control is a damaging and harmful form of family and domestic violence.
- Coercive control is a pattern of behaviour by a perpetrator to cause harm and maintain control over someone.
- The behaviours can be subtle, manipulative, individually targeted and tailored to the victim-survivor.
- To learn more, including where to seek support, visit wa.gov.au/coercivecontrol

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How you can help

We ask for your support in sharing the campaign messages.

You can do this by:

- Printing out posters and placing them in areas for your community, staff or customers to see.
- Using the social media assets on your channels.
- Sharing this toolkit with your networks.

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General population

30 second videos

Use these video links to share with your networks



<https://youtu.be/mM6hnoUDEDM>



https://youtu.be/6pqz_GP2BOY

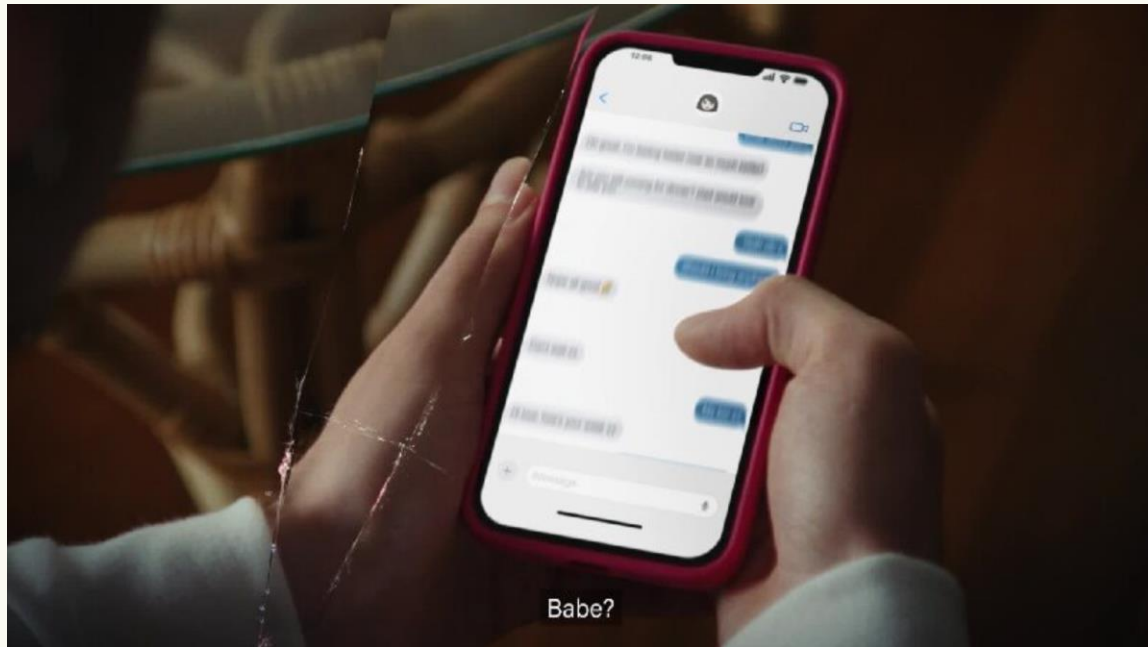
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General population

15 second videos

Use these video links to share with your networks



<https://youtu.be/Zt3R-JN8VAM>



https://youtu.be/-po_bsxls48

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General population

Posters



[Download posters here](#)

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General population

Social media tiles



[Download social tiles here](#)

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CaLD audience

Posters



Available for download in:

[Arabic](#)

[Karen](#)

[Chinese Simplified](#)

[Korean](#)

[Chinese Traditional](#)

[Punjabi](#)

[Hazaragi](#)

[Thai](#)

[Italian](#)

[Vietnamese](#)

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CaLD audience

Social media tiles



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Aboriginal audience

Poster and social media tile



[Download assets here](#)

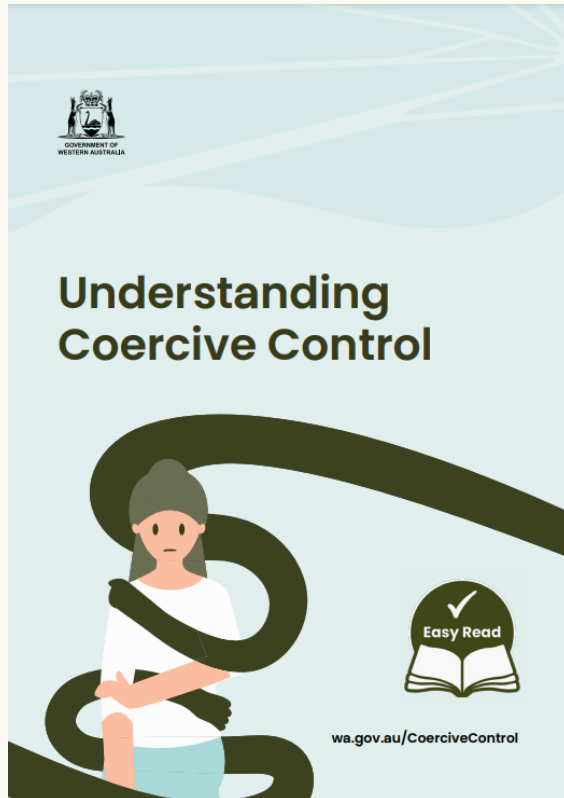
Please note: To ensure campaign messaging is accessible and culturally appropriate for Aboriginal people, tailored creative content is being developed and will be shared once available.

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Low literacy audience

Understanding coercive control in Easy Read

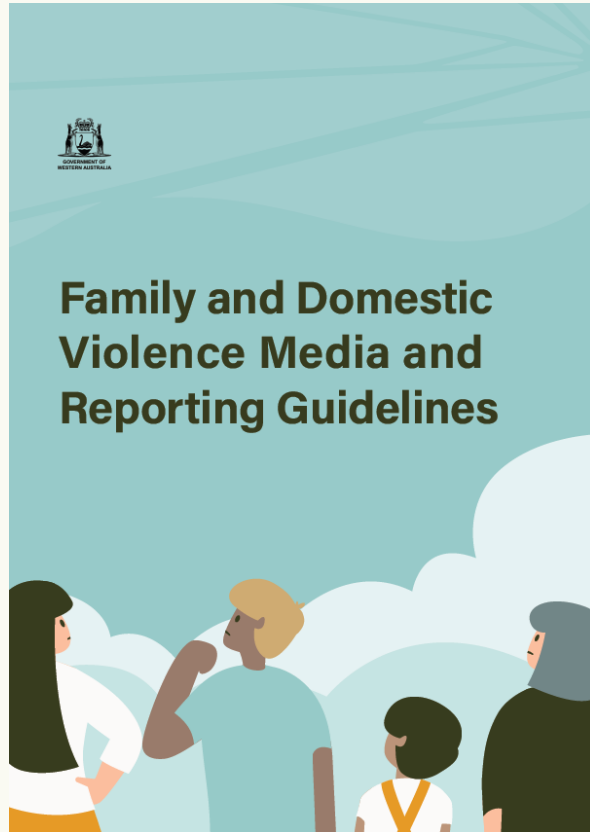


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**COERCIVE CONTROL IS
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Stakeholder, Media and Reporting Guidelines



[Download publication here](#)

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Copyright and contacts

Copyright

- Material in this toolkit is intended for your general use and information
- You are free to use and distribute the material
- Do not edit or change the material in any way.

Contact

If you have any questions about the campaign or toolkit please email: scu@dpc.wa.gov.au

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