

# Queensland Government *Domestic and Family Violence (DFV) Help Seeking 2024-2025 campaign*

## Key messaging document – December 2024

The DFV Help Seeking 2024-2025 campaign aims to raise community awareness of DFV and pathways to help and support. The campaign reinforces that everyone has the right to feel safe and be safe, and there is no place for control in healthy relationships.

The campaign runs from December to the end of February 2024, responding to reported increase of risk and incidence of DFV at this time of the year.

Paid advertising will run across Spotify, Snapchat and Pinterest, as well as placements on Uber Eats, Uber Journey and community radio.

As a whole-of-community issue, with devastating and lasting impacts, we encourage you to share this campaign through your networks to help us reach Queenslanders far and wide. You can access the [campaign materials here](#).

We all have a responsibility to act to end DFV in Queensland and address the harmful attitudes and behaviours that contribute towards violence against women and girls.

You can follow the government conversation and share campaign messaging from the [Domestic, Family and Sexual Violence Prevention Facebook page](#) @dfvpqld.

### What can you do to promote the campaign?

- Share a social media post or newsletter article
- Share this key messaging document to your networks and stakeholders
- Talk about DFV with your friends or family members
- Download and share promotion materials [here](#)
- Ensure you are aware of the signs of domestic and family violence, and coercive control
- Ensure you know where to find information and support
- Follow the Queensland Government's [Domestic, Family and Sexual Violence Prevention Facebook page](#) @dfvpqld.

<b>Key messages</b>	<b>What is domestic and family violence (DFV)?</b> <ul style="list-style-type: none"><li>• Domestic and family violence (DFV) is when one person in an intimate or romantic relationship or former relationship, or family or informal carer relationship uses violence or abuse to maintain power and control over the other person.</li><li>• DFV does not always involve physical violence and can take many forms including non-physical forms of abuse.</li><li>• Coercive control is when someone uses a pattern of abusive behaviours over time that hurt, humiliate, isolate, frighten, or threaten another person in order to control or dominate them.</li><li>• Coercive control isn't a separate form of DFV but is almost always a defining feature of DFV.</li><li>• Domestic and family violence is about power and control. It might make you feel unsafe, scared or threatened. It is never okay.</li><li>• Domestic and family violence is a serious and pervasive issue that impacts a person's safety, wellbeing, and sense of identity.</li><li>• Control in a relationship is never okay.</li></ul>
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### Information and support options:

- Everyone has a right to live free from the threat and experience of domestic and family violence.
- Support is available for all Queenslanders affected by domestic and family violence — online, over the phone or in person.
- Services continue to operate during the holiday period to provide help and support to those in need.
- If you think you are, or someone you know is, experiencing domestic and family violence – we encourage you to reach out for support.
- Find more information and support: [www.qld.gov.au/needtoknow](http://www.qld.gov.au/needtoknow)
- Find local support services via [www.qld.gov.au/dfvsupport](http://www.qld.gov.au/dfvsupport)
- In an emergency, call Triple Zero (000) and ask for Police (24/7). For crisis support, counselling and referrals contact:
  - DVConnect Womensline (24/7): 1800 811 811
  - DVConnect Mensline (9am to midnight, 7 days): 1800 600 636
  - MensLine Australia (24/7): 1300 789 978
  - Sexual Assault Helpline (7.30am to 11.30pm, 7 days): 1800 010 120
  - Rainbow Sexual, Domestic and Family Violence Helpline (24/7): 1800 497 212
  - 13YARN (24/7): 13 92 76
  - Brother to Brother Crisis Support Line (24/7): 1800 435 799
  - Kids Helpline (24/7): 1800 551 800
  - Lifeline (24/7): 13 11 14.

### What drives domestic and family violence?

- Domestic and family violence is a gendered issue – overwhelming perpetrated by men against women and their children.
- Gender inequality, gender stereotyping and condoning disrespect towards women are key drivers of violence against women and their children.
- Real or perceived barriers to reporting violence or seeking help and support can allow DFV to continue. These may include language barriers, financial barriers, dependence on the person using violence, additional risks and complexities when children and pets are involved.

Channel	Proposed content
Social media post	Help is available for all Queenslanders impacted by domestic and family violence – online, over the phone or in person. Find support options at <a href="http://www.qld.gov.au/dfvsupport">www.qld.gov.au/dfvsupport</a> . In an emergency, call Triple Zero (000) and ask for the Police.
Social media post	If you're worried someone you know might be experiencing domestic and family violence – reach out. Your support can make a difference. Find out more about domestic and family violence, and support options at <a href="http://www.qld.gov.au/dfvsupport">www.qld.gov.au/dfvsupport</a> .

Newsletter  
article / intranet  
article

## **Support is available for all Queenslanders impacted by domestic and family violence**

Everyone deserves to feel safe and be safe, especially when they are at home.

Patterns of domestic and family violence can be hard to see and can take many forms including emotional, sexual, financial, social, spiritual, verbal and psychological or technology-based abuse.

If you think you, or someone you know, may be experiencing abuse – reach out for support.

Free and confidential information and support, including safety planning, crisis counselling and pathways to safety, is available for Queenslanders experiencing domestic and family violence. Services continue to operate and provide support during the end of year period.

Find more information and support: [www.qld.gov.au/needtoknow](http://www.qld.gov.au/needtoknow).

In an emergency, call Triple Zero (000) and ask for Police (24/7). For crisis support, counselling and referrals contact:

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