

Towards a 'proven process for impact' preventing VAW in Victoria, Australia

- >10 years state investment – want to know if we're headed in the right direction to reduce VAW at population level + 'what it takes' (process, intensity, timeframe, investment)
- 4-year, multi-component place-based prevention initiative in Ballarat municipality 2024-8
- Aims to understand how activities reinforce each other, and how to expand outcomes and impact, with the aim of driving down drivers and rates of VAW across population + over time
- Co-designed with the community, accompanied by significant action-research and evaluation component
- Not 'everything, everywhere, all at once': focus on drivers in that community, coordinated and sequenced with phases of behaviour change (pulling in existing work + new)

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