



Final grant report: Radio plays about domestic violence in nine languages

Project title	Domestic violence plays in community languages
Grant recipient	Immigrant Women’s Speakout Association of NSW
Project manager	Stephanie Phan
Position	Domestic Violence Policy Officer
Law and Justice Foundation awarded amount	\$43,181.82
Grant period	September 2009 – June 2011
Date of this report	May 2011

Description of the project

Describe the project in just enough detail so that anyone can understand it. What was the aim of the project, who was the intended audience and what strategies did you implement to achieve the aim?

This project aims to provide legal information about domestic/family violence in a highly accessible format. Many migrant and refugee women who seek help for domestic/family violence may not be able to access information in the traditional forms – that is, written pamphlets – as they may not be literate in their own language. If they’re able to listen to the information in the form of a radio play then that greatly increases their chances of understanding the information presented, seeking help or encouraging their friends and family to seek help. These radio plays use plain-language dialogue that is easy to understand, with stories that are easy to relate to.

The plays were developed with intensive community collaboration and consultation to ensure cultural linguistic accuracy and appropriateness, and legal accuracy. They are designed to be aired on radio, listened to in libraries and community centres and to be used by workers to educate themselves and their clients about what domestic/family violence is and the help that is available.

The project – what happened?

How did the project come about?

This is a follow-up project from the award winning audio CD ‘Domestic Violence Plays in Community Languages’ developed in 2005 by Immigrant Women’s Speakout Association (IWSA). Both sets of plays were developed in order to provide accessible information in plain language on Domestic/Family Violence in an audio format.

The information deals with three key legal issues of women from Non-English Speaking Backgrounds (NESB) who belong to the nine identified ethnic communities where there is low level of literacy even in their own language.

Low level of literacy in their own mother language is one of the identified issues in domestic/family violence education. Many women from these communities expressed that they prefer to access information through audio form rather than written. Leaders from the following communities: Khmer-speaking (Cambodian), Mandarin-speaking (Chinese), Vietnamese and Arabic (from various countries) expressed that there is a need to expand awareness and education about DV/FV in their communities.

Briefly set out the project stages and what happened in each stage.

- *Grant application*
The application was written with the 2005 set of plays as a starting off point. Research was done into how this set could be developed. New information needed to be included and new language communities in need of DV/FV information were identified.
- *Script writing, development and community consultation*
The scripts were thoroughly developed and improved via consultation with various legal and domestic violence experts, community members, management committee and members of Immigrant Women's Speakout Association and the Law and Justice Foundation.
- *Translation and recording*
The scripts were sent to SBS to be translated by professionally accredited translators.
- *Community consultation – editing and suggestions for translation*
These translated scripts were given to community leaders and members to edit. These editing suggestions were then forward to the SBS translators and negotiations were made. SBS then recorded the audio.
- *Booklet and CD design*
The design is eye-catching and complements the subject matter of the resource.
- *Launch and promotion*
- *Metropolitan launch*
This launch was smaller than intended as it was incorporated into IWSA's annual general meeting.
- *Rural launch*
This is an opportunity to make sure the resource reaches rural NSW communities.
- *Promotion via networks and presentations*
This has been especially successful as many orders for the resource have been consistently coming through. Mailing lists, domestic violence committees and other inter-agency meetings have been instrumental in promoting the resource. This promotion is complemented by the website developed for the project. Interested workers can learn more about the project and access scripts and audio on the site.
- *Distribution*
- *Liaising with radio stations and sending copies*
Presenters from radio stations were approached via phone or email. The project was explained to them and the relevance to their community was highlighted. They were then encouraged to give the audio airplay.
- *Processing orders*
- *Duplicating CD's and preparing packages for pick-up or postage*

This stage has been slower than expected as all duplication, photocopying and preparation of the packages is done by workers at IWSA. Each package is quite time-consuming to make.

- *End-of-project Evaluation*
- *Listening sessions*

Members of language communities were asked to listen in on the SBS broadcasts and informally report back.

- *Recording orders, comments, requests for more languages, etc*
This is an ongoing process and we hope to gain some rich data.
- *Survey on usage*

This should happen in several months' time and be combined with data gained from requests.

Evaluation

Was best practice used in developing the program?

Accurate content

Legal experts and domestic violence experts were heavily involved in drafting, writing and editing the scripts. This lengthy review process was put into place from the project's inception. Several legal experts were consulted about the plays during different phases of their development. Consultations with experts who work in programs and organisations specific to each of the scripts meant that legal accuracy of the scripts was assured. It was also a chance to clear up any terminology or phrasing which could be potentially misleading to audiences.

Useful content

The lessons learned from 2005 were used to develop the new set. For example, the 2005 set only had two plays. While these two plays provided useful and important information about domestic/family violence (DV/FV), there have since been new programs to assist victims and survivors and also updated information women should know about DV/FV and what help is available. Therefore, in developing the program, the two plays were expanded into three, encompassing more topics:

- 'Domestic Violence – What You Can Do About It' (DV & AVO's combined)
- 'What are the Family Violence Provisions?' (FVP)
- 'What is the Staying Home Leaving Violence program?' (SHLV)

Was the target group consulted?

Test drafts with target audience

Various groups, individuals and community workers role played and/or read through the scripts and recorded feedback and editing suggestions in terms of cultural and linguistic accuracy, tone, colloquialisms and other nuances of the language which are easily overlooked during writing or translating of the scripts.

These test drafts and focus group discussions were extremely useful in developing the scripts. The feedback and suggestions gained improved the scripts in numerous ways.

Will the resource be widely used?

The range of users includes:

- Women at risk of DV/FV
 - These women may access the information from the plays via airplay on the radio; however, they may also access the plays at women's organisations and health centres, libraries, migrant and refugee centres and refuges. This list will surely expand as more orders for the resource are placed.
- Workers and students who assist women in DV/FV
 - Workers can use the plays in a numbers of ways. The plays can be form a part of the counselling process for clients – an important part of DV/FV crisis counselling is educating women about what DV/FV is so they can come to understand their violent relationship and the underlying power dynamics. Many migrant and refugee women report that they thought their relationship was 'normal' or 'expected' in Australia as this is something the perpetrator usually tells them. They may also carry with them beliefs from their culture which also further serve to silence them and keep them in the relationship. Workers have responded to the resource with feedback about how they will be using the plays as part of their casework.
 - The plays can also be used as an educational tool for workers and students of the community sector who are interested or already working in DV/FV related jobs. The scripts can be used as role plays in training programs.
- Community members and organisations
 - Community members are an intended audience for these plays. Educating friends, family and community leaders about DV/FV and the services available will enable them to become better supporters of women they know who are in a violent relationship.
 - Community organisations, such as radio stations have been asked to give the plays airplay. These radio stations included SBS and community stations. Presenters from relevant language programs were approached and asked to consider including the plays and some information about DV/FV on their shows. These presenters were then sent a language specific package and some information they could include on their show.

At this point in time, it is difficult to gauge the level of use of the resource. Many of the community workers listed in the distribution record mentioned above spoke enthusiastically about how they intended to use the resource; however, a survey should be carried out in several months' time in order to fully gauge the level of use. For example, the workers can be contacted via email and asked to complete a short survey on how they have used the plays in their work. It may also be a good time to collect feedback and any constructive criticism.

This would be one indicator that the target audience has been reached. Other indicators are more difficult to obtain and may not be representative – for example, attaining data on how many women from each of the language communities have approached services since release of the plays would be costly and problematic.

Conclusion and recommendations

What are your recommendations for improvements both for the intended audience of your project, and for the strategy you used to achieve your aim? What would you do differently next time?

- **Project plan**
It is recommended that the project plan includes room for delays in translating and community consultation, especially if the project involves languages from new and emerging community or small tight-knit community where there is a history of conflicts between translators. Time must also be included for in-office duplication if that is the chosen method.
- **Budgeting**
When deciding on the duplication and packaging materials it is best to plan the design as much as possible in order to foresee any deviations that may result. Will all your data/resources fit on the CD or will you need multiple CD's? How thick will the booklet be? How will the resource be packaged? Will you use plastic CD sleeves or plastic cases? The difference in prices will be significant once multiplied by the number of copies.