

21 August 2018

Domestic and Family Violence Innovation Fund Round 2 White Ribbon Australia

Young people tend to be most affected by violence, yet they are the least engaged in violence prevention activities.

The Key to End Violence

Boys and young men can play a key role in the prevention of violence against women and girls, but are mostly not engaged. Over Two years, as part of the Domestic and Family Violence Innovation Fund White Ribbon Australia will be delivering *The Key to End Violence: Young men and boys promoting respect and equality (The Key to End Violence)*.

The Key to End Violence engages boys and young men in the Inverell region to start conversations around gender and violence in their local communities. Boys and young men will be trained to interview community elders, leaders, their parents and peers to create media products. These will be presented across the community at places such as schools, religious gatherings and community events.

The emphasis of the campaign will be on identifying and highlighting positive examples and starting an active intergenerational discussion on violence prevention and respect.

The Key to End Violence will support the NSW Domestic and Family Violence Blueprint for Reform 2016-2021 by engaging communities to prevent domestic and family violence.

Further information

For further information regarding *The Key to End Violence*, please contact Women NSW at DFVInnovation@facs.nsw.gov.au or (02) 9248 0800.