



Tangentyere Family Violence Prevention Program

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Tangentyere Family Violence Prevention Program

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“We open up the windows and the doors and let the violence out”

Tangentyere Women’s Family Safety Group



Tangentyere Family Violence Prevention Program

Tangentyere
Men's Behaviour
Change Program

Tangentyere Women's
Family Safety Group

Domestic Violence
Specialist Children's
Service



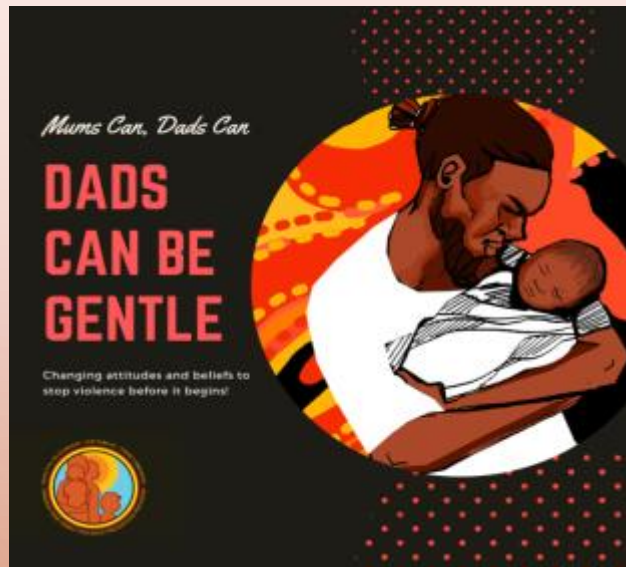
Mums Can, Dads Can

- ▶ National and International evidence demonstrates that gender inequality and rigid gender stereotypes are a significant predictor of violence against women. The Tangentyere Family Violence Prevention Program started this violence prevention project, "Mums Can, Dads Can"- to start challenging those rigid gender stereotypes.
- ▶ The *Mums Can, Dads Can* project addresses unhelpful stereotypes and develops key alternative messages that are culturally appropriate and truly resonate with the Alice Springs Town Camps and other Central Australian Aboriginal communities



Mums Can, Dads Can

- ▶ The project aims to assist parents in considering the gender role, stereotype in their relationships.



Mums Can, Dads Can Resources

- ▶ Posters
- ▶ Social Media post examples
- ▶ T-shirts (500)
- ▶ Italks animation
- ▶ Children's book (in development)
- ▶ Tool Kit (in development)



Mums Can, Dads Can

- ▶ The project is strength based, fun and enjoyable, building on community strengths while challenging beliefs and attitudes regarding the role of women and men and sending powerful messages to community members about gender stereotypes particularly in the context of mothers and fathers.



Mums and Dads can have fun!

Mums and Dads can be EQUAL!

MUMS CAN, DADS CAN.

Changing attitudes and beliefs to stop violence before it begins.

For more information contact:

TANGENTYERE FAMILY VIOLENCE PREVENTION PROGRAM



Mums Can, Dads Can Faces of our community



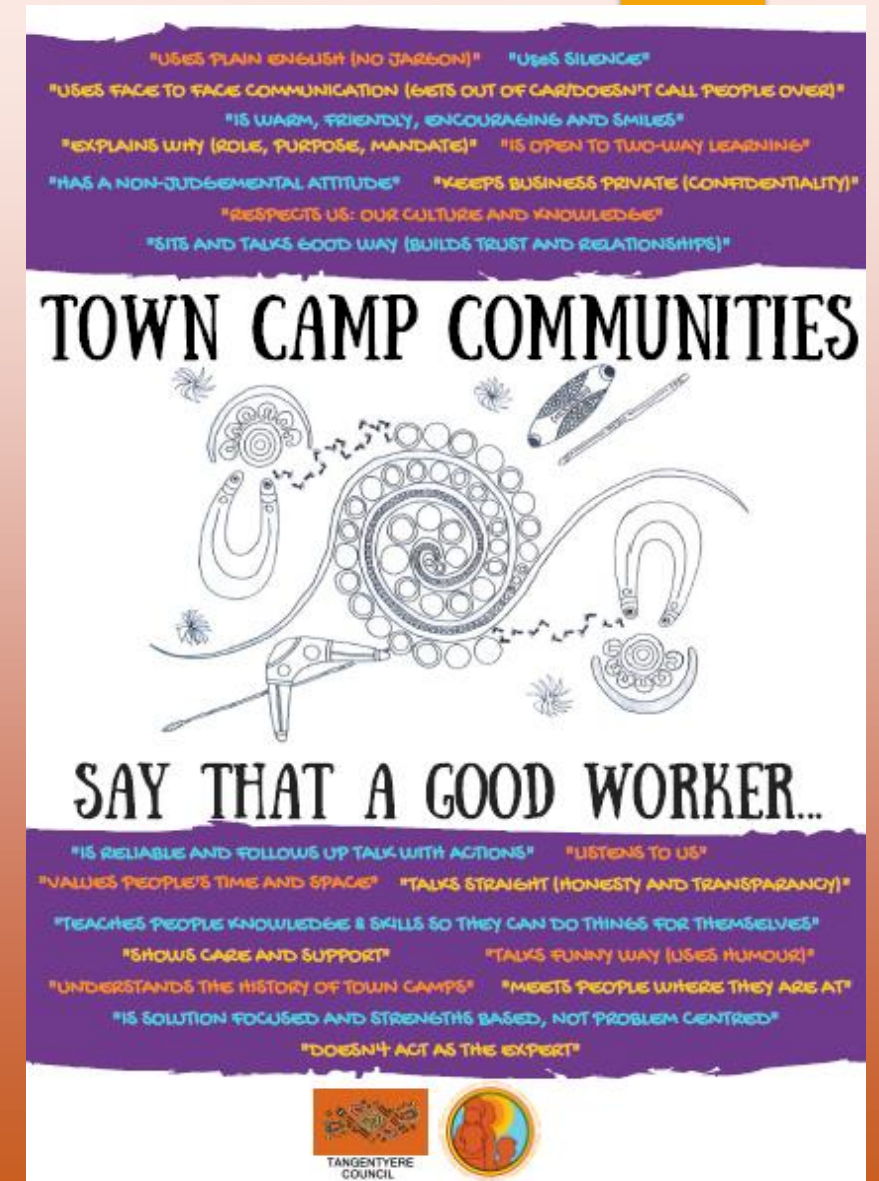
Mums Can, Dads Can Faces of our community



Community Readiness

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- We knew that before we could start this Mums Can Dads Can Project, the Community needed to be ready (or to see Gender inequality as a problem) to start talking about these issues
- Non- Indigenous people need to be practicing in a way that is culturally safe.
- (See Good Worker Poster).
- When both groups are ready to work together and build relationships, this is two-way learning.



Social Media Reach 135.2K

12

← Posts Insights



"Hello everyone -
do you have any o...
19 March

Reach	5.7K
Engagements	677



Thank you to Maria
from ANROWS for...
15 March

Reach	1.3K
Engagements	331



"The Mums
Can, Dads Can" pr...
13 March

Reach	135.2K
Engagements	7.7K

Italks

Mums Can Dads Can Resource





MUMS CAN
DADS CAN