



15 March 2024

MEDIA RELEASE

**DVassist launches Let's Talk Gender Roles
New primary prevention campaign for the Goldfields region**

Specialist family and domestic violence service DVassist has launched a new campaign for the Goldfields region targeting the drivers of violence against women and aiming to stop violence against women before it starts.

Running via social media and education workshops from March until June 2024, the Let's Talk Gender Roles campaign challenges perceptions around rigid gender stereotypes in family and work roles.

It has been funded by the Commonwealth Government Department of Social Services, brokered by the City of Kalgoorlie-Boulder.

DVassist CEO Ella Ailenei said evidence shows that gender inequality provided the underlying conditions for violence against women.

"There are specific drivers of gender inequality and we have chosen to focus on rigid gender stereotypes for this campaign," Ms Ailenei said.

"Our campaign will challenge harmful stereotypes and encourage the Goldfields community to start talking about how to prevent violence against women.

"Our expert staff will be travelling from Kalgoorlie- Boulder to Leonora and Coolgardie and everywhere in between, hosting workshops and information sessions, and will be available to provide guidance and expertise."

Ms Ailenei said DVassist are seeking partners in the Goldfields region to assist with the implementation of Let's Talk Gender Roles primary prevention campaign.

"We are looking for community service organisations, or other interested services that want to contribute to reducing violence in the Goldfields, to collaborate with us on this campaign," she said.

For further information and to get involved, email Ella Ailenei at ceo@dvassist.org.au.

ENDS

DVassist is a not-for-profit organisation that provides services to women experiencing family and domestic violence in regional WA. It provides anonymous, confidential, free phone and web chat counselling services, online information, and a service directory. DVassist also provides education and training to professionals and frontline personnel who interact with or support women experiencing family and domestic violence in regional WA.

Media Contact: Caitlyn Maher @ The PR Collaborative 0426 221 310