



It doesn't have
to be physical.

COERCIVE CONTROL IS FAMILY & DOMESTIC VIOLENCE

Coercion Hurts

Family and Domestic Violence Campaign

Stakeholder Toolkit

Third Edition – November 2025

Contents

- Purpose of this toolkit
- About the campaign
- Campaign key messages
- How you can help
- What you could create
- Tips for impact
- 30 second video
- 15 second video
- Posters
- Social media tiles
- Social media carousel and 4 tile grid
- Social media story
- Social and stories
- Storyboard
- Carousel
- Cultural and Linguistically Diverse (CaLD) audience assets
- Aboriginal audience assets
- Low literacy asset
- Stakeholder, media and reporting guidelines
- Copyright and contact

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Purpose of this toolkit

The WA Government has created assets to support the 'Coercion Hurts' family and domestic violence campaign.

This toolkit contains posters and social media content to download and share with a range of audiences including the general population, Aboriginal and culturally and linguistically diverse communities. It also encourages participation in the campaign through the sharing of WA Government social media posts, as well as ideas and tips for creating your own content about coercive control.

Additionally, an Understanding Coercive Control Easy Read document is available for download to share information with people with low literacy.

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

About the campaign

The Western Australian Government is committed to reducing family and domestic violence (FDV) in WA and has launched a State-wide campaign to raise awareness of an insidious form of FDV – coercive control.

The two-year ‘Coercion Hurts’ campaign aims to:

- Increase awareness and understanding of FDV and challenge outdated and dangerous views.
- Educate Western Australians about coercive control and associated behaviours.

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Campaign key messages

- It doesn't have to be physical. Coercive control is family and domestic violence.
- Coercive control is a damaging and harmful form of family and domestic violence.
- Coercive control is a pattern of behaviour by a perpetrator to cause harm and maintain control over someone.
- The behaviours can be subtle, manipulative, individually targeted and tailored to the victim-survivor.
- To learn more, including where to seek support, visit wa.gov.au/coercivecontrol

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

How you can help

We ask for your support in sharing the campaign messages.

You can do this by:

- Printing out posters and placing them in areas for your community, staff or customers to see.
- Using the social media assets on your channels such as WhatsApp and Facebook.
- Sharing this toolkit with your networks.

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Create your own digital content

Help spread the message that **coercive control is a form of family and domestic violence** by creating your own digital content. Your voice and creativity can help reach new audiences.

Why It Matters

Coercive control is often subtle and misunderstood. By creating content that speaks directly to your audience, you can help raise awareness, challenge harmful behaviours, and promote respectful relationships.

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Create your own content

Here are some ideas to get you started:

Idea 1: Follow and reshare

- Following and resharing posts that raise awareness of coercive control is a great first step. Your support can make a big difference.
- Content is frequently posted on:
 - [Facebook @WAgovernment](#)
 - [Instagram @wagovernment](#)
 - [LinkedIn @Government of Western Australia](#)
 - [X @WAGovernment](#)
 - [YouTube @wa_government](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Create your own digital content

Idea 2: Create your own posts

- **Using campaign assets**
 - Use the ready-made graphics, reels and captions in this toolkit.
- **Create your own**
 - Create your own messaging or a simple explainer to help raise awareness of coercive control.
Use information from wa.gov.au/coercivecontrol to guide your content.

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Tips for impact

Keep it respectful and trauma-informed

Avoid sensationalising or sharing graphic content. Focus on education, empathy and empowerment.

Keep it authentic and concise

Keep your content under 60 seconds for platforms like Facebook, Instagram, X, TikTok and YouTube.

Use campaign assets

Posters, videos and social tiles are available. Please don't alter them – use them as-is to maintain message consistency

Tag us

Tag WA Government in your content on the relevant handle:

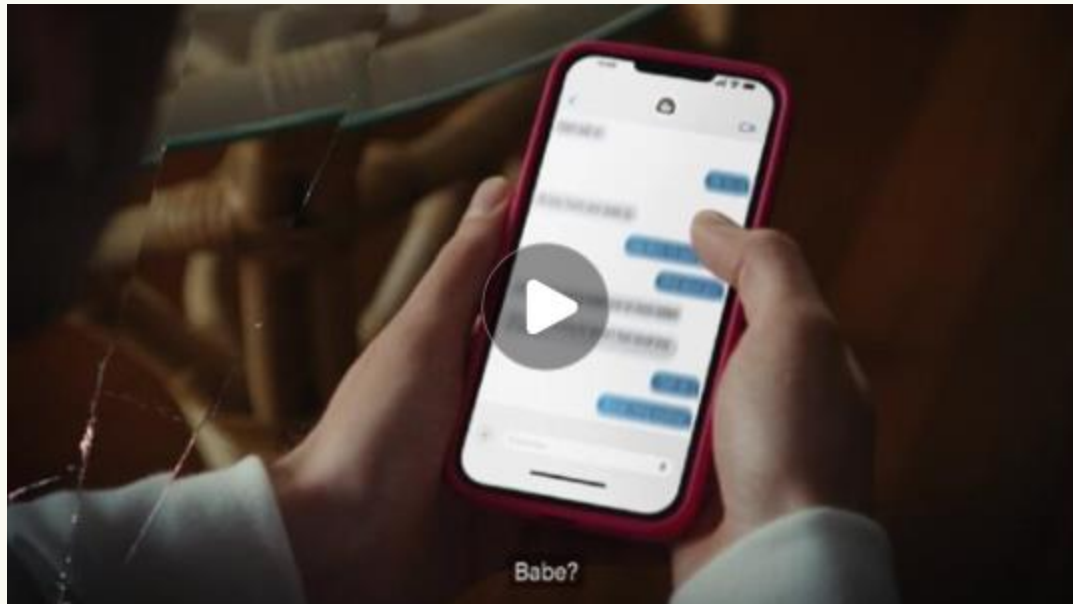
- [Facebook @WAgovernment](#)
- [Instagram @wagovernment](#)
- [LinkedIn @Government of Western Australia](#)
- [X @WAGovernment](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

30 second videos

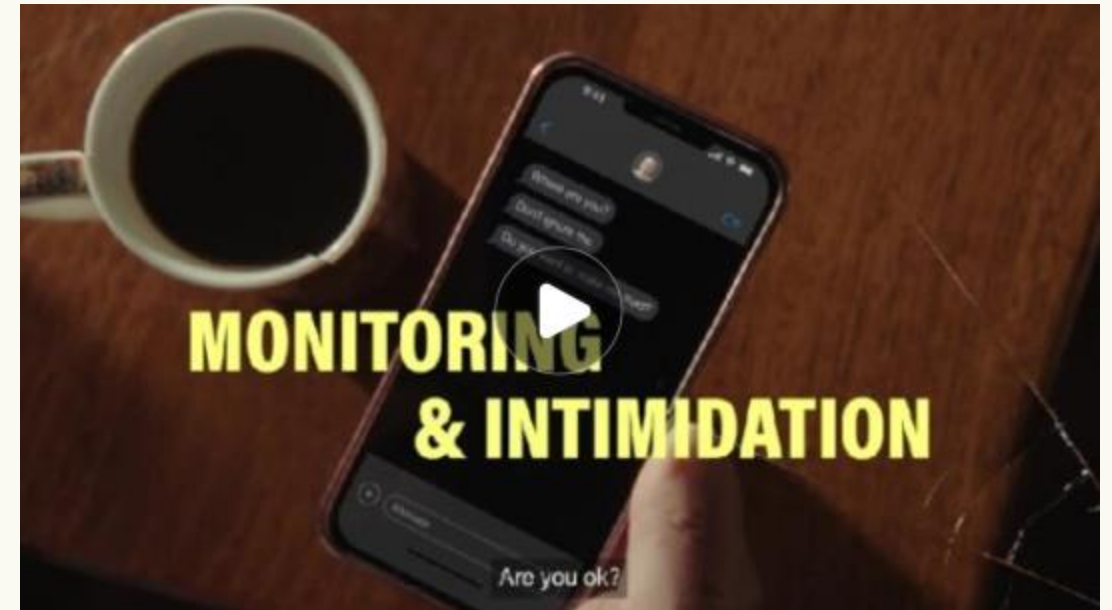
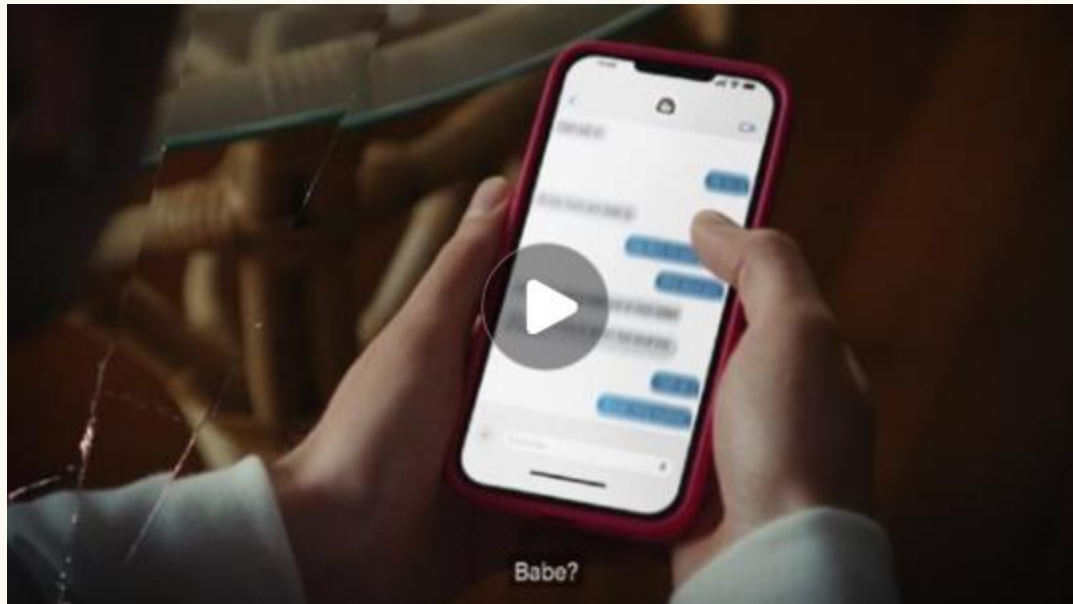


It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

15 second videos



It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Posters



[Download posters here](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Social media tiles




[Download social tiles here](https://www.wa.gov.au/coercivecontrol)

It doesn't have to be physical.
**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Social media: 'Play a Part' - Social tiles and stories


Assets	Caption
	<p>Coercive control can be hard to see but it causes real harm.</p> <p>By speaking up, challenging controlling behaviours, and supporting respect, we can all play a part in ending violence.</p> <p>To learn more visit wa.gov.au/coercivecontrol.</p>

[Download social tiles here](#)

It doesn't have to be physical.
**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Social media: '8 ways to take a stand' social media carousel

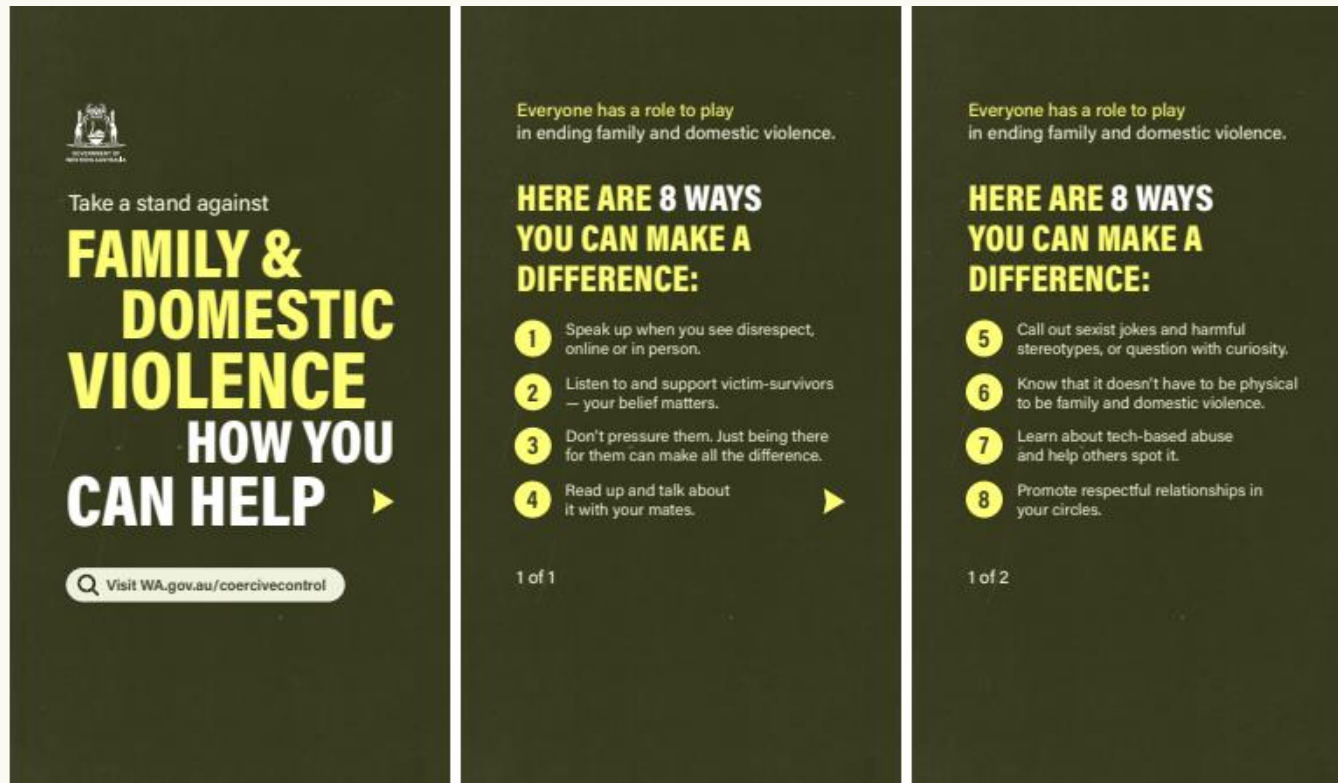
Asset	Caption
	<p>You can make a difference for someone experiencing family and domestic violence.</p> <p>Listen without judgment, believe them, and encourage them to seek support.</p> <p>To learn more visit wa.gov.au/coercivecontrol</p>

[Download social tiles here](#)

It doesn't have to be physical.
**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Social media: '8 ways to take a stand' story set / 3 tiles




[Download social tiles here](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Social media: 'How you can help' social media carousel

Asset	Caption
 <p>The asset is a social media carousel with a dark green background. It is divided into two main sections: 'HOW YOU CAN HELP' and 'TRY TO AVOID'. The 'HOW YOU CAN HELP' section lists four bullet points with checkmarks: 'Express your concerns in a safe and private place. Try "You haven't seemed yourself lately. Is there anything you want to talk about?"', 'Believe the person and take their worries seriously.', 'Listen without interrupting or judging.', and 'Respect the knowledge and understanding that the victim-survivor has about their own situation and safety.' The 'TRY TO AVOID' section lists three bullet points with X marks: 'Judgement or criticism. This may make them feel isolated and too ashamed to talk about the abuse.', 'Blaming the person experiencing the violence. Violence is never ok.', and 'Making excuses for the perpetrator.' Below these sections, there is a small text box that says 'Helplines and services are available to get advice, no matter what the person's individual situation or experience is.' and a link 'For more information and support, visit WA.gov.au/coercivecontrol'. On the left side of the carousel, there is a dark green box with the text 'WHAT TO DO IF YOU THINK SOMEONE IS EXPERIENCING COERCIVE CONTROL?' and a small icon of a person.</p>	<p>It can be hard to know what to do if someone close to you is experiencing coercive control.</p> <p>Even when it feels small, your support matters. There are resources online to help you learn how to offer safe and supportive help.</p>

Find out more at wa.gov.au/coercivecontrol.


[Download social tiles here](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

General population

Social media: Coercive control behaviours social media video

Asset	Caption
 The image shows four vertical video assets side-by-side. The first asset has the text 'It doesn't have to be physical. COERCIVE CONTROL IS FAMILY & DOMESTIC VIOLENCE'. The second asset has the text 'THIS PATTERN OF ABUSIVE BEHAVIOUR CAN LOOK LIKE:'. The third asset has the text 'THIS PATTERN OF ABUSIVE BEHAVIOUR CAN LOOK LIKE:' followed by an orange icon of a person with a tangled web around their head and the word 'GASLIGHTING' below it. The fourth asset has the text 'For more information and support, visit' followed by a search bar icon and the URL 'wa.gov.au/coercivecontrol'.	<p>Coercive control is a pattern of abusive behaviours, intended to cause harm and to maintain control over someone.</p> <p>Change starts with awareness. Know the signs of coercive control.</p> <p>To learn more visit wa.gov.au/coercivecontrol.</p>

[Download social media video](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

CaLD audience

Posters



Available for download in:

[Arabic](#)

[Gujarati](#)

[Macedonian](#)

[Spanish](#)

[Burmese](#)

[Hazaragi](#)

[Malay](#)

[Swahili](#)

[Chinese Simplified](#)

[Hindi](#)

[Mongolian](#)

[Tamil](#)

[Chinese Traditional](#)

[Indonesian](#)

[Polish](#)

[Thai](#)

[Dinka](#)

[Italian](#)

[Punjabi](#)

[Tigrinya](#)

[Farsi](#)

[Karen](#)

[Serbian](#)

[Turkish](#)

[Filipino](#)

[Khmer](#)

[Sinhalese](#)

[Urdu](#)

[French](#)

[Korean](#)

[Somali](#)

[Vietnamese](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

CaLD audience

Social media tiles



Available for download in:

Arabic	Gujarati	Macedonian	Spanish
Burmese	Hazaragi	Malay	Swahili
Chinese Simplified	Hindi	Mongolian	Tamil
Chinese Traditional	Indonesian	Polish	Thai
Dinka	Italian	Punjabi	Tigrinya
Farsi	Karen	Serbian	Turkish
Filipino	Khmer	Sinhalese	Urdu
French	Korean	Somali	Vietnamese

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

CaLD audience

Translated Videos

Video 1: What is Coercive Control?

[Arabic](#)

[Karen](#)

[Chinese \(Simplified\)](#)

[Korean](#)

[Chinese \(Traditional\)](#)

[Punjabi](#)

[Hazaragi](#)

[Thai](#)

[Italian](#)

[Vietnamese](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

CaLD audience

Translated Videos

Video 2: What can I do to help someone experiencing family and domestic violence?

[Arabic](#)

[Karen](#)

[Chinese \(Simplified\)](#)

[Korean](#)

[Chinese \(Traditional\)](#)

[Punjabi](#)

[Hazaragi](#)

[Thai](#)

[Italian](#)

[Vietnamese](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

CaLD audience

Translated Videos

Video 3: What to do if you think you might be experiencing coercive control?

[Arabic](#)

[Karen](#)

[Chinese \(Simplified\)](#)

[Korean](#)

[Chinese \(Traditional\)](#)

[Punjabi](#)

[Hazaragi](#)

[Thai](#)

[Italian](#)

[Vietnamese](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

CaLD audience

Audio files



[Arabic](#)



[Cantonese](#)



[Mandarin](#)



[Vietnamese](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Aboriginal audience

Poster and social media tile



There is a bespoke campaign for Aboriginal audiences 'Coercive Control – A Story That's Not Ours'.

Campaign materials including a poster, videos, digital banners, audio recordings, social media posts and a news article are available.

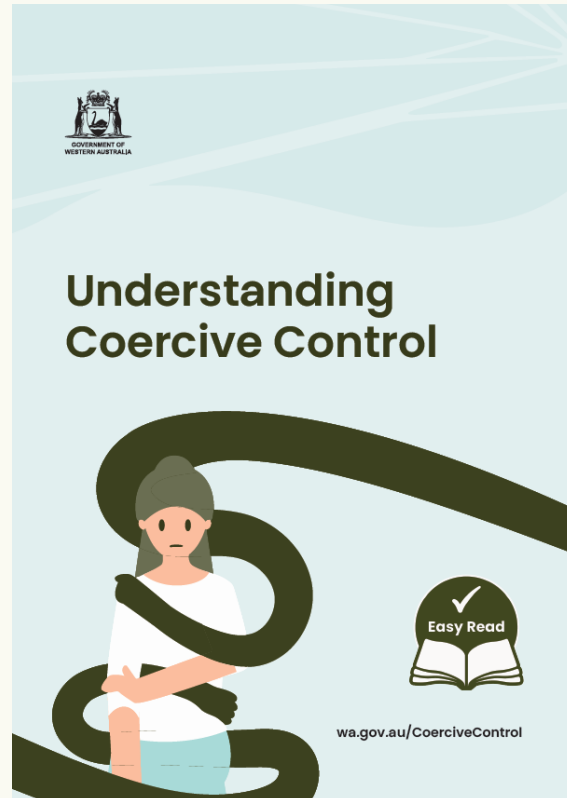
[Download campaign materials here](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Low literacy audience

Understanding Coercive Control in Easy Read

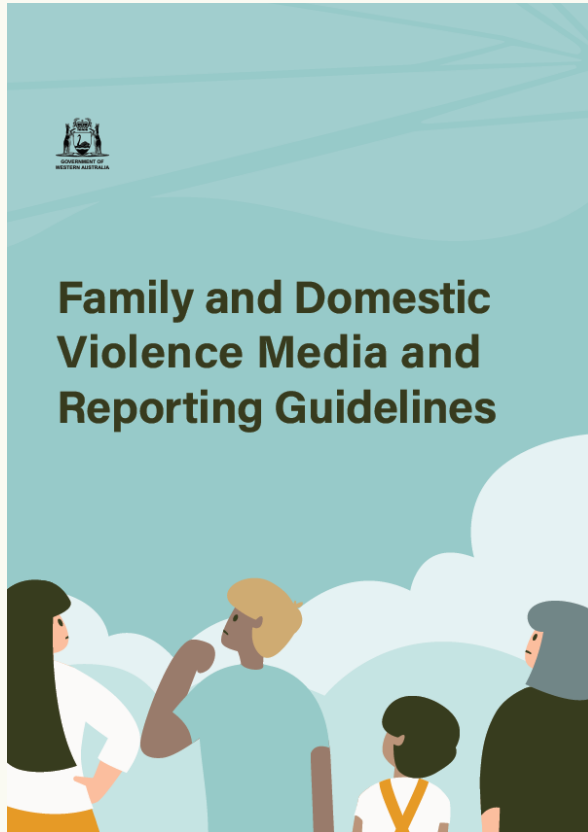


[Download publication here](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Stakeholder, Media and Reporting Guidelines



[Download publication here](#)

It doesn't have to be physical.

**COERCIVE CONTROL IS
FAMILY & DOMESTIC VIOLENCE**

Copyright and contacts

Copyright

- Material in this toolkit is intended for your general use and information
- You are free to use and distribute the material
- Do not edit or change the material in any way.

Contact

If you have any questions about the campaign or toolkit please email: scu@dpc.wa.gov.au