



It doesn't have  
to be physical.

# COERCIVE CONTROL IS FAMILY & DOMESTIC VIOLENCE

## Coercion Hurts

Family and Domestic Violence Campaign

Stakeholder Toolkit

Fourth Edition – April 2026

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# 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.

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# 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- Increase awareness and understanding of FDV and challenge outdated and dangerous views.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.

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# 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](https://wa.gov.au/coercivecontrol)

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# 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.

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# 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.

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# 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](#)

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# 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](http://wa.gov.au/coercivecontrol) to guide your content.**

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# 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:

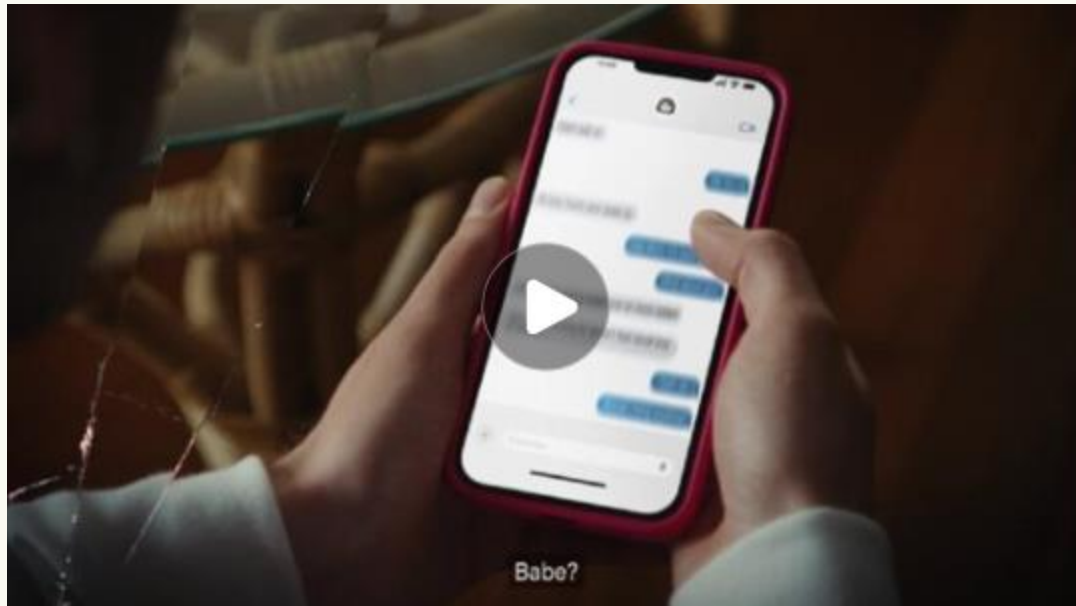
- [Facebook @WAgovernment](#)
- [Instagram @wagovernment](#)
- [LinkedIn @Government of Western Australia](#)
- [X @WAGovernment](#)

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**COERCIVE CONTROL IS  
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# General population

## 30 second videos

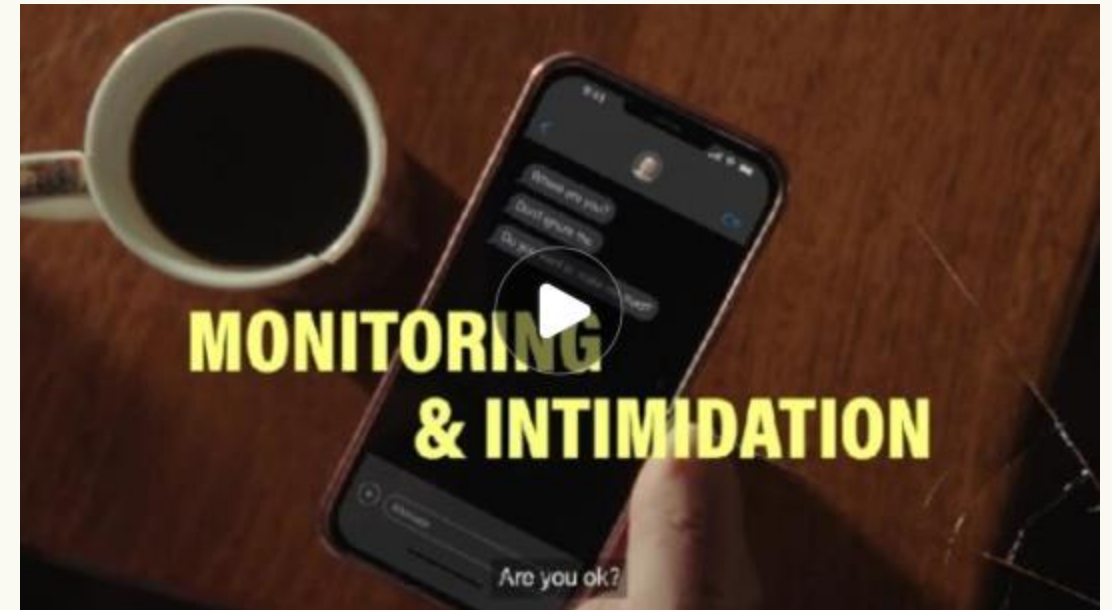
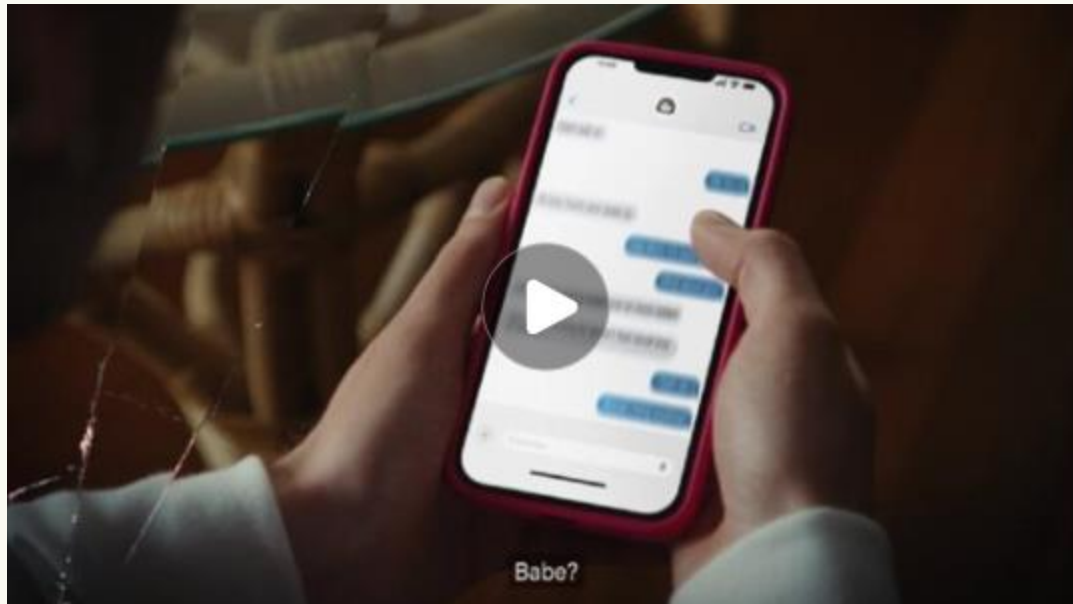


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# General population

15 second videos



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# General population

15 second videos



It doesn't have to be physical.

**COERCIVE CONTROL IS  
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# General population

## Posters



[Download posters here](#)

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# General population

## Social media tiles



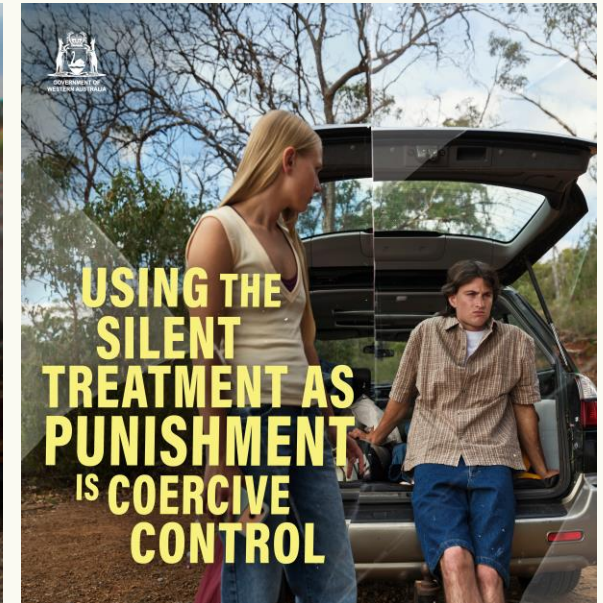
[Download social media tiles here](#)

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# General population

## Social media carousel\*



\*Please note the carousel assets are intended to be used together to show coercive control as a pattern of harmful behaviours. They should not be used individually or in isolation.


[Download social media tiles here](#)

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# 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 <a href="https://wa.gov.au/coercivecontrol">wa.gov.au/coercivecontrol</a>.</p>

[Download social media tiles here](#)

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# General population

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

Asset	Caption
 <p>The graphic features the text 'Take a stand against FAMILY &amp; DOMESTIC VIOLENCE HOW YOU CAN HELP' on the left. In the center, it says 'HERE ARE 8 WAYS YOU CAN MAKE A DIFFERENCE:' followed by a list of 8 numbered points. On the right, it says 'For more information and support, visit WA.gov.au/coercivecontrol' with a magnifying glass icon.</p> <p><b>Take a stand against</b> <b>FAMILY &amp; DOMESTIC VIOLENCE</b> <b>HOW YOU CAN HELP</b></p> <p><b>HERE ARE 8 WAYS YOU CAN MAKE A DIFFERENCE:</b></p> <ol style="list-style-type: none"><li>1 Speak up when you see disrespect, online or in person.</li><li>2 Listen to and support victim-survivors — your belief matters.</li><li>3 Don't pressure them. Just being there for them can make all the difference.</li><li>4 Read up and talk about it with your mates.</li><li>5 Call out sexist jokes and harmful stereotypes, or question with curiosity.</li><li>6 Know that it doesn't have to be physical to be family and domestic violence.</li><li>7 Learn about tech-based abuse and help others spot it.</li><li>8 Promote respectful relationships in your circles.</li></ol> <p>Everyone has a role to play in ending family and domestic violence.</p> <p>For more information and support, visit <a href="https://wa.gov.au/coercivecontrol">WA.gov.au/coercivecontrol</a></p>	<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 <a href="https://wa.gov.au/coercivecontrol">wa.gov.au/coercivecontrol</a></p>

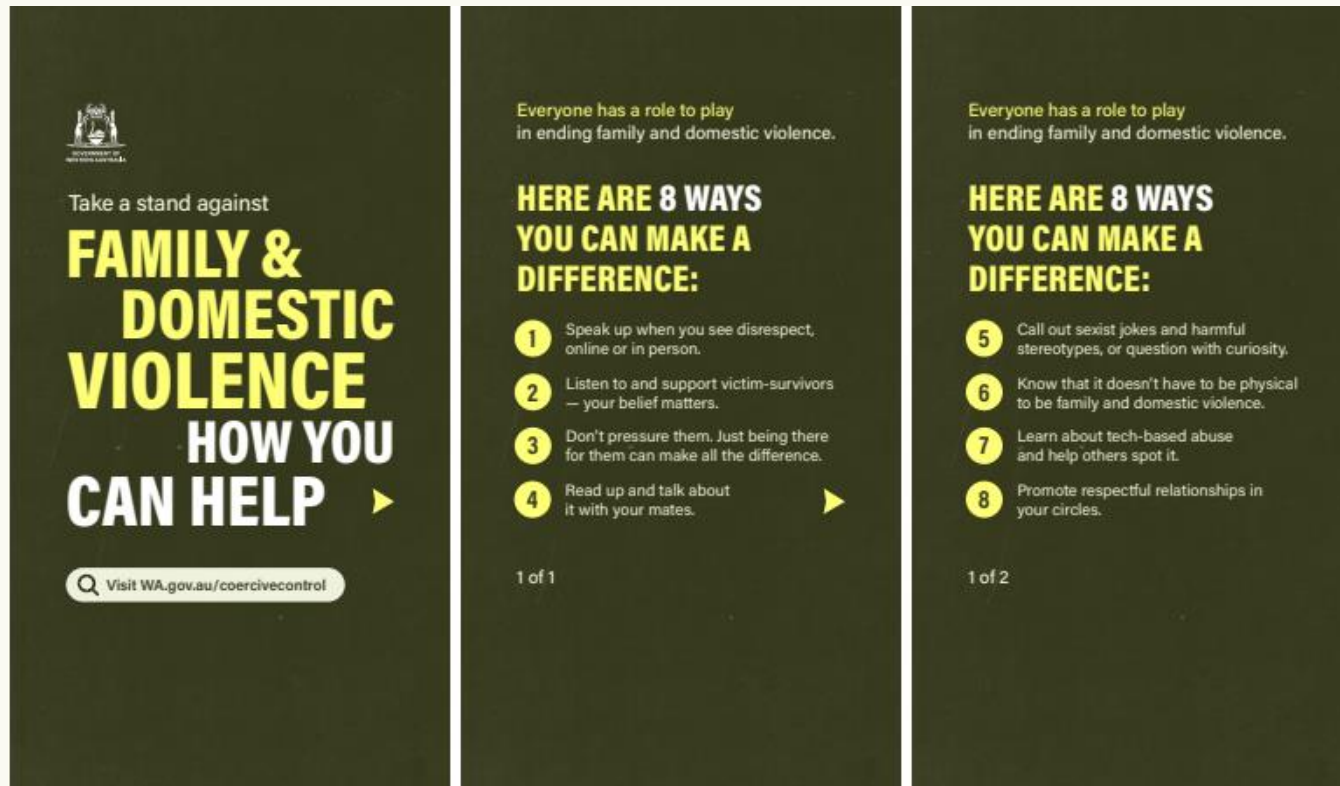
[Download social media tiles here](#)

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# General population

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




[Download social media tiles here](#)

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# 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 features a title 'WHAT TO DO IF YOU THINK SOMEONE IS EXPERIENCING COERCIVE CONTROL?' in yellow and white. Below the title, it says 'There are simple things you can do to make a big difference' with a yellow arrow pointing right. The main content is divided into two columns: 'HOW YOU CAN HELP' and 'TRY TO AVOID'. 'HOW YOU CAN HELP' lists four items with green checkmarks: 'Express your concerns in a safe and private place...', '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.'. 'TRY TO AVOID' lists three items with red 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 'Pressuring them to leave the relationship and avoid telling them what to do.'. To the right of these columns, there is a white box with the text 'Helplines and services are available to get advice, no matter what the person's individual situation or experience is.' and 'For more information and support, visit' followed by a magnifying glass icon and the URL 'WA.gov.au/coercivecontrol'.</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> <p>Find out more at <a href="https://wa.gov.au/coercivecontrol">wa.gov.au/coercivecontrol</a>.</p>


[Download social media tiles here](#)

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# General population

## Social media: Coercive control behaviours social media video

Asset	Caption
 <p>The image shows four vertical social media assets. The first asset is a dark green poster with the text: 'It doesn't have to be physical. COERCIVE CONTROL IS FAMILY &amp; DOMESTIC VIOLENCE'. The second asset is a dark green poster with the text: 'THIS PATTERN OF ABUSIVE BEHAVIOUR CAN LOOK LIKE:'. The third asset is a dark green poster with the text: 'THIS PATTERN OF ABUSIVE BEHAVIOUR CAN LOOK LIKE:' followed by an orange icon of a tangled ball of string and the word 'GASLIGHTING'. The fourth asset is a dark green poster with the text: 'For more information and support, visit' followed by a search bar containing the URL 'wa.gov.au/coercivecontrol'.</p>	<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 <a href="https://wa.gov.au/coercivecontrol">wa.gov.au/coercivecontrol</a>.</p>

[Download social media video](#)

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# CaLD audience

## Posters



Available for download in:

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

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# CaLD audience

## Social media tiles



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<a href="#">Burmese</a>	<a href="#">Hazaragi</a>	<a href="#">Malay</a>	<a href="#">Swahili</a>
<a href="#">Chinese Simplified</a>	<a href="#">Hindi</a>	<a href="#">Mongolian</a>	<a href="#">Tamil</a>
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# CaLD audience

## Translated Videos

### Video 1: What is Coercive Control?

[Arabic](#)

[Chinese \(Simplified\)](#)

[Chinese \(Traditional\)](#)

[Hazaragi](#)

[Italian](#)

[Karen](#)

[Korean](#)

[Punjabi](#)

[Thai](#)

[Vietnamese](#)

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# CaLD audience

## Translated Videos

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

[Arabic](#)

[Chinese \(Simplified\)](#)

[Chinese \(Traditional\)](#)

[Hazaragi](#)

[Italian](#)

[Karen](#)

[Korean](#)

[Punjabi](#)

[Thai](#)

[Vietnamese](#)

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# CaLD audience

## Translated Videos

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

[Arabic](#)

[Chinese \(Simplified\)](#)

[Chinese \(Traditional\)](#)

[Hazaragi](#)

[Italian](#)

[Karen](#)

[Korean](#)

[Punjabi](#)

[Thai](#)

[Vietnamese](#)

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# CaLD audience

## Audio files



[Arabic](#)



[Cantonese](#)



[Mandarin](#)



[Vietnamese](#)

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# 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.

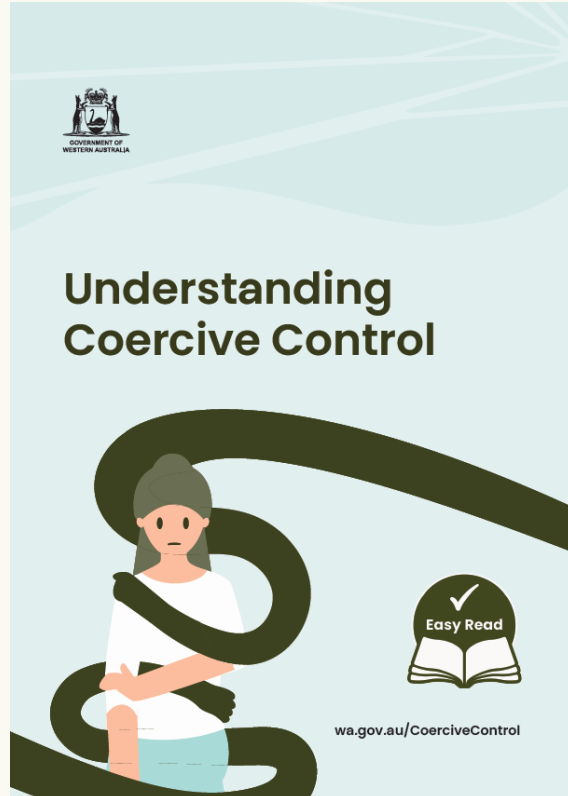
[Download campaign materials here](#)

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# Low literacy audience

## Understanding Coercive Control in Easy Read

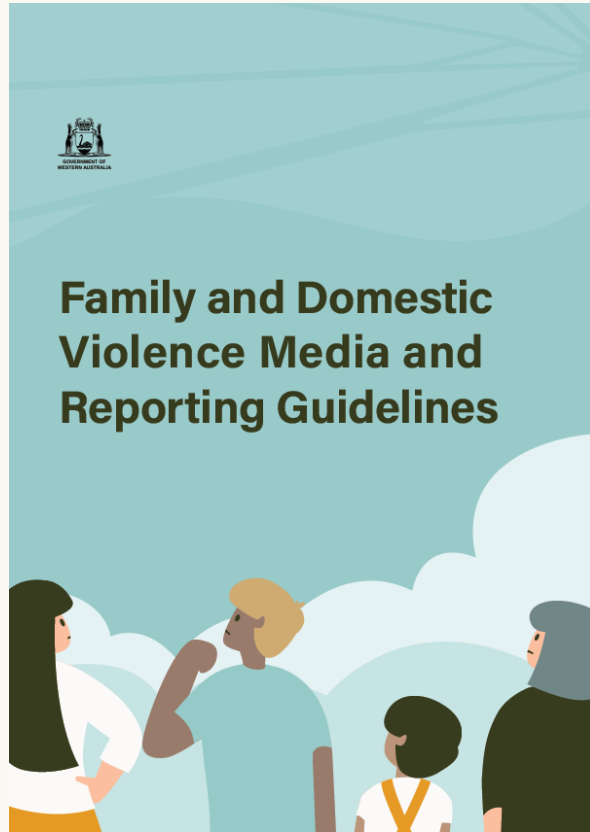


[Download publication here](#)

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# Stakeholder, Media and Reporting Guidelines



[Download publication here](#)

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# 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](mailto:scu@dpc.wa.gov.au)

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