

16 DAYS OF ACTIVISM

Against Gender-Based Violence Campaign Tool Kit 2018

A tool kit to assist individuals and organisations to participate in the
16 Days of Activism Against Gender-Based Violence Campaign
in the northern metropolitan region of Melbourne.

The cover photo was taken at WHIN's 2016 Victoria Against Violence event, part of the One Million Stars to End Violence Project. Photographer: Tajette O'Halloran

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Women's Health In the North acknowledges the support of the Victorian Government.

Women's Health In the North acknowledges Victorian Aboriginal people as the Traditional Owners of the land on which we provide our services. We pay our respects to their Elders past and present and recognise the ongoing living culture of all Aboriginal people. We express commitment to Aboriginal self-determination and our hope for reconciliation and justice.

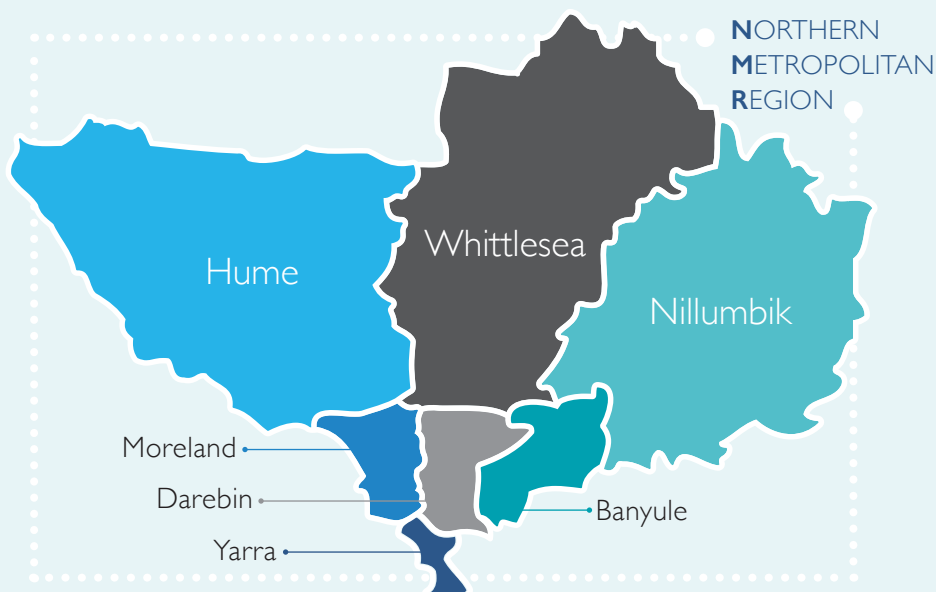
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About this Tool Kit

Women's Health In the North (WHIN) has created this tool kit to assist organisations and individuals in the northern metropolitan region (NMR) of Melbourne to participate in the *16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign)*.

This tool kit summarises information about the *16 Days Campaign* and provides examples of action that can be taken.



IF YOU OR SOMEONE YOU KNOW NEEDS HELP

If you are in immediate danger, call 000.

Safe Steps: For confidential support and information call **1800 015 188** family violence response line open 24/7.

1800 Respect: 1800 737 732. The national sexual assault and family violence counselling service. 24/7 phone and online services.

Men's Referral Service: 1300 766 491. Professional support and information service for Australian men. 24/7 phone and online services.

What is the 16 Days of Activism Against Gender-Based Violence Campaign?

The *16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign)* is a global campaign dedicated to ending violence against women and girls. It is an opportunity for individuals and organisations to call for an end to gender-based violence and appeal to governments to respond to and end violence against women. It is not a single event in any one location but rather a coordinated campaign of local, national, regional and international initiatives around the world.

The *16 Days Campaign* runs from 25 November, which is the *International Day for the Elimination of Violence against Women*, to 10 December, *International Human Rights Day*. These days were chosen in order to symbolically link violence against women and human rights and to emphasise that violence against women is a violation of human rights.

The campaign was started by the Centre for Women's Global Leadership in 1991. In 2018, the Centre will launch a new digital platform which will provide an interactive hub for *16 Days Campaign* information. Visit the Centre for Women's Global Leadership website to learn more.



▲ *16 Days Campaign website*

What are the Campaign Objectives?

The *16 Days Campaign* has been used by individuals and groups around the world to call for the elimination of all forms of violence against women by:

- ▲ Raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels;
- ▲ Strengthening local work around violence against women;
- ▲ Establishing a clear link between local and international work to end violence against women;
- ▲ Providing a forum in which organisers can develop and share new and effective strategies;
- ▲ Demonstrating the solidarity of women around the world organising against violence against women; and
- ▲ Creating tools to pressure governments to implement promises made to eliminate violence against women.

Gender-Based Violence and Violence Against Women Statistics

Violence against women is a pervasive human rights violation, a public health crisis, and an obstacle to equality, development, security and peace.

Forms of gender-based violence include, but are not limited to: domestic violence, sexual abuse, rape, sexual harassment, trafficking in women, and forced prostitution. In addition, women's multiple and intersecting

identities based on class, race, ethnicity, religion, sexuality and citizenship status can serve to increase oppression and experience of violence.

For more information about the prevalence of violence against women in Melbourne's NMR, please refer to the Women's Health Atlas at <http://victorianwomenshealthatlas.net.au>.

VIOLENCE AGAINST WOMEN
..... costs Australia
\$21.7 billion
each year



In Australia, **ONE IN THREE** WOMEN have experienced physical violence



and **ONE IN FIVE** have experienced sexual violence since the age of 15.

10 FAMILY VIOLENCE
HOMICIDES

1,545 SEXUAL
OFFENCES

recorded in the NMR in **2015-16**

2 most
common

forms of violence against women in Australia are intimate partner violence and non-partner sexual assault



95%

of all victims of violence, experience violence from a **male perpetrator**

Figure 1: Prevalence of Violence Against Women Snapshot (Women's Health In the North, 2017)

The 2018 Theme: *'End Gender-Based Violence in the World of Work'*

The *16 Days Campaign* chooses a theme each year in consultation with women's human rights advocates from around the world to reflect issues that are important and widely relevant. In 2018, the global theme is: *'End Gender-Based Violence in the World of Work.'*

This theme recognises that structural discrimination and inequalities keep women from achieving education and job preparation on par with men. Women workers often receive lower wages, are overlooked for leadership roles and are more likely to work in positions with less job security. Women engage in more unpaid family caring work than men and are often discriminated against by workplace policies that ignore or penalise women during pregnancy and after pregnancy.

Acts of gender-based violence, including intimate partner violence, stalking, assault, rape, and harassment, affect workers and their workplaces across the world every day. Whether harassment takes place in the form of threatening phone calls or office visits from their intimate partner, these actions can jeopardise a woman's workplace safety, work productivity, and working relationships.

Whilst Australian girls and young women enjoy greater access to the workplace than many of their international peers, more work needs to be done to encourage respect for women and girls, which is at the heart of violence prevention. Some key areas to be addressed in Australia include women in leadership, equal pay for equal work, challenging gender-stereotyping in relation to sectors and roles for women in the workplace and the take up of flexible work policies.

Victoria Against Violence

This Victorian Government initiative invites Victorians to stand together over the *16 Days of Activism* to stamp out family violence. Campaign objectives are:

- To make a strong public statement of the Victorian Government's commitment to ending family violence.
- To further the engagement of the Victoria Parliament, Government and the wider community on the importance of ending family violence in Victoria.
- To help educate the Victorian community about the link between gender inequality and family violence.

In 2018, Victoria Against Violence is using the [#orangecard](#) tag to encourage the community to call out examples of gender inequality. [#orangecard](#) is inspired by the penalty system in soccer and uses orange as the colour representing the global movement to end violence against women. For [#orangecard](#) ideas and resources, visit the Victoria Against Violence website.



“Women workers often receive lower wages, are overlooked for leadership roles and are more likely to work in positions with less job security.”

What is WHIN Planning for the 16 Days Campaign in 2018?

WHIN provides leadership across the NMR in the prevention of violence against women. This includes leading the implementation and evaluation of the *Building a Respectful Community Strategy 2017–2021*, a regional strategy to prevent violence against women endorsed by 26 organisations across the NMR.

Each year WHIN leads the *16 Days Campaign* in the region and looks forward to doing so again in 2018. This year WHIN will:

- Roll out '16 Actions for 16 Days', a social media campaign across the 16 days featuring one action per day that we can all take to prevent violence against women. These are simple, everyday actions that everyone can do.
- Hold the 'Intersectionality and the Prevention of Violence Against Women Forum' on 20 November 2018 to mark the beginning of the *16 Days Campaign*.
- Develop and release a video showcasing the commitment of leaders in the NMR by making visible their efforts to embed gender equitable processes in the workplace.

For more details on these activities please visit our website www.whin.org.au

“WHIN provides leadership across the NMR in the prevention of violence against women.”



WHIN's '16 Actions for 16 Days' project

What can you do during the 16 Days Campaign?

Participate in WHIN's '16 Actions for 16 Days', by sharing WHIN's social media posts, or posting photos of yourself or colleagues displaying a placard with one of WHIN's 16 Days actions. Please contact us via info@whin.org.au for a copy of our actions.

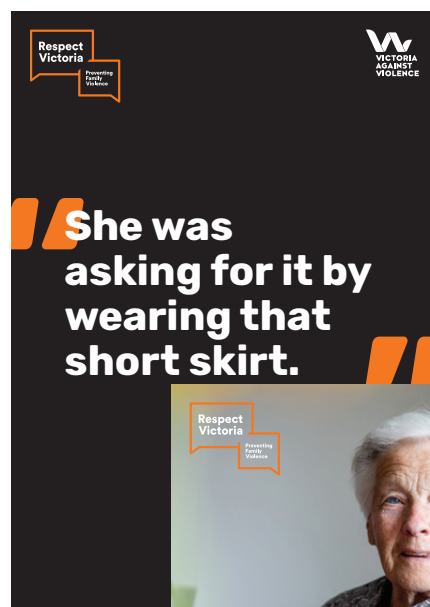
Events planned around the world during the *16 Days Campaign* take a variety of forms. You are only limited by your imagination. At a local level, individuals and organisations can get involved in a variety of ways:

- Attend the Walk against Family Violence (WAFV) on Friday, 23 November, at Federation Square, or a walk occurring in your local area. Visit the WAFV Facebook page for more details.
- Convene an art exhibition.
- Hold a film screening.
- Hold information sessions in the community.
- Host a fundraiser for local family violence services such as Safe Steps.
- Put up a Victoria Against Violence display in your staff room. Posters and postcards can be accessed via the Victoria Against Violence tool kit.
- Promote what you're doing or support other groups' campaigns via social media, a website post or newsletter item, or a media release.
- You can also participate in Centre for Women's Global Leadership's 16 Days Facebook page. Keep a look out for the launch of the new 16 Days digital platform.

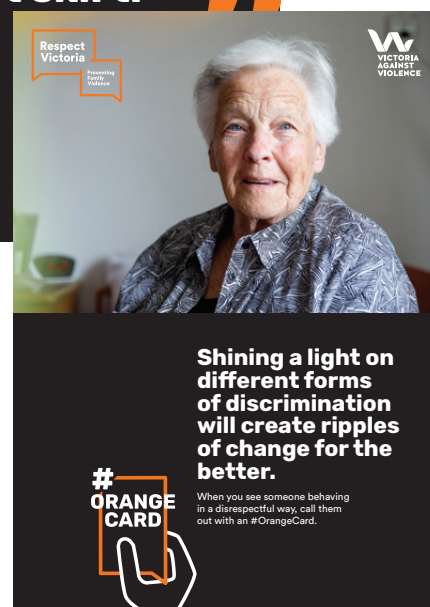
You can follow WHIN's campaign on our Facebook and Twitter feeds. Make sure to like our pages to stay informed and join the conversation.



Walk against Family Violence at Federation Square



Victoria Against Violence posters



Centre for Women's Global Leadership's 16 Days Facebook page



Tips for Creating Your Own Challenges or Pledges:

- Simplify.
- Keep them short and sharp.
- Keep them manageable.
- Link them in with your current work so they 'piggy back' on work you are currently doing.
- Make them SMART (specific, measurable, achievable, realistic and time-related).
- Align them with your organisations' vision and goals.
- Align them with the Change the Story essential actions to prevent violence against women (see figure 2).

ESSENTIAL ACTIONS that will prevent violence against women:

CHALLENGE
condoning of
violence against
women

PROMOTE
women's
independence &
decision-making

CHALLENGE
gender
stereotypes
and roles

STRENGTHEN
positive, equal
and respectful
relationships

Promote and normalise GENDER EQUALITY in public and private life

Figure 2: The essential actions to prevent violence against women (Our Watch et al., 2015)

The following templates have been supplied to support you in participating in the campaign:

▲ Media release



▲ Facebook posts



▲ Website post



▲ Tweets.



▲ Newsletter item





Join Global Action to End Gender Violence



[Organisation name] has joined with thousands of organisations around the world calling for an end to violence against women, as part of the 16 Days of Activism Against Gender-Based Violence Campaign.

The 16 Days Campaign runs annually from 25 November, the International Day for the Elimination of Violence Against Women, to 10 December, International Human Rights Day. These dates were chosen to emphasise that violence against women is a violation of human rights. This global campaign is dedicated to ending gender-based violence and raising awareness about the impact of violence against women. In 2018, the campaign continues, with a new global theme for this year: *End Gender-Based Violence in the World of Work!*

[Include information about your organisation's event/s or online activities]

[Organisation name] and Women's Health In the North are just two of many thousands taking action for this year's campaign. Women's Health In the North CEO, Helen Riseborough, said the impact of violence against women around the world is devastating for individuals, families, community and society.

'This is an opportunity for individuals and organisations to put a spotlight on violence against women in the northern region,' Ms Riseborough said. 'We must raise our voices to appeal to governments in Australia and internationally to take action to respond to, and prevent, violence against women.'

The 16 Days Campaign encourages women and men to take a lead in their communities and networks, by speaking out about gender violence and challenging the attitudes that allow violence to continue in our society. In 2016/2017 in the northern metropolitan region of Melbourne, there were 12,286 family violence incidents reported to police. There were also 1,929 sexual assault offences reported to police. Many women experiencing violence do not report it to the police so these figures are likely to underestimate the rates.

[Include information about what your organisation is doing to prevent violence against women]

For more information and to take action:

- **Website:** Visit the Centre for Women's Global Leadership's 16 Days Campaign digital platform to share information and resources.
- **Facebook:** Follow the international campaign and the Women's Health In the North campaign.
- **Twitter:** Follow the international campaign @16DaysCampaign or Women's Health In the North campaign @whinwomen

- ends -

Website Post



The 16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign) is a global campaign dedicated to ending gender-based violence and raising awareness about the impact of violence against women. The campaign runs from International Day for the Elimination of Violence Against Women (November 25) to International Human Rights Day (December 10) to emphasise that violence against women is a violation of human rights.

The campaign encourages women and men to take the lead in their communities and networks by speaking out about gender violence, challenging violence supportive attitudes, and calling on governments to respond to and end violence against women.

The 16 Days Campaign originated from the first Women's Global Leadership Institute (WGLI) coordinated by the Center for Women's Global Leadership in 1991. In 2018, the campaign continues, with a new global theme for this year: *End Gender-Based Violence in the World of Work!* For more information about the campaign visit the 16 Days Campaign website at <https://16dayscwgl.rutgers.edu/>

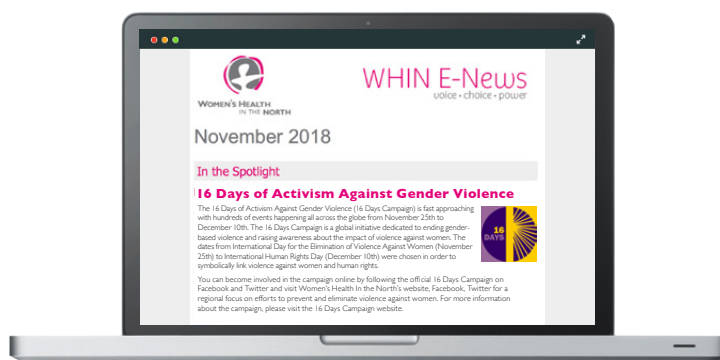
For more information on work occurring in Melbourne's northern region to prevent violence against women, visit the Women's Health In the North website. For statistics on violence against women and family violence in the Northern Metropolitan Region, visit the Women's Health Atlas website.

Newsletter Item



The 16 Days of Activism Against Gender-Based Violence (16 Days Campaign) is fast approaching with hundreds of events happening all across the globe from November 25 to December 10. The 16 Days Campaign is a global initiative dedicated to ending gender-based violence and raising awareness about the impact of violence against women. The campaign runs from International Day for the Elimination of Violence Against Women (November 25) to International Human Rights Day (December 10) in order to symbolically link violence against women and human rights.

You can become involved in the campaign online by following the official 16 Days Campaign on Facebook and Twitter and visit Women's Health In the North's website, Facebook, Twitter for a regional focus on efforts to prevent and eliminate violence against women. For more information about the campaign, please visit the 16 Days Campaign website.



“The **16 Days Campaign** originated from the first Women's Global Leadership Institute (WGLI) coordinated by the Center for Women's Global Leadership in 1991.”

Facebook



- On Facebook, follow the international 16 Days Campaign page, Victoria Against Violence and WHIN's Facebook page
- Post status updates about the campaign or share others' posts
- Change your profile picture to the 16 Days logo or Victoria against Violence logo

Sample posts:


 **[Your Facebook account name]** shared a post. 9 hrs · 🌐

The 16 Days of Activism Against Gender-Based Violence (16 Days Campaign) is a global campaign working to end gender-based violence and raising awareness about the impact of violence against women. 1 in 3 women worldwide will experience violence at some point in their lifetime... Please join the 16 Days Campaign by changing your profile picture to the 16 Days logo and helping to spread the word about violence against women.

 **[Your Facebook account name]** shared a post. 9 hrs · 🌐

To kick off the 16 Days of Activism Against Gender-Based Violence (16 Days Campaign), we invite all Facebook users to change their profile pictures to the 16 Days Campaign logo for the duration of the campaign. Help spread the word and bring awareness to gender-based violence and end gender based violence in the world of work by changing your profile picture and inviting your friends to change theirs.

Download the campaign logo [here](#) and upload it as your profile picture.

 **[Your Facebook account name]** shared a post. 9 hrs · 🌐

The theme for this year's 16 Days Campaign is "*End Gender-Based Violence in the World of Work!*" This theme recognises that structural discrimination and inequalities keep women from achieving education and job preparation on par with men. Whilst Australian girls and young women enjoy greater access to the workplace than many of their international peers, more work needs to be done to address the lack of women in leadership, equal pay for equal work and the take up of flexible work policies.

The 16 Days Campaign originated in 1991 and is coordinated by the Center for Women's Global Leadership. During 16 Days Campaign, participants from a diverse range of sectors and from across the world discussed different aspects of gender-based violence and human rights. They developed strategies to increase global awareness of the systemic nature of violence against women and to expose this as a violation of women's human rights. One such strategy was to establish the 16 Days Campaign. Since 1991, over 5,167 organizations in approximately 187 countries have participated in the 16 Days Campaign. Let us know what you have planned for the next 16 days!

 **[Your Facebook account name]** shared a post. 9 hrs · 🌐

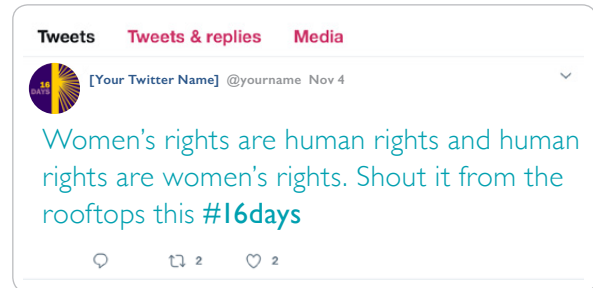
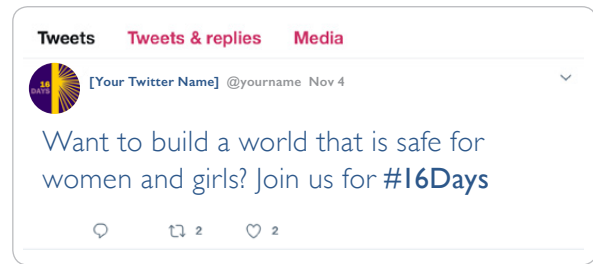
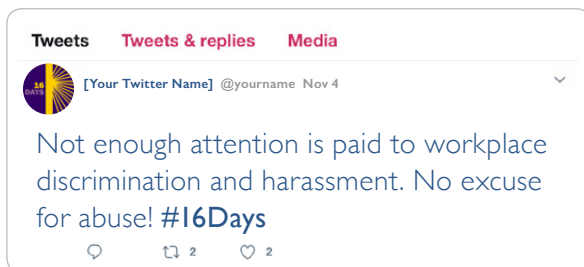
Did you know that women with disabilities are 40% more likely to be victims of family violence than women without disabilities? And more than 74% of women with a disability have been victims of violent sexual encounters at some point in their lives (WHO, 2010).

Twitter



- Follow the campaign on Twitter @I6DaysCampaign or @whinwomen
- 16 Days Twitter hashtag: #I6Days
- Victoria Against Violence hashtag: #VICforWomen #freefrom violence

Sample tweets



Reflection and Evaluation

When documenting your campaign activities, you might like to consider these questions:

- Do you think the campaign went well? Why or why not?
- How many people did you reach?
- If you set a goal(s) at the outset, did you achieve your goal or goals?
- What was the impact of your actions?
- What would you do differently next time?
- What tools or resources would you require to improve your participation in the campaign?
- Collect your data to contribute to the Building a Respectful Community Evaluation Data Collection Tool.

Additional Resources

Centre for Women's Global Leadership 16 Days Campaign website.

<http://16dayscwgl.rutgers.edu/>

Launched in 2008, the United Nations Secretary-General's UNiTE to End Violence against Women campaign aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world.

<http://endviolence.un.org/>

Nobel Women's Initiative is profiling 16 activists from around the world for each day of the Campaign. To receive the blog, visit their website:

<http://nobelwomensinitiative.org/category/16days-of-activism/>

Victoria Against Violence Toolkit, as discussed in this toolkit

<https://victoriaagainstv violence.vic.gov.au/>

Women's Health in the North (WHIN) website

<http://www.whin.org.au/>

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