



## Taking Action for Gender Equality Every Day: Social Marketing Package 2020

Welcome to Women's Health In the North's new artwork series for the Building a Respectful Community Partnership to use in promoting its vision of a gender equitable, safe and inclusive community. This package has been prepared for the '16 Days of Activism Against Gender Based Violence' campaign in 2020 – but the artwork and messages are intended to be used across the year, encouraging people to take action for gender equality every day.

The series includes 16 actions that aim to ***promote gender equity, challenge gender stereotypes, and challenge the condoning of violence against women***. The artwork is designed as social media tiles, and can be used in other formats, such as a poster series or in newsletters.

In line with *Change the Story*, the 16 actions address the gendered drivers of violence against women, across the lifespan, and where people live, work and play.

### 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. 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. To learn more about the 16 Days Campaign, consult WHIN's [16 Days of Activism Against Gender-Based Violence: Campaign Toolkit](#), the [Center for Women's Global Leadership](#), or [Respect Victoria](#).

WHIN recommends that all 16 Days campaigns link to Respect Victoria's state-wide campaign by including a post at the start and finish of the campaign period with the Respect Victoria messaging and links to the Respect Victoria campaign resources. WHIN will provide an update once Respect Victoria's messaging and resources are available. In the meantime, keep an eye on the Respect Victoria website for further details: <https://www.respectvictoria.vic.gov.au/>

### 16 Days Campaign 2020

In line with the *Building a Respectful Community Strategy 2017-2021*, WHIN will lead a gender equitable and inclusive social marketing campaign across the northern region of Melbourne by sharing the 'Taking Action for Gender Equality Every Day' artwork during the 16 Days Campaign.

This social marketing package is for Building a Respectful Community partners who would like to use their organisation’s social media and communications platforms to participate in the 16 Days Campaign and ensure a consistent and collaborative approach across the region.

In 2020, WHIN encourages all Building a Respectful Community partners to use the following key message:<sup>1</sup>

The Building a Respectful Community Partnership is united in working for a gender equitable, safe and respectful community  
 #16DaysCampaign #BuildingaRespectfulCommunity

This year’s campaign builds on the successful campaigns lead by WHIN in 2018 and 2019 and continues the ‘16 Actions for 16 Days’ theme, which features one action per day that we can all take to prevent gender-based violence. These are simple, everyday actions that everyone can do.

This year the actions will be promoted through specially designed social media tiles that can be readily shared across social media platforms with further information and a call-to-action for the community to act to prevent gender-based violence. These resources support the delivery of a coordinated and consistent campaign across the Northern metropolitan region.

**Building a Respectful Community partners are encouraged to:**

- Share the key message (“The Building a Respectful Community partnership is united in working for a gender equitable, safe and respectful community #16DaysCampaign #BuildingaRespectfulCommunity”) during the 16 Days Campaign period
- You may wish to adapt the key message for your organisation e.g. (Your organisation) is proud to be part of the Building a Respectful Community Partnership that is united in working for a gender equitable, safe and respectful community #16DaysCampaign #BuildingaRespectfulCommunity
- Share the social media tiles on Twitter, Facebook, LinkedIn and Instagram, alongside key messages.
- Share the “16 Actions for 16 Days” social media tiles on websites, in e-newsletters, posters or in email signatures.
- Include the #BuildingaRespectfulCommunity hashtag in all 16 Days Campaign posts.
- Share photos of your 16 Days activities and events with WHIN at [kater@whin.org.au](mailto:kater@whin.org.au) for region-wide promotion through WHIN communications channels and for shared evaluation purposes.

**Add these hashtags to your social media posts:**

<b>Local</b>	#BuildingaRespectfulCommunity
<b>State</b>	#RespectIs #CallitOut #16DaysCampaign
<b>Global</b>	#16DaysofActivism #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #vawg #ViolenceAgainstWomen


<sup>1</sup> In line with recommendations from the Building a Respectful Community Evaluation Report 2017-2019 to “Promote and celebrate the breadth of the partnership, such as by including all BRC partner logos on 16 Days materials” WHIN has developed a social media tile with this key message drawn from the Building a Respectful Community Strategy Vision and Mission that includes all BRC partner logos and with a specific hashtag.


### ‘Taking Action for Gender Equality Every Day’ Resources


A total of 18 social media tiles with accompanying messages have been created that can be used for the 16 Days Campaign 2020 and/or build into social marketing efforts across the year.

Low-resolution images are included below for reference, along with supporting text, information, links and hashtags. High-resolution images can be downloaded from the Building a Respectful Community Online Community of Practice on Basecamp. (Contact [kater@whin.org.au](mailto:kater@whin.org.au) for access to Basecamp or assistance with this if needed).


The below information is intended to provide suggestions and ideas about how to use these materials to support your own 16 Days campaign activities. Please feel free to adapt and make use of the below resources as best fits in with your own organisation’s campaign plans and prevention of violence against women activities.

<p><b>In the lead-up to the 16 Days</b></p>	<p>18 November (suggested date) or earlier to let people know about the campaign and how your organisation is involved.</p>
<p><b>Images</b></p> 	<p><b>Message</b></p> <p>The 16 Days of Activism against Gender-Based Violence is almost here! This is a global campaign which is dedicated to ending gender-based violence against women and girls. It encourages individuals and organisations to call for an end to gender-based violence by speaking out, challenging the attitudes that allow violence in our society and by spreading awareness about the impact of gender-based violence. From 25 November to 10 December we'll be {sharing simple, everyday actions we can all take to be part of ending gender-based violence and building a gender equitable, safe and respectful community. – State what your organisation will be doing}</p> <p>(Your organisation) is proud to be part of the Building a Respectful Community partnership that is united in working for a gender equitable, safe and respectful community #16days #BuildingaRespectfulCommunity</p>
<p><b>Link</b></p>	<ul style="list-style-type: none"> <li>• Further information re: your organisation’s preventing violence against women work and commitments, Or</li> <li>• The Building a Respectful Community Partnership page <a href="http://www.whin.org.au/brc">www.whin.org.au/brc</a>, Or</li> <li>• Respect Victoria’s website and their 16 Days campaign.</li> </ul>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #WomensMovement #WomensRights #WomensRightsAreHumanRights #FeministVoices</p>


<b>Day 1</b>	<b>25 November</b>
<b>Today's Action</b>	<b>Encourage children to play with any toy they like regardless of gender stereotypes.</b>
<b>Image</b> 	<b>Message</b> Promoting positive gender norms in early childhood creates the necessary foundation for children to grow and develop their ideas and understanding about gender and to learn about equal and respectful relationships. Darebin City Council has developed a resource 'Creating Gender Equity in the Early Years' that explores how gender develops in young children. How do you challenge gender stereotypes with the children in your life? Let us know in the comments.
<b>Link</b>	Link to Darebin Gender Equity in the Early Years series on YouTube <a href="https://www.youtube.com/watch?v=8iDaITMBMx4&amp;feature=youtu.be">https://www.youtube.com/watch?v=8iDaITMBMx4&amp;feature=youtu.be</a> Or here <a href="http://www.darebin.vic.gov.au/geey">www.darebin.vic.gov.au/geey</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #WomensMovement #WomensRights #WomensRightsAreHumanRights #FeministVoices
<b>Additional info</b>	25 November is the International Day for the Elimination of Violence against Women and is also the <i>Walk Against Family Violence</i> – to learn more about this activity follow the Facebook page: <a href="https://www.facebook.com/WAFVAU/">https://www.facebook.com/WAFVAU/</a>


<b>Day 2</b>	<b>26 November</b>
<b>Today's Action</b>	<b>Challenge gender stereotypes with the children in your life.</b>
<b>Image</b> 	<b>Message</b> Early childhood is a critical time when gender roles and stereotypical notions of what it means to be masculine or feminine are shaped. It is also when positive influences on children's and families' understanding of gender norms can most easily be achieved. #BecauseWhy should gender stereotypes limit our children? Check out these OurWatch resources on challenging gender stereotypes in early childhood and share your ideas on how best to do this with us in the comments!

<b>Link</b>	BecauseWhy OurWatch videos: <a href="http://becausewhy.org.au/Because-Why/Home">http://becausewhy.org.au/Because-Why/Home</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #ChallengeGenderStereotypes #SmashStereotypes #LetToysBeToys #PositiveRoleModels #BreakGenderStereotypes #LetThemBeLittle #EqualParenting


<b>Day 3</b>	<b>27 November</b>
<b>Today's Action</b>	<b>Reflect on how children are targeted and affected by the beauty industry.</b>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Stereotyped ideas about what girls and boys, women and men should look like are reinforced everywhere, particularly by the beauty industry. The dominance of white bodies in the beauty industry highlights that what is understood as beautiful is informed by racist assumptions. The industry is selling the idea that girls' and women's value lies in their youth, beauty, whiteness and sexuality and not in their skills or capacity as leaders. We must value people as whole human beings and challenge gendered and racist stereotypes. Take a look at Women's Health Victoria's resource on reporting sexist advertising and be bold in calling out sexist or racist representations.</p>
<b>Link</b>	Link to Women's Health Victoria Toolkit for consumers to report sexist advertising <a href="https://whv.org.au/resources/whv-publications/reporting-sexist-advertising-toolkit-consumers">https://whv.org.au/resources/whv-publications/reporting-sexist-advertising-toolkit-consumers</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #ChallengeGenderStereotypes #SmashStereotypes #LetToysBeToys #PositiveRoleModels #BreakGenderStereotypes #LetThemBeLittle #EqualParenting

<b>Day 4</b>	<b>28 November</b>
<b>Today's Action</b>	<b>Challenge sexism and transphobia in sport.</b>

<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Sport should be available to anyone who wants to participate, yet the conversation around who participates in and is recognised in sport in Australia - from early childhood through to professional sports people - continues to be dominated by white men. It's only fair that we offer opportunities to play sports to all individuals, challenge sexist and racist abuse of sportspeople and debunk the myths that limit access on the basis of gender, race or culture.</p>
<p><b>Link</b></p>	<p>Moreland Council Leading Female Participation in Sport  <a href="https://www.youtube.com/watch?v=wwO7bzWnY14">https://www.youtube.com/watch?v=wwO7bzWnY14</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #ChallengeGenderStereotypes #SmashStereotypes #BreakGenderStereotypes #ThisGirlCanVIC #SheScores #KickLikeaGirl #WomenInSport</p>


<p><b>Day 5</b></p>	<p><b>29 November</b></p>
<p><b>Today's Action</b></p>	<p><b>Role model consent with young people in relation to image sharing and safe online relationships.</b></p>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Modelling consent with children creates the groundwork for their understanding of respectful relationships and healthy boundaries. By talking to children about online safety early and often, we lay the foundations for safer online experiences as they grow older. The same rules for consent apply online, as they do offline:</p> <ol style="list-style-type: none"> <li>1. Only a freely given yes means yes.</li> <li>2. Consent can't be implied, inferred or coerced.</li> <li>3. Consent can always be revoked at any time.</li> </ol> <p>This campaign #FreeToBeOnline is standing with girls around the world to call for social media companies to improve their ways of reporting abuse and harassment in a way that actually works for girls.</p>
<p><b>Link</b></p>	<p>PLAN International campaign #FreeToBeOnline campaigning for girls' right to safety and respect online <a href="https://www.plan.org.au/free-to-be-online/">https://www.plan.org.au/free-to-be-online/</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV</p>


	#GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #Consent #ConsentCulture #EnthusiasticConsent
<b>Additional info</b>	29 November is the International Women Human Rights Defenders Day

<b>Day 6</b>	<b>30 November</b>
<b>Today's Action</b>	<b>Challenge victim-blaming.</b>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Victim blaming occurs when the victim of a crime is in some way held responsible for what has happened to them. Victim blaming is evident in questions such as ‘What was she wearing?’ ‘What was she doing walking home by herself?’ and ‘What did she think was going to happen if she got drunk?’. Victim blaming is also present in the question, ‘Why doesn’t she just leave?’.</p> <p>Focussing on women’s behaviour when they have experienced violence means we fail to hold men to account for their actions in perpetrating violence. This is an example of how our society condones and enables men’s violence against women. Challenging these attitudes is essential if we are to prevent violence against women and create safe and respectful communities – this video from OurWatch is a useful introduction to consent, victim-blaming and the importance of listening to survivors.</p>
<b>Link</b>	OurWatch video on the National Community Attitudes towards Violence against Women Survey (NCAS) exploring consent and victim-blaming: <a href="https://www.youtube.com/watch?v=O9ak30XZidg">https://www.youtube.com/watch?v=O9ak30XZidg</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #VictimBlaming #EndRapeCulture #BelieveRapeVictims #NoMeansNo #NoMeansNoNotConvinceMe #StopRapeCulture #BelieveSurvivors #TimesUp

<b>Day 7</b>	<b>1 December</b>
<b>Today's Action</b>	<b>Consider why certain careers are associated with particular genders. How are these roles valued, rewarded and policed?</b>
<b>Image</b>	<b>Message</b>




	<p>Local and global evidence demonstrates that gender targets and quotas are an important and effective tool for increasing the representation of women in the workplace and in leadership positions. Organisations that set targets are more likely to succeed at increasing their gender diversity, as this paper produced by the Workplace Gender Equality Agency in Australia explains. While women make up 46% of the Australian workforce, less than one in five CEOs within non-public sector organisations with 100 or more employees are women. This needs to change and gender targets or quotas can help us get there.</p>
<p><b>Link</b></p>	<p>Workplace Gender Equality Agency explainer on gender targets and quotas: <a href="https://www.wgea.gov.au/sites/default/files/documents/2014-03-04_PP_targetsquotas.pdf">https://www.wgea.gov.au/sites/default/files/documents/2014-03-04_PP_targetsquotas.pdf</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #GenderEquality #WGEAdata #KeepMindingTheGap #WeAreTheChange #GenderEquityInsights</p>
<p><b>Additional info</b></p>	<p>1 December is World AIDS Day</p>


<p><b>Day 8</b></p>	<p><b>2 December</b></p>
<p><b>Today's Action</b></p>	<p><b>Learn how to become an active bystander to gender-based violence.</b></p>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Watch these Respect Victoria videos on calling out sexist and derogatory comments about women. What will you do to challenge your friends and colleagues when they cross the line? Have you considered attending a WHIN bystander workplace training session to develop the skills to do this? Why not book a session?</p>
<p><b>Link</b></p>	<p>Link to Respect Victoria's website and 16 Days campaign: <a href="https://www.respectvictoria.vic.gov.au/campaigns/respect-women-call-it-out-respect">https://www.respectvictoria.vic.gov.au/campaigns/respect-women-call-it-out-respect</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #ActiveBystander #UseYourPrivilege #FeministVoices #TakeAction</p>




<b>Additional info</b>	2 December is the International Day for the Abolition of Slavery
------------------------	--


<b>Day 9</b>	<b>3 December</b>
<b>Today's Action</b>	<b>Support the self-determination and active participation of women with disabilities.</b>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Today is International Day of Persons with Disabilities. Research shows that women with disabilities are at much higher risk than other women of experiencing violence and abuse. Women with disabilities are also more likely to experience violence and abuse than men with disabilities. Self-determination for women with disabilities is critical in both preventing and responding to violence, however in policy and management, women with disabilities are vastly under-represented, and at a service level, far too many women with disabilities are ignored and disbelieved.</p> <p>Take a look at Women with Disabilities Victoria's guide 'Our Right to Safety and Respect' to see what your organisation can do to support the self-determination of women with disabilities.</p>
<b>Link</b>	Women with Disabilities Victoria video on their guide: <a href="https://www.youtube.com/watch?v=rCmeeJfT2w8&amp;feature=youtu.be">https://www.youtube.com/watch?v=rCmeeJfT2w8&amp;feature=youtu.be</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #DisabilityJustice #DisabilityAwareness #TheFutureIsAccessible #NothingAboutUsWithoutUs #DisabilityPride #LetsTalkAboutAbleism #DisabilityAdvocate #BreakStigma #BreakStereotypes #IntersectionalFeminist #ListentoDisabledPeople
<b>Additional info</b>	3 December is the International Day of Persons with Disabilities


<b>Day 10</b>	<b>4 December</b>
<b>Today's Action</b>	<b>Challenge patriarchal ideas of leadership e.g. stoicism, dominance and autocracy.</b>
<p><b>Image</b></p>	<p><b>Message</b></p> <p>For many, leadership is associated with seemingly masculine traits. This has been termed 'masculinity contest culture' by researchers. Not only does it produce organisational dysfunction, it has negative mental health impacts,</p>

	<p>marginalises those who don't fit these norms, and inhibits other forms of leadership. How can you support a broader understanding of leadership in your workplace? Who are leaders you admire who challenge these stereotypes? Have a look at this list of emerging women leaders in Victoria for some inspiration.</p>
<p><b>Link</b></p>	<p><a href="https://www.vic.gov.au/meet-our-joan-kirner-young-and-emerging-leaders">https://www.vic.gov.au/meet-our-joan-kirner-young-and-emerging-leaders</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #SmashThePatriarchy #WomenInPolitics #WomenInPower #WomenInCharge #WomenLead #WomenLeaders #WomensLeadership #RepresentationMatters #EqualityCantWait</p>


<p><b>Day 11</b></p>	<p><b>5 December</b></p>
<p><b>Today's Action</b></p>	<p><b>Learn about intersectional feminism.</b></p>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Intersectionality – learn about it and practice it. Intersectionality is a framework for understanding how aspects of a person's social and political identities combine to create different modes of discrimination and privilege. Examples of these aspects are dis/ability, gender, ethnicity and race, social class, sexuality, and religion.</p> <p>Do you challenge exclusionary practices when you see them in the workplace and the community? How do you use your voice and power to advocate for intersectionality? As Kimberle Crenshaw, the creator of intersectionality, says: "We simply do not have the luxury of building social movements that are not intersectional." Watch her TEDTalk to learn more</p>
<p><b>Link</b></p>	<p>Kimberlé Crenshaw talk:  <a href="https://www.ted.com/talks/kimberle_crenshaw_the_urgency_of_intersectionality?language=en">https://www.ted.com/talks/kimberle_crenshaw_the_urgency_of_intersectionality?language=en</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #IntersectionalFeminist #IntersectionalFeminism #OurFeminismIsIntersectional #UseYourPrivilege</p>

<b>Additional info</b>	5 December is the International Volunteer Day for Economic and Social Development
------------------------	---


<b>Day 12</b>	<b>6 December</b>
<b>Today's Action</b>	<b>Reflect on who does certain chores in your household and why.</b>
<b>Image</b> 	<b>Message</b> <p>The most consistent predictors of the perpetration of violence against women at an individual level are traditional views about gender roles and relationships, attitudes that support male dominance in relationships and attitudes that reflect sexual hostility towards women. Examining power and inequality in relationships is an essential part of violence prevention. This article explores the gendered impact of COVID-19 and how it threatens a return to gendered roles and a backwards step for equality both at home and in the workplace.</p>
<b>Link</b>	ABC News article: <a href="https://www.abc.net.au/news/2020-04-06/yolande-stengers-gender-and-corona/12109010">https://www.abc.net.au/news/2020-04-06/yolande-stengers-gender-and-corona/12109010</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #ChallengeGenderRoles #FeministVoices
<b>Additional info</b>	6 December commemorates The Montreal Massacre


<b>Day 13</b>	<b>7 December</b>
<b>Today's Action</b>	<b>Discuss within your workplace whether parents of all gender are supported and encouraged to access flexible work arrangements.</b>
<b>Image</b> 	<b>Message</b> <p>The VicHealth Coronavirus Victorian Wellbeing Impact Study found that 76% of Victorian mothers were primarily responsible for looking after their pre-school aged kids compared with only 8% of fathers during the first Victorian COVID-19 lockdown. COVID-19 has laid bare what evidence has been telling us for years: workplace flexibility is essential to creating gender equality in both the workplace and the home.</p> <p>A lack of access to flexible working arrangements inhibits our capacity to realise gender equality. We have an opportunity now to #buildbackbetter after COVID-19, with workplaces embedding flexible work practices that are</p>

	accessible to and accessed by parents and caregivers of all genders. These resources from the Workplace Gender Equality Agency explore how employers can create workplace flexibility for all employees.
<b>Link</b>	Workplace Gender Equality Agency resource on workplace flexibility: <a href="https://www.wgea.gov.au/topics/workplace-flexibility">https://www.wgea.gov.au/topics/workplace-flexibility</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #WorkplaceFlexibility #WeAreTheChange #KeepMindingTheGap #WomenAtWork


<b>Day 14</b>	<b>8 December</b>
<b>Today's Action</b>	<b>Encourage or role model healthy masculinity.</b>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Research shows that 95% of the violence women have experienced in Australia is at the hands of men. Clearly violence against women is a men's issue too. Australian men's belief in rigid masculine stereotypes has a stronger impact on whether they will use violence, sexually harass women, or experience mental ill-health, than other factors including their education levels, where they live or their cultural heritage. We need to challenge stereotypes that associate masculinity with control, power and aggression. Masculinity must be acknowledged as diverse, nuanced and multi-faceted if we are to support boys and men to be free to choose who they want to be and prevent violence against women.</p>
<b>Link</b>	Link to The Man Box: <a href="https://jss.org.au/what-we-do/the-mens-project/the-man-box/">https://jss.org.au/what-we-do/the-mens-project/the-man-box/</a>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #HealthyMasculinity #HealthyMasculinities

<b>Day 15</b>	<b>9 December</b>
<b>Today's Action</b>	<b>Chat with an older person about changing gender roles and norms over their lifetime.</b>

<p><b>Image</b></p> 	<p><b>Message</b></p> <p>Did you know that before 1956 female teachers had to resign before getting married? Or that women couldn't drink in bars before 1956? Or that Aboriginal women were only granted the right to vote in 1962, 60 years after non-Indigenous women attained that same right?</p> <p>The continued activism for gender equality in Australia might be taken for granted but these successes need discussing and celebrating, especially as we look to the future. Check out the gender equality timeline from Victorian Women's Trust and chat with an older person in your life about how gender roles and norms have changed over their lifetime.</p> <p>What have you learnt from an older person about changes to gender in their lifetime that surprised you?</p>
<p><b>Link</b></p>	<p>Victorian Women's Trust gender equality milestones:  <a href="https://www.vwt.org.au/gender-equality-timeline-australia/">https://www.vwt.org.au/gender-equality-timeline-australia/</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #FeministHistory #ListeningtoWomen #HerStory</p>

<p><b>Day 16</b></p>	<p><b>10 December</b></p>
<p><b>Today's Action</b></p>	<p><b>Learn about elder abuse and challenge ageist attitudes.</b></p>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>The impact of gender on our lives does not disappear as we age, and older women are at similar risk to intimate partner violence as younger women, as well as sexual abuse and forms of elder abuse perpetrated by family members and carers. This can be linked to ageist attitudes that marginalise older women and frame them as 'sexless' or position them as invisible. Ageism is normalised and commonplace. Examine your own attitudes towards older people and challenge ageist attitudes when you hear them</p>
<p><b>Link</b></p>	<p>Respect Victoria Elder Abuse campaign  <a href="https://www.respectvictoria.vic.gov.au/campaigns/respect-older-people-call-it-out">https://www.respectvictoria.vic.gov.au/campaigns/respect-older-people-call-it-out</a></p>
<p><b>Hashtags</b></p>	<p>#16DaysCampaign #RespectIs #CallitOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndvVolenceAgainstWomen #EndGBV</p>

	#GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen #ElderAbuse #FightAgeism
<b>Additional info</b>	10 December is International Human Rights Day

<b>Final post</b>	<b>11 December</b>
<p><b>Image</b></p> 	<p><b>Message</b></p> <p>From 16 Days to 365 - Don't let the fight for gender equality end here! The 16 Days campaign may be over but the work to build a gender equitable, safe and respectful community continues. (Your organisation) is proud to be part of the Building a Respectful Community partnership that is united in working for a gender equitable, safe and respectful community. We pledge to keep working towards a safe and respectful community – how will you pledge to work towards a world free from violence for women and girls? Share your pledge in the comments.</p>
<b>Link</b>	<ul style="list-style-type: none"> <li>• Further information re: your organisation’s PVAW work and commitments, Or</li> <li>• The Building a Respectful Community Partnership page <a href="http://www.whin.org.au/brc">www.whin.org.au/brc</a> , Or</li> <li>• Respect Victoria’s website and their 16 Days campaign.</li> </ul>
<b>Hashtags</b>	#16DaysCampaign #RespectIs #CallItOut #BuildingaRespectfulCommunity #ChangeTheStory #BeTheChange #SpeakUp #EVAW #PVAW #VAW #EndVAW #EndVAWG #EndViolenceAgainstWomen #EndGBV #GBVPrevention #GenderJustice #EndViolenceAgainstWomenandGirls #ViolenceAgainstWomen

**Further Information**

WHIN	NMR	16 Actions for 16 Days to Prevent Violence Against Women <a href="https://www.whin.org.au/current-work/preventing-violence-against-women/">https://www.whin.org.au/current-work/preventing-violence-against-women/</a>
Respect Victoria	Vic	Respect Women: Call It Out <a href="https://www.respectvictoria.vic.gov.au">https://www.respectvictoria.vic.gov.au</a>

UN Women	Global	Orange the World: Fund, Respond, Prevent, Collect! <a href="https://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action/16-days-of-activism">https://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action/16-days-of-activism</a>
Centre for Women's Global Leadership	Global	Focus on women workers in the informal economy <a href="https://16dayscampaign.org/downloadable-campaign-graphics/">https://16dayscampaign.org/downloadable-campaign-graphics/</a>



## Evaluation

### Campaign Objectives

In line with the Building a Respectful Community Strategy Goal 4: Our communications are gender equitable and inclusive, the 16 Days Campaign for 2020 has the following objectives:

- 80% of Building a Respectful Community partners employ one or more 'Taking Action for Gender Equality Every Day' social media tiles or messages in their communications during the 16 Days Campaign period.
- 90% of Building a Respectful Community partners share the key message on social media or via internal communications during the 16 Days Campaign period.

In order to evaluate the objectives above, we encourage all Building a Respectful Community partners to collect data on their 16 Days Campaign activities. WHIN would like to request that all Building a Respectful Community partners share copies, screenshots or examples of their 16 Days Campaign communications with WHIN. WHIN will share the results of the evaluation, along with learnings and recommendations for future 16 Days Campaigns, with all partners once complete.

WHIN would like to request the following evaluation participation from Building a Respectful Community partners:

- Screenshot/s or copies of one or more 16 Days Campaign communications (emailed to [kater@whin.org.au](mailto:kater@whin.org.au))
- Participation in a brief 16 Days Campaign evaluation survey at the end of the campaign period

If you have any questions or concerns about participating in the evaluation, or any of the information provided in this 16 Days social media package, please contact [kater@whin.org.au](mailto:kater@whin.org.au)

**Thank you for being part of the 16 Days Campaign and  
'Taking Action for Gender Equality Every Day'!**