

ALLYSHIP IN ACTION

CAMPAIGN TOOLKIT



Zoe Belle
Gender Collective

**BUILDING A
RESPECTFUL
COMMUNITY**



**WOMEN'S HEALTH
IN THE NORTH**
voice • choice • power



Contact us for more information about this work:

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The *Allyship in Action Campaign Toolkit* resource is a collective action of the Building a Respectful Community Partnership, the regional primary prevention of gender-based violence partnership for the Northern Metropolitan Region.

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ACKNOWLEDGEMENT OF COUNTRY

Women's Health In the North (WHIN) acknowledges Victorian Aboriginal people as the Traditional Owners of the land on which we provide our services – the Wurundjeri Woi-wurrung people of the Kulin nation – and pay our respect to their Elders past and present.

WHIN acknowledges that Aboriginal sovereignty was never given up and that we stand on stolen land. We are committed to Aboriginal self-determination and to supporting Treaty and truth-telling processes.

We recognise the ongoing leadership role of the Aboriginal community on gender equality and the health, safety and wellbeing of women and gender diverse people. As First Peoples, Aboriginal Victorians are best placed to determine a culturally appropriate path to these in their communities.

ACKNOWLEDGEMENTS

We express our deep appreciation for the expertise and generosity of Zoe Belle Gender Collective. The toolkit and Allyship in Action resource suite is testament to the strength, honesty and genuinely collaborative partnership between our two organisations.

Thank you to the Allyship in Action Subcommittee for their insights, commitment and guidance in the development of the toolkit. The Subcommittee members are Banyule City Council, Merri-bek City Council and Yarra City Council.

Thank you to Respect Victoria for providing feedback on earlier versions of the toolkit.

Respect Victoria and Safe and Equal are working together to support local community engagement with the *16 Days of Activism Against Gender-Based Violence* campaign. WHIN has been funded under Respect Victoria's 16 Days of Activism grassroots initiative.

SAFE + EQUAL

Standing strong
against family
violence



INTRODUCTION

We all have a right to participate and prosper in society and live free from violence. However, trans and gender diverse people experience high rates of gender-based violence, exacerbated by ongoing and escalating backlash to gender equity and increase in transphobia and transmisogyny.

Trans equity and gender equity have a shared vision for safe, fair and equitable communities and work towards this by challenging rigid gender norms and stereotypes. To achieve this vision and to end violence against trans and gender diverse people, organisations and practitioners who undertake primary prevention work need to ensure that their campaigns and communications are inclusive of trans and gender diverse people (Zoe Belle Gender Collective and WHIN, 2026).

There are many simple and effective ways to embed trans and gender diverse inclusion in primary prevention work. The *Allyship in Action Campaign Toolkit* has been created to support primary prevention and communication practitioners to develop trans and gender diverse inclusive campaigns for the primary prevention of gender-based violence. The toolkit has a specific focus on social media campaigns and content will be relevant to other types of campaigns. The toolkit covers an overview to primary prevention of gender-based violence, an inclusive campaign checklist, responding to resistance, a case study and resources.

Transphobia is a range of negative attitudes, feelings or actions directed towards transgender, gender diverse or gender non-conforming people. It includes a range of behaviours, from unconscious bias and ignorance to deliberate discrimination and violence. This results in social exclusion, abuse and poorer health and wellbeing outcomes, as well as barriers to employment, healthcare, housing and education for trans and gender diverse people.

Transphobia can also affect partners, families or carers of trans and gender diverse people through stigma, discrimination and social exclusion.

Transmisogyny describes transphobic and misogynistic attitudes that target trans women and trans feminine people. It exists at the intersection of misogyny and transphobia. It can take the form of verbal slurs or defamatory statements attacking the rights, dignity and humanity of trans women and trans feminine people, or it can result in physical violence.

Transmisogyny can also take the form of subtle or indirect comments or actions that marginalise, belittle, sexualise or invalidate.



PRIMARY PREVENTION OF GENDER-BASED VIOLENCE

Primary prevention is a whole-of-population approach that addresses the underlying social conditions and drivers of violence to stop violence from occurring. Primary prevention work happens in settings where people live, work, learn, socialise and play. A primary prevention approach works to change the underlying social context that drives, excuses and, even, justifies violence.

Change the Story (Our Watch, 2021), the national framework for primary prevention, focuses explicitly on the prevention of men's violence against women.

The framework outlines that the gendered drivers of violence against women are:

1. Condoning of violence against women.
2. Men's control of decision-making and limits to women's independence in public and private life.
3. Rigid gender stereotyping and dominant forms of masculinity.
4. Male peer relations and cultures of masculinity that emphasise aggression, dominance and control.

While *Change the Story* uses the term 'violence against women', we use the term 'gender-based violence' to be inclusive of violence perpetrated against trans and gender diverse people. Through the Pride in Prevention resource suite, Rainbow Health Australia have built understanding of violence experienced by LGBTIQ+ communities and the drivers of gender-based violence. This broader definition is supported by the forthcoming national framework for preventing violence against LGBTIQ+ people that is being developed by Rainbow Health Australia and Our Watch (2026 release).



1 This Toolkit will use the term 'primary prevention' to refer to primary prevention of gender-based violence, for simplicity.

PRIMARY PREVENTION CAMPAIGNS

Primary prevention campaigns raise awareness of gender-based violence and challenge the gendered drivers through communications and social marketing. Primary prevention campaigns should include a clear call to action and key messages that challenge problematic behaviours, attitudes and social norms. Campaign messaging should be tailored to target audiences and platforms (Our Watch, 2021).

Communications and social marketing campaigns are most effective when used in conjunction with other primary prevention activities and delivered in a coordinated way across multiple platforms, as compared to awareness raising campaigns without supporting activities (Our Watch, 2021). For example, a *16 Days of Activism Against Gender-based Violence* campaign with key messages on how to be an active bystander against transphobia should link to an organisation's existing primary prevention work.

Campaigns of this nature often increase help seeking among victim survivors, so it is essential for both generalist and LGBTIQ+ specialist support service information to be included in campaigns. Check out the [Inclusive Campaign Checklist](#) for support service information.

If your organisation does not have capacity to develop campaigns, you can instead amplify ones that centre the experiences of trans and gender diverse people. For example, follow trans and gender diverse and LGBTIQ+ organisations to share their campaigns. These may be campaigns for trans and gender diverse days of significance (see Transgender Victoria's [LGBTIQ+ Days of Significance \[PDF\]](#)) or advocacy on issues impacting trans and gender diverse people.



INCLUSIVE CAMPAIGN CHECKLIST

This checklist provides an overview of things to consider when developing inclusive primary prevention campaigns.

CHECKLIST ITEM	EXAMPLES AND FURTHER RESOURCES
Start your campaign message with a vision of shared equality and celebration of trans and gender diverse people that appeals to shared values.	Highlight the alignment between gender equity and trans equity. For example: • ‘We all have a right to participate and prosper in society and live free from violence, including trans and gender diverse people.’ • ‘Trans rights and women’s rights movements have a shared vision for the right to safe, equitable and respectful communities for all.’
Use values-based messaging to create persuasive, solution-focused messages that appeal to people’s values.	See Rainbow Health Australia’s Pride In Prevention Messaging Guide [PDF] , and Vic Health’s Framing Gender Equality: Message Guide [PDF] .
Use inclusive language.	See Rainbow Health Australia’s Inclusive Language Resources and ACON’s Trans Affirming Language Guide [PDF] .
Include trans and gender diverse people in existing prevention messaging about gender-based violence.	<i>Check out the case study on WHIN’s Equitable, Safe, Respectful campaign.</i>
Ensure diverse representation within primary prevention campaigns by including imagery or talent that represents a diversity of gender identity, gender presentation, sexuality, race, age, ability, culture, ethnicity and faith.	



INCLUSIVE CAMPAIGN CHECKLIST (CONTINUED)

CHECKLIST ITEM	EXAMPLE AND FURTHER RESOURCES
Avoid stereotypes about trans and gender diverse people. There is not one way to be, appear or live as a trans and gender diverse person. Include trans and gender diverse people in a variety of contexts and roles.	Avoid depicting trans and gender diverse people as only in isolation or experiencing harm. Showcase trans and gender diverse activism, joy and healthy relationships in a variety of settings. For further guidance, check out Department of Families, Fairness and Housing's Better Practice Guide for Including Trans and Gender Diverse Talent in Your Campaigns.
Highlight specific groups within trans and gender diverse communities to address their distinct experiences.	Reflect on intersectionality and populations that experience high rates of gendered violence such as First Nations people, people with disabilities or migrant and refugee populations.
Include content that supports families and partners of trans and gender diverse people in your prevention initiatives and campaigns.	Check out Transcend's Resource page .
Ensure that your campaign includes information on appropriate support services.	• QLife: 1800 174 527 • Rainbow Door: 1800 729 367 • 1800 Respect: 1800 737 732 • Safe Steps: 1800 015 188
Ensure you have prepared backlash and resistance management plans across your organisation e.g. program, communications and leadership teams.	Prepare a monitoring guide. For further guidance, check out the Backlash and resistance page.



INCLUSIVE CAMPAIGN CHECKLIST (CONTINUED)

CHECKLIST ITEM	EXAMPLE AND FURTHER RESOURCES
Consider how to protect the identities of people who are pictured or named in any content, and how to support them if there is backlash to a campaign.	In obtaining consent, outline if participants can withdraw consent after campaign launch. Check in with people as campaign is rolled out. Refer to appropriate services if additional support is required. For further guidance, check out the eSafety Commissioner's eSafety Guide.
Discuss risks with participants and share decision-making about risk mitigation strategies and responsibilities.	Risk mitigation could include enabling profanity filters and word blockers. Establish moderation processes for the campaign, including if posts cannot be moderated or posts become overrun with abusive comments. Be mindful of safety and wellbeing of moderators and take active steps for sharing moderation responsibilities and debriefing.
Consult and partner with trans and gender diverse organisations on large-scale campaigns or when developing initial capacity in trans inclusion. Provide remuneration for the organisation's expertise and ensure that adequate time for feedback is built into planning.	Partnerships need to consider power imbalances and resourcing. Due to inequitable resourcing, trans and gender diverse-led organisations may be unable to support every campaign. Ensuring that there is a minimum two rounds of feedback so that trans and gender diverse organisations understand how their feedback has been included and can suggest further changes. For further guidance, check out Allyship in Action: Frameworks for trans and gender diverse inclusion in prevention of gender-based violence initiatives [PDF].

BACKLASH AND RESISTANCE

The terms 'backlash' and 'resistance' are used to refer to push-back against progressive social change, with backlash being a more extreme form of resistance. Opponents often target or react negatively to primary prevention campaigns so preparing for resistance will help to reduce risks, increase engagement and make progress towards the campaign goals. If collaborating with trans and gender diverse organisations, ensure they are part of the discussion and planning for responding to resistance.

PREPARING FOR BACKLASH AND RESISTANCE

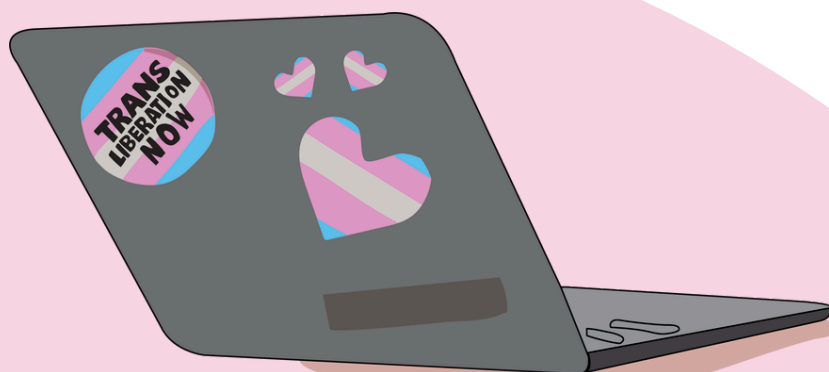
- Develop a monitoring guide that identifies which posts need closer monitoring, how often to monitor them and what information to share if people need more support. For example, check out the [Equitable, Safe, Respectful Toolkit \[PDF\]](#).
- Develop a response guide that includes example replies to a range of interactions each post may receive (positive and negative). If you have internal moderation guidelines or communication protocols, use these to help develop the guide. The guide should explain who is responsible for responding, how responses should be managed and when they should be provided.
 - Have a zero tolerance stance for transphobic, homophobic and sexist comments. Abusive comments should always be hidden or removed as they can spread misinformation and harm audiences.
- Provide whoever is responsible for implementing the campaign with clear information about why the campaign was developed and the key facts they need to understand and explain it.
- Enable profanity filters to automatically hide disrespectful or abusive comments.
- Set up word blockers to block comments containing specific words or emojis.
- Establish moderation requirements for the campaign and a process for when posts cannot be moderated. For example, campaigns may receive more engagement out of business hours so ensure that proactive measures listed above are taken to reduce abusive comments.
- Establish a process for when posts become overrun with abusive and negative responses. For example, pause comments and hide abusive comments.
- Establish moderation roles and responsibilities. Set up debrief processes to support staff wellbeing.



RESPONDING TO BACKLASH AND RESISTANCE

- Understand where the resistance is coming from to inform your response.
- In some cases it might be an opportunity to educate or correct misinformation. Check out the [Resources](#) page for reliable trans and gender diverse and LGBTIQ+ information and research.
- When comments may be harmful or abusive, hide or remove them to avoid further harm. Abusive comments include transphobic, homophobic, sexist, misogynistic, racist and ableist comments.
- If the volume of negative comments becomes significant, pause comments.
- Your response should align with your organisation's values and the key messages of the campaign to prepare a response that is authentic, honest, transparent and proactive. This extends to voice and tone of response. If you have internal communication protocols, use these.
- Use values-based messaging to develop your response. Respect Victoria's [16 Days of Activism Against Gender-based Violence 2024 Toolkit \[PDF\]](#) provides an example of how to use values-based messaging.
- Refer to the campaign message of a shared vision of equality between trans equity and gender equity. If appropriate to the comment, highlight that transphobia reinforces rigid gender norms and stereotypes that are harmful to people of all genders.
- Undertake debriefing with staff and refer to additional support services if required.

For further guidance, see the [Resources](#) page.





CASE STUDY: EQUITABLE, SAFE, RESPECTFUL CAMPAIGN

WHIN developed the *Equitable, Safe, Respectful* social media campaign to promote a shared vision of a gender equitable, safe and respectful community. The *Equitable, Safe, Respectful* campaign features 17 messages with everyday actions to promote gender equity, challenge gender stereotypes, challenge the condoning of gender-based violence, support reproductive choice and promote affirmative consent.

The campaign uses values-based messaging, diverse representation in images, and trans and gender diverse inclusive messages. The campaign messages include challenging transphobia and transmisogyny as well as including trans and gender diverse people in all messages. The campaign was reviewed and approved by Zoe Belle Gender Collective, a trans and gender diverse organisation. The campaign was initially used for *16 Days of Activism Against Gender-based Violence* and then adapted so that it could be used across the year.

Campaign materials included social media tiles (for Instagram, Facebook, LinkedIn), A3 posters, social media stories, email banner and campaign toolkit. The campaign toolkit contains messaging templates and preparing for resistance materials, such as strategies to prepare and respond to social media backlash, a monitoring guide, and response options. For more information head to the [Equitable, Safe, Respectful campaign](#) page.



Other trans and gender diverse inclusive campaigns include:

- [The Unsaid Says a Lot](#)
- [Transfemme](#)

RESOURCES

This list includes resources from trans and gender diverse organisations and primary prevention organisations on trans and gender diverse experiences, trans and gender diverse inclusion, communication and language guides, and responding to backlash and resistance. The list also includes trans and gender diverse organisations to follow and support.

TRANS AND GENDER DIVERSE ORGANISATIONS

- [Zoe Belle Gender Collective](#)
- [Transgender Victoria](#)
- [Transcend](#)
- [Trans Justice Project](#)

TRANS AND GENDER DIVERSE EXPERIENCES

- [Fuelling Hate Report: Abuse Harassment, Vilification and Violence Against Trans People in Australia](#) (Trans Justice and Victorian Pride Lobby, 2023)
- [Private Lives 3](#) (Australian Research Centre in Sex, Health and Society, 2020)
- [Writing Themselves In 4](#) [PDF] (Australian Research Centre in Sex, Health and Society, 2021)
- [Tipping the Balance: LGBTIQ+ teens' experiences negotiating connection, self-expression and harm online](#) [PDF] (Esafety Commission, 2024)
- [Transhub Glossary of Terms](#) [PDF] (Transhub, 2020)

TRANS AND GENDER DIVERSE INCLUSION IN PRIMARY PREVENTION

- [Allyship in Action: Frameworks for trans and gender diverse inclusion in prevention of gender-based violence initiatives](#) [PDF] (Zoe Belle Gender Collective and WHIN, 2026)
- [Pride in Prevention Evidence Guide](#) [PDF] (Rainbow Health, 2020)
- [What does the meaningful inclusion of trans women and trans feminine people in gendered violence primary prevention and response look like?](#) [PDF] (Zoe Belle Gender Collective, 2024)

COMMUNICATION AND LANGUAGE GUIDES

- [Pride in Prevention Messaging Guide](#) [PDF] (Rainbow Health, 2021)
- [Framing Gender Equality Message Guide](#) [PDF] (Vic Health, 2021)
- [Better Practice Guide for including Trans and Gender Diverse Talent in Your Campaigns](#) [PDF] (Department of Families, Fairness and Housing, 2024)
- [Tips for Using Inclusive Language and Terminology](#) (Rainbow Health, 2025)
- [Trans Affirming Language Guide](#) [PDF] (ACON, 2019)
- [Prevent X: Messaging for a Movement](#) (Safe and Equal, 2024)

RESISTANCE AND BACKLASH

- [Overcoming Resistance and Backlash – a Guide for Primary Prevention Practitioners](#) (Safe and Equal, 2023)
- [\(En\)countering resistance: Strategies to respond to resistance to gender equality initiatives](#) [PDF] (VicHealth, 2018)
- [Anti-trans Disinformation Handbook](#) (Trans Justice Project, 2024)

REFERENCES

Our Watch (2021). *Change the Story: A shared national framework for preventing violence against women and children* (Second edition). Melbourne: Our Watch.

Zoe Belle Gender Collective and Women's Health in the North (2026). *Allyship in Action: frameworks for trans and gender diverse inclusion in prevention of gender-based violence initiatives*. Preston: Women's Health In the North.



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