16 Days of Activism Against Gender-based Violence

#callitout

#16daysofactivism
Background

• MAV was funded by Respect Victoria, for the first time, to assist councils and other organisations to participate in this year’s 16 Days of Activism Against Gender-based Violence

• Evolved from the Victoria Against Violence theme from the past three years to Respect Women: Call it Out in 2019

• 79 councils & 11 community organisations accepted offer of $1500 to promote the Respect Women: Call it Out campaign through community conversations

• MAV developed resources, with partner Domestic Violence Resource Centre of Victoria, that were approved by Respect Victoria

• Evaluate the campaign, led by Effective Change
About the campaign

• The focus of this year’s campaign was bystander action encouraging Victorians to call out sexism, sexual harassment and disrespect towards women (#callitout)

• Campaign is set on public transport

• Presented some challenges to councils, particularly rural and regional
Pre-campaign

From August – early November, the MAV

• Partnered with DVRCV to develop generic suite of resources, which were able to be adapted

• Worked with Respect Victoria to ensure campaign messages were consistent and to compile events for inclusion in a calendar on the RV website

• Supported councils:
  o By assisting with their development and implementation of activities and events
  o Access and utilise resources
  o Implementing the generic artwork to tailor to their events and campaigns
 Toolkit

Campaign Toolkit provided:

• Background information about Respect Victoria and the campaign
• Key terms and facts/figures
• 16 ways to get involved
• Book lists highlighting titles that promote gender equality
• Useful ‘how to’ tips
• Responding to disclosures
• Managing backlash
A suite of collateral and materials were developed and made available on the MAV and Respect Victoria’s websites to download for print or use electronically.

- Posters
- Bookmark and booklists
- T-shirt and selfie frame designs
- Social media banners and tiles
- Stencil and stickers
Events & Activities

60 events listed on Respect Victoria’s calendar

- Community walks and marches
- Movie nights
- Library events
- Training sessions for staff
- Art installations
- Seminars, forums and talks for communities

- Cinema advertising
- Videos
- Social media campaigns
Post campaign

• Wrap up newsletter this Friday 13 December
• Develop a case study booklet – published end of February
• Evaluation – due November 18 December

Any questions: 16DaysCampaign@mav.asn.au
Evaluation & purpose

- Evaluate the campaign
- Activities undertaken
- Participation
- Use of resources, collateral
- Partners
- What worked, what didn’t work, what could be better
- Reflections on the short-term impacts
- Lessons for the future
Evaluation

• Survey – takes about 15 minutes to complete
• You can save and re-enter if needed
• If possible – reflect the views of staff involved, partners
• Survey = Acquittal of funds
• Early returns are showing that the information will be very useful
• Due date: 18 December
Evaluation survey

Closing date: 18 December

www.surveymonkey.com/r/Respect_Women_Call_it_Out_Post_-_Campaign_Survey

Any questions:
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