

E News 22 October 2020

Hi all

Welcome to the second 16 Days email update.

I will send an email update each week between now and the start of the 16 Days. Please let me know if there are other people at your organisation who would like to receive these emails.

All councils are on board

I am excited to say that all 79 councils and 17 NGOs have now signed up to take part in this year's 16 Days initiative. This is a great result and will mean great coverage across the state.

Toolkit and collateral

The 16 Days of Activism toolkit (part 1) will be released by the end of next week. Just to clarify, part 1 of the toolkit will contain information about the following:

- Respect Victoria's Respect Women: Call It Out campaign
- The UN's 16 Days of Activism global initiative
- Impacts of COVID-19
- Ways to get involved in the 16 Days initiative
- Digital collateral (sticker, bookmark, selfie frame, virtual background and email signature banner)
- Booklists (books that promote gender equality)
- Key facts and stats (infographics)
- Conversation starters
- Tools to help 'call it out'
- Dealing with resistance and backlash
- Responding to disclosures
- Support services

Toolkit part 2 will be released at a later date following approval of Respect Victoria's 2020 campaign messaging. This will contain specific messages, social media tiles and a poster.

Stencils

We have a limited number of "Respect Women: Call It Out" stencils available from last year. Some are smaller (brick sized) and some are larger. Please note: they work best with spray paint or spray chalk and can be used on footpaths and near entrances to buildings.

If you would like some stencils, please let me know how many and what size (small or large) and provide the contact name, organisation name, mobile number and full postal address details. These stencils are available on a first come, best dressed basis. No cost involved.

Media Release template

To assist with media engagement, we will be developing a Media Release template that organisations can use to promote their 16 Days activities. You will be able to tailor the content to your setting and target your local / regional news outlets. This will be made available by first week of November.

Walk Against Family Violence (WAFV)

The WAFV launches the 16 Days of Activism events and community initiatives, encouraging Victorians to stand up and speak out against family violence. Although we can't walk together around Melbourne's CBD like in previous years, we can still help raise awareness of family violence and violence against women in our communities by participating in a local walk or "walk from home" event (within your area's restrictions).

We encourage you and your communities to join people across Victoria at the 12th Annual Walk Against Family Violence on Wednesday 25 November 2020.

By organising a walk, wearing orange and joining others using #WAFV2020 on social media to share a video or photo from your walk, you can show your support for victim-survivors and help send a message across Victoria that family violence and violence against women is never okay.

Thanks to the support of Respect Victoria, a limited number of re-usable orange masks are available for free for participating organisations and groups.

If you wish to get involved:

1. **Register** your group, business or organisation and update it with details about your local walk or walk-from-home event at bit.ly/WAFV2020
2. **Order** your re-usable orange masks for your walking group at safesteps.org.au/wafv-masks/
3. **On the day:** Get walking and follow #WAFV2020 on social media to share a video/photo and your message. Don't forget to wear orange!

For more information about the WAFV, see the [Walk Against Family Violence webpage](#), follow the [WAFV Facebook page](#) or email events@safesteps.org.au

Get in touch

If you have any questions, or need guidance with your 16 Days activities, please don't hesitate to get in touch. My email is 16dayscampaign@mav.asn.au and my number is 0437 798 913.

Many thanks

Kate

