

RESPECT WOMEN

CALL IT OUT

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



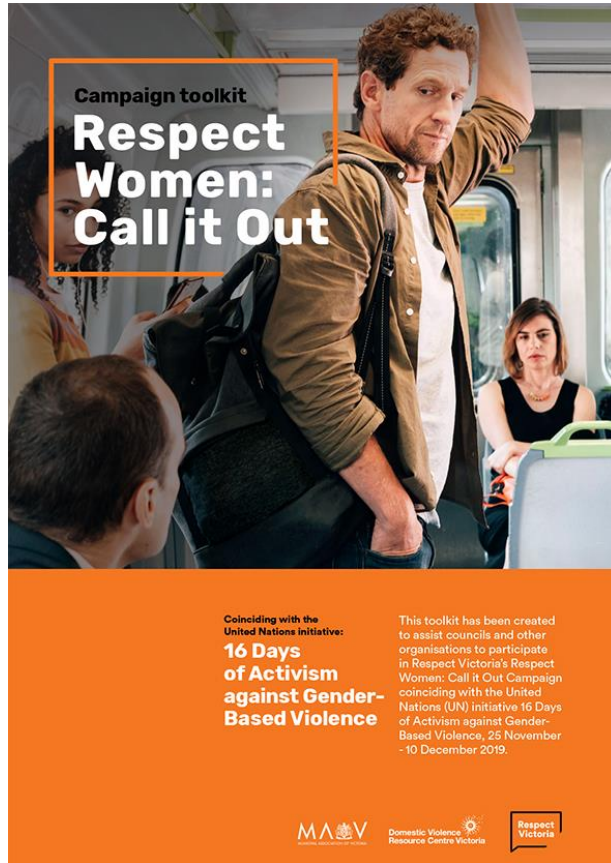
Pre-campaign

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:
 - By assisting with their development and implementation of activities and events
 - Access and utilise resources
 - 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

Resources



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

In 2017/18:

72,500 women
41,600 children
6,900 men

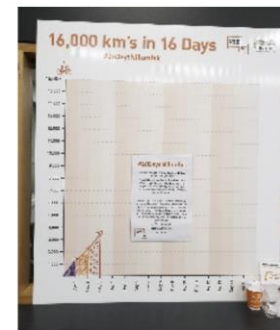
sought specialist homelessness services due to family or domestic violence.

Fact

Source: Australian Institute of Health and Welfare, (2019), Specialist homelessness services annual report 2017–18.



Event update



Nilumbik Shire Council has a host of activities happening across the municipality during the 16 Days of Activism. At Eltham Leisure Centre, staff are highlighting the global event with their own challenge - 16 hours and 16,000kms of cycling over the 16 days.

A number of internal activities are occurring including a morning tea with a Gender Equality Trivia Challenge, and a breakfast with Olympian pentathlete Kitty Chiller AM for staff and volunteers.

At Eltham High School, student feminist collective Violet Fems have created a virtual reality experience of being catcalled and

produced a bystander action booklet for young people that is available at Eltham library,

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:

Clare Keating

Effective Change

clarekeating@effectivechange.com.au