



# 'Respect is' Statement Guidelines and Tips

Respect Women: 'Call It Out' campaign

This document provides further information for councils, NGOs and organisations about Respect Victoria's Respect Women: 'Call It Out' campaign. This campaign aligns with the 2020 16 Days of Activism against Gender-Based Violence, and the campaign theme is 'Respect Is.'

This document is designed to help you create your own 'Respect Is' statements, and to support your communities to examine what respect and equality looks like in their relationships and homes.

## Respect Women: 'Call It Out' Campaign Approach

This campaign aims to support the Victorian community to unpack what respect means, what it looks like, and how to put it into practice in homes, relationships, workplaces, friendships and communities. Respect sits at the core of all safe, healthy and equal relationships.

Gender inequality involves devaluing or disrespecting women or their contributions. Research has consistently found that these forms of disrespect increase the likelihood of violence against women. Respect Victoria wants to inspire action and to encourage members of the public to embrace the types of behaviours and actions that lead with respect.

The below table is snapshot of the approach of Respect Victoria's Respect Women: 'Call It Out' campaign to align to the 16 Days of Activism against Gender Based Violence.

Campaign	Communication context	The change we want to make	Target Audience	ONE thing we can say to inspire change.	Call to action
Respect Women: 'Call It Out'	Can align with a cultural context such as 16 days of activism, international women days etc.	To support communities to lead with respect and equality in their relationships, and ultimately to prevent violence against women	Victorian public who are unaware of the connection between gender inequality and violence against women/family violence.	Women deserve to be respected and treated as equals	Respect Women: 'Call it Out'

## Respect Victoria Paid Campaign statements

The below six statements are the ones that will be used in the Respect Women: 'Call It Out' paid campaign and will be visible in channels such as regional TV, press, radio, digital and social media. Respect Victoria will look to use these exclusively until the campaign is launched (likely 22 November 2020).

1. Respect is equality
2. Respect is equal pay for equal work

3. Respect is choosing not to laugh at jokes that put women down
4. Respect is letting people be themselves
5. Respect is treating others the way you would like to be treated
6. Respect is sharing jobs around the house

## Link between ‘Respect is’ and Respect Women: ‘Call It Out’

With this campaign, Respect Victoria is asking individuals and communities to:

- > Think about and talk about what respect looks like in their everyday lives – including in intimate relationships, families, workplaces and communities
- > Call out disrespect, sexism, harassment and abuse when it is safe to do so
- > Make the link between gender equality and family violence/violence against women

In asking people to ‘call it out’ we are targeting bystanders to intervene when they witness gender inequality, sexism and harassment – drivers that can lead to family violence and, more broadly, violence against women.

Bystanders may observe gendered violence in any of these environments and have the capacity to take action. Bystander action refers to ‘how’ a bystander calls out, or engages others in responding to incidences of violence, sexism, harassment or discrimination. Importantly, there is no ‘right way’ to be an active bystander. Depending on the situation at hand, various forms of intervention can be deployed, and a bystander should consider their own comfort and safety above all else. Refer to the [toolkit](#) for more information

## Campaign research insights

- > Australia’s full-time gender pay gap is 14.0%, with women earning on average \$241.50 per week less than men.<sup>i</sup>
- > On average, women spend nearly 32 hours a week on household labour and caring for children, compared with nearly 19 hours by men.<sup>ii</sup>
- > While women comprise almost half (47.0%) of all employed persons in the labour force, women continue to be under-represented in traditionally male-dominated industries, and in managerial positions across industries.<sup>iii</sup>
- > In 2018, only 35% of Australians who have witnessed workplace sexual harassment in the previous 5 years took some form of action.<sup>iv</sup>
- > People’s attitudes to violence against women are more linked to their attitudes to gender equality than they are to factors such as where people live and their country of birth.<sup>v</sup>
- > Although attitudes to gender equality and understanding of violence against women are the strongest predictors of attitudinal support for violence, the National Community Attitudes Survey (NCAS) did find that men are more likely to endorse violence-supportive attitudes and are less likely to support gender equality. These attitudes are also more common in male dominated occupations and among people with mainly male friends.<sup>vi</sup>
- > People with attitudes supporting gender inequality are more likely than others to also have attitudes supporting violence against women. In fact, attitudes supporting gender inequality were the strongest predictor of attitudes supporting violence against women.<sup>vii</sup>
- > International research shows that individuals whose attitudes support traditional gender roles and stereotypes are more likely to excuse the perpetrators and blame the victims in instances of men’s violence against women.<sup>viii</sup>

## Guidelines and considerations for creating your own ‘Respect is’ statements

The ‘Respect is’ statements should follow the below approach.

1. EASY
  - Simple and easy to understand
2. ATTRACTIVE

- Active statement that provides and solution
- 3. SOCIAL
  - Someone will want to share and promote
- 4. TIMELY
  - Contextual to 16 Days of Activism

## 'Respect is' Statement Structure tips

1. Action orientated vs statement

By choosing an action-orientated approach, it is easier to engage your audience and encourage them to take action or examine their own biases. The statement in orange below is an example of an action-orientated statement.

- **Respect is being kind**
- Respect is kindness

2. Use simple and plain language

It's important to make sure the language you use is accessible to a diverse range of audiences. The more people we bring along for the journey, the stronger we are. When you're developing your statements, think about whether your target audience will understand or be able to relate to. While phrases like 'sexist jokes,' 'gender inequality' and 'stereotypes' might feel like plain language, they can disengage audiences instead of bringing them on board. By unpacking and breaking down messages, we can ensure that they are accessible and take people on a journey.

3. Ensure to use a balance of more general respect focused statements and those that focus on gender equality, family violence and violence against women
  - Respect is treating boys and girls as equals  
vs.
  - Respect is building people up

## 16 'Respect is' Statements for 16 Days

Here is a list of 16 different statements you could use across the 16 Days. Versions of this will be provided as social media tiles to use.

1. Respect is understanding there is no 'right' way to be a man or a woman
2. Respect is sharing the chores equally in a way that works for everyone
3. Respect is calling out harmful comments, behaviours, attitudes
4. Respect is choosing not to laugh at jokes that put women down
5. Respect is treating people the way you would like to be treated
6. Respect is working together to prevent men's violence against women
7. Respect is accepting and celebrating our differences.
8. Respect is building other people up
9. Respect is letting people be themselves
10. Respect is shown through actions as well as words
11. Respect is supporting people to express their emotions
12. Respect is celebrating rainbow families
13. Respect is accepting a person's choices
14. Respect is recognising a problem and being part of the solution
15. Respect is treating boys and girls as equals
16. Respect is recognising that families come in all forms and should be valued equally.

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- <sup>i</sup> Workplace Gender Equality Agency, Australia's gender pay gap statistics, August 2019.
- <sup>ii</sup> Wilkins, R. and Lass, I. 2018. [The Household Income and Labour Dynamics Australia Survey: Selected findings from Waves 1 to 16](#). Melbourne: Melbourne Institute: Applied Economic & Social Research, University of Melbourne.
- <sup>iii</sup> Workplace Gender Equality Agency, November 2019. [Australia's gender equality scorecard](#). Key findings from the Workplace Gender Equality Agency's 2018-19 reporting data.
- <sup>iv</sup> Australian Human Rights Commission 2018. [Everyone's business: Fourth national survey on sexual harassment in Australian workplaces](#).
- <sup>v</sup> Webster, K., Diemer, K., Honey, N., Mannix, S., Mickle, J., Morgan, J., Parkes, A., Politoff, V., Powell, A., Stubbs, J., & Ward, A. (2018). Australians' attitudes to violence against women and gender equality. Findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) (Research report, 03/2018). Sydney, NSW: ANROWS.
- <sup>vi</sup> For more information, see page 63: Webster, K., Diemer, K., Honey, N., Mannix, S., Mickle, J., Morgan, J., Parkes, A., Politoff, V., Powell, A., Stubbs, J., & Ward, A. (2018). Australians' attitudes to violence against women and gender equality. Findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) (Research report, 03/2018). Sydney, NSW: ANROWS.
- <sup>vii</sup> For more information, see page 63: Webster, K., Diemer, K., Honey, N., Mannix, S., Mickle, J., Morgan, J., Parkes, A., Politoff, V., Powell, A., Stubbs, J., & Ward, A. (2018). Australians' attitudes to violence against women and gender equality. Findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) (Research report, 03/2018). Sydney, NSW: ANROWS.
- <sup>viii</sup> For more information, see page 63: Webster, K., Diemer, K., Honey, N., Mannix, S., Mickle, J., Morgan, J., Parkes, A., Politoff, V., Powell, A., Stubbs, J., & Ward, A. (2018). Australians' attitudes to violence against women and gender equality. Findings from the 2017 National Community Attitudes towards Violence against Women Survey (NCAS) (Research report, 03/2018). Sydney, NSW: ANROWS.