

**23 November 2016**

**For immediate release**

## **#GE4Me – What does Gender Equality Mean for You?**



**#GE4Me (Gender Equality for Me) is a local social media campaign that encourages the community to share what Gender Equality means for them.**

**The campaign has been developed by Women's Health East (WHE), and is designed to coincide with the 16 Days of Activism Against Gender Based Violence (25 Nov – 10 Dec). #GE4Me focusses on what gender equality means for the many diverse groups that shape Melbourne's Eastern Metropolitan Region. Their messages on gender equality have been turned into 16 campaign pictures – one for**

**you to post on social media each day of the 16 Days of Activism Against Gender Violence!**

“Men's violence against women is now widely recognised as a global problem and one of the most widespread violations of human rights. We know that since the age of fifteen, 1 in 5 Australian women have experienced sexual violence and 1 in 3 women physical violence, and over half of all women have experienced at least one incident of physical or sexual violence in their lifetime – that's over 12 million women” says Women's Health East CEO, Kristine Olaris.

“Violence against women affects all communities; however, other forms of inequality and discrimination, such as racism, discrimination against people with disabilities, or discrimination on the basis of sexual orientation or gender identity, increase the probability of violence for some groups of women.

While violence against women is prevalent and serious, it is also preventable. To stop this, we must address the underlying cause of violence against women – gender inequality. The key to ending violence against women is gender equality, and we're very excited that the State Government is launching Victoria's first ever Gender Equality Strategy in December” says Ms Olaris.

#GE4Me is a call to the community to help raise awareness of the importance of Gender Equality, and to help shift harmful attitudes and behaviours that condone inequality and contribute to the high rates of violence against women in our community.

To get involved, check out the Women's Health East website at [whe.org.au](http://whe.org.au) and post a meme on social media for every day of the 16 days of Activism Against Gendered Violence. You may want to post your own message, and share what Gender Equality means to you.

In addition to the resources online, look out for the #GE4Me campaign at Hoyts Eastland and Forest Hill, and on radio PBS 106.7FM. Don't forget to use the hashtag - #GE4Me.

- Ends -

**Media enquiries or to speak with a Speaking Out advocate contact:  
Kate Gibson, Health Promotion and Communications Officer, 9851 3700 or [kgibson@whe.org.au](mailto:kgibson@whe.org.au)**

### **Links and further information**

Women's Health East is the lead organisation for [\*Together for Equality & Respect: A Strategy to Prevent Violence against Women in Melbourne's East 2013-2017\*](#)

Media and local organisations can speak with an advocate through the [Speaking Out: Media Advocacy to end Sexual Assault & Family Violence](#) program

### **Important contacts**

- In emergency situations or danger, call police on 000
- For confidential help and referral, call the National Sexual Assault, Family & Domestic Violence Counselling Line on 1800 RESPECT (1800 737 732)
- Eastern Domestic Violence Service 92594200 (Mon-Fri, 9- 5)

### **About Women's Health East**

Women's Health East is a regional women's health promotion agency working across the Eastern Metropolitan Region of Melbourne towards a vision of equality, empowerment, health and wellbeing for all women. A not-for-profit agency funded primarily by the Victorian Department of Health, we advocate for gender equity and work to improve the health and wellbeing of girls and women. Our health promotion priorities include:

- Preventing Violence Against Women
- Sexual & Reproductive Health
- Gender Equity for Health Outcomes

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