

16 Days of Activism against Gender Based Violence Campaign 2017



WHAT IS THE #GE4Us (GENDER EQUALITY FOR US) CAMPAIGN?

#Ge4Us (Gender Equality for Us) is a social marketing campaign designed to coincide with the 16 Days of Activism Against Gender Based Violence, 25th November – 10th December. The campaign follows on from the 2016 campaign #GE4Me, where we explored what gender equality means to the many diverse groups that shape Melbourne's Eastern Metropolitan Region. This year the focus is on what gender equality (GE) looks like for us in action, in our day to day lives, and encourages the EMR community to think about what this looks like in their workplace, their family, their school, and their lives..

#GE4Us has engaged Gender Equality Ambassadors to share their story of what GE looks like in their workplaces, families and lives. These Ambassadors are featured in images with a key message (memes) which can be shared through social media, email, and link to the Women's Health East website where the full stories can be read.

WHAT IS THE 16 DAYS OF ACTIVISM AGAINST GENDER BASED VIOLENCE?

The 16 Days of Activism Against Gender Based Violence (16 Days) is a global campaign to raise awareness about violence against women and its impact on a woman's physical, psychological, social and spiritual well-being. The 16 Days begin on 25th November, the International Day for the Elimination of Violence Against Women, and end on December 10th, International Human Rights Day. These dates were chosen to highlight that violence against women is a human rights abuse.

During the 16 Days people from around the world use the campaign to raise awareness about the prevalence and devastating impact of violence against women, to celebrate victories gained, to challenge the structures that enable and support violence against women to occur at such an alarming rate, and to demand that violence against women be recognised as an abuse of human rights.

VIOLENCE AGAINST WOMEN

Men's violence against women is now widely recognised as a global problem and one of the most widespread violations of human rights.ⁱ Research indicates that since the age of fifteen, 1 in 5 Australian women have experienced sexual violence, 1 in 3 have experienced physical violence, and over half of all women have experienced at least one incident of physical or sexual violence in their lifetime.ⁱⁱ

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. Efforts to prevent violence against women must consider these other intersecting forms of disadvantage in order to be effective.

The impact of violence on women's health and wellbeing can result in short and long-term effects, including poor physical and mental health outcomes, social isolation and economic disadvantage.

While violence against women is prevalent and serious, it is also preventable. To stop it, we must address the underlying cause of violence against women – gender inequality. The key to ending violence against women is achieving *gender equality*.ⁱⁱⁱ

WHAT IS GENDER EQUALITY?

“Gender equality is achieved when people are able to access and enjoy the same rewards, resources and opportunities regardless of whether they are a woman or a man”.^{iv} Gender equality is the view that everyone should receive equal treatment and not be discriminated against based on their gender.

WHY IS GENDER EQUALITY SO IMPORTANT IN ORDER TO END VIOLENCE?

There is a strong link between violence against women and the ingrained inequalities between men and women.^{xiii} Research has shown a strong association between sexist attitudes, the unequal status of women in society and the perpetration of violence against women, which is why the message of gender equality in the #GE4Us campaign is so important.

Gender inequality can also lead to depression and anxiety^v, low self-esteem, financial exclusion, poor health literacy^{vi} and poverty, which in turn can lead to a higher exposure to risk factors for poor health and higher prevalence of chronic diseases including heart disease, cancer, liver disease, respiratory disease and Type 2 Diabetes.^{vii,viii,ix,x}

HOW WILL THE #GE4Us SOCIAL MARKETING CAMPAIGN HELP TO END GENDER INEQUALITY?

#GE4Us sits within a state and global campaign context, with consistent reinforcing messaging for PVAW. The state campaign Victoria Against Violence, works with Women's Health Services, which utilise the central messaging for GE. The global campaign by the UN campaign UNiTE encourages activism through 'Orange The World'^{xi}, Victoria Against Violence and #GE4Us both utilise orange as campaign themes.

#GE4Us additionally sits within the context of Together for Equality and Respect (TFER), it is a campaign to spread the message of GE through social marketing, which strengthens the work of TFER already happening across a number of settings within the Eastern Metropolitan Region (EMR). #GE4Us sits under the objective 3 "At the completion of the strategy, there will be an increase in the proportion of people in the EMR who have high support for gender equality and gender equity. Read more about TFER on the website: www.whe.org.au/tfer.

"Communications and social marketing methodologies use a wide range of communication media to raise awareness of violence against women and the social norms that make it acceptable"^{xii} These media include but are not limited to, television, radio, print media, social media and community arts.

The purpose of this methodology is to communicate about priority health issues, in this case The Prevention of Violence Against Women (PVAW), and to change behaviour of target audience, in this case, encourage people to take on actions to achieve gender equality (GE).

Social Media is outlined as an effective platform which sits within the methodology of communications and social marketing, by the Victorian Health Promotion Foundation in 2017.^{xii} This methodology is noted as promising when used in conjunction with group education, and as ineffective when used as singular communications campaigns. It is noted that social media is still a relatively new health promotion tool, and the #GE4Us campaign is paired with a strong evaluation framework which will collect relevant demographic and behavioural data through social media and google analytics, which will further inform the broader evidence base for this methodology.

'[How to change the story](#)'^{xiii}, outlines communications and social marketing as 'Technique 4' for PVAW. This guide notes that social marketing media channels "represent important culture creators that can have a powerful role in establishing norms and disseminating information". The aim of this technique is to 'saturate' the wider community'. This guide gives a number of tips on how to do this effectively, which we have addressed in #GE4Us as noted in the table below.

How to Change the Story Tip ^{xiii}	#GE4Us
Take Gender Transformative Approach	Challenges rigid gender stereotypes and roles by giving examples of what gender equality looks like across settings and for men and women from different backgrounds.
Communications supported and communicated by leaders within the community	General community leaders are the featured Ambassadors. Organisational leaders will be at the #GE4Us Morning Tea event.
Consistent key messages	We are consistently using 'what Gender Equality looks like for us" across social marketing channels utilised by the campaign.
Combine communications with broader strategies	As noted this campaign links in with the TFER strategy in the EMR, and also with the UNiTE and Vic against Violence campaigns.
Ensure messages do not take a one size fits all approach	The varied Ambassadors stories engage a number of different settings and backgrounds to ensure the messages of campaign reach people from a diverse range of backgrounds.
Develop positive and constructive PVAW campaigns	The focus of GE and positive messages on what GE looks like is positive and constructive.
Avoid single component awareness raising campaigns	This campaign is multifaceted, and does to focus on raising awareness for the issue of VAW but focusing on raising understanding of what GE looks like and how to community can action it in their own lives.

HOW DOES YOUR CONTRIBUTION TO THE #GE4Us SOCIAL MARKETING CAMPAIGN HELP TO END GENDER INEQUALITY?

In order to achieve gender equality, we must recognise that gender inequality affects us all, regardless of our age, ability, gender or culture. It is then that we can advocate for change.

By participating in the #GE4Us campaign, *you* can help to spread the #GE4Us message. You can also add your voice to the public conversation about gender equality. Sharing your own message about what gender equality means in action (via social media or other avenues) can also encourage others in the community to stop and think about examples from their own lives.

By raising awareness of gender equality and talking about why it is important for all of us we can help to shift the conversation to examine what we need to change in order to achieve gender equality.

References

- ⁱ VicHealth 2008, *Violence against women in Australia as a determinant of mental health and wellbeing: Research Summary 4*, VicHealth, retrieved 17 August 2016, https://www.vichealth.vic.gov.au/~/_/media/ResourceCentre/PublicationsandResources/PVAW/VH_VAW%20Research%20Summary_Nov2011.pdf?la=en
- ⁱⁱ Australian Bureau of Statistics 2013, *2012 Personal Safety Survey Australia*, Australian Bureau of Statistics, retrieved 17 August 2016, <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4906.0>
- ⁱⁱⁱ Our Watch, Australia's National Research Organisation for Women's Safety (ANROWS) and VicHealth 2015, *Change the story: A shared framework for the primary prevention of violence against women in Australia*, Our Watch, retrieved 17 August 2016, <http://www.ourwatch.org.au/What-We-Do/National-Primary-Prevention-Framework>
- ^{iv} Workplace Gender Equality Agency 2013, *About workplace gender equality*, WGEA, retrieved 17 August 2016, <https://www.wgea.gov.au/learn/about-workplace-gender-equality>
- ^v Australian Bureau of Statistics 2013, 'Gender Indicators Australia: Mental Health. Cat. No. 4125.0', retrieved 17 August 2016, <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4125.0main+features3150Jan%202013>
- ^{vi} Department of Health 2013, 'Diversity in Health', retrieved 17 August 2016, <http://www.health.vic.gov.au/diversity/index.htm>
- ^{vii} Women's Health Research Network 2009, *Gendering the Health Determinants Framework: Why Girl's and Women's Health Matters*, Women's Health Research Network, retrieved 17 August 2016, <http://bccwh.bc.ca/publications-resources/documents/GenderingtheHealthDeterminantsFrameworkWhyGirlsandWomensHealthMatters.pdf>
- ^{viii} Australian Women's Health Network 2013, *Women's Health: Meaningful Measures for Population Health Planning*, Australian Women's Health Network, retrieved 17 August 2016, http://womenshealthtas.org.au/literature_125777/Women%E2%80%99s_Health_Meaningful_Measures_for_Population_Health_Planning
- ^{ix} World Health Organisation (WHO) 2003, *Social Determinants of Health: The Solid Facts*, WHO, retrieved 17 August 2016, http://www.euro.who.int/_data/assets/pdf_file/0005/98438/e81384.pdf
- ^x Royal Australian College of Physicians (RACP) 2005, *Inequity and Health. A Call to Action Addressing Health and Socioeconomic Inequality in Australia*, RACP, retrieved 17 August 2016, <http://dro.deakin.edu.au/eserv/DU:30010370/catford-inequityandhealth-2005.pdf>
- ^{xi} United Nations Women (UN Women), 2017, *16 Days of Activism Against Gender Based Violence: UNiTE*. Retrieved 13 October 2017. <http://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action/16-days-of-activism>
- ^{xii} VicHealth, 2017, *Violence against women in Australia. An overview of research and approaches to primary prevention*. Melbourne, Australia.
- ^{xiii} OurWatch, 2017, *Putting the prevention of violence against women into practice: How to change the story*. Retrieved 13th October 2017. <https://www.ourwatch.org.au/getmedia/a8d9dc3d-2291-48a6-82f8-68f1a955ce24/Putting-prevention-into-practice-AA-web.pdf.aspx>