



## Evaluation Report – 16 Days of Activism Against Gender Based Violence

### Introduction

Across the Eastern Metropolitan Region (EMR), the prevention of violence against women (PVAW) is a shared health promotion priority. The 16 Days of Activism Against Gender Based Violence, including White Ribbon Day, is a key period for PVAW activities with many organisations hosting events and holding or participating in activities to promote or advocate for PVAW.

For the last two years, Women's Health East has coordinated the [Listening to and Learning from Women campaign](#) which shared the voices of women who have experienced violence. The campaign was successful both years, and organisations gave positive feedback on having a regional campaign for the 16 Days of Activism.

In response to this, for the 16 Days 2015 Women's Health East (WHE), supported by [Together for Equality & Respect](#) (the regional strategy to prevent violence against women), developed a region-wide social marketing campaign called #HandsUp for Gender Equality, which advocates for gender equality in our communities and encourages individuals to think about why it's important to them.

This campaign ran over the [16 Days of Activism](#) against gender based violence, from 25<sup>th</sup> November – 10<sup>th</sup> December.

### The evidence base

There is a strong link between violence against women and the ingrained inequalities between men and women.<sup>1,2</sup> 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 #HandsUp campaign is so important.

In order to achieve gender equality, it is important to recognise the changes that need to be made within our community and more widely. It is then that we can advocate for change. By participating in the #HandsUp campaign, organisations and individuals were able to add their voice to the public conversation about gender equality, which also encouraged others in the community to stop and think about examples from their own lives.

Communications and social marketing is a proven technique to prevent violence against women highlighted by Our Watch in their PVAW framework<sup>3</sup>. By bringing together a range of organisations undertaking work in this area and providing them with a communal set of messages and a

coordinated strategy for distributing them, #HandsUp for Gender Equality builds on promising practice already in place, adding to the evidence base of the importance of coordination, consistency and collaboration in communications messaging and communications strategies.

### **Project description**

The #HandsUp for gender equality social marketing campaign encouraged individuals and organisations across the East to think about what gender equality means to them and put their 'hands up' for the change they would like to see.

To facilitate engagement with the campaign, partner organisations were supplied with a campaign package. The package was emailed out to 36 organisations across the EMR and to 6 Women's Health Services across Victoria. The package was also available through the [WHE website](#).

This campaign package included:

- 16 #HandsUp for gender equality messages. Women's Health East, with input from the Together for Equality & Respect Leadership Group, developed 16 key messages relating to gender equality. These were available in written format and in visual format (.gif) and information and recommendations about how to use them were supplied. A range of additional messages were also provided and promoted.
- A #HandsUp campaign poster featuring leaders from the EMR with their hands up.
- A Background document orienting partners to the 16 Days, violence against women, gender inequality and why the campaign is important in achieving equality.
- An 'About the Campaign' document explaining how people could be involved.
- An evaluation template to encourage organisations to evaluate their involvement in the campaign
- A campaign launch was held on 12<sup>th</sup> November to allow people to pick up their campaign poster, take some photos and talk to WHE staff about the campaign.

Using the campaign resources, individuals and organisations were encouraged to get involved in a number of ways, including posting a photo with their hands up, holding up one of the #HandsUp messages, or sharing one of the message pictures onto their social media sites. Those posting were encouraged to use the official campaign hashtag #HandsUp on all associated tweets and posts so social media reach and engagement could be tracked for evaluation purposes.

Organisations were also encouraged to share the campaign messages within their organisation or through their work with community members.

### **Evaluation methodology**

The project was evaluated through a number of methods.

1. An evaluation template was sent to organisations as part of the campaign package. The template was designed to evaluate:
  - Social media: use of the 16 messages and/or organisations own message and campaign reach.

- Social marketing: type of activity, reach and use of campaign resources

2. WHE monitored and tracked the reach of the campaign through our own social media - Facebook and Twitter - analytics.

WHE distributed a survey through Survey Monkey to all partners who received the campaign package one month after the campaign completion. This survey was designed to evaluate: participation in the campaign, satisfaction with the campaign, barriers and enablers to participation, what approach to the 16 Days would be useful for 2016 and further comments.

## Evaluation findings

### WHE evaluation



WHE shared the 16 campaign messages through daily updates on Facebook, Twitter and staff email signatures on each day of the 16 Days. The table below shows the WHE Facebook and Twitter statistics for each direct post and tweet made from the WHE accounts.

#### Women's Health East social media data from 16 Days - snapshot

|          | Description of activity   | Reach  |
|----------|---|--|
| Facebook | 34 posts from the WHE Facebook page over the campaign period, including 28 direct posts and 6 Shares from partner Facebook pages. | Over 439 Likes and shares of the posts, with a campaign reach on Facebook of 7,405 people.   |
| Twitter  | Over 65 Tweets from the WHE Twitter account about the campaign.   | Tweets earned 28.7K impressions (number of times users saw the Tweet on Twitter) over this 16 day period, 49 link clicks, 184 re-tweets, 139 likes |



FACEBOOK

| Post   | Reach   |
|--|---|
| <p><b>25.11.2015</b></p>  <p>Day 1: HandsUp to end men's violence against women<br/>#16Days #EndVAW</p>   | <p>424 people reached<br/>17 Likes<br/>15 Post Clicks</p>             |
|  <p>Check out the #HandsUp for gender equality campaign poster featuring leaders from across the East! 16Days #EndVAW Benevolence Australia Victoria Police</p> | <p>147 people reached<br/>14 Likes<br/>1 Share<br/>18 Post Clicks</p> |

26.11.2015



Day 2: HandsUp for calling out sexism

225 people reached  
12 Likes  
1 Share  
7 Post Clicks

27.11.2015



Day 3: #HandsUp for freedom from gender stereotypes  
#16Days #EndVAW

258 people reached  
17 Likes  
1 Share  
11 Post Clicks



You can't come past WHE without being asked to put your #HandsUp! Thanks Toby and Rachel from Inspiro for participating in the #HandsUp campaign today! #16Days #EndVAW

217 people reached  
12 Likes  
1 Share  
16 Post Clicks



Kate, Sue, Vanessa & Elvina of WHE have our #HandsUp to support the campaign to #EndVAW #16Days

319 people reached  
16 Likes  
1 Share  
25 Post Clicks

28.11.2015



Day 4: Who could forget the winning race by 2015 Melbourne Cup winner Michelle Payne. We would like to put our #HandsUp for equal coverage of women's and men's sport in the media

269 people reached  
21 Likes  
11 Post Clicks

29.11.2015



Day: 5 Let's put our #HandsUp for all relationships to be respectful and equal. When this becomes the norm rather than the exception we will be much closer to achieving gender equality. #HandsUp for preventing violence before it occurs! #PVAW #16Days

861 people reached  
47 Likes (15 on post, 32 on shares)  
12 Shares  
24 Post Clicks

30.11.2015



Day 6: #HandsUp for women being more than their appearance

291 people reached  
23 Likes (23 on post, 7 on shares)  
4 Shares  
11 Post Clicks



Maroondah City Council Partners in Community Wellbeing Committee have their #HandsUp for gender equality #16Days #EndVAW. Thanks for the support!

953 people reached  
Likes: 20 ( 8 on post, 11 on shares)  
1 Share  
66 Post Clicks

01.12.2015



Day 7: #HandsUp for gender equity at school #16Days #PVAW

148 people reached  
10 Likes  
3 Post Clicks

02.12.2015



Day 8: #HandsUp for men taking on carer roles #16Days #EndVAW No roles should be gender specific. #HandsUp for Gender Equality.

92 people reached  
7 Likes  
1 Post Click



What a great morning we had at the Together for Equality & Respect Leaders' Breakfast! It was fantastic to see so many leaders from across the East come together to hear about the role they play in the prevention of violence against women.

A special thank you to our guest speakers, the Hon Fiona Richardson, Victor Sojo and Catherine Andrews. Thank you also to Speaking Out advocate Daniela for her moving speech, and to Julie Kitto for her Welcome to Country.

We hope you enjoy these photos from this morning #TFERLeaders #HandsUp #16Days

275 people reached  
13 Likes  
37 Post Clicks

**03.12.2015**



Day 9: #HandsUp for women of all cultures, sexuality & abilities #16Days #EndVAW #PVAW #GenderEquality

171 people reached  
10 Likes  
4 Post Clicks



Knox Community Safety Advisory Committee with their #HandsUp for Gender Equality #16Days #PVAW

134 people reached  
5 Likes  
6 Post Clicks



04.12.2015



Day 10: Let's put our #HandsUp for equal pay. For men and women doing equivalent jobs to be paid equally!  
#16Days #EndVAW

171 people reached  
11 Likes  
6 Post Clicks



Today was awesome Pledge Knox and Rowville Neighborhood Learning Centre. Thanks for a wonderful interactive forum on #HandsUp for Gender Equality #16Days #EndVAW

109 people reached  
4 Likes ( 3 on post, 1 on share)  
21 Post Clicks

05.12.2015



Day 11: #HandsUp for women's reproductive rights!

199 people reached  
8 Likes  
4 Post Clicks

06.12.2015



Day 12: #HandsUp for no gendered toy aisles






97 people reached  
8 Likes  
10 Post Clicks

07.12.2015



Day 13: #HandsUp for women in leadership

176 people reached  
8 Likes  
3 Post Clicks

|   |   |   |
|---|---|---|
|    | <p>Thanks to the wonderful leaders from across our region who are putting their #HandsUp for Gender Equality. Here is Michael Smith, Eastern Community Legal Centre, Olive Aumann - Carrington Health and Cr Stefanie Perri City of Monash.</p>   | <p>103 people reached<br/>7 Likes<br/>7 Post Clicks</p>                                       |
|    | <p>We can't help but celebrate the great work being done in Melbourne's Eastern Region by the Together for Equality and Respect Partners! Here's Danika Gasparini from the Eastern Melbourne Primary Health Network, and Kimberley Batsas-Hill from Eastern Domestic Violence Service. Thanks for</p> | <p>81 people reached<br/>4 Likes<br/>7 Post Clicks</p>  |
| <p>the great support! #HandsUp</p>  |   |   |
| <p><b>08.12.2015</b></p>  |   |   |
|   | <p>Day 14: #HandsUp for flexible workplaces for parents #16Days</p>   | <p>77 people reached<br/>6 Likes<br/>3 Post Clicks</p>  |
| <p><b>09.12.2015</b></p>  |   |   |
|  | <p>Day 15: #HandsUp for shared responsibility in the home. Spread the word that gendered roles within the home are unnecessary and outdated!</p>  | <p>71 people reached<br/>5 Likes<br/>2 Post Clicks</p>  |
|  | <p>Ann Elkins from EACH Social &amp; Community Health and Rose Solomon from Boorndawan William Aboriginal Healing Service.. more #HandsUp from our leaders in Melbourne's East. Thank you!</p>  | <p>Total people: 419<br/>18 Likes (11 on post, 7 on share)<br/>1 Share<br/>26 Post Clicks</p> |



10.12.2015

Day 16: Today is International Human Rights Day and the final day of @The Official 16 Days of Activism Against Gender Violence Campaign. Ending violence against women is fundamental to securing women's full and equal human rights. Today is a great opportunity for each of us to think about how we can make that commitment in the scope of our own lives, relationships and influence.

212 people reached  
7 Likes (4 on post, 3 on share)  
1 Share  
3 Post Clicks



Day 16: #HandsUp to end victim blaming #16Days #EndVAW

88 people reached  
6 Likes  
2 Post Clicks



#HandsUp for gender equality at Westfield Knox

93 people reached  
5 Likes  
9 Post Clicks

### Top Facebook Posts



December 1, 2015 · 🌐

Awesome! Thanks for the support! #handsUp for Gender Equality #16Days #EndVAW



Knox groups' pledge for gender equality

HERALDSUN.COM.AU

1,000 people reached

Boost Post

12 Likes 2 Comments 1 Share



November 29, 2015 · 🌐

Let's put our #HandsUp for all relationships to be respectful and equal. When this becomes the norm rather than the exception we will be much closer to achieving gender equality. #HandsUp for preventing violence before it occurs! #PVAW #16days



861 people reached

Boost Post

15 Likes 12 Shares

**Women's Health East** with Maroondah City Council. November 30, 2015 · 🌐

Maroondah City Council Partners in Community Wellbeing Committee have their #HandsUp! for gender equality #16Days #EndVAW. Thanks for the support!



953 people reached

Boost Post

8 Likes 1 Share

**Women's Health East** December 9, 2015 at 1:17pm · 🌐

Ann Elkins from EACH Social & Community Health and Rose Solomon from Boorndawan William Aboriginal Healing Service.. more #HandsUp from our leaders in Melbourne's East. Thankyou!



419 people reached








Boost Post

11 Likes 1 Share
















TWITTER






| Post  | Reach  |
|---|--|
| <p><b>25.11.2015</b></p> <p><b>Women's Health East</b> @WHEast · Nov 25<br/>Great support from @FRichardsonMP for #16Days #UniteAndChange #HandsUp<br/><a href="https://twitter.com/FRichardsonMP/">twitter.com/FRichardsonMP/...</a></p> <p><b>Women's Health East</b> @WHEast · Nov 25<br/>#HandsUp for #genderequality campaign poster with leaders from the East! @67msmith @CEOatEastern @kristineolaris <a href="https://pic.twitter.com/x4tfHDQVu1">pic.twitter.com/x4tfHDQVu1</a></p> <p><b>Women's Health East</b> @WHEast · Nov 25<br/>Wow! This is awesome @MaketheLink_ What a fantastic photo! Great to see so many #HandsUp<br/><a href="https://twitter.com/MaketheLink_/s...">twitter.com/MaketheLink_/s...</a></p> <p><b>Women's Health East</b> @WHEast<br/>#16Days #HandsUp #EndVAW<br/><a href="https://pic.twitter.com/vWEGomPqN4">pic.twitter.com/vWEGomPqN4</a></p> <p><b>Women's Health East</b> @WHEast · Nov 25<br/>Awesome work @easternhealthau Good to see those #HandsUp! <a href="https://twitter.com/easternhealtha...">twitter.com/easternhealtha...</a></p> | <p>317 Impressions<br/>3 engagements</p> <p>1,063 Impressions<br/>21 engagements</p> <p>156 Impressions<br/>2 engagements</p> <p>98 Impressions<br/>5 Engagements</p> <p>140 Impressions</p> |

|  |                                     |
|--|-------------------------------------|
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Day 2: <b>#HandsUp</b> for calling out sexism <b>#16Days</b><br/><b>#EndVAW</b> pic.twitter.com/4AhyiKGGFa</p>  | 2 engagements                       |
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Melbourne's East is putting their <b>#HandsUp</b> for Gender Equality. Will you join us? <b>#16Days</b> <b>#EndVAW</b><br/><b>@clementine_ford</b></p>                                    | 578 Impressions<br>16 Engagements   |
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Melbourne's East is putting their <b>#HandsUp</b> during these <b>#16DaysofActivism</b> to <b>#EndVAW</b>. Will you join us?<br/><b>@georgiedent</b></p>                                  | 125 Impressions<br>0 Engagements    |
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Melbourne's East is putting their <b>#HandsUp</b> for Gender Equality. Will you join us? <b>#16Days</b> <b>#EndVAW</b><br/><b>@LizBroderick</b></p>                                       | 110 Impressions<br>3 Engagements    |
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Melbourne's East is putting their <b>#HandsUp</b> for Gender Equality. Will you join us? <b>#16Days</b> <b>#EndVAW</b><br/><b>@LizBroderick</b></p>                                       | 3,992 Impressions<br>22 Engagements |
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Melbourne's East have their <b>#HandsUp</b> for Gender Equality. <b>#16Days</b> <b>#EndVAW</b> Support the campaign<br/><b>@JointDestroyer</b></p>                                       | 171 Impressions<br>2 Engagements    |
|  <p><b>Women's Health East</b> @WHEast · Nov 26<br/>Melbourne's East is putting their <b>#HandsUp</b> for Gender Equality. <b>#16Days</b> <b>#EndVAW</b> Will you join us? <b>@JennaPrice</b></p>   | 232 Impressions<br>6 Engagements    |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>Day 3: <b>#HandsUp</b> for freedom from gender stereotypes<br/><b>#16Days</b> <b>#EndVAW</b> pic.twitter.com/edgAejQvN0</p>   | 426 Impressions<br>11 Engagements   |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>Thanks Toby and Rachel from Inspiro for participating in the <b>#HandsUp</b> campaign today! <b>#16Days</b> <b>#EndVAW</b><br/>pic.twitter.com/HyjkT5AYQd</p>                           | 126 Impressions<br>2 Engagements    |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/><b>@FRichardsonMP</b> <b>@kristineolaris</b> &amp; Jane Fenton from <b>@QVWCmelb</b> have their <b>#HandsUp</b> for Gender Equality. <b>#VICforWomen</b> pic.twitter.com/MihbgCYUAK</p> | 1,234 Impressions<br>25 Engagements |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>Lots of great ideas for achieving gender equality at launch of Vic gov's consultation paper <b>#VICforWomen</b> <b>#HandsUp</b><br/>pic.twitter.com/w400zGcW0x</p>                      | 173 Impressions<br>10 Engagements   |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/><b>@TanjaKovac</b> has her <b>#HandsUp</b> for Gender Equality. <b>#VICforWomen</b> <b>#16Days</b> pic.twitter.com/OvOA2Tzv2t</p>   | 443 Impressions                     |



|   |   |
|---|---|
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>         .@safestepsCEO of @safestepsFV has her #HandsUp for Gender Equality #16days #VICforWomen<br/> <a href="https://pic.twitter.com/WBi5ew7CHS">pic.twitter.com/WBi5ew7CHS</a></p>                       | <p>31 Engagements</p> <p>726 Impressions<br/>38 Engagements</p> |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>         Jane Fenton of @QVWCmelb has her #HandsUp for Gender Equality. #VICforWomen #16Days<br/> <a href="https://pic.twitter.com/Zq2ZnKtmtU">pic.twitter.com/Zq2ZnKtmtU</a></p>                            | <p>428 Impressions<br/>4 Engagements</p>                        |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>         Kate, Sue, Vanessa &amp; Elvina of WHE have our #HandsUp to support the campaign to #EndVAW #16Days<br/> <a href="https://pic.twitter.com/Ndzhw5fETb">pic.twitter.com/Ndzhw5fETb</a></p>            | <p>405 Impressions<br/>12 Engagements</p>                       |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>         Thanks for the support #16Days #EndVAW<br/> <a href="https://twitter.com/eachsch/status...">twitter.com/eachsch/status...</a></p>   | <p>164 Impressions<br/>4 Engagements</p>                        |
|  <p><b>Women's Health East</b> @WHEast · Nov 27<br/>         Thanks for the support @womenshealthbsw #16Days #EndVAW<br/> <a href="https://twitter.com/womenshealthbs...">twitter.com/womenshealthbs...</a></p>   | <p>84 Impressions<br/>0 Engagements</p>                         |
|  <p><b>Women's Health East</b> @WHEast · Nov 28<br/>         We'd like to give a big #HandsUp for girls and boys being valued equally #16days #VicforWomen!<br/> <a href="https://pic.twitter.com/Vbj3svVteH">pic.twitter.com/Vbj3svVteH</a></p>               | <p>401 Impressions<br/>10 Engagements</p>                       |
|  <p><b>Women's Health East</b> @WHEast · Nov 28<br/>         To join the #HandsUp campaign take a selfie and say what you would like to see change to achieve gender equality! #16Days #EndVAW</p>   | <p>264 Impressions<br/>4 Engagements</p>                        |
|  <p><b>Women's Health East</b> @WHEast · Nov 28<br/>         Michelle Payne... need we say more! #HandsUp for women's sport #EndVAW #16days<br/> <a href="https://pic.twitter.com/GTaQHd7p4k">pic.twitter.com/GTaQHd7p4k</a></p>                               | <p>268 Impressions<br/>14 Engagements</p>                       |
|  <p><b>Women's Health East</b> @WHEast · Nov 29<br/>         What will you put your #HandsUp for? #16Days #PVAW<br/> <a href="https://pic.twitter.com/pNiLIFu2rD">pic.twitter.com/pNiLIFu2rD</a></p>   | <p>180 Impressions<br/>8 Engagements</p>                        |
|  <p><b>Women's Health East</b> @WHEast · Nov 29<br/>         #HandsUp for equal and respectful relationships between women and men becoming the norm #VICforWomen #16Days<br/> <a href="https://pic.twitter.com/iCJiEeRmHa">pic.twitter.com/iCJiEeRmHa</a></p> | <p>323 Impressions<br/>7 Engagements</p>                        |
|  <p><b>Women's Health East</b> @WHEast · Nov 30<br/>         Day 6: #HandsUp for women being more than their appearance #16Days #PVAW #EndVAW<br/> <a href="https://pic.twitter.com/kkfX7qXHvI">pic.twitter.com/kkfX7qXHvI</a></p>                             | <p>545 Impressions</p>  |

|  |                                   |
|--|-----------------------------------|
|  <p><b>Women's Health East</b> @WHEast · Dec 1<br/>Day 7: <b>#HandsUp</b> for gender equity at school <b>#16Days</b><br/><b>#PVAW #EndVAW</b> <a href="https://pic.twitter.com/LohdeNlpih">pic.twitter.com/LohdeNlpih</a></p>   | 14 Engagements                    |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>A beautiful Welcome to Country begins the TFER Leadership Breakfast. Thank you Julie <b>#TFERLeadership #HandsUp</b><br/><a href="https://pic.twitter.com/dT9xnN1mxS">pic.twitter.com/dT9xnN1mxS</a></p>             | 629 Impressions<br>20 Engagements |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>Together For Equality and Respect from a call for joint approach to prevent VAW <b>#HandsUp #TFERLeadership</b><br/><a href="https://pic.twitter.com/WqpCEqAblo">pic.twitter.com/WqpCEqAblo</a></p>                  | 114 Impressions<br>4 Engagements  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>.@<b>FRichardsonMP</b> pays tribute to leadership of women's health services <b>#TFERLeadership #HandsUp</b><br/><a href="https://pic.twitter.com/QajOypxpQs">pic.twitter.com/QajOypxpQs</a></p>                     | 270 Impressions<br>3 Engagements  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>.@<b>FRichardsonMP</b> talks to leaders in EMR-must tackle gender equality and enter the prevention space<br/><b>#TFERLeadership</b> <a href="https://pic.twitter.com/tO7owUCr3S">pic.twitter.com/tO7owUCr3S</a></p> | 586 Impressions<br>13 Engagements |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>Gender reading habits matter says Catherine Andrews<br/><b>#TFERLeadership #HandsUp</b></p>  | 262 Impressions<br>6 Engagements  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>Workplaces need to be clear that any level of sexism is unacceptable <b>#HandsUp #TFERLeadership @victorsojo</b><br/><a href="https://pic.twitter.com/KGA7BXXfaQ">pic.twitter.com/KGA7BXXfaQ</a></p>               | 92 Impressions<br>1 Engagements   |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>I've learned that there are ways to rebuild life after family violence, survivor advocate Daniela <b>#HandsUp #TFERLeadership</b></p>  | 447 Impressions<br>7 Engagements  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>As leaders we need to stand up for Gender equality and help to prevent violence @<b>kristineolaris #TFERLeadership</b></p>   | 186 Impressions<br>1 Engagements  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/><b>#HandsUp</b> is trending! Keep the messages about gender equality coming. <b>#16days #victoriaagainstviolence</b><br/><a href="https://twitter.com/trendinaliaAU/">twitter.com/trendinaliaAU/...</a></p>        | 178 Impressions<br>2 Engagements  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>Day 8: <b>#HandsUp</b> for men taking on carer roles <b>#16Days #PVAW #EndVAW</b> <a href="https://pic.twitter.com/1FTMeMLnLx">pic.twitter.com/1FTMeMLnLx</a></p>  | 310 Impressions<br>10 Engagements |

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|--|---|
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>What a great morning at the #TFERLeaders Breakfast! Lots of enthusiasm from leaders across the East #HandsUp #16Days <a href="https://pic.twitter.com/iJix6hu3NH">pic.twitter.com/iJix6hu3NH</a></p> | <p>965 Impressions<br/>14 Engagements</p> |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>Thanks to our guest speakers @victorsojo @FRichardsonMP and @CathLAndrews #HandsUp #16Days #TFERLeaders <a href="https://pic.twitter.com/cYa4mH9BUE">pic.twitter.com/cYa4mH9BUE</a></p>              | <p>228 Impressions<br/>6 Engagements</p>  |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>Thanks for coming @EasternMelbPHN !<br/><a href="https://twitter.com/EasternMelbPHN...">twitter.com/EasternMelbPHN...</a></p>  | <p>286 Impressions<br/>14 Engagements</p> |
|  <p><b>Women's Health East</b> @WHEast · Dec 2<br/>.@CEOatEastern helping to turn gender inequality on its head! #HandsUp <a href="https://twitter.com/CEOatEastern/s...">twitter.com/CEOatEastern/s...</a></p>   | <p>124 Impressions<br/>1 Engagements</p>  |
|  <p><b>Women's Health East</b> @WHEast · Dec 3<br/>Day 9: #HandsUp for women of all cultures, sexuality &amp; abilities #16Days #EndVAW #GenderEquality<br/><a href="https://pic.twitter.com/2pzw9S1TC">pic.twitter.com/2pzw9S1TC</a></p>               | <p>222 Impressions<br/>10 Engagements</p> |
|  | <p>270 Impressions<br/>5 Engagements</p>  |

### Partner evaluation results

The following data was gathered from the 9 organisations who submitted their evaluation template to Women's Health East.

#### Regional social marketing data from 16 Days - snapshot

|                  | Description of activity  | Reach  |
|------------------|--|--|
| Facebook         | 44 posts about the campaign over the campaign period   | 657 engagements of the posts, with a campaign reach on Facebook of 16,616 people.      |
| Twitter          | 67 Tweets from the partner Twitter accounts about the campaign.  | 18,080 impressions (number of times users saw the Tweet on Twitter)<br>405 engagements |
| Social Marketing | <p>While a number of organisations across the EMR utilised social media (Facebook and Twitter) to spread the #HandsUp message, nearly all organisations also engaged in social marketing initiatives, both within their organisations and in their work with the wider community.</p> <p>Examples of these initiatives included:</p> <p>Within the organisation</p> <ul style="list-style-type: none"> <li>• Campaign email signatures for staff to use</li> </ul> |  |



- E-bulletins to staff about the campaign, and utilising internal staff websites to share the #HandsUp campaign
- Displaying the #HandsUp pictures and poster around the office
- Engaging staff in workshops to write their own #HandsUp messages in the template, and display around the office
- Taking organisation #HandsUp photos to share internally
- Newsletter articles about the campaign to share internally

#### With community

- Displaying #HandsUp messages around public spaces
- Engaging community members at stalls and in workshops to write their own #HandsUp messages in the template

Reach of the messages via social marketing was hard to ascertain. Partners reported, for example, the number of staff that used the email signatures or the number of subscribers who opened emails about the campaign, but the ultimate reach is not known. While many organisations displayed #HandsUp pictures and messages in their services, it is also difficult to gauge the reach of these. From the information provided however, the reach of the campaign messages would have been significant.

#### State involvement

Women's Health Services across the State were also on board with the campaign. Women's Health Grampians in particular took on the campaign to promote it to their networks and partners. The Multicultural Centre for Women's Health (MCWH) kindly provided WHE with their evaluation results.

#### **Radio advertisements**

The EMR Regional Family Violence Partnership provided funding to allow the distribution of a #HandsUp radio advertisement on PBS and Triple R radio stations. The ads were played 60 times, a minimum of twice per day from November 27th to December 10th. Triple R estimates to have 440,000+ weekly Melbourne listeners and PBS have 250,000+ weekly listeners, significantly increasing the reach of the #HandsUp campaign message.

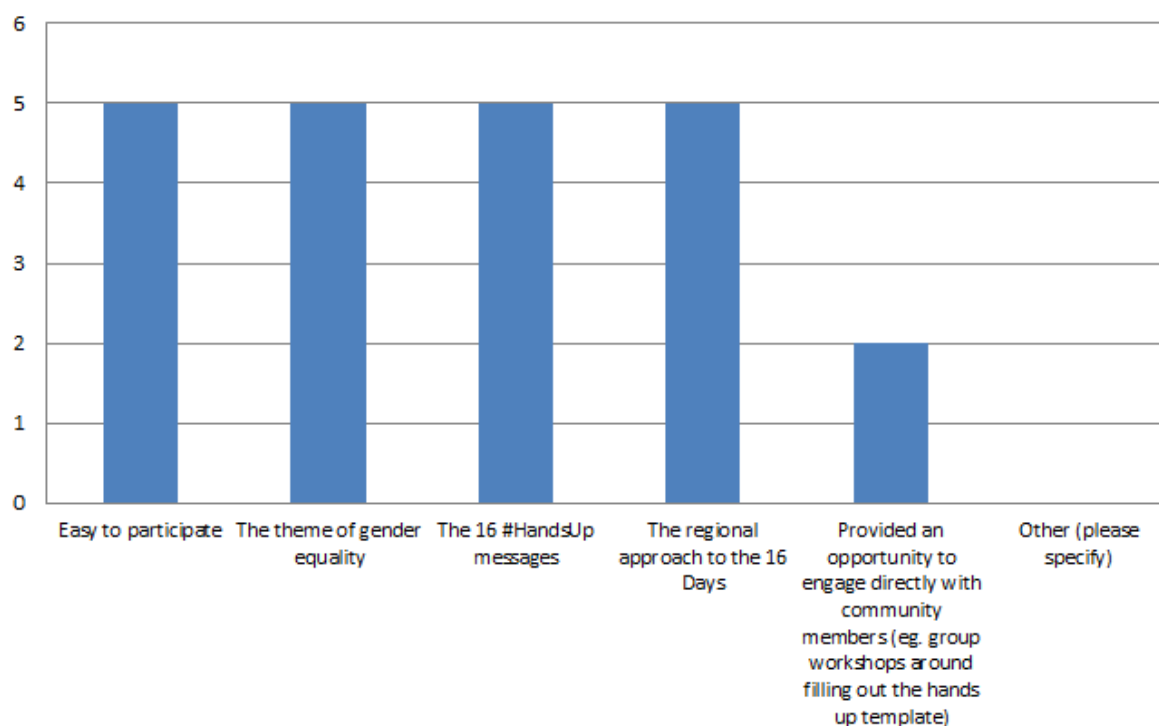
#### **Partner survey**

A Survey Monkey was developed and distributed to partner organisations one month after the end of the campaign. The survey link was sent to all organisations who received the #HandsUp campaign package asking them to complete the survey regardless of whether they had participated in the campaign.

Overall, feedback from partners gathered through the survey showed satisfaction with the campaign and the resources, messages and materials provided.

Questions and responses are listed below.

### What did you like best about the #HandsUp campaign?



### What was it about the campaign that enabled you to participate/made participation easy?

- Provision of messages and resources - posters etc
- The campaign strategies were easy to implement.
- The campaign was developed in plenty of time for the 16 Days of Activism, allowing the health promotion staff to consult with the internal PVAW Committee to plan the campaign. Messaging was most appealing as well.
- We used the #HandsUp templates from the WHE website
- Support from WHE/templates provided
- Having all of your fabulous resources
- Information sent through from WHE, posters already designed.

### Were there any barriers that limited your involvement in the campaign, and if yes, how could they be addressed in future campaigns?

- Just time! Not much you can do about that, other than provide info as early as possible
- Our organisation is spread across different sites and while we had campaign champions at each office, the promotion and uptake varied. A way of addressing this would be to use our Communications team as a means of gently reminding staff to get involved in the activities, in addition to having champions at each site.
- No real barriers to the organisation participating. However, the Anglo focus of the campaign meant that only English-speaking members of the community could participate.
- time was a barrier/for future campaigns it would be great to link in with a local school to provide a more meaningful opportunity for a workshop
- No

**What regional approach would you like to see for the 16 Days of Activism this year? Eg. another social marketing campaign, a 16 Days event, a forum etc.**

- Rolling events over the 16 days, perhaps hosted by each of the partners in TFER??
- Another social marketing campaign along with a forum/event for interested health professionals to gain a more comprehensive understanding of gender based violence and gender equality.
- I love the social marketing campaign - its easy for organisations and staff to choose their level of involvement.
- Social marketing is a worthwhile strategy, but there is a need for culturally-appropriate messaging so that the campaign reaches people from immigrant and refugee communities.
- A forum in a mixed gender school
- Social Marketing is easy and has a much wider reach
- A forum would be great. A strong media clip to share with messaging around 16 days?

**Do you have any other comments you would like to make about the #HandsUp campaign?**

- Had some feedback from staff that they found the hands, and coloring in activity "childish" - found this off putting. This was a minority though.
- N/A
- Great to have an opportunity to link into the hands up campaign to promote gender equality
- Thanks for the resources and sharing of our social media pictures etc
- Thanks!

## **Discussion**

From the evaluation results, the campaign was successful in reaching a large audience regionally and further afield. Although unable to gather full data on how all partner organisations engaged with and distributed the campaign materials and the subsequent reach of the campaign, anecdotal feedback gathered from partners to whom WHE distributed the campaign package indicate that engagement in the campaign was wide-spread, took many different forms and was well received.

In general, there was a regional appetite for a campaign of this sort from early 2015. Consulting with the TFER Leadership Group in the first half of 2015 was very useful in ensuring that the final campaign was going to be utilised by partner organisations across the region.

A key factor in the success of the campaign was the accessible and engaging theme and suggestions for being involved – the ability for all individuals to contribute their thoughts on what needs to be done to achieve gender equality. Additionally, the early development and distribution of campaign materials (which was a recommendation from the previous 16 Days campaigns) allowed organisations to plan their involvement in the campaign. Supplying the 16 gender equality messages for people to use was also helpful in encouraging participation, as they were an easy way that organisations could be involved.

As is common, gathering campaign evaluation was difficult. There was a low return rate of the evaluation template from organisations, and a low response rate to the survey sent out post campaign (6 organisations).

A key learning from the project was the importance of early planning and ensuring that campaign resources and materials are distributed in a timely manner that fits in with other planning cycles to ensure maximum uptake of the campaign.

### **Recommendations**

- Distribute campaign materials early so that organisations can plan for their 16 Days activities well in advance.
- Ensure that the theme/messages for the campaign is accessible to a wide audience (eg everyone can have a say on the topic)
- Provide several avenues for organisation to get involved eg social media and social marketing opportunities.
- Consult with the TFER leadership Group (representing organisations from across the East) to ensure that there will be uptake of the campaign by partners.
- Ensure that the process for gathering evaluation data is made simple for organisations in order to encourage and support regional evaluation data.

## References

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<sup>1</sup> Heise, L & Kotsadam, A 2015, Cross-national and multi-level correlates of partner violence: An analysis of data from population-based surveys, *Lancet Global Health*, 3, pp. 332–340.

<sup>2</sup> United Nations Women 2011, *In pursuit of justice. Progress of the world's women*, retrieved 21 December 2015,  
<http://www.unwomen.org/~media/headquarters/attachments/sections/library/%20publications/2011/progressoftheworldswomen-2011-en.pdf>

<sup>3</sup> Our Watch 2015, *Change the story: a shared framework for the primary prevention of violence against women and their children in Australia*, retrieved 21 December 2015,  
<http://www.ourwatch.org.au/getmedia/1462998c-c32b-4772-ad02-cbf359e0d8e6/Change-the-story-framework-prevent-violence-women-children.pdf.aspx>