

Together For Equality & Respect

16 Days of Activism
social media toolkit



The Together For Equality and Respect 16 Days of Activism Against Gender-Based Violence Campaign 2023

Introduction

Women's Health East, on behalf of the Together For Equality and Respect partnership, invites your organisation to take part in the regional 16 Days of Activism Against Gender-Based Violence Campaign 2023 (16 Days of Activism Campaign). The objective of the regional campaign is to amplify the voices of a range of people and communities throughout the region and to engage new audiences. This includes First Nations people, people with disabilities, and migrant and refugee communities who speak Mandarin and Hakha-Chin.

The Together For Equality and Respect partnership's vision is a society where people of all genders are equally valued, heard and respected and have equal access to opportunities, and women and children live free from discrimination and men's violence. However, violence against women remains unacceptably prevalent in our community and has long-term health and wellbeing impacts on women, children, and society.

Advocacy campaigns are an important tool to communicate the importance of primary prevention efforts in ending violence against women. The 16 Days of Activism Campaign 2023 is an opportunity for the partnership to share its vision with communities in Melbourne's east as we join the united, global call for the prevention of gendered violence.

Background

The 16 Days of Activism against Gender-Based Violence is a global campaign founded by the Women's Global Leadership Institute and is currently led by UN Women. First held 32 years ago in 1991, the campaign brings together people from around the world to unite and take action to help put an end to violence against women and girls.

The 16 Days of Activism Campaign runs every year from 25 November to 10 December. Four international days of significance fall within the campaign:

- International Day for the Elimination of Violence Against Women on 25 November
- International Women Human Rights Defenders Day on 29 November
- International Day of People with Disabilities on 3 December
- International Human Rights Day on 10 December.

These four days of significance support communities to recognise that an intersectional approach is needed to prevent violence against women and girls. This means when undertaking work to prevent violence, it is critical to address the multiple forms of oppression and disadvantage that can intersect and compound to exacerbate experiences of gender inequality and gender-based violence.

About this toolkit

This social media toolkit has been developed to support organisations, community groups and people across Melbourne's east to participate in the 16 Days of Activism Campaign in 2023.

This toolkit contains a series of social media tiles that have been developed by organisations that are members of the Together For Equality and Respect partnership. Their messages affirm and align with the state-wide campaign theme of "Respect Is...", which aims to support the Victorian community to understand what respect means, what it looks like, and how to put it into practice in their everyday lives.

To maximise the impact and reach of the Together For Equality and Respect partnership, partner organisations are being invited to take part in the regional campaign and share one or more posts during the campaign period.

The design of Tiles 1 and 2 was led by Boorndawan Willam Aboriginal Healing Service who developed the messages and oversaw the choice of artwork and design. The tile features artwork by Amanda Wright, proud Nuenonne woman, mother of four, and respected artist in Melbourne's east.

Amanda's works have featured in public art, group and solo exhibitions and is proudly displayed on the walls of many partner organisations, including Boorndawan Willam Aboriginal Healing Service.

Tiles 3 and 4 were designed in consultation with bicultural workers from Women's Health East who work with Hakha-Chin and Mandarin speaking communities in Melbourne's east.

[Download Files](#)

Social Media Resources

Social tile 1

Short Post

We are all connected. Violence against any woman is violence against all women. Achieving gender equality for all requires allies to fully commit to listening to and amplifying the voices of Aboriginal and Torres Strait Islander women and girls.

Optional tag - <https://www.facebook.com/BoorndawanWillamAHS/>

#16DaysofActivism #16Days2023

Long Post

We are all connected. Violence against any woman is violence against all women. Preventing violence and achieving gender equality for all requires allies to fully commit to listening to and amplifying the voices of Aboriginal and Torres Strait Islander women and girls.

All women have a right to be safe and make decisions about their bodies, health and wellbeing.

Optional tag - <https://www.facebook.com/BoorndawanWillamAHS/>

#16DaysofActivism #16Days2023 #TogetherForEqualityAndRespect

Alt text

A First Nations woman with brown skin and long dark hair is looking into the distance. Circular motifs appear over the person's hair.



Image description

A First Nations woman with brown skin and long, wavy dark hair is looking into the distance. Pastel-coloured circular motifs appear across the person's hair and to the corner of the graphic.

A text box contains the message "Respect is amplifying Aboriginal and Torres Strait Islander women's voices in Melbourne's east."

Social Media Resources

Social tile 2

Short Post

We are all connected. Violence against any woman is violence against all women. Achieving safety and equality for women is acknowledging and accepting the different views and experiences of Aboriginal and Torres Strait Islander women and girls.

Optional tag - <https://www.facebook.com/BoorndawanWillamAHS/>

#16DaysofActivism #16Days2023

Long Post

We are all connected. Violence against any woman is violence against all women. Achieving safety and equality for women is acknowledging and accepting the different views and experiences of Aboriginal and Torres Strait Islander women and girls.

This 16 Days of Activism, we are asking allies to listen to and amplify the voices of Aboriginal and Torres Strait Islander women and girls in their communities.

Optional tag - <https://www.facebook.com/BoorndawanWillamAHS/>

#16DaysofActivism #16Days2023 #TogetherForEqualityAndRespect

Alt text

A First Nations woman with brown skin and long dark hair is looking into the distance. Circular motifs appear over the person's hair.

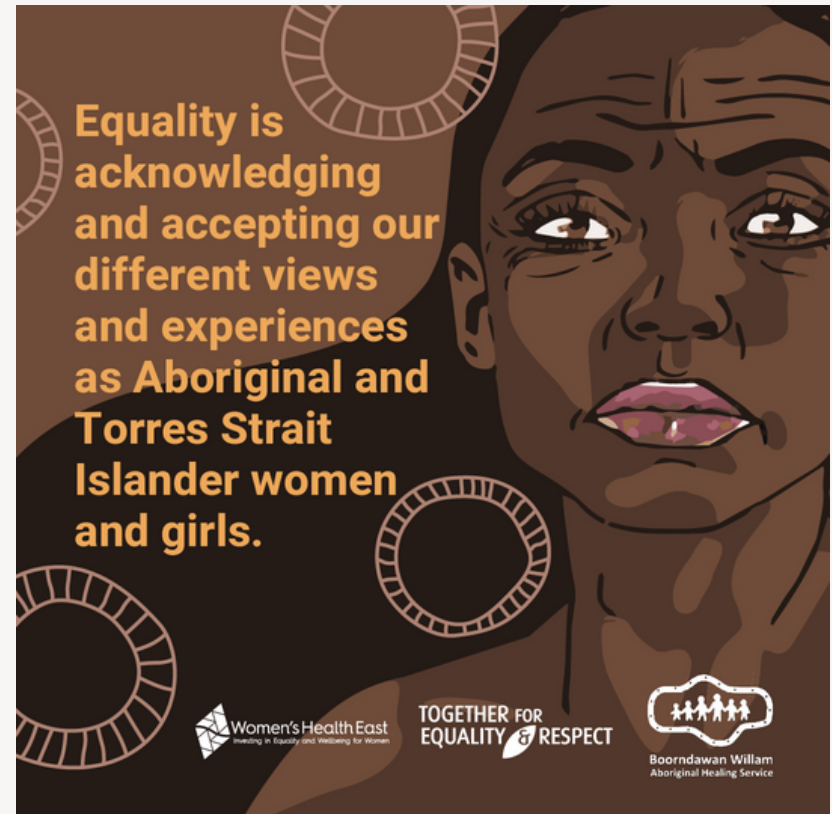


Image description

A First Nations woman with brown skin and long, wavy dark hair is looking into the distance. Pastel-coloured circular motifs appear across the person's hair and to the corner of the graphic.

A text box contains the message "Equality is acknowledging and accepting our different views and experiences as Aboriginal and Torres Strait Islander women and girls."

Social Media Resources

Social tile 3

Short Post

Respect is making home a safe place.

All women deserve to be safe, respected and live free from violence.

To make homes in our communities safer, we must address the harmful attitudes that allow violence against women to take place.

#16DaysofActivism #16Days2023

Long Post

Respect is making home a safe place. Gender equality begins at home. All women deserve to be safe, respected and live free from violence.

Every 10 days one woman is killed by a man they know. It doesn't have to be this way. To make homes in our communities safer, we must address the harmful attitudes and entitlement that allow violence against women to take place.

Learn more about the role of violence prevention on the Together For Equality and Respect website: <https://whe.org.au/tfer/strategy-overview-document/>
#16DaysofActivism #16Days2023 #TogetherForEqualityAndRespect

Alt text

Two Hornbill birds are perched together on a flowering tree branch.



Image description

A pair of Hornbill birds are perched together on the branch of a tree. The tree has pink and yellow blooming flowers running along its branches.

The image contains a text box with a message written in Hakha-Chin that translates to English as "Respect is making home a safe place".

Social Media Resources

Social tile 4

Short Post

Respect is sharing the housework.

Sharing the housework helps us build relationships based on mutual respect.

Gender equality begins at home. By fostering equality in our homes, we create a safer community for women and girls.

#16DaysofActivism #16Days2023

Long Post

Respect is sharing the housework.

Sharing the housework helps us build relationships based on mutual respect.

Right now, women do 21 more hours of unpaid labour per week than men.

Gender equality begins at home. By fostering equality in our homes, we create a safer community for women and girls.

#16DaysofActivism #16Days2023 #TogetherForEqualityAndRespect

Alt text

A couple is working together to handwash and dry dishes in the kitchen.



Image description

A couple is handwashing dishes in their kitchen sink.

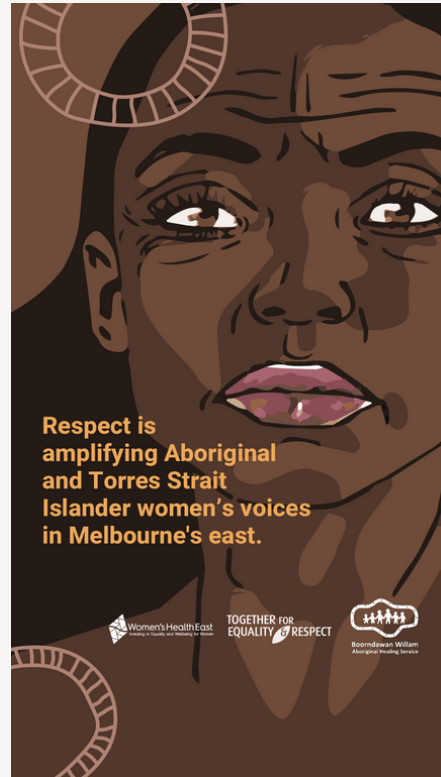
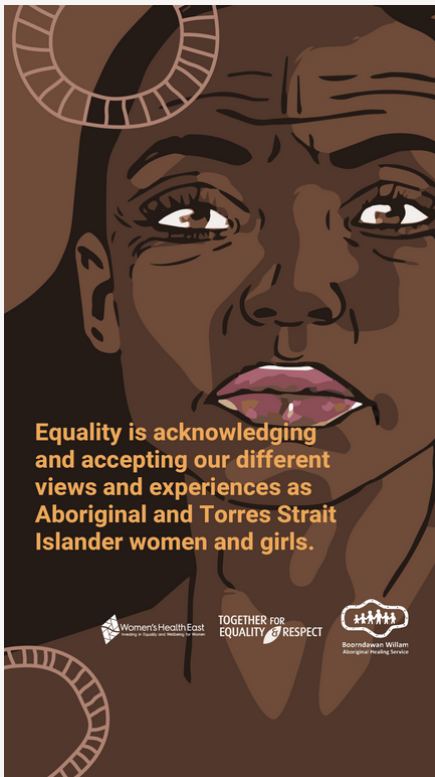
One person has their hands in soapy water and the other is holding a tea towel over their shoulder.

Behind them is a hanging pot plant, stacked mugs and a white window.

The image contains a text box with Mandarin characters with a message that translates to English as “Respect is sharing the housework”.

Social Media Resources

Stories



Social Media Resources

Video 1

Short Post

“Accept me as I am. Allow me to express myself in a way that’s right for me.” - Sam
The prevention of violence against women with disabilities requires us to challenge sexism and ableism at every opportunity.

Optional hashtag for use on International Day of People with Disabilities - **#IDPwD**
#16DaysofActivism #16Days2023

Long Post

“Accept me as I am. Allow me to express myself in a way that’s right for me.” -
Sam, Margins to the Mainstream Expert

The prevention of violence against women with disabilities requires us to challenge sexism and ableism at every opportunity.

Optional hashtag for use on International Day of People with Disabilities - **#IDPwD**
#16DaysofActivism #16Days2023



Video description

Sam draws on her experience as an autistic woman to highlight the negative impacts of gender and disability stereotypes. She shares how these assumptions inform the stereotype that women and girls with disabilities are “vulnerable”. She speaks about the importance of being able to make decisions for herself and to enable women with disabilities to follow their individual interests and strengths in employment options, as she has done.

Social Media Resources

Video 2

Short Post

“When we all stand up against ableism and sexism, the world becomes a much better place.” - Vivienne

The prevention of violence against women with disabilities requires us to challenge sexism and ableism at every opportunity.

Optional hashtag for use on International Day of People with Disabilities - **#IDPwD**
#16DaysofActivism #16Days2023

Long Post

We are all connected. Violence against any woman is violence against all women.

“When we all stand up against ableism and sexism, the world becomes a much better place.” - Vivienne

The prevention of violence against women with disabilities requires us to challenge sexism and ableism at every opportunity.

Video is available with Auslan translation and captions on the Margins to the Mainstream website: <https://whe.org.au/tfer/margins-to-the-mainstream/resources/>

Optional hashtag for use on International Day of People with Disabilities - **#IDPwD**
#16DaysofActivism #16Days2023



Video description

Vivienne reflects on her experience in the Margins to the Mainstream Experts Group, her determination to keep learning and some supports that help her, as a woman with an intellectual disability. “When we all stand up against ableism and sexism, the world becomes a much better place.”

How to join the social media campaign

- Post or share campaign content in this toolkit across your social media platforms throughout the 16 Days of Activism campaign (25 November to 10 December). You can do this throughout the campaign or on the four days of significance as noted above.
- Like, reshare or comment on 16 Days content made by Women's Health East and other Together For Equality and Respect partners.
- Share information about the campaign and the resources with your networks, staff, volunteers and key stakeholders and program participants.
- Some tips are available [here](#) about how you can be an ally to women with disabilities in the community and in the workplace.

Managing resistance and backlash

In the event of online backlash, below are some resources that provide guidance and suggested text on how to respond and manage backlash:

- [Together For Equality and Respect Resource – Negative Backlash](#)
- [Suggested responses to Family Violence Social Media Responses from Our Watch](#)

Please also consider your own organisational policies in dealing with online comments.

Thank you

If you have any questions about how to use the campaign content provided, please contact Roshika Kumar at rkumar@whe.org.au

In 2023, Respect Victoria and Safe and Equal are working together to support local community engagement with the 16 Days of Activism against Gender-Based Violence.

Women's Health East has been funded under Respect Victoria's 16 Days of Activism grassroots initiative.



SAFE + EQUAL



**TOGETHER FOR
EQUALITY & RESPECT**