



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE TOOLKIT 25 NOVEMBER - 10 DECEMBER 2019

TOGETHER FOR
EQUALITY & RESPECT

 Women's Health East
Investing in Equality and Wellbeing for Women

ACKNOWLEDGEMENT OF COUNTRY



Women's Health East acknowledges the Wurundjeri people, the Traditional Custodians of the land on which we work. We pay our respects to Aboriginal and Torres Strait Islander peoples past and present, and we value Aboriginal and Torres Strait Islander histories, cultures and knowledges.

ACKNOWLEDGEMENT OF CONTRIBUTORS

Women's Health East would like to thank and acknowledge the following partners for their financial contributions towards the #TotesGE Totally for Gender Equality 16 Days of Activism 2019 campaign:

- Yarra Valley Water
- Inner East Primary Care Partnership
- Outer East Primary Care Partnership

Women's Health East would also like to acknowledge the contributions and feedback of the Together for Equality and Respect partners in the development of the #TotesGE Totally for Gender Equality 16 Days of Activism 2019 campaign.



WATERCARE



Outer East
Primary Care Partnership



**TOGETHER FOR
EQUALITY & RESPECT**

TOTALLY FOR GENDER EQUALITY

#TotesGE

ABOUT THIS TOOLKIT

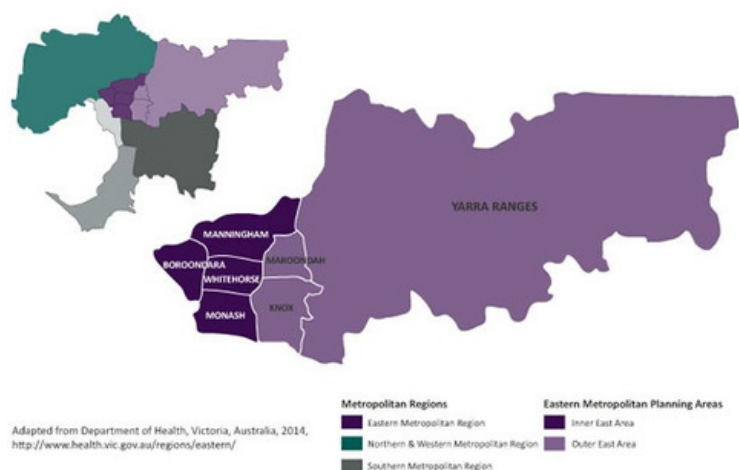
Women's Health East (WHE) has created this toolkit to assist organisations and groups across the Eastern Metropolitan Region (EMR) of Melbourne to participate in the 2019 16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign). This toolkit summarises information about the 16 Days Campaign, further details for the EMR #TotesGE Totally for Gender Equality campaign and additional resources to support partners to be involved.

WOMEN'S HEALTH EAST

Women's Health East (WHE) is a regional women's health promotion agency working across the Eastern Metropolitan Region of Melbourne. Working within a feminist framework, WHE addresses the social, cultural, economic, political and environmental factors impacting on the health, safety and wellbeing of women in the region.

OUR PRIORITIES

- Advance gender equality
- Prevent violence against women
- Improve women's sexual & reproductive health
- Strengthen our dynamic & sustainable organisation



IF YOU OR SOMEONE YOU KNOW NEEDS HELP

If you or someone you know is currently experiencing or has experienced family violence and would like to seek help or support contact:

If you are in immediate danger, call the police on 000

1800RESPECT

24 hour national sexual assault, family and domestic violence counselling line for any Australian who has experienced, or is at risk of, family and domestic violence and/or sexual assault. Free confidential 24hour phone and online services

1800 737 732

www.1800respect.org.au

SAFE STEPS

24 hour state-wide confidential family violence response support and information for women, young people and children experiencing family violence

1800 015 188

www.safesteps.org.au

MEN'S REFERRAL SERVICE

Professional support and information service for Australian men who use family violence. 24hour phone and online services.

1300 766 491

www.ntv.org.au

EDVOS

Specialist family violence service in Melbourne's eastern metropolitan region

(03) 9259 4200

www.edvos.org.au

CASA HOUSE

(CENTRE AGAINST SEXUAL ASSAULT)

24 hour telephone counselling, support and crisis care support following sexual assault

(03) 9635 3610

www.casahouse.com.au/

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

NOVEMBER 25 - DECEMBER 10

16 Days of Activism Against Gender-Based Violence is an international campaign to challenge violence against women and girls. The campaign runs every year from November 25th, the International Day for the Elimination of Violence against Women, to December 10th, Human Rights Day.

The awareness raising campaign promotes collective action to prevent violence against women and girls. The campaign uses the bright and optimistic colour orange, to represent a future free from violence against women and girls, as a unifying theme running through all of its global activities.

For more information about the Global 16 Days campaign check out: www.16dayscampaign.org **#16DaysCampaign**

For more information about the 2019 Victorian 16 Days campaign lead by Municipal Association of Victoria (MAV) check out: www.mav.asn.au/what-we-do/policy-advocacy/social-community/gender-equality/16-days-campaign-2019

16 DAYS CAMPAIGN 2019

#TOTESGE TOTALLY FOR GENDER EQUALITY



Coinciding with the 16 Days of Activism campaign Women's Health East, along with regional partners of the Together for Equality and Respect Partnership (TFER), are coordinating the #TotesGE Totally for Gender Equality campaign. The campaign uses tote bags with gender equality messaging and resources to raise awareness of and promote conversation on the link between the gender equality and the prevention of violence against women.

The tote bag design features the translation of 'Gender Equality' into nine languages of the Eastern Metropolitan region. Through review of local demographics and consultation with TFER partners, languages have been identified based on English language proficiency in order to maximise inclusion and reach of campaign.

TOTALLY FOR GENDER EQUALITY

#TotesGE

16 DAYS EVENTS AND ACTIVITIES

Events and activities planned across the Eastern Metropolitan Region during the 16 Days Campaign (November 25-December 10) take a variety of forms and are happening across a range of settings.



For information on events and activities happening locally check out the region wide events calendar **[CLICK HERE]**

Have an event to add to this calendar?

Email Katie at kmckee@whe.org.au to get your event added to the 2019 calendar

GET INVOLVED IN THE 16 DAYS CAMPAIGN

There are many ways in which you as an individual, group or organisation can get involved in the international 16 Days campaign. Some suggestions include:

- social media campaigns across the 16 days to promote gender equality.
Make sure you use #16DaysCampaign and the annual theme as announced
- provide workplace family violence and gender equality training sessions
- organise guest speaker events which promote discussion about gender equality
- host local library story time sessions around gender equality
- lead community neighbourhood house or sporting club workshop sessions to promote gender equality
- run a stall at your local farmers market and create conversations with your community about gender equality and family violence prevention
- get involved in the local eastern region campaign - #TotesGE Totally for Gender Equality

TOTALLY FOR GENDER EQUALITY

#TotesGE

GET INVOLVED IN THE #TOTESGE CAMPAIGN

Participate in the #TotesGE Totally for Gender Equality campaign by sharing WHE's social media posts, or posting photos with your #TotesGE tote bag and/or activity. Make sure you tell us **why you are totally for gender equality** in your post and tag **#TotesGE**

HASHTAG: #TOTESGE



THEME: TOTALLY FOR GENDER EQUALITY

Like and follow WHE's social pages to stay informed, like, share and join the conversation across the 16 Days.

- Facebook www.facebook.com/WomensHealthEast
- Twitter @WHEast
- Instagram @womenshealtheast

HOW TO SHARE ON SOCIAL MEDIA

STEP 1. Take a photo for social media with your #TotesGE tote bag or activity

STEP 2. In your caption tell us why you are totally for gender equality

"I am totally for gender equality. I will challenge gender stereotypes #TotesGE"



**DON'T FORGET TO
HASHTAG #TOTESGE**



TOTALLY FOR GENDER EQUALITY

#TotesGE

WHAT'S IN THE #TOTESGE TOTE BAGS?

- Plain language information on gender equality, 16 Days of Activism and the #TotesGE campaign
- A copy of the 2018 Australian Human Rights Commission Face the Facts: Gender Equality fact sheet
- A copy of the #TotesGE action to be totally for gender equality activity
- 1800RESPECT support card
- #TotesGE button badge

Tote bags will also include one of the following kindly donated by Yarra Valley Water:

- Jelly beans pack
- Bamboo toothbrush
- Shower timer
- 'Who gives a crap' toilet paper

Learn more about the 'who gives a crap' toilet paper initiative here:
www.au.whogivesacrap.org/

**[CLICK HERE] FOR ADDITIONAL COPIES
RESOURCES TO DOWNLOADED**



TOTALLY FOR GENDER EQUALITY #TotesGE

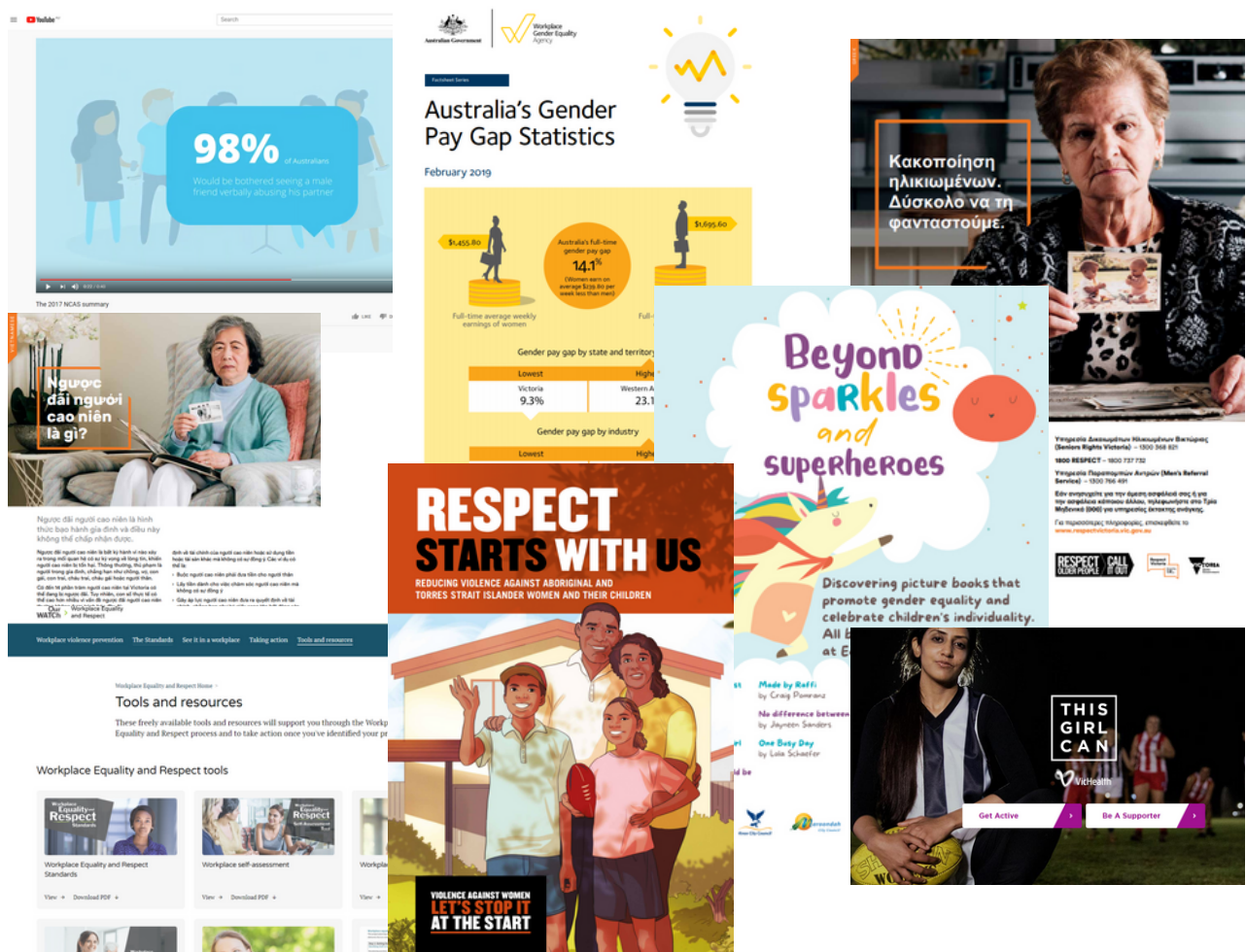
TAILORING YOUR #TOTESGE TOTE BAGS

ADDITIONAL RESOURCES

Whether you're planning to use the #TotesGE tote bags, within your workplace, community library, sporting club, early years, culturally diverse community group or schools, you may wish to add additional resources to ensure tote bags are useful and effective.

Provided is a list of additional resources you can access and include within your tote bags or 16 days activities. You may also have other resources you wish to draw on as well.

[CLICK HERE] to access additionally suggested gender equality and prevention of violence against women resources and materials.



TOTALLY FOR GENDER EQUALITY #TotesGE

#TOTESGE CAMPAIGN ASSETS

The following are campaign assets which are freely available for use to promote the 16 days campaign. Click images to download or access these via WHE's website [**CLICK HERE**].

SOCIAL MEDIA

Make sure to like and follow WHE's social pages to stay informed, like, share and join the conversation across the 16 Days.

- Facebook www.facebook.com/WomensHealthEast
- Twitter @WHEast
- Instagram @womenshealtheast



Social media is an important tool to promote and share campaign activities and create further conversations to promote and normalise gender equality.

As a part of the #TotesGE campaign we also encourage you to share photos of your organisation or community using your #TotesGE tote bags and activity while undertaking your events and activities across the 16 days.

In addition to sharing your own posts and photos of the #TotesGE campaign, below are some additional social media posts and text which can be posted during the campaign (November 25 – December 10).

DON'T FORGET TO HASHTAG

#TOTESGE



[Click to download]

Social media post #1

Suggested Facebook text:

We all have a role to play in creating a gender equitable society for all. Help make gender inequality and disrespectful behaviour unacceptable. To learn more watch 'Let's change the story' <https://bit.ly/2FoNIEH> or read more here <https://bit.ly/2a3sVOQ>
#TotesGE #16Days #GenderEquality #16DaysCampaign

Suggested Twitter text:

We all have a role to play in creating a gender equitable society for all. Promote #GenderEquality across the #16DaysCampaign #TotesGE. To learn more here <https://bit.ly/2a3sVOQ>



[Click to download]

Social media post #2

Suggested Facebook text:

Gender inequality drives violence against women. The link between gender inequality and violence is supported by the Change the Story framework, as well as the Victorian Government's gender equality and family violence strategies, Safe and Strong and Free from Violence.

To learn more about the link between gender inequality and violence against women check out Our Watch - www.ourwatch.org.au
#TotesGE #16Days #GenderEquality #16DaysCampaign

Suggested Twitter text:

Gender inequality drives violence against women. To learn more about the link between gender inequality and violence against women check out Our Watch www.ourwatch.org.au #TotesGE #16Days #16DaysCampaign #GenderEquality

TOTALLY FOR GENDER EQUALITY

#TotesGE



[Click to download]

Social media post #3

Suggested Facebook text:

Have you heard of the Respect women: call it out campaign?

We all have an opportunity to address the cultures that allow violence against women and disrespect to occur. The Respect women: call it out campaign brings men into the conversation about family violence, providing them with the tools to call out disrespectful and sexist behaviour.

Learn more about how and when to call it out:
www.respectvictoria.vic.gov.au/campaigns/respect-women-call-it-out

#TotesGE #16Days #GenderEquality #callitout
 #16DaysCampaign

Suggested Twitter text:

We all have a role to call out disrespectful and sexist behaviour. Learn more about how and when to call it out:
www.respectvictoria.vic.gov.au/campaigns/respect-women-call-it-out #TotesGE #16Days #GenderEquality #callitout #16DaysCampaign



[Click to download]

Social media post #4

Suggested Facebook text:

Violence against women is serious, prevalent and preventable. Primary prevention means stopping violence before it starts, by challenging the drivers that allows it to happen. And doing that starts with promoting respect and equality.

If you or someone you know is experiencing family violence help is available. In an emergency, call 000. For confidential support and information call SAFE STEPS 1800 015 188 family violence response line 24/7.

Learn more at www.ourwatch.org.au
 #TotesGE #16Days #GenderEquality #16DaysCampaign

Suggested Twitter text:

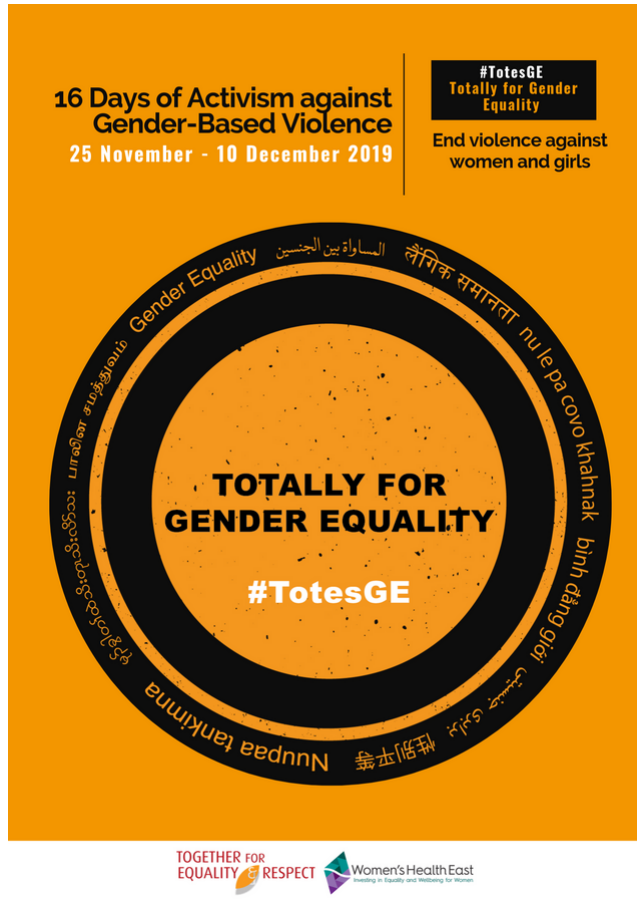
Violence against women is serious, prevalent and preventable. Primary prevention means stopping violence before it starts, by gender inequality that allows it to happen. #TotesGE #16Days #GenderEquality #16DaysCampaign

TOTALLY FOR GENDER EQUALITY

#TotesGE

POSTERS

[Click to download]



[Click to download]



E-SIGNATURE



[Click to download]

TOTALLY FOR GENDER EQUALITY

#TotesGE

#TOTESGE ACTIVITY

We all have a role to play in contributing to gender equality.

The below #TotesGE activity, which is freely available to download, is a simple activity designed to prompt conversation for actions we can take to promote to gender equality.

How to use the #TotesGE activity:

Download and print the activity below or use the copy provided within your tote bag.

As an individual, group or community, use the list of suggested actions or your own action to complete the statement "I am totally for gender equality. I will..."

Take a photo with your committed action statement and share on social media using the hashtag #TotesGE



DON'T FORGET TO HASHTAG #TOTESGE

"I am totally for gender equality. I will challenge gender stereotypes #TotesGE"

[Click to download]

**I AM TOTALLY FOR
GENDER EQUALITY.
I WILL**

#TotesGE

Complete the statement "I am totally for gender equality. I will..." take a photo and share on social media. 📷📱

16 Actions to be totally for gender equality. Choose one or create your own. Don't forget to hashtag #TotesGE

Value women's voices and opinions	Ensure respect and equality are the foundations of my relationships
Change the conversation to who she is, not what she looks like	Share the housework and domestic roles at home
Talk about equal pay in the workforce	Encourage and support men and boys to express their thoughts and emotions
Challenge gender stereotypes	Call out sexist jokes and language
Promote diversity of women in leadership and decision making	Educate others on the importance of sexual consent and what it does and does not look like
Call it out when women are being interrupted or spoken over	There are many things that make us unique so celebrate the diversity of women
Support women's choices	Role model respect for future generations
Challenge unhealthy representation of women in popular culture	Learn more about how gender equality benefits everyone

TOGETHER FOR
EQUALITY & RESPECT

Women's HealthEast
Working in partnership with Inspiring the World

TOTALLY FOR GENDER EQUALITY

#TotesGE

REFLECTION & EVALUATION

Similarly to previous years, as a part of WHE's evaluation of the #TotesGE Totally for Gender Equality campaign, a feedback survey will be emailed to partners to complete following the 16 Days campaign period .

When coordinating and delivering 16 days events, activities and social media campaigns it's important to capture and reflect on the following:

16 DAYS EVENTS AND ACTIVITIES

- What was the intended impact of your event or activity?
- Did you meet this? Why or why not? How was this measured?
- How many people did your event or activity reach or engage?
- What worked well? What could be improved?
- Was there additional feedback from those involved in your event or activity?

SOCIAL MEDIA REACH AND ENGAGEMENT

Twitter: number of retweets, likes, impressions, engagement (%)

Instagram: number of likes, comments, views

Facebook: number of likes, reactions, shares, comments, reach, impressions