

16 Days of Activism

AGAINST GENDER-BASED VIOLENCE

Social Media Toolkit 2018



WOMEN'S HEALTH
GOULBURN NORTH EAST

Challenging inequity, embracing diversity.

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WE CAN ALL BE PART OF THE SOLUTION AND HELP END VIOLENCE AGAINST WOMEN.



About this toolkit

Women's Health Goulburn North East (WHGNE) has created this toolkit to support organisations and individuals in the Goulburn Valley and North East Victoria to participate in the 16 Days of Activism Campaign (16 Days Campaign).

This toolkit summarises information about the 16 Days Campaign and provides key messages surrounding the prevention of violence against women (VAW) and gender inequality. It also provides information to learn more about key topics, and examples of action to further engage workplaces and communities in conversations and actions relating to the prevention of violence against women.



What is the 16 days of Activism Campaign?

The 16 Days of Activism (16 Days) is a global campaign dedicated to raising awareness about violence against women and the impact of gender-based violence. The campaign starts on 25 November, the International Day for the Elimination of Violence Against Women, and concludes on 10 December, International Human Rights Day. These dates were chosen in order to symbolically link violence against women with human rights issues. In particular, this campaign emphasises the fact that violence, in any form, is a violation of human rights.

For more information on the history of the campaign – [CLICK HERE](#)



Victoria Against Violence

The Victoria Against Violence campaign is timed to coincide with the 16 Days of Activism Campaign. The State Government's Victoria Against Violence campaign calls the whole community to action. The State Government encourages every Victorian to play a role in preventing family violence, and calls on communities and organisations across the state for one common purpose – to unite to create a Victoria free from family violence.

Victoria against Violence provides the community with opportunities to promote gender equity, participate in the discussion to prevent gender-based violence and support those who have experienced family and gendered violence.

The State Government calls for everyone to play a role in preventing family and gender violence – individuals, schools, workplaces, churches, sporting clubs and government.

Calendar

OVERVIEW OF THE SIGNIFICANT DAYS AND THE THEMES THROUGHOUT THE 16 DAYS.

DAY 1
SUN 25 NOV

Introduction to the Campaign.
VAW is a global epidemic.

DAY 2
MON 26 NOV

VAW is a violation of human rights.

DAY 3
TUE 27 NOV

VAW takes many forms.

DAY 4
WED 28 NOV

Aboriginal and Torres Strait
Islander (ATSI) women experience
violence at higher rates than
non-ATSI women.

DAY 5
THU NOV

VAW and children is preventable.

DAY 6
FRI 30 NOV

Gender stereotypes and VAW.

DAY 7
SAT 1 DEC

World AIDS Day.
Sexual and reproductive health.

DAY 8
SUN 2 DEC

Intersectionality and VAW.

DAY 9
MON 3 DEC

International Day for
People with Disabilities. Women
with disabilities are more likely
to experience violence.

DAY 10
TUE 4 DEC

International Day of the
Elimination of Slavery.
Reflection on unpaid labour
and the division of caregiving.

DAY 11
WED 5 DEC

Women in leadership.

DAY 12
THU 6 DEC

Men and masculinity.

DAY 13
FRI 7 DEC

Men and violence.

DAY 14
SAT 8 DEC

Women in sport.

DAY 15
SUN 9 DEC

Sexualised harassment.
#MeToo and #TimesUp.

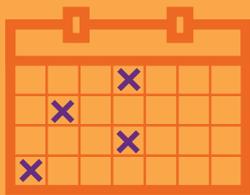
DAY 16
MON 10 DEC

International Day of
Human Rights.

Key facts and statistics about gender-based violence

MEN'S VIOLENCE AGAINST WOMEN IS NOW WIDELY RECOGNISED AS A GLOBAL PROBLEM AND ONE OF THE MOST WIDESPREAD VIOLATIONS OF HUMAN RIGHTS. IN AUSTRALIA, VIOLENCE AGAINST WOMEN IS A SERIOUS AND WIDESPREAD PROBLEM, WITH ENORMOUS INDIVIDUAL AND COMMUNITY IMPACTS AND SOCIAL COSTS.

The following basic statistics help demonstrate the prevalence and severity of violence against women:



On average, one woman a week is murdered by her current or former partner, according to the most recent analysis of homicide statistics in Australia.



One in four Australian women have experienced emotional abuse by a current or former partner.



Of those women who experience violence, more than half have children in their care.



One in three Australian women have experienced physical violence, since the age of 15.



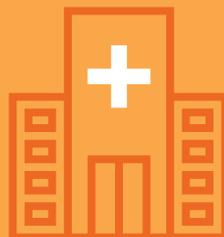
Women are at least three times more likely than men to experience violence from an intimate partner.

+300,000

Violence against women is not limited to the home or intimate relationships. Every year in Australia, more than 300,000 women experience violence – often sexual violence – from someone other than a partner.



One in five Australian women have experienced sexual violence.



Women are five times more likely than men to require medical attention or hospitalisation as a result of intimate partner violence, and five times more likely to report fearing for their lives.

18 to 24

Eight out of 10 women aged 18 to 24 were harassed on the street in the past year.



One in four Australian women have experienced physical or sexual violence by an intimate partner.

(Our Watch, 2018)

Key terms and definitions

Violence against women is any act of violence that causes, or could cause, physical, sexualised or psychological harm or suffering to women, including threats of harm or coercion, in public, or in private life.

Violence against women includes psychological, economic, emotional and sexualised violence and abuse, and a wide range of controlling, coercive and intimidating behaviours. In Australia, the types of violence are called domestic violence, family violence, intimate partner violence, sexual harassment and sexual assault.

DOMESTIC VIOLENCE:

Refers to acts of violence that occur in domestic settings between two people who are, or were, in an intimate relationship. It includes physical, sexualised, emotional, psychological, religious, technological and financial abuse.

FAMILY VIOLENCE:

Refers not only to violence between intimate partners, but also violence between family members. It includes all the types of coercion and control listed above, and extends to elder abuse and adolescent violence against parents. Family violence includes violent and threatening behaviour, or any other form of behaviour that coerces or controls a family member or causes that family member to be fearful. In Indigenous communities, family violence is often the preferred term as it encapsulates the broader issue of violence within extended families, kinship networks and community relationships, as well as intergenerational violence.

GENDER-BASED VIOLENCE:

Refers to violence that is specifically 'directed against a woman because she is a woman or that affects women disproportionately'.

INTIMATE PARTNER VIOLENCE:

Refers to any behaviour by a man or a woman in an intimate relationship (including current or past marriages, domestic partnerships, familial relations, or people who share accommodation) that causes physical, sexualised, emotional, psychological, spiritual, technological or financial abuse to those in the relationship. Intimate partner violence is the most common form of violence against women.

(Our Watch, 2018)

Support services

The following services are available if you or someone you know needs help or support: If you are in immediate danger, call 000.

Safe Steps: For confidential support and information in Victoria, call 1800 015 188. Family violence response line open 24/7.

1800 RESPECT: 1800 737 732. The national sexual assault, domestic and family violence counselling service. 24/7 and online services.

Men's Referral Service: 1300 466 491. Professional support and information service for Australian men. 24/7 and online services.

Local services - Outreach workers

Centre Against Violence (Wangaratta/Benalla): 03 5722 2203

Gateway Community Health (Wodonga): 02 6022 8888

Marian Community (Shepparton): 03 5822 2289

Primary Care Connect (Shepparton): 03 5823 3200

Nexus Community Health (Seymour/Broadford): 03 5784 5555

These numbers can be included in any material or publications you create.



16 Days event ideas

- Display information regarding gender inequality and the 16 Days of Activism campaign around your workplace.
- Daily emails to staff in your workplaces providing information and facts regarding gender inequality and the prevention of violence against women. Use the templates provided in this kit.
- Host a guest speaker at a community event or your workplace to discuss gender inequality and the prevention of violence against women.
- Partner with a local school, and ask students what their thoughts regarding gender equality in Australia and/or what it means to be a girl, and what it means to be a boy in Australia – share these thoughts during the 16 Days of Activism.
- Organise a workshop for sporting clubs, exploring ways they can challenge inequality in their club and strive to be more inclusive and respectful. For more information, contact North East Sport.
- Host a morning tea and/or lunch and discuss gender inequality and what we can all do create a more equal and respectful workplace/community.
- Organise a training session for your workplace about Bystander Action. For more information, contact Women's Health Goulburn North East (WHGNE).
- Partner with a local school, and develop an art competition for local students exploring gender stereotypes and respectful relationships.
- Provide your local paper with a good news story and share what you have done to promote gender equality in your workplace/community.
- Host a movie night exploring traditional masculinity, and what we can do to challenge this stereotype.
- Host a movie night, screening a movie that promotes women's empowerment and challenges gender norms. For a movie list, refer to Page 7.
- Host a trivia night with the theme of women's empowerment and gender equality.
- Host a storytelling at your local library promoting gender neutral books.
- Organise a workshop for leadership to explore gender equity and what they can do in their organisation. For more information, contact WHGNE.
- Involve local people in the campaign - and invite them to share what they are doing to promote gender equality and challenge gender norms
- In partnership with Maternal and Child Health, host an information session on gender neutral toys, and toy marketing.
- Host a workshop for leadership to explore gender equality and what they can do in their organisation.



International Women's Day and 16 Days movie ideas

- Man Up series
- Love Simon
- Wild
- A League of their Own
- Nanette
- Hidden Figures
- Whale Rider
- Mulan
- Matilda
- Suffragette
- Wonder Woman
- Moana
- The Help
- Erin Brockovich
- Moonlight
- I am Girl
- The Dressmaker
- The Sapphires
- Rabbit-Proof Fence
- Here I Am
- For Love or Money:
A History of Women and Work in Australia
- Ladies in Black

Apply the Bechdel Test to your next movie:

- Has two women
- Who talk to each other
- About something other than a man
- The two women have names



Reflection and evaluation

When documenting your campaign activities, you might like to consider these questions:

- What went well and not so well with the campaign?
- Did you have SMART (specific, measurable, achievable, relevant, and time-based) goals? Did you reach them?
- How many people did you reach?
- What were your thoughts and feelings about the campaign?
- What were the stories, feedback, thoughts and feelings of people you reached?
- What factors outside your control contributed or detracted from the campaign?
- What would you do differently next time?
- How are we going to celebrate?



Day 1 Sunday 25 November

KEY MESSAGE FOR THE DAY

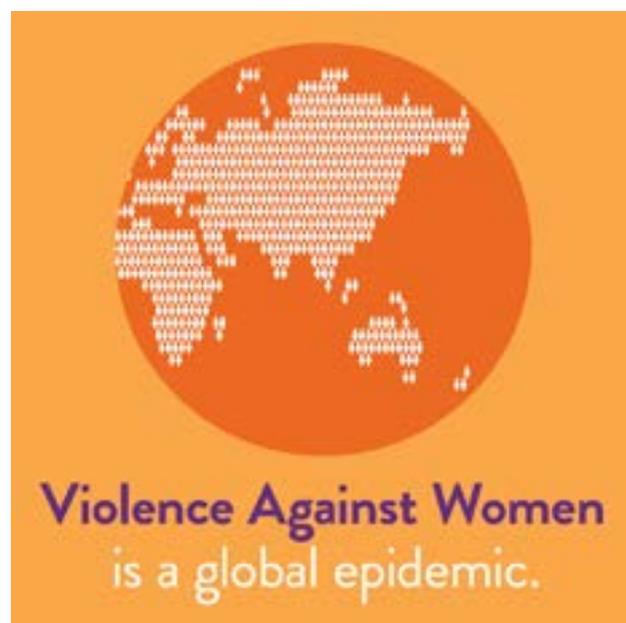
**International Day
for the Elimination
of Violence Against
Women.**

**Violence Against
Women is a global
epidemic.**

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

The World Health Organisation (2017) estimates about one in three (35 per cent) of women worldwide have experienced either physical and/or sexual violence in their lifetime, and globally, as many as 38 per cent of murders of women are committed by a male intimate partner. Violence against women is a huge public health problem and a violation of women's human rights.

INFOGRAPHIC



ACTIONS – LEARN MORE!

WATCH this [video](#) about VAW globally.

WATCH this [video](#) from the United Nations.

Day 2 Monday 26 November

KEY MESSAGE FOR THE DAY

Violence Against Women is a human rights violation, and a huge problem in Australia.

[Australian Human Rights Commission, 2014](#)

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

On average in Australia, one woman a week is murdered by her current or former partner. One in three Australian women have experienced physical violence, since the age of 15. The combined health, administration and social welfare costs of violence against women have been estimated to be \$21.7 billion a year ([Our Watch, 2018](#)). Police respond to an average of 657 domestic violence matters every day - one every two minute ([ABC News, 2016](#)).

INFOGRAPHIC



ACTION – MORE DATA!

READ [this Fact Sheet](#) to learn more key statistics about VAW in Australia.

WATCH [“That Girl”](#) music video; a project to empower girls and work towards keeping all women and girls safe from violence in Wodonga.

Day 3 Tuesday 27 November

KEY MESSAGE FOR THE DAY

Violence against women includes a range of behaviours used to exert power and control.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Violence against women can include physical, sexualised, emotional, psychological, spiritual, religious, technological and financial abuse. Intimate partner violence is considered a subset of family violence. Behaviour can include limiting access to finances, preventing communication with family and friends, being demeaning and humiliating, making threats to women and their children and acts of physical violence ([Australian Institute of Health and Welfare, 2018](#)).

INFOGRAPHIC



ACTION – LEARN MORE!

WATCH this [video](#) to answer why women don't just leave abusive partners.

[Learn more](#) about financial abuse and economic empowerment.

[READ this article](#) helping men understand the impact of their behaviour.

Take the [Domestic Violence resource Centre Quiz](#)

Day 4 Wednesday 28 November

KEY MESSAGE FOR THE DAY

Aboriginal and Torres Strait Islander women and their children draw on the strength in identity and culture that carries women through to address the greater risks of violence.

[Australian Institute of Health and Welfare, 2018](#)

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Compared with non-Indigenous Australians, Indigenous women experience up to 32 times the rate of hospitalisations from family violence ([Australian Institute of Health and Welfare, 2018](#)). Indigenous females are five times more likely to be victims of homicide than non-Indigenous females ([ANROWS, 2014](#)). Family violence is not part of traditional Aboriginal and Torres Strait Islander culture. It is a crime.

Family violence within Indigenous communities should be understood in the context of colonisation and intergenerational trauma.

INFOGRAPHIC



ACTION – LEARN MORE!

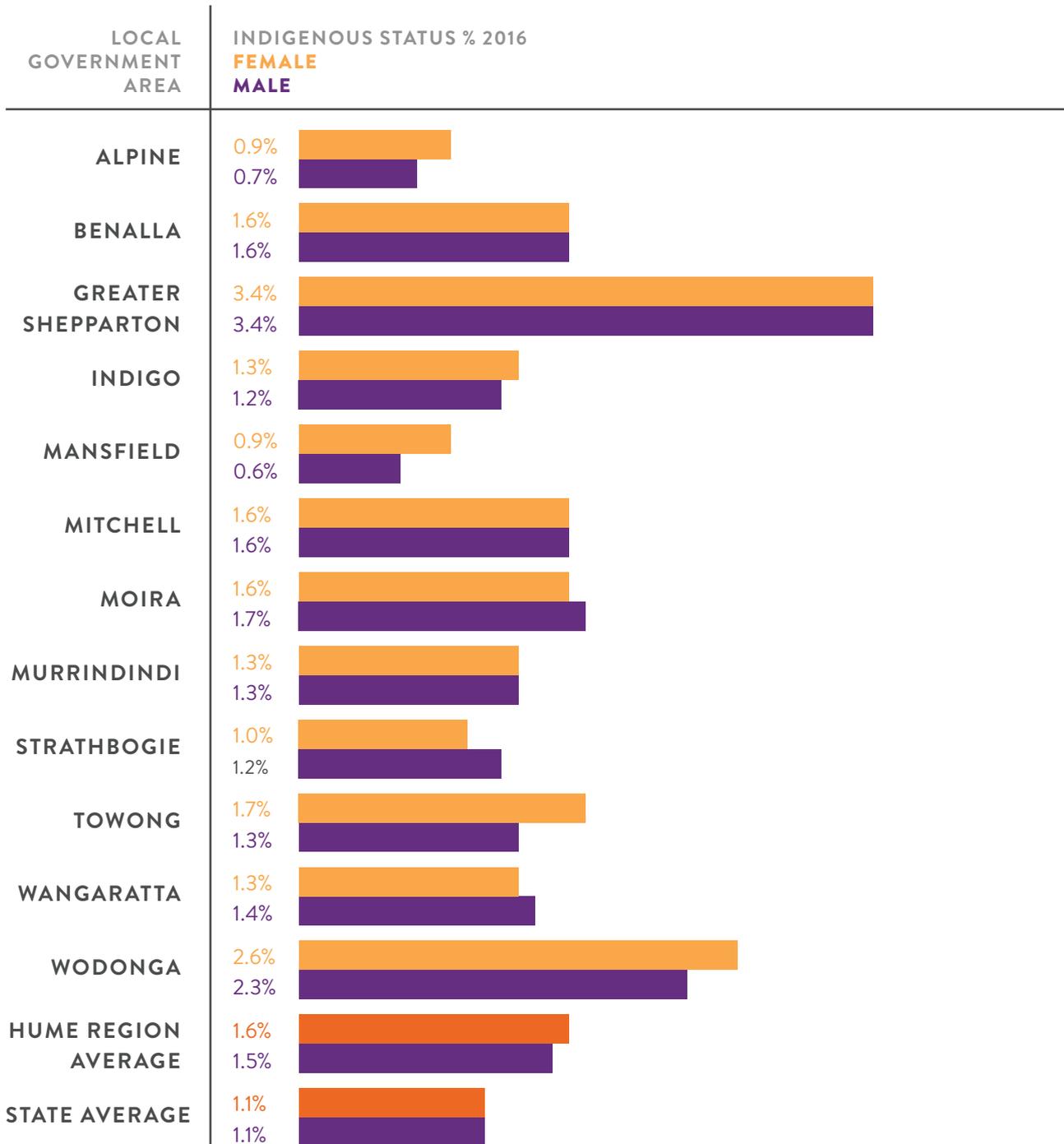
To gain a better understanding of how Aboriginal women 's experience of violence [READ the submission](#) created by Aboriginal Family Violence Prevention and Legal Service Victoria.

[Changing the Picture](#) developed by Our Watch, outlines prevention strategies to reduce violence against Aboriginal and Torres Strait Islander women.

Local data

PERCENTAGE OF ABORIGINAL AND TORRES STRAIT ISLANDER STATUS IN LOCAL GOVERNMENT AREAS

The percentage equals the number of persons who have identified as Aboriginal or Torres Strait Islander (or both), divided by the total persons of the corresponding sex of that LGA.



Source: 2016 Census of Population and Housing, ABS. Census Table: Aboriginal and Torres Strait Islander Status by Sex by LGA, Population: Persons. Currency: 2016.

Day 5 Thursday 29 November

KEY MESSAGE FOR THE DAY

Violence against women and their children is preventable.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

A strong body of research now exists on the drivers of violence against women. Practice and evaluation tells us how to target these drivers to prevent future violence. Research has found that factors associated with gender inequality are the most consistent predictors of violence against women, and explain its gendered patterns ([Change the Story, 2015](#)). Levels of violence against women are significantly and consistently higher where there are more defined distinctions between the roles of men and women – for example, where men are assumed to be the primary breadwinner and women responsible for childrearing. Research has consistently found that men who hold traditional views about gender roles and relationships are more likely to perpetrate violence against women ([Change the Story, 2015](#)).

INFOGRAPHIC



ACTIONS – LEARN MORE AND REFLECT!

[WATCH this video](#) to learn more about what drives Violence Against Women.

[WATCH this video](#) from Emma Watson in her opening address for the HeForShe campaign; a solidarity movement for gender equality which calls upon men and boys to help end the persisting inequalities.

REFLECT on the following statements, and what message this sends to boys:

- “Boys will be boys”
- “Man up”
- “Grow some balls”
- “He’s under the thumb”
- “Stop crying like a girl”

Day 6 Friday 30 November

KEY MESSAGE FOR THE DAY

To stop violence before it starts, as a community we can challenge the rigid stereotypes we have of women and girls and men and boys.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

When we tell our boys that they need to man up, be brave and stop crying, that they throw like a girl or are sissies, we reinforce rigid gender roles. This means boys grow into men who are shamed when they display these traits, demonstrate their vulnerability and ask for help. Research tells us that these comments are bad for men's health and are linked to the fact that six in the eight suicides that will happen today in Australia will be men.

The same goes for girls. Gender stereotypes are reinforced from a young age, and we see them all around us in films, TV, social media, our workplaces and communities. Let's change the story. Girls can be whatever they want; some girls like princess outfits in pink, some like playing with trucks and climbing trees.

That's OK. We want our girls to grow into women who don't have to fight to be respected by their male peers, have every opportunity to recognise their potential, make their own choices and be healthy.

INFOGRAPHIC



ACTION – LEARN MORE!

WATCH this [video](#) from the Stop it at the Start campaign.

WATCH this [video](#) about gendered marketing of toys.

WATCH this [Goldie Blox video](#) which encourages girls into STEM (Science, Technology, Engineering and Mathematics).

WATCH this [video](#) of a young girl explaining her thoughts on children's toys.

[ORDER this list](#) of gender-neutral children's books for your school or library.

[READ this article](#) reviewing best-selling children's books.

Day 7 Saturday 1 December

KEY MESSAGE FOR THE DAY

Today, on World AIDS Day, we recognise that women have the right to sexual and reproductive health.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Good sexual and reproductive health includes the right to healthy and respectful relationships, accurate information and safe, inclusive health care and services. Women have the right to decide freely on matters related to their sexuality without coercion, discrimination or violence ([Women's Health Victoria, 2018](#)).

Sexual and reproductive violence can include coercive and forced sex and decisions that take away a woman's right to bodily autonomy, such as refusal to use a condom and tampering with contraception ([Women's Health Victoria, 2018](#)). Family violence can create barriers for women to safely access appropriate sexual health care and fertility control services, including timely access to contraception, sexual health screening and fertility control services, where women have respect, choice and support ([Women's Health Victoria, 2018](#)).

INFOGRAPHIC



ACTIONS – LEARN MORE, AND ADVOCATE!

[WATCH](#) and share this video about consent.

[Share your voice to advocate](#) to better meet the sexual and reproductive health needs of women locally.

[READ](#) this paper by Marie Stopes discussing reproductive coercion.

[Take a look](#) at the SheDecides Global campaign.

Check out the [Instagram page](#) of The Sweet Feminist.

Day 9 Monday 3 December

KEY MESSAGE FOR THE DAY

Today is the International Day for People with a Disability. Nearly one in five women have a disability, and women with disabilities are twice as likely to experience violence.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Women with disabilities experience violence over longer periods of time, in more settings, from a greater range of offenders, who commit a greater range of offences. For example, when a carer is the offender, they can perpetrate physical, sexual, financial and spiritual violence at home and in an institutional setting.

INFOGRAPHIC



ACTIONS – LEARN MORE!

LEARN more about the issues affecting women with disabilities in our region and [read our Enabling Women evaluation report](#).

VIEW these [fact sheets and info](#) at Women with Disabilities Victoria website.

Day 10 Tuesday 4 December

KEY MESSAGE FOR THE DAY

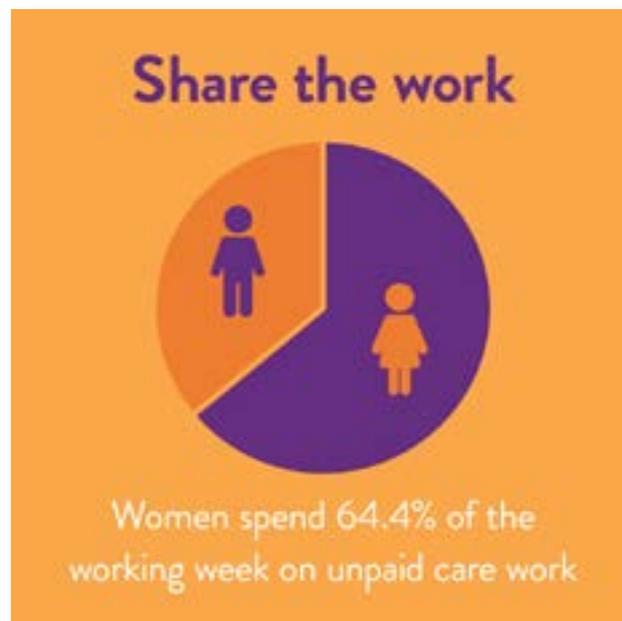
While attitudes towards men's and women's roles and responsibilities have become less traditional, there are still gendered expectations about domestic duties and caregiving of children and the elderly.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

The expectations regarding caregiving and domestic chores mean women still perform the majority of these duties, which can substantially limit their participation in the workforce. Statistics show that 95 per cent of primary parental leave (outside of the public sector) is taken by women and women spend almost three times as much time taking care of children each day, compared to men ([Australian Human Rights Commission, 2018](#)). Unpaid care work is essential to the social and economic wellbeing of individuals, families and societies, and substantively contributes to economic activity of the individual and the country as a whole. The monetary value of unpaid care work in Australia has been estimated to be \$650.1 billion, the equivalent to 50.6 per cent of GDP ([WGEA, 2016](#)).

Women spend 64.4 per cent of their average weekly working time on unpaid care work compared to 36.1 per cent for men ([WGEA, 2016](#)). This is a 'gender time gap in unpaid care work' of on average two hours and 19 minutes per day, which means that for every hour Australian men commit to unpaid care work, Australian women commit one hour and 48 minutes.

INFOGRAPHIC



ACTIONS – LEARN MORE!

[Learn more about workforce participation at WGEA.](#)

[Take a look at these resources and information from Our Watch.](#)

WORKPLACES

- Review the gender composition of your workforce.
- Review family-friendly and parental leave entitlement.

HOME

- Have a conversation on chores in your household.

Day 11 Wednesday 5 December

KEY MESSAGE FOR THE DAY

More women graduate from higher education with higher grades, however, women remain under-represented in leadership roles across corporate, not-for-profit and government in Australia.

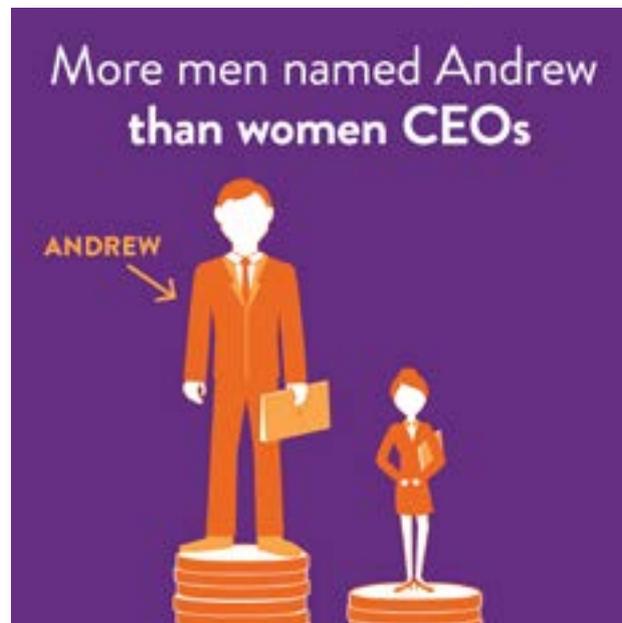
BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

The Australian workforce is highly segregated by gender, and female-dominated industries – such as aged care, child care and health and community services – have been historically undervalued. Australian women are over-represented as part-time workers in low-paid industries and in insecure work and continue to be under-represented in leadership roles in the private and public sectors ([Australian Human Rights Commission, 2018](#)).

In our regions, there are not always the opportunities to access leadership positions. While some of this is gendered, some of it is a result of limited employment options. This means we often lead from where we are, without the title but with all the impact. What does leadership look like when it comes from below, or from the side, in our communities rather than workplaces or in our homes? Women tell us it takes courage, it can be leading from behind rather than in front, it can be about conversations in which we listen more than talk, and it can look like women, younger, older, farmer, lawyer, shop owner, librarian, doctor, politician and ordinary everyday acts. It can be the big vision or doing what you can when you can. It involves head and heart.

Women constitute 42 per cent of all employees, yet make up just a quarter of executives and only 10 per cent of CEOs for large, for-profit companies ([McKinsey & Company, 2017](#)). According to WGEA women hold 13.7 per cent of chair positions, 24.9 per cent of directorships, and 29.7 per cent of key management personnel in agency reporting organisations ([WGEA, 2018](#)).

INFOGRAPHIC



ACTIONS – LEARN MORE!

[READ this report](#) on 10 actions to drive change for women in leadership.

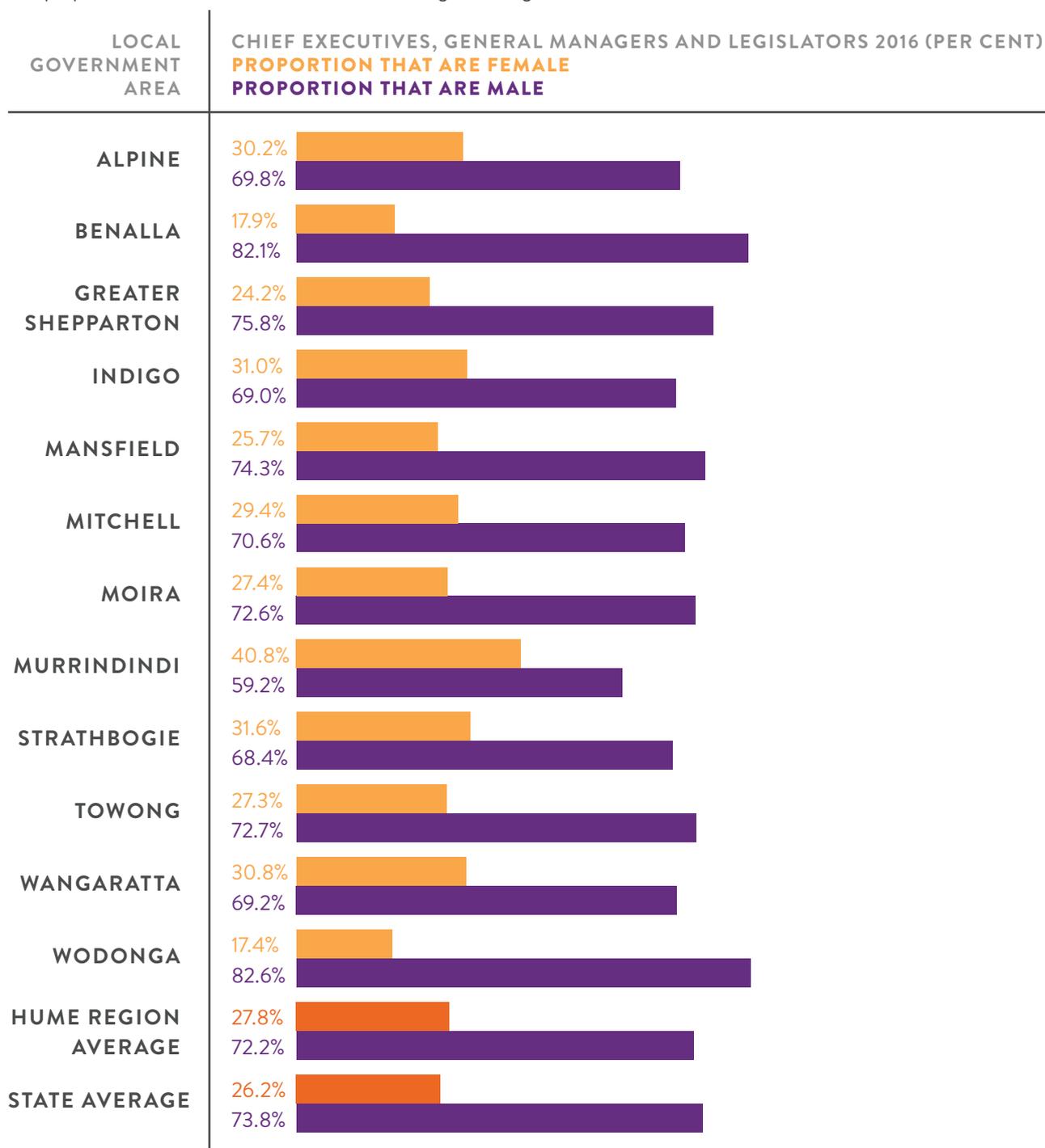
[WATCH this video](#) to learn more about traps in recruitment.

[READ](#) the business case for gender equality.

Local data

SENIOR LEADERSHIP POSITIONS

The proportion of Chief Executives, General Managers or Legislators that are female or male for each LGA.



Source: 2016 Census of Population and Housing, ABS. Census Table: Labour Force Status by Occupation by Sex by LGA, Population: Persons aged 15 years or over. Currency: 2016

Day 12 Thursday 6 December

KEY MESSAGE FOR THE DAY

Traditional ideas of what it is to be a man, and expectations of how men should behave, can limit and prevent men from expressing emotions and engaging in help seeking behaviours.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Suicide is now the leading cause of death for Australian men aged 15 to 44. Men make up an average of six out of every eight suicides every single day in Australia. The number of men who die by suicide in Australia every year is nearly double the national road toll ([Beyond Blue, 2018](#)).

According to research published by the American Psychological Association “individuals who conformed strongly to masculine norms tended to have poorer mental health and less favourable attitudes toward seeking psychological help” ([American Psychological Association, 2016](#)).

Traditional masculine values like toughness and emotional stoicism, along with the desire not to burden others, are barriers that prevent men from seeking help when they're struggling mentally. And when men spiral into depression, isolation and on to the pathway to suicide, the barriers become even bigger ([Beyond Blue, 2016](#)).

INFOGRAPHIC



ACTIONS – LEARN MORE!

[WATCH](#) the series “Man Up” exploring masculinity in Australia.

[WATCH](#) this [interview](#) with Tim Winton discussing masculinity .

[WATCH](#) the [presentations](#) from the key speakers at the WHGNE Men and Masculinity Forum 2018.

Day 13 Friday 7 December

KEY MESSAGE FOR THE DAY

We have a problem with men's violence in Australia. Ninety-five per cent of physical and sexualised assault in Australia is perpetrated by male offenders.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Statistics show 95 per cent of physical and sexualised assault in Australia against men and women is perpetrated by men ([Our Watch, 2018](#)).

Men are more likely to experience violence, with one in two men experiencing violence compared to one in three women ([ANROWS, 2017](#)). All violence is wrong. But there are distinct gendered patterns in the perpetration and impact of violence. Men are more likely to experience violence from other men unknown to them and in a public place; women are most likely to know the perpetrator (often their current or a previous partner) and the violence usually takes place in their home ([Australian Institute of Health and Welfare, 2018](#)).

INFOGRAPHIC



ACTIONS – LEARN MORE!

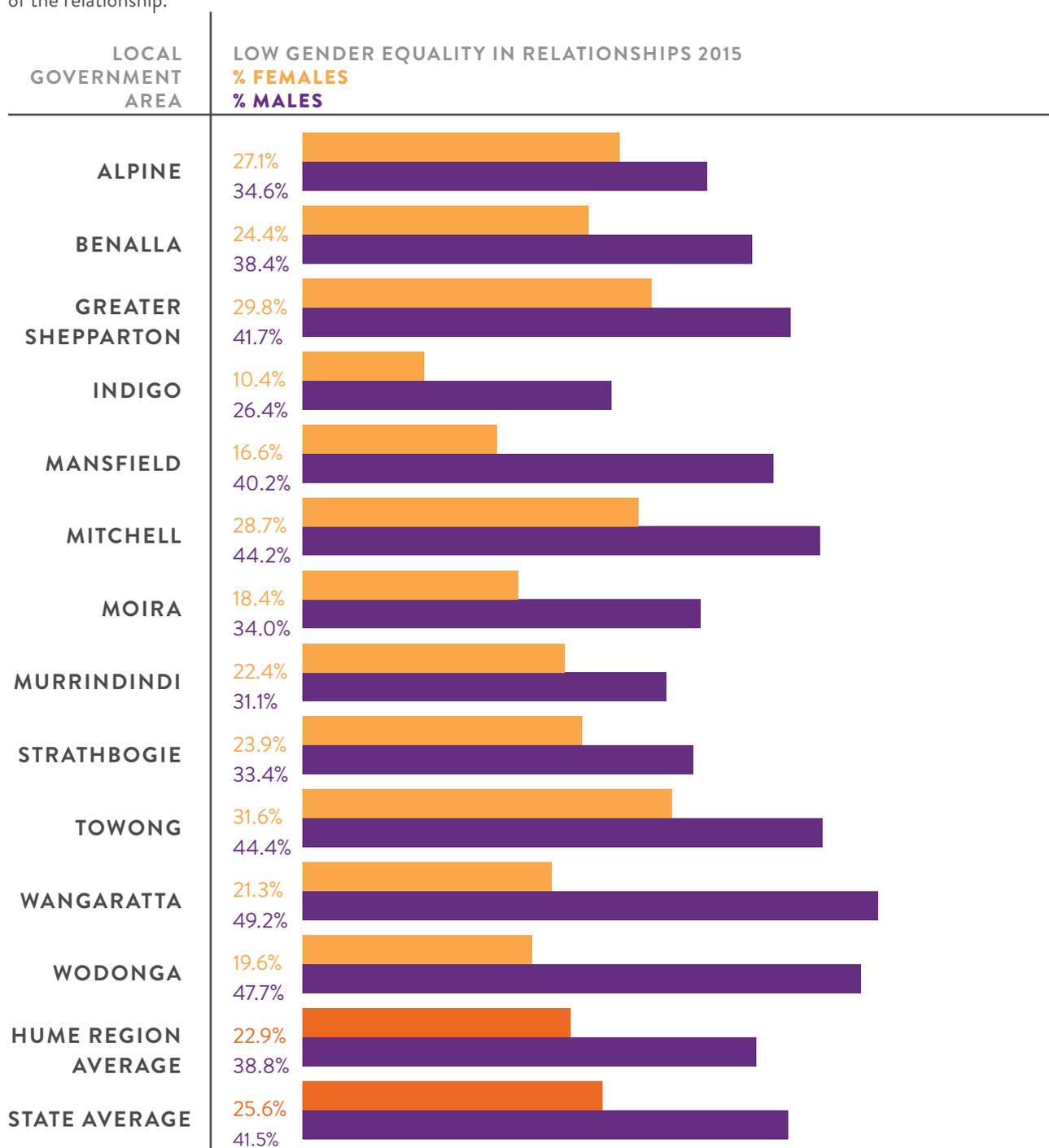
[Watch this video by Tony Porter – A Call to Men](#)

[Watch this video by Jackson Katz – Violence Against Women is a men's issue](#)

Local data

SUPPORT FOR GENDER EQUALITY IN RELATIONSHIPS

This attitudinal indicator is published by the VicHealth Indicators Survey 2015. It measures the number of women and men respondents with low support for gender equality in relationships, divided by the number of respondents of the corresponding sex in each LGA. Low support is calculated based on level of agreement with the following two statements: 1. “Men should take control in relationships and be the head of the household.” and 2. “Women prefer a man to be in charge of the relationship.”



Source: 2015 VicHealth Community Indicators Survey: Low Gender Equality In Relationships Indicator. Currency: 2015

Day 14 Saturday 8 December

KEY MESSAGE FOR THE DAY

Sport plays an important role in the culture of our towns and lives. We know that recognition and media coverage of the best athletes shows us what's possible and inspires us to great heights, but successful women athletes just aren't receiving the same respect as their male counterparts.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Towards a Level Playing Field: Sport and Gender in Australia media report confirms that female sport, compared to male sport, receives significantly less coverage on Australian television, despite the ongoing successes and high standard of female sport. Coverage of women in sport made up only 9 per cent of all sports coverage in Australian television news, while 7 per cent of non-news television programming content was devoted to female sport. Male sport, on the other hand, occupied 81 per cent of television news reporting and 86 per cent of non-news programming ([Inquiry into Women and Girls in Sport and Active Recreation, 2015](#)). Television news reports about female sports on average were 30 seconds shorter than reports on male sports. The relatively low volume of reporting and comparatively low duration of air time given to female sport, when compared to women's success and participation rates, implies that male sports are more important and deserving of attention ([Inquiry into Women and Girls in Sport and Active Recreation, 2015](#)).

INFOGRAPHIC



ACTIONS! LEARN MORE AND WHAT YOU CAN DO!

Use the [Courageous Conversations Sporting Club Handbook](#) to create a more respectful and inclusive culture in your club.

View the [Change our Game](#) website for more resources and information.

Day 15 Sunday 9 December

KEY MESSAGE FOR THE DAY

It is shocking that one in two women still experience sexual harassment. Today we celebrate contemporary movements to end sexism. Join us in recognising #metoo and calling #TimesUp on sexual harassment.

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

Today we celebrate the global movement to end sexism.

The [Me-Too Movement](#) is a movement against sexual harassment and assault. [#MeToo](#) spread virally in October 2017 as a hashtag used on social media in an attempt to demonstrate the widespread prevalence of sexual assault and harassment, especially in the workplace. It followed soon after the sexual misconduct allegations against Harvey Weinstein.

The phrase “Me too” was tweeted by actor Alyssa Milano around noon on October 15, 2017, and had been used more than 200,000 times by the end of the day, and tweeted more than 500,000 times by October 16. On Facebook, the hashtag was used by more than 4.7 million people in 12 million posts during the first 24 hours.

[#TimesUp - Time's Up](#) is a movement against sexualised harassment and was founded on January 1, 2018, by Hollywood celebrities in response to the Weinstein effect and [#MeToo](#). As of February 2018, it has raised \$20 million for its legal defence fund, and gathered more than 200 volunteer lawyers.

INFOGRAPHIC



ACTIONS – LEARN MORE!

Learn more about sexism in the workplace with this resource [recognising and responding to sexual harassment in the workplace: Information for employees](#).

[SHARE this video](#) about Bystander action from Vic Health with colleagues.

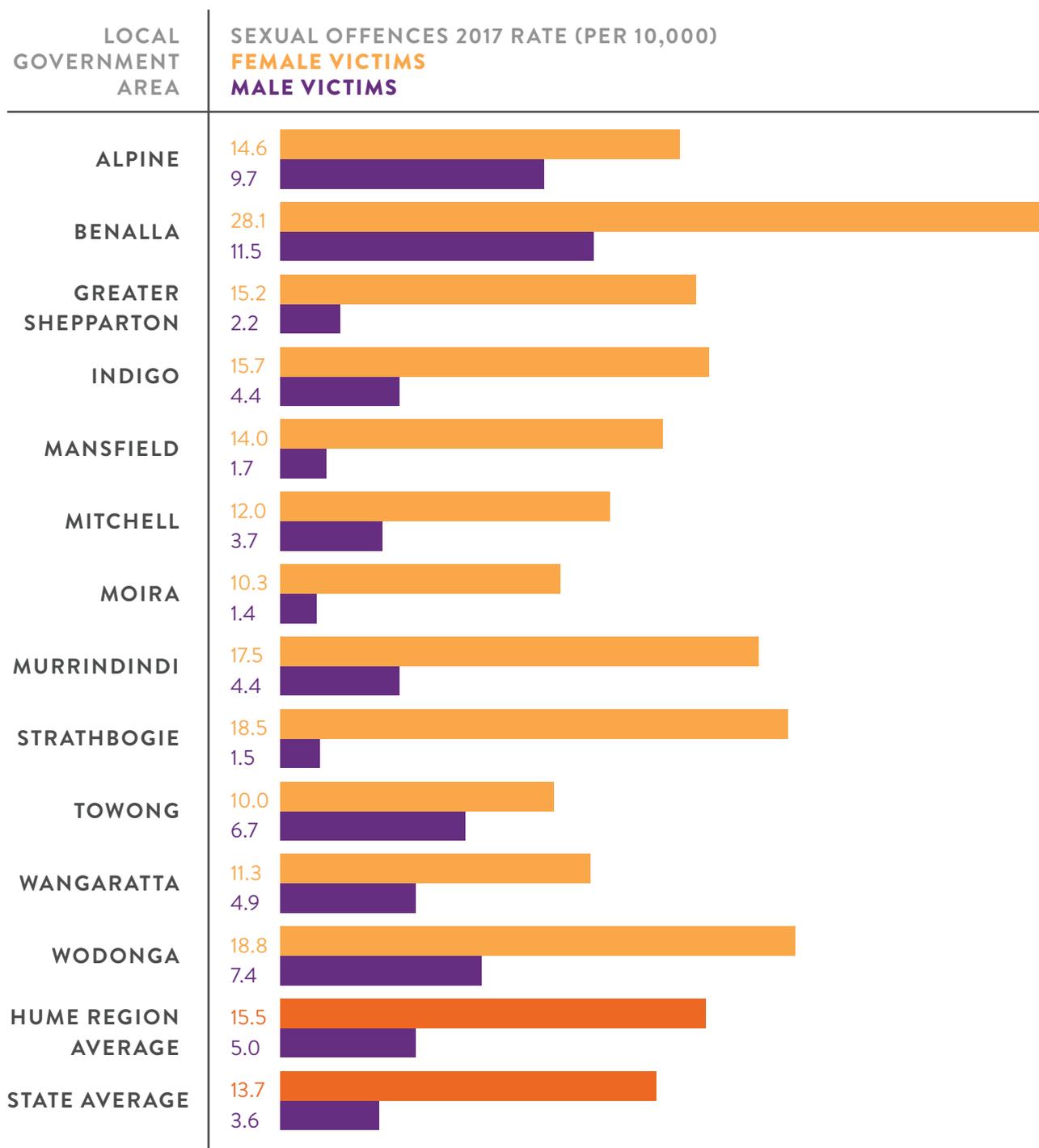
[Watch this video](#) by Laura Bates about Everyday Sexism.

Visit [NOW Australia](#); an organisation dedicated to supporting people who have suffered sexual harassment in the workplace, modelled on Time's Up.

Local data

SEXUAL OFFENCES REPORTED TO POLICE

The rate equals the number of victim reports received in the year period 2017, per LGA, per 10,000 total persons of the corresponding LGA.



Source: Crime Statistics Agency Victoria, Reported Incidents of Sexual Offences by LGA and sex, January 2017 to December 2017; ABS Census 2016. Currency: 2017

Day 16 Monday 10 December

KEY MESSAGE FOR THE DAY

Today we celebrate International Human Rights Day, and ask the question, are we there yet?

[International Human Rights Day](#)

BACKGROUND INFORMATION ABOUT THE KEY MESSAGE

As the 16 days comes to an end, we celebrate the anniversary of the adoption of the Universal Declaration of Human Rights in 1948. What do women's rights have to do with human rights? And how do we know when we have achieved gender equity? In 1995, At the UN Women's Conference in Beijing, Hillary Rodham Clinton had the following to say about human rights. Wouldn't it be great if in 20 years' time, instead of asking, 'Are we there yet?', we can ask, 'Where to next?'

"If there is one message that echoes forth ... let it be that human rights are women's rights and women's rights are human rights.

"As long as discrimination and inequities remain so commonplace everywhere in the world, as long as girls and women are valued less, fed less, fed last, overworked, underpaid, not schooled, subjected to violence in and outside their homes – the potential of the human family to create a peaceful, prosperous world will not be realized.

"Let -- Let this be our -- and the world's -- call to action. Let us heed that call so we can create a world in which every woman is treated with respect and dignity, every boy and girl is loved and cared for equally, and every family has the hope of a strong and stable future. That is the work before you."

- Remarks to the U.N. 4th World Conference on Women Plenary Session

INFOGRAPHIC



ACTIONS – LEARN MORE!

[Visit the Our Watch website](#) to learn more about the role you and your workplace can play in the prevention of violence against women, and promotion of gender equality

CONTINUE THE CONVERSATION ON GENDER AND EQUITY ALL YEAR ROUND!

All the ideas listed in the 16 Days event ideas can be utilised throughout the year to continue and encourage conversations and actions regarding gender and equity.

Other awareness raising days you may wish to celebrate throughout the year include:

6 FEB	FEBRUARY International Day of Zero Tolerance for Female Genital Mutilation	10-16 JUN	JUNE Men's Health Week
11 FEB	International Day of Women and Girls in Science	20 JUN	World Refugee Day
20 FEB	World Day of Social Justice	7-14 JUL	JULY NAIDOC Week
ALL MONTH	MARCH Women's History Month	10 SEP	SEPTEMBER World Suicide Prevention Day
8 MAR	International Women's Day	12 SEP	R U OK Day
21 MAR	International Day for the Elimination of Racism	ALL MONTH	OCTOBER National Work Safe Month
21 MAR	Harmony Day	2 OCT	International Day of Non-Violence
31 MAR	International Transgender Day of Visibility	11 OCT	International Day of the Girl
7 APR	APRIL World Health Day	14-18 OCT	Week Without Violence
28 APR	World Day for Safety and Health at Work	15 OCT	International Day of Rural Women
17 MAY	MAY International Day against Homophobia, Transphobia and Biphobia (IDAHOBIT)	25 NOV	NOVEMBER International Day for the Elimination of Violence against Women
26 MAY	National Sorry Day	16 NOV	16 Day of Activism Campaign
27 MAY - 3 JUN	National Reconciliation Week	10 DEC	DECEMBER No Gender December
		3 DEC	International Day of People with a Disability
		10 DEC	International Day of Human Rights



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WOMEN'S HEALTH
GOULBURN NORTH EAST

Challenging inequity, embracing diversity.