



Campaign Guidelines 2023



16 Days of Activism Against Gender-Based Violence

These guidelines have been developed to help you participate in the UN women international 16 Days of Activism 2023 initiative, based on the theme of [Let's Chat Gippsland](#).

25 November - 10 December 2023



What is Let's Chat Gippsland ?

“Let's Chat Gippsland” is the localised regional campaign for promoting the 16 Days of Activism against Gender Based violence (herein referred to as the 16 DoA) in Gippsland for 2023

The campaign provides a regional framework that guides a localised approach. The campaign was selected by Prevention of Violence against Women (PVAW) networks via a survey in 2023.

In previous years, many PVAW networks have individually promoted the 16 DoA. Evaluation from previous year's campaigns has informed us that a more coordinated approach would be beneficial for the community. Gippsland Women's Health (GWH) are coordinating this work across the region as GWH are the lead organisation for PVAW in Gippsland.





Who is this guide for

These campaign guidelines have been developed to assist Gippsland PVAW networks to work together to implement the regional campaign.

There are two main uses for this guide.

1. Support the region wide, activity-specific **working groups** to deliver their activities
2. Provide support to **PVAW networks and interested community groups** wanting to link their own individual, place-based activities to the regional theme, if desired.

The guide will also assist organisations to undertake the regional campaign in collaboration with state-wide funding/grants.



About the Campaign

Key Message or Call to Action:

We want people to have **conversations to create change.**

We want their conversations to be about the four actions we can do to prevent violence against women:

1

CHALLENGE

condoning of violence against women.

2

PROMOTE

women's independence and decision-making in public life and relationships.

3

BUILD

new social norms that foster personal identities not constrained by rigid gender stereotypes.

4

SUPPORT

men and boys in developing healthy masculinities and positive, supportive male peer relationships.

About the Campaign

What do we hope to achieve?

People who live, work or study in Gippsland:

- Will engage in a conversation(s) about PVAW or gender equality
- Will improve their understanding of the actions they can take to PVAW
- Will challenge their own preconceived beliefs around PVAW or gender equality

What is the concept based on?

The concept is based on the [Change the Story Framework](#) which highlights the key actions we need to take to prevent violence against women. In Gippsland and across Australia, concerning attitudes and beliefs in relation to gender equality and PVAW still exist. Data from the most recent National Community Attitudes towards Violence against Women Survey (NCAS) found that 2 in 5 people mistakenly believe that domestic violence is perpetrated by men and women equally, despite recent ABS Personal Safety Survey* evidence, which revealed most victim-survivors name a male perpetrator. It also showed that even though 91% of respondents believe violence against women is a problem in Australia, only 47% believe it is a problem in their own suburb or town.**

One strategy for achieving attitude change is awareness raising and education. Through conversations, we have the potential to influence attitudes, beliefs and behaviours. With this in mind, [Let's Chat Gippsland](#) has been designed to invite the community to be involved in conversations where they are able to learn more, challenging their existing beliefs and ask questions to better their understanding.

The campaign will support people to have conversations that will help them to consider their attitudes and beliefs and discover **evidence-based actions** they can take to help prevent violence against women and girls.

*Source: [ABS Personal Safety Survey](#)** [NCAS Summary Report](#)

Guiding Principles

How to use the messaging

Talk about the Actions to Prevent Violence Against Women (PVAW)

All conversations under the [Let's Chat Gippsland](#) campaign should center back to one or more of the evidence based actions to prevent violence against women and girls as detailed by Our Watch in the Change the Story Framework, the National framework for the primary prevention violence against women and girls (2nd edition).

These actions are:

- **Challenge** the condoning (excusing or tolerating) of violence against women
- **Promote** women's independence and decision-making in public life and relationships
- **Build** new social norms that foster personal identities not constrained by rigid gender stereotypes
- **Support** men and boys in developing healthy masculinities and positive, supportive male peer relationships

Tell our Story

In line with recent [research by Common Cause Australia](#), we need to tell our story: that violence is preventable if we do the above actions. Have **conversations** with people who are potentially persuadable. Focus on sharing our story of the actions we can all take to prevent VAW, rather than talking to or myth busting our opponent's story.

Focus on *Causation* not Outcome

Ensure all your activities under the [Let's Chat Gippsland](#) campaign are framed to be talking about the causation or problem rather than the negative outcome/result. We want our messages to focus on **unequal expectations, pressures and treatment of people based on gender**.

For example; say "*women are more likely to be judged than men for not doing housework and end up doing the majority of it*", as opposed to "*women still do significantly more housework than men in Australia*"

Guiding Principles

continued

Focus on *Solutions* rather than Problems.

Persuadable audiences are more motivated by solution focused messages than those which talk in depth about the problem.

Persuadable people are less likely to agree that there is a problem but more likely to support a solution.

For example, say "*Boys raised free from masculine stereotypes are more likely to enjoy healthy, respectful relationships later in life*", as opposed to "*boys raised according to outdated masculine stereotypes are more likely to abuse their partner later in life*".



Talk is action.

Remind people that a lot of social and attitude change starts with a simple conversation.

By encouraging our community to talk (and learn) we are contributing to actions that prevent violence against women.

How to include the campaign in your local activities

Focus your activities around the opportunity for formal or informal conversations.

- Arrange to host active bystander training in your community and use the slogan to promote the event for example; *“Let’s Chat...about being an active bystander”*
- Coordinate a community ‘vox pop’ event where you interview people about how they are an ally in PVAW
- Encourage your book club to read a book which challenges gender stereotypes and hold a discussion with the group after reading the book to explore the topic further
- Arrange a **guest speaker to talk about gender equality** or other relevant issues to your workplace, school or community group. Check out [Booked Out Speakers Agency](#) or [Speaking Out Speakers Agency](#) to find a speaker.
 - Carefully consider who you will invite to speak at your event and include women as speakers, leaders and/or experts.
 - Work towards shifting gender inequality by elevating women’s voices and experiences.
- Coordinate a **“walk and talk” event** where attendees can walk alongside trusted community members to ask questions and discuss PVAW
- Adapt the campaign to be appropriate for your community. For example; if you are working with multicultural communities.

If you are looking for further ideas for activities, have a look at pages 74-78 of the Our Watch resource [Putting the Prevention of Violence Against Women into Practice](#) for more examples.

Use the logo and campaign collateral to add to your existing activities.

- Include the Let’s Chat Gippsland logo in your email signature
- Hand out stickers at your event (to be provided)
- Share the social media tiles (to be provided)
- Use the Let’s Chat Gippsland zoom background for any online events you are hosting



A note on combining with other campaigns.

We acknowledge that in previous years Respect Victoria has provided resources and funding to support the promotion of messages related to equality and respect during the 16 DoA.

This year's campaign is yet to be announced therefore we cannot advise completely about how our regional message will align with that of the State Government. We recommend that organisations follow the guidelines attached to any funding.

The Let's Chat Gippsland campaign has been designed to allow for collaborative approaches to the 16 DoA. Where possible, we encourage you to use both messages to complement each campaign. For example, if Respect Victoria's message is "Respect is" you could combine "*Let's Chat about...what respect is...*" Further advice will continue to be provided as necessary and as it becomes clearer what the Victorian government messaging will be.





A note on engaging men and boys.

Engaging with men and boys is fundamental to preventing violence against women. If prevention efforts more effectively engage with men and boys, programs and initiatives will reach more people and this will lead to greater community and attitudinal change*.

Engaging men and boys in the **Let's Chat Gippsland** campaign is essential. Take a look at the following helpful resources to give you some ideas of how you can include men and boys into your activities:

- [Engaging Men-reducing resistance and building support](#)
- [Working Together with Men: How to create male allies for gender equity in your community](#)
- [Men in Focus: Unpacking masculinities and engaging men in the prevention of violence against women \(Our Watch\)](#)

*Source: ([Engaging_Men-Reducing_Resistance_and_Building_Support_final.pdf \(easternhealth.org.au\)](#))

A note on Intersectionality

This guide does not go into detail in regards to how to ensure your activities are intersectional and are appropriate for all audience.

It is necessary for each PVAW network or group to apply an intersectional lens to their own activities. We recommend this is done by **engaging with expert intersectional partners** (Aboriginal health services, multicultural services, disability support services etc.) to ensure that the activities you create are suitable and engaging for all people in Gippsland.





Campaign
Collateral
and Branding

Let's Chat Gippsland Logo

The logo and its various versions will be supplied to members of each working group. It will also be available upon request to enquiries@gwhealth.asn.au for use with promotional activities outside of working group activities

Size

Standard: 25 x 25mm or 200px
Minimum: 5 x 5mm or 150px

To ensure the logo remains legible, do not use the logo smaller than the minimum size as above.

Colour

The logo has been supplied in two single colour variations - orange / white and black / white - to align with 16DOA branding, and to allow for flexibility of use across campaign collateral.

Primary Logo

The Let's Chat Gippsland logo is in the form of a speech bubble, to bring emphasis to the theme of conversation for change. The colour orange has been used to bring connection between 'Let's Chat Gippsland' and 16 Days of Activism / Preventing Violence Against Women.

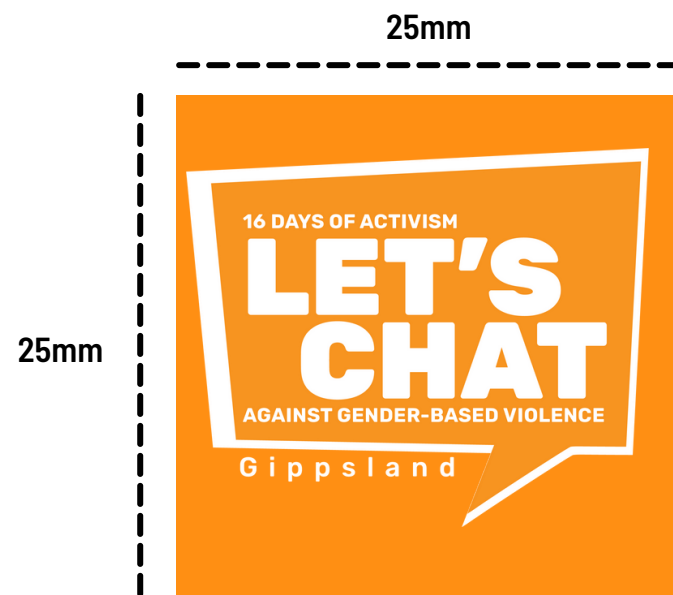
Orange with transparent background



Orange on white background



Inverted on orange background



Black with transparent background



Black on white background



Inverted on black background



■ #FF8F13 ■ #000000



Let's Chat Gippsland Logo

Misuse

1. No effects should be applied to the logo; including but not limited to shadows/drop shadows, glows, blurs and embossing.
2. The logo should not appear in any colours outside of the approved primary colours.
3. The logo should not be rotated or skewed in any way.
4. The logo should not appear over any background or image that limits legibility.
5. Do not re-typeset the logo or attempt to recreate the logo.
6. Do not rearrange or realign the logo.
7. Do not stretch or distort the logo.



Let's Chat Gippsland Fonts and Colours

Headings

Barlow SemiCondensed B
ABCDEFGHIJKLMN OPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz

Primary

■ #FF8F13 ■ #000000 □ #FFFFFF

Secondary

■ #F9DBBA ■ #158B47 ■ #BBEBCF

Body Text / Fine Print

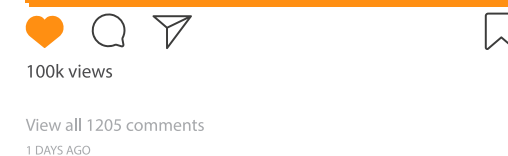
Rubik Light
ABCDEFGHIJKLMN OPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz

Let's Chat Gippsland Collateral

We will be producing stickers, email signatures, zoom background, bumper stickers etc.

Social media tiles (coming soon)

A Q&A session will be arranged closer to November to explain how to use the campaign collateral.



Pictured images are examples only. Not final.



Key Points to Remember

A **coordinated effort** will ensure we have the biggest impact as a region - we want to make sure that our communities are receiving a **clear and concise** message.

- The 16 DoA is about **primary prevention** (preventing violence against women before it starts), therefore our messages need to focus on preventing violence *not* responding to violence that has already occurred
- Always start your messages with a **positive vision that is solutions focused** - make sure that conversations are giving people clear actions they can take to PVAW. See guiding principles (*Talk about the actions to prevent VAW, pg 33 and 45 of CTS*)
- The 16 DoA addresses gender based violence. **Gender based violence is defined by the UN** as “harmful acts directed at an individual or a group of individuals based on their gender. It is rooted in gender inequality, the abuse of power and harmful norms. The term is primarily used to highlight the fact that structural, gender-based power differentials place women and girls at risk for multiple forms of violence”.
 - **GBV disproportionately affects women and girls.**
 - One in 6 Australian women and 1 in 16 men have been subjected, since the age of 15, to physical and/or sexual violence by a current or previous cohabiting partner)
 - Almost 1 in 5 women (18%) and 1 in 20 men (4.7%) have experienced sexual violence (sexual assault and/or threats) since the age of 15*
 - Around 95% of all victims of violence (both male and female) reported experiencing acts of violence - physical or sexual assault, or threats - from a male perpetrator**

This data tells us that it is essential that we **focus on preventing men’s VAW** in this campaign.

*Source: [Family, domestic and sexual violence in Australia, 2018, Summary - Australian Institute of Health and Welfare \(aihw.gov.au\)](#).

** Source: [\(ABS, 2013\) 4906.0 - Personal Safety, Australia, 2012 \(abs.gov.au\)](#).

Useful Resources

The following are useful documents which can help you to **write effectively about gender equality and masculinities**.

The recommendations in these guides have been created based on research which tested the **words and language that are most appealing to a persuadable audience**.

- [Framing Gender Equality Guide](#)
 - Read up on how to write a Vision, Barrier, Action based message.
- [Framing Masculinities Guide](#)

The below resources may be helpful in preparing you for any potential backlash or resistance you may face while delivering your 16 DoA activities.

- [Speaking Publicly about PVAW](#)
 - This includes some excellent evidence backed responses which you can use when common challenging questions arise
- [Responding to resistance - Partners in Prevention](#)
- [VicHealth \(En\)countering Resistance Report](#)

Making the Link training

- [Five \(5\) modules, including Active Bystander Training](#)





Need more information? Contact us.

Gippsland Women's Health
enquiries@gwhealth.asn.au

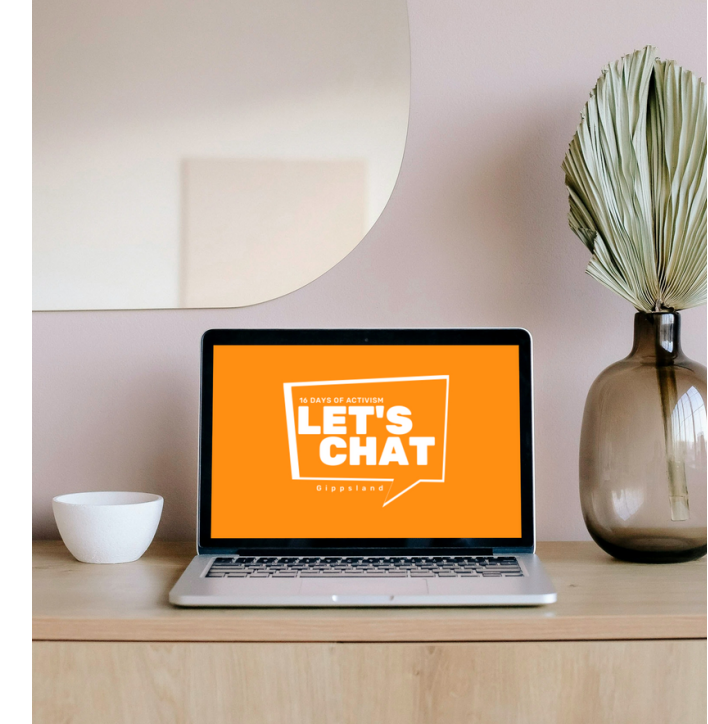
GWH

We acknowledge the Gippsland Aboriginal communities and their rich culture. We acknowledge the Aboriginal people as Australia's first peoples and as the custodians of the land and water on which we live, work and play.



Let's Chat Website

URL / Domain:
<https://16daysgippsland.com.au/>



Creative Direction

- Simple, clean, and calm aesthetics
- Visual References
 - [Bed Threads](#)
 - [Melbourne \(broadsheet.com.au\)](https://broadsheet.com.au)
 - [Go-To | Uncomplicated Skin Care That Actually Works \(gotoskin.com\)](https://gotoskin.com)
- Functional References
 - [Jean Hailes](#) - Women's Health Week
 - Gippsland Family Violence Alliance
- Shapes: speech bubbles, circles

GWH to provide

- Content / copy
- Resources
- Videos (to be played on website)
- Podcast links

Homepage Menu Options (Horizontal tabs with hover function)

- About 16 DOA
- Let's Chat Gippsland
 - Podcasts
 - Videos
 - Blog
 - Events (with calendar)
- Partners
- Resources
- Contact

Quick Exit button required (with browser history erased)

Flags required

- Aboriginal flag
- Torres Strait flag
- Pride / LGBTQIA+ flag

Footer acknowledgements:

Let's Chat Gippsland acknowledges the traditional custodians of Gippsland and we pay our respects to Elders past and present. We recognise Aboriginal and Torres Strait Islander people as a sovereign people who have never ceded their sovereignty of this land and we acknowledge Aboriginal and Torres Strait Islander people's human right to self-determination. We are committed to working in solidarity and partnership with Aboriginal and Torres Strait Island people to improve women's, children's and men's health, safety and wellbeing.

We welcome lesbian, gay, bisexual, trans, gender diverse, intersex and queer (LGBTIQ) into our services and into the mission of Let's Chat Gippsland.

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