

# 16 DAYS OF ACTIVISM

## Against Gender-Based Violence Campaign Tool Kit

A tool kit to assist individuals and organisations to participate in the  
**16 Days of Activism Against Gender-Based Violence Campaign**  
in the northern metropolitan region of Melbourne.

*The cover photo was taken at WHIN's 2016 Victoria Against Violence event, part of the One Million Stars to End Violence Project. Photographer: Tajette O'Halloran*

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Women's Health In the North acknowledges the support of the Victorian Government.

Women's Health In the North acknowledges Victorian Aboriginal people as the Traditional Owners of the land on which we provide our services. We pay our respects to their Elders past and present and recognise the ongoing living culture of all Aboriginal people. We express commitment to Aboriginal self-determination and our hope for reconciliation and justice.

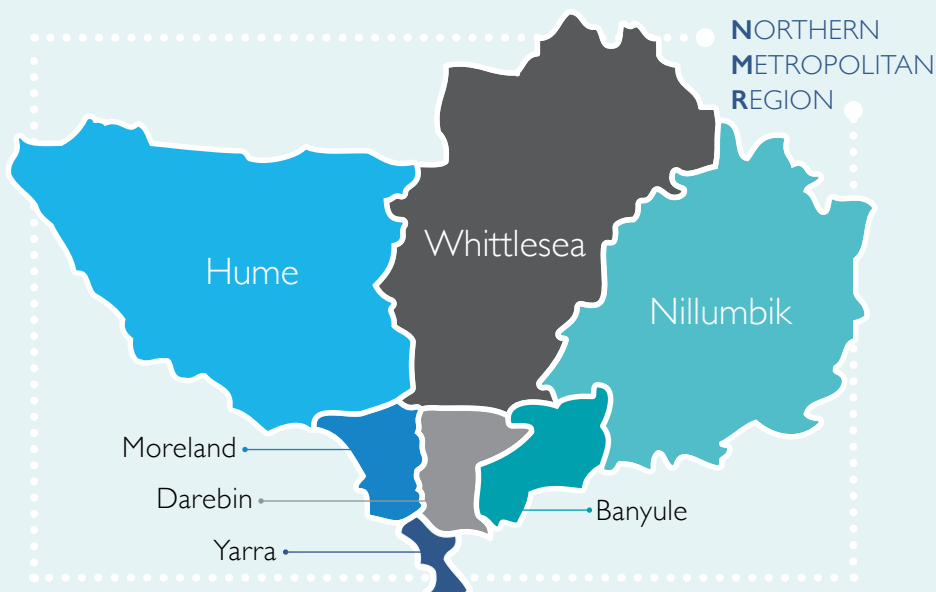
# Contents

- About this Tool Kit ..... 2
- If You or Someone You Know Needs Help ..... 2
- What is the 16 Days of Activism Against Gender-Based Violence Campaign? ..... 3
- What are the Campaign Objectives? ..... 3
- Gender-Based Violence and Violence Against Women Statistics ..... 4
- Themes ..... 5
- Significant Days in the Campaign ..... 5
- Respect Victoria ..... 5
- What is WHIN Planning for the 16 Days Campaign? ..... 6
- What can you do during the 16 Days Campaign? ..... 7
- Tips for Creating Your Own Challenges or Pledges: ..... 8
  - Media release ..... 9
  - Website post ..... 10
  - Newsletter item ..... 10
  - Facebook posts ..... 11
  - Tweets ..... 12
- Reflection and Evaluation ..... 12
- Additional Resources ..... 13
- References ..... 13

## About this Tool Kit

Women's Health In the North (WHIN) has created this tool kit to assist organisations and individuals in the northern metropolitan region (NMR) of Melbourne to participate in the *16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign)*.

This tool kit summarises information about the *16 Days Campaign* and provides examples of action that can be taken.



## IF YOU OR SOMEONE YOU KNOW NEEDS HELP

**If you are in immediate danger, call 000.**

**Safe Steps:** For confidential support and information call **1800 015 188** family violence response line open 24/7.

**1800 Respect: 1800 737 732.** The national sexual assault and family violence counselling service. 24/7 phone and online services.

**Men's Referral Service: 1300 766 491.** Professional support and information service for Australian men. 24/7 phone and online services.

## What is the 16 Days of Activism Against Gender-Based Violence Campaign?

The *16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign)* is a global campaign dedicated to ending violence against women and girls. It is an opportunity for individuals and organisations to call for an end to gender-based violence and appeal to governments to respond to and end violence against women. It is not a single event in any one location but rather a coordinated campaign of local, national, regional and international initiatives around the world.

The *16 Days Campaign* runs from 25 November, which is the *International Day for the Elimination of Violence against Women*, to 10 December, *International Human Rights Day*. These days were chosen in order to symbolically link violence against women and human rights and to emphasise that violence against women is a violation of human rights.

The campaign was started by the Centre for Women's Global Leadership in 1991. In 2018, the Centre launched a new digital platform to provide an interactive hub for *16 Days Campaign* information. Visit the Centre for Women's Global Leadership's *16 Days Campaign* website to learn more: <https://16dayscampaign.org/about-the-campaign/>



▲ *16 Days Campaign website*

## What are the Campaign Objectives?

The *16 Days Campaign* has been used by individuals and groups around the world to call for the elimination of all forms of violence against women by:

- ▲ Raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels;
- ▲ Strengthening local work around violence against women;
- ▲ Establishing a clear link between local and international work to end violence against women;
- ▲ Providing a forum in which organisers can develop and share new and effective strategies;
- ▲ Demonstrating the solidarity of women around the world organising against violence against women; and
- ▲ Creating tools to pressure governments to implement promises made to eliminate violence against women.

# Gender-Based Violence and Violence Against Women Statistics

Violence against women is a pervasive human rights violation, a public health crisis, and an obstacle to equality, development, security and peace.

Forms of gender-based violence include, but are not limited to: domestic violence, sexual abuse, rape, sexual harassment, trafficking in women, and forced prostitution. In addition, women's multiple and intersecting

identities based on class, race, ethnicity, religion, sexuality and citizenship status can serve to increase oppression and experience of violence.

For more information about the prevalence of violence against women in Melbourne's NMR, please refer to the Women's Health Atlas at <http://victorianwomenshealthatlas.net.au>.

## VIOLENCE AGAINST WOMEN

..... costs Australia .....

**\$21.7 billion**

each year



In Australia, **ONE IN THREE WOMEN** have experienced physical violence



and **ONE IN FIVE** have experienced sexual violence since the age of 15.



**10**  
FAMILY VIOLENCE  
HOMICIDES IN THE NMR



**Figure 1:** Violence Against Women Statistics (Women's Health Victoria 2019 ; Destroy The Joint, 2019)

## Themes

The *16 Days Campaign* chooses a theme each year in consultation with women's human rights advocates from around the world to reflect issues that are important and widely relevant.

Various organisations set themes, and you may want to set your own theme. If you'd like to align with an existing campaign, you can check out Respect Victoria, UN Women, United Nations Secretary-General's UNiTE to End Violence against Women Campaign (UNiTE) Centre for Women's Global Leadership or GENVIC.

## Significant Days in the Campaign

**This 16 day period also highlights other significant dates, including:**

**November 25th** – International Day for the Elimination of Violence Against Women

**November 29th** – International Women Human Rights Defenders Day

**December 1st** – World AIDS Day

**December 2nd** – International Day for the Abolition of Slavery

**December 3rd** – International Day of Persons with Disabilities

**December 5th** – International Volunteer Day for Economic and Social Development

**December 6th** – The Montreal Massacre

**December 10th** – International Human Rights Day



## Respect Victoria

Respect Victoria is an independent Statutory Authority focused on the primary prevention of family violence for all Victorians. That means stopping violence before it starts, by changing the culture that allows it to happen. Respect Victoria was established under the Prevention of Family Violence Act 2018, in order to fulfil recommendation 188 of the Royal Commission into Family Violence. It leads on two key areas: research and evaluation, and community engagement. Respect Victoria works with Our Watch, ANROWS, VicHealth and women's health services in preventing gender-based violence. Respect Victoria provides leadership for the *16 Days Campaign* with its own theme of **Respect Women: Call it Out** and themed collateral.



## What is WHIN Planning for the 16 Days Campaign?

WHIN provides leadership across the NMR in the prevention of violence against women. This includes leading the implementation and evaluation of the *Building a Respectful Community Strategy 2017–2021*, a regional strategy to prevent violence against women endorsed by 26 organisations across the NMR.

Each year WHIN leads the *16 Days Campaign* in the region and rolls out '16 Actions for 16 Days', a social media campaign across the 16 days featuring one action per day that we can all take to prevent gender-based violence. These are simple, everyday actions that everyone can do.

WHIN offers tailored resources and activities based on the theme of Respect Women: Call it out. Activities from previous years include holding an 'Intersectionality and the Prevention of Violence Against Women Forum' developing and releasing a video showcasing the commitment of leaders in the NMR by making visible their efforts to embed gender equitable processes in the workplace, lantern making workshops with community groups, workplace training and presentations at events.

For more details on these activities please visit our website [www.whin.org.au](http://www.whin.org.au)

“WHIN provides leadership across the NMR in the prevention of violence against women.”



WHIN's '16 Actions for 16 Days' project



## What can you do during the 16 Days Campaign?

Participate in WHIN's '16 Actions for 16 Days', by sharing WHIN's social media posts, or posting photos of yourself or colleagues displaying a placard with one of WHIN's 16 Days actions. Please contact us via [info@whin.org.au](mailto:info@whin.org.au) for a copy of our actions.

Events planned around the world during the *16 Days Campaign* take a variety of forms. You are only limited by your imagination. At a local level, individuals and organisations can get involved in a variety of ways:

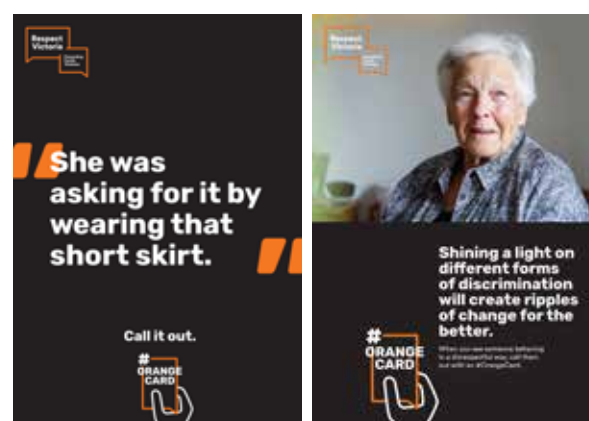
- Attend the Walk against Family Violence (WAFV) or a walk occurring in your local area. Visit the WAFV Facebook page for more details.
- Convene an art exhibition.
- Hold a film screening.
- Hold an event showcasing local talent e.g. women's choir.
- Collaborate with men's spaces e.g. Men's Shed to hold events that challenge gender stereotypes.
- Use Respect Victoria's stencils to paint *16 Days Campaign* messaging on pavements and walls.
- Hold an information session or convene a panel discussion about gender-based violence.
- Host a fundraiser for local family violence services such as Safe Steps.
- Put up a Respect Victoria display in your staff room. Resources can be accessed via the Respect Victoria website.
- Promote what you're doing or support other groups' campaigns via social media, a website post or newsletter item, or a media release.
- You can also participate in Centre for Women's Global Leadership's 16 Days Facebook page and check out their 16 Days digital platform.

Your events or activities may celebrate the prevention work in your locality. They can also be an opportunity to engage with groups in the community that have not previously participated in the 16 Days Campaign or be aware of how they can prevent gender-based violence.

You can follow WHIN's campaign on our Facebook and Twitter feeds. Make sure to like our pages to stay informed and join the conversation.



◀ Walk against Family Violence



▲ Respect Victoria posters ▲

Centre for Women's Global Leadership's 16 Days Facebook page ▶



## Tips for Creating Your Own Challenges or Pledges:

- Simplify.
- Keep them short and sharp.
- Keep them manageable.
- Link them in with your current work so they 'piggy back' on work you are currently doing.
- Make them SMART (specific, measurable, achievable, realistic and time-related).
- Align them with your organisations' vision and goals.
- Align them with the Change the Story essential actions to prevent violence against women (see figure 2).

### ESSENTIAL ACTIONS that will prevent violence against women:

**CHALLENGE**  
condoning of  
violence against  
women

**PROMOTE**  
women's  
independence &  
decision-making

**CHALLENGE**  
gender  
stereotypes  
and roles

**STRENGTHEN**  
positive, equal  
and respectful  
relationships

**Promote and normalise GENDER EQUALITY in public and private life**

**Figure 2:** The essential actions to prevent violence against women (Our Watch et al., 2015)

The following templates have been supplied to support you in participating in the campaign:

▲ Media release



▲ Facebook posts



▲ Website post



▲ Tweets.



▲ Newsletter item





## Join Global Action to End Gender Violence



[Organisation name] has joined with thousands of organisations around the world calling for an end to violence against women, as part of the 16 Days of Activism Against Gender-Based Violence Campaign.

The 16 Days Campaign runs annually from 25 November, the International Day for the Elimination of Violence Against Women, to 10 December, International Human Rights Day. These dates were chosen to emphasise that violence against women is a violation of human rights. This global campaign is dedicated to ending gender-based violence and raising awareness about the impact of violence against women. In 20XX, the campaign continues, with a new theme for this year: [Insert theme].

[Include information about your organisation's event/s or online activities]

[Organisation name] and Women's Health In the North are just two of many thousands taking action for this year's campaign. Women's Health In the North CEO, Helen Riseborough, said the impact of violence against women around the world is devastating for individuals, families, community and society.

'This is an opportunity for individuals and organisations to put a spotlight on violence against women in the northern region,' Ms Riseborough said. 'We must raise our voices to appeal to governments in Australia and internationally to take action to respond to, and prevent, violence against women.'

The 16 Days Campaign encourages women and men to take a lead in their communities and networks, by speaking out about gender violence and challenging the attitudes that allow violence to continue in our society. In 2016/2017 in the northern metropolitan region of Melbourne, there were 12,286 family violence incidents reported to police. There were also 1,929 sexual assault offences reported to police. [You may update this data using Crime Statistics Agency or Women's Health Victoria Women's Health Atlas] Many women experiencing violence do not report it to the police so these figures are likely to underestimate the rates.

[Include information about what your organisation is doing to prevent violence against women]

For more information and to take action:

- **Website:** Visit the Centre for Women's Global Leadership's 16 Days Campaign digital platform to share information and resources.
- **Facebook:** Follow the international campaign and the Women's Health In the North campaign.
- **Twitter:** Follow the international campaign @16DaysCampaign or Women's Health In the North campaign @whinwomen

- ends -

## Website Post



The 16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign) is a global campaign dedicated to ending gender-based violence and raising awareness about the impact of violence against women. The campaign runs from International Day for the Elimination of Violence Against Women (November 25) to International Human Rights Day (December 10) to emphasise that violence against women is a violation of human rights.

The campaign encourages women and men to take the lead in their communities and networks by speaking out about gender violence, challenging violence supportive attitudes, and calling on governments to respond to and end violence against women.

The 16 Days Campaign originated from the first Women's Global Leadership Institute (WGLI) coordinated by the Center for Women's Global Leadership in 1991. In 20XX, the campaign continues, with a new global theme for this year: *(insert theme)* For more information about the campaign visit the 16 Days Campaign website at <https://16dayscampaign.org/>

For more information on work occurring in Melbourne's northern region to prevent violence against women, visit the Women's Health In the North website. For statistics on violence against women and family violence in the Northern Metropolitan Region, visit the Women's Health Atlas website.

## Newsletter Item



The 16 Days of Activism Against Gender-Based Violence (16 Days Campaign) is fast approaching with hundreds of events happening all across the globe from November 25 to December 10. The 16 Days Campaign is a global initiative dedicated to ending gender-based violence and raising awareness about the impact of violence against women. The campaign runs from International Day for the Elimination of Violence Against Women (November 25) to International Human Rights Day (December 10) in order to symbolically link violence against women and human rights.

You can become involved in the campaign online by following the official 16 Days Campaign on Facebook and Twitter and visit Women's Health In the North's website, Facebook, Twitter for a regional focus on efforts to prevent and eliminate violence against women. For more information about the campaign, please visit the 16 Days Campaign website.



“The **16 Days Campaign** originated from the first Women's Global Leadership Institute (WGLI) coordinated by the Center for Women's Global Leadership in 1991. ”

## Facebook



- On Facebook, follow the international 16 Days Campaign page, Respect Victoria and WHIN's Facebook page
- Post status updates about the campaign or share others' posts
- Change your profile picture to the 16 Days logo or Respect Victoria logo

### Sample posts:



[Your Facebook account name] shared a post. 9 hrs · 🌐

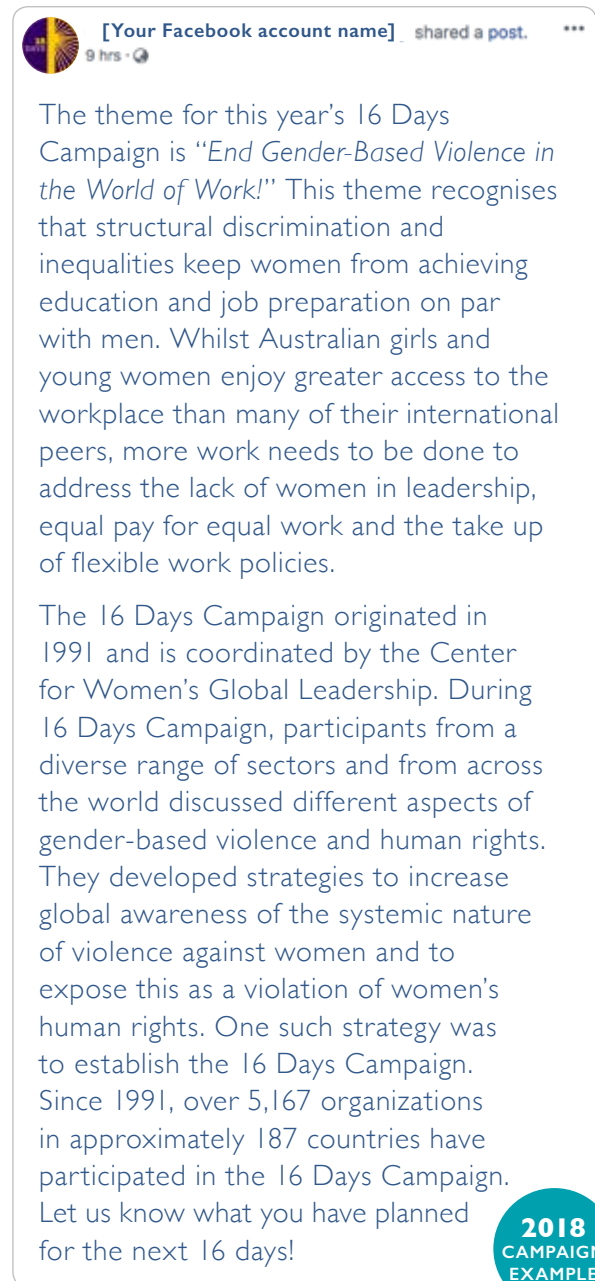
The 16 Days of Activism Against Gender-Based Violence (16 Days Campaign) is a global campaign working to end gender-based violence and raising awareness about the impact of violence against women. 1 in 3 women worldwide will experience violence at some point in their lifetime... Please join the 16 Days Campaign by changing your profile picture to the 16 Days logo and helping to spread the word about violence against women.



[Your Facebook account name] shared a post. 9 hrs · 🌐

To kick off the 16 Days of Activism Against Gender-Based Violence (16 Days Campaign), we invite all Facebook users to change their profile pictures to the 16 Days Campaign logo for the duration of the campaign. Help spread the word and bring awareness to gender-based violence and end gender based violence in the world of work by changing your profile picture and inviting your friends to change theirs.

Download the campaign logo here and upload it as your profile picture.



[Your Facebook account name] shared a post. 9 hrs · 🌐

The theme for this year's 16 Days Campaign is *"End Gender-Based Violence in the World of Work!"* This theme recognises that structural discrimination and inequalities keep women from achieving education and job preparation on par with men. Whilst Australian girls and young women enjoy greater access to the workplace than many of their international peers, more work needs to be done to address the lack of women in leadership, equal pay for equal work and the take up of flexible work policies.

The 16 Days Campaign originated in 1991 and is coordinated by the Center for Women's Global Leadership. During 16 Days Campaign, participants from a diverse range of sectors and from across the world discussed different aspects of gender-based violence and human rights. They developed strategies to increase global awareness of the systemic nature of violence against women and to expose this as a violation of women's human rights. One such strategy was to establish the 16 Days Campaign. Since 1991, over 5,167 organizations in approximately 187 countries have participated in the 16 Days Campaign. Let us know what you have planned for the next 16 days!

**2018**  
CAMPAIGN  
EXAMPLE



[Your Facebook account name] shared a post. 9 hrs · 🌐

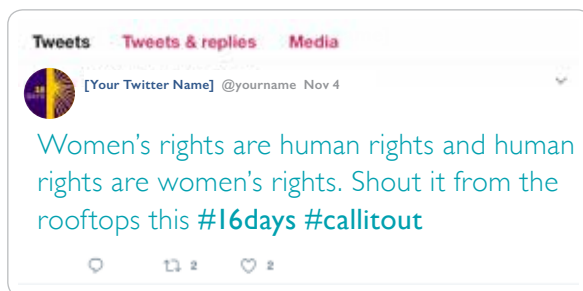
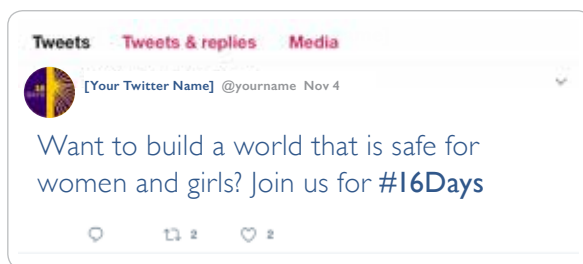
Did you know that women with disabilities are 40% more likely to be victims of family violence than women without disabilities? And more than 74% of women with a disability have been victims of violent sexual encounters at some point in their lives (WHO, 2010).

## Twitter



- Follow the campaign on Twitter @I6DaysCampaign or @whinwomen
- 16 Days Twitter hashtag: #I6Days
- Respect Women hashtag: #callitout

### Sample tweets



## Reflection and Evaluation

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

- Do you think the campaign went well? Why or why not?
- How many people did you reach?
- If you set a goal(s) at the outset, did you achieve your goal or goals?
- What was the impact of your actions?
- What would you do differently next time?
- What tools or resources would you require to improve your participation in the campaign?
- Collect your data to contribute to the Building a Respectful Community Evaluation Data Collection Tool.



## Additional Resources

Centre for Women's Global Leadership 16 Days Campaign website.

<https://16dayscampaign.org>

Launched in 2008, the United Nations Secretary-General's UNiTE to End Violence against Women campaign aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world.

<http://endviolence.un.org/>

Nobel Women's Initiative is profiling 16 activists from around the world for each day of the Campaign. To receive the blog, visit their website:

<http://nobelwomensinitiative.org/category/16days-of-activism/>

Respect Victoria 16 Days Campaign Toolkit, as discussed in this toolkit

<https://respectvictoria.vic.gov.au>

Women's Health in the North (WHIN) website

<http://www.whin.org.au/>

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