

Women’s Health East (WHE), with the support of Outer East Primary Care Partnership (OE PCP), held a series of Masterclasses to support the *Together For Equality & Respect* (TFER) Partnership to use the *Framing Gender Equality Message Guide* in practice. This tip sheet has been developed using messages that participants workshopped over two Masterclass sessions. It is not intended as a standalone resource, but rather as a reference point that illustrates how the *Framing Gender Equality Message Guide* is used to create a message.

PREVENTION OF VIOLENCE AGAINST WOMEN

Purpose: Prevent violence against women.

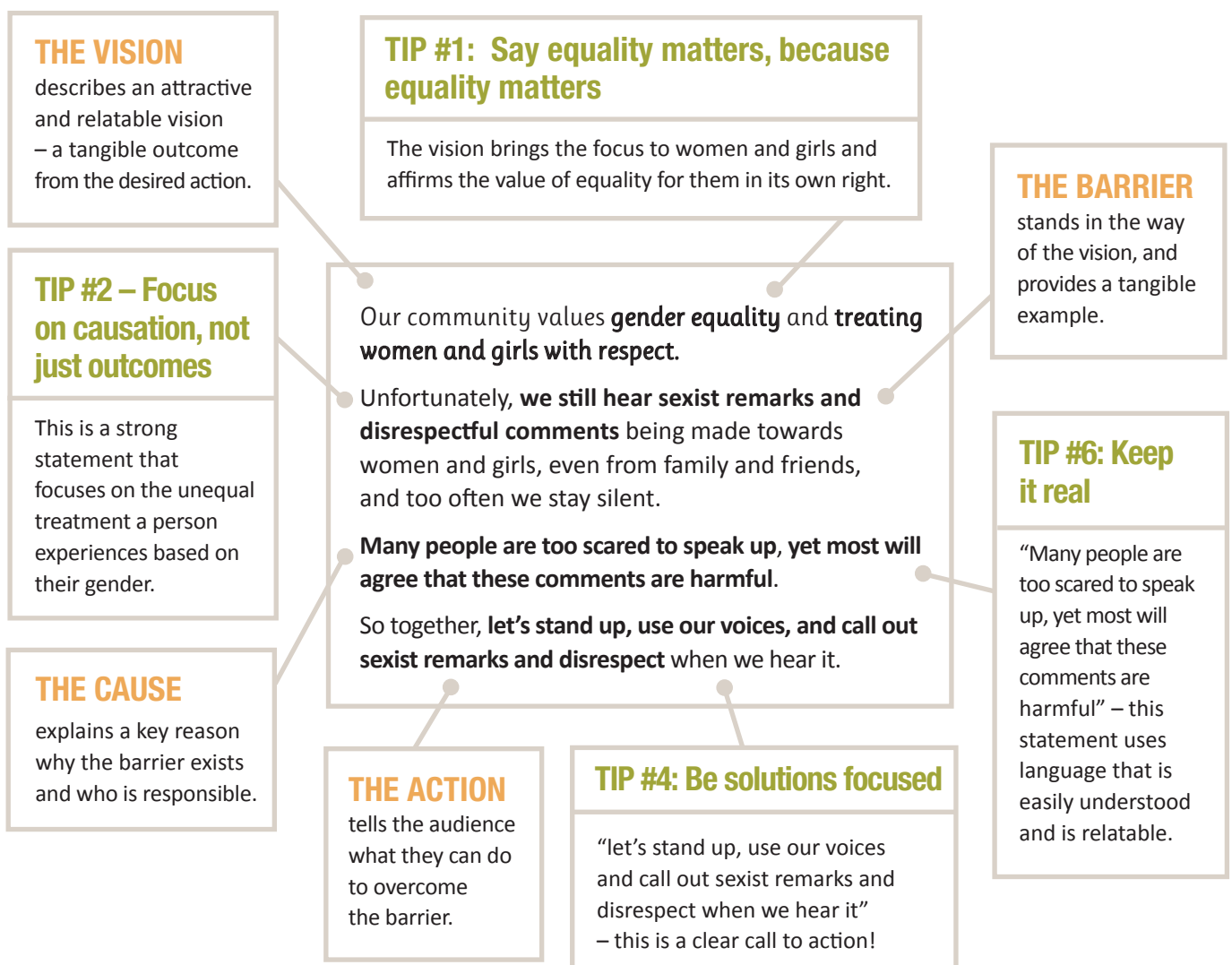
Audience: General public in the Eastern Metropolitan Region of Melbourne.

Action: Call out friends/family who say things that condone sexism, discrimination or inequality.

Messenger: Together For Equality & Respect Partnership.

Channel: Outdoor advertising (e.g. posters).

Thank you to our Masterclass participants for letting us use the messages that they created in training for the development of this tip sheet!



FRAMING GENDER EQUALITY: TIP SHEET 3

ROOM FOR IMPROVEMENT

Our community values gender equality and treating women and girls with respect.

Unfortunately, we still hear sexist remarks and disrespectful comments being made towards women and girls, even from family and friends, and too often we stay silent.

Many people are too scared to speak up, yet most will agree that these comments are harmful.

So together, let's stand up, use our voices, and call out sexist remarks and disrespect when we hear it.

THE BARRIER

Strengthen the BARRIER by providing an example of a disrespectful comment or sexist remark. This will help your audience identify what it is that stands in the way of the VISION and enable them to take ACTION more readily.

THE ACTION

Strengthen the ACTION by expanding on the solution and giving an example of a success story that showcases how this can be done - this will help build an ACTION that provides a clear solution to overcome the barrier, a clear role for the audience, and the tools to support them to do what they know is right.

THE FINAL RESULT

Our community values gender equality and treating women and girls with respect.

Unfortunately, we still hear sexist remarks and disrespectful comments being made towards women and girls. **Whether they are outdated views about women in sport or women in business, these jokes and put downs are both hurtful and unacceptable.** Whether they are made by our family or friends, too many of us stay silent when we hear them.

Many people are too scared to speak up, yet most will agree that these comments are harmful.

Next time you hear someone make a sexist remark or disrespectful comment, call it out and let them know that it's not okay. Together, let's stand up, use our voices, and call out sexist remarks and disrespect when we hear it.

THE BARRIER

Providing an example of what a sexist remark or disrespectful comment might sound like and how these affect women and girls helps to create a clear BARRIER that the ACTION can address and help the audience to feel that such ACTION is necessary.

THE ACTION

By giving more context, the ACTION provides a clear solution to overcome the barrier, a clear role for the audience, and the tools to support them to do what they know is right.