

Lower Hume 16 days of Activism Campaign 2020

Background and 2020 Summary

The world-wide 16 days of Activism Against Gender Based Violence campaign calls for action against violence against women and has been running for nearly ten years between 25 November to 10 December each year. It addresses one of the root causes of the systemic problem of violence against women, aiming to raise awareness for the prevention and elimination of all forms of gender-based violence against women.

For the previous two years organisations and community groups across Lower Hume (Mitchell and Murrindindi) Shires have collaborated to reach more professionals and community members.

In 2018 the 16 days collaboration reached over 10,000 community members and professionals and close to 3,000 resources were distributed. In 2019 *Respect Victoria* led a state-wide campaign building on the *Respect Women: 'Call It Out'* and the *Municipal Association of Victoria (MAV)* provided funding to support community-based activities. There were 20 organisations involved in the campaign, with a total of 15 events, across six towns, reaching an estimated 885 people. The social media campaign reached 60,851 followers, with 3,387 number of engagements across five social media pages. Local media articles including three front page articles (one of which was an orange wrap around the paper), with 14,300 newspapers issued featuring six articles specifically targeting the campaign with a reach of 43,000 people per newspaper edition.

The Mitchell and Murrindindi (Lower Hume) 16 days of Activism Against Gender Based Violence collaborative campaign continued in 2020 despite the challenges of the COVID-19 pandemic. During the campaign, lockdown restrictions were in place as the 'second' wave of cases across Victoria were in place from July through to November. Many people were 'working from home', and resources were diverted to support the COVID-19 workforce with limited community gatherings allowed.

In 2020, social media and newspapers provided the largest reach, but many of the online activities and initiatives proved to be equally impactful. The photos tell a lovely story of the diversity of events and the power of working together. The collaboration built on the success of working together over the last few years, with 11 organisations involved in the 16 days collaborative working group this year. They delivered a wide variety of 23 initiatives across both Shires, with a reach estimated at 48,000 (not individuals, 1 person may have seen multiple and attended an event).

Overall, there has been a positive response, with clear impact and outcomes on the organisations, stakeholders and communities involved in this collaborative campaign as reflected in the feedback from the stakeholder and participant surveys distributed electronically and follow-up debrief. There are several suggestions for improvement, with the key themes of beginning earlier and continuing learning and messaging throughout the year.



Mitchell Youth Council 'Respect Is..' statements



Respect is Growing - seedling planting, presentations and orange morning tea at Kilmore District Hospital

What happened in 2020?

Mitchell and Murrindindi Shire hosted the first 16 days campaign collaboration meeting in October, followed by three follow up meetings, including a debrief for reflection and evaluation. Evaluation data was collected through a planning spreadsheet, which recorded key information, support offered or needed and evaluation, as well as a WHGNE event calendar, participant online survey, stakeholder online survey and the debrief meeting.

This year the following organisations participated in the 16 days collaborative campaign:

- Mitchell Shire Council (Convenor)
- The Kilmore & District Hospital
- North Central Review
- Nexus Primary Health
- Seymour Health
- Lower Hume PCP
- Women's Health Goulburn North East (WHGNE)
- Murrindindi Shire Council
- Department of Education and Training (DET)
- The Zonta Club of Mitchell
- Victoria Police

There were a wide variety of activity types (9); library/organisation displays, newspaper articles, community and staff sessions (training/presentations/discussions n=7), posters/stencils/billboard, public calendar of events (26 regionally – 50% Murrindindi/Mitchell specific), social media, radio presentations (n=2), morning teas (n=3) and seedling planting activities.



Zonta Club of Mitchell Orange Morning Tea and walk from home initiatives

Evaluation findings

To evaluate the campaign, LHPCP developed two online surveys via Survey Monkey. The 'participant survey' sought to collect the feedback of community members and participants involved in 2020 campaign initiatives and was emailed by activity organisers to participants. A 'stakeholder survey' was also developed to inform how the collaborative group worked together to plan, deliver and evaluate the 2020 campaign. This was followed up with a debrief reinforcing responses from the surveys.

Participant survey

59 people responded to a 'participant survey' with 92% agreeing or strongly agreeing the activity or session to be valuable, their responses indicated they understood the messages of the campaign and provided some great examples of how they can be accountable, appreciation and comments of impact of the campaign. Following is a summary of the results:

- 59 responses; 88% female/12% male, 0 non-binary or other identity
- 18-44 yr old (49%) 45+ yr old (51%), 20% had not heard of the campaign previously, 80% had
- 40% attended online webinar/forum, 40% attended staff presentation and 20 % Other (including seedlings, TV, Facebook, wear orange day, ate cupcake)
- 92% Agreed or Strongly Agreed they found the activity/session to be valuable
- 87% showed they understood the extent of the 16 days campaign when asked what the campaign was about:

What is the 16 days campaign about?	52 RESPONSES	
supporting communities to move beyond awareness to action	1	1.92%
raising awareness of gender-based violence against women	4	7.69%
taking action towards gender equality	0	0.00%
respecting women and calling it out	0	0.00%
knowing that we all have the power to bring gender equality into our life, work and community	2	3.85%
all of these	45	86.54%

There were a variety of responses to the question ‘Respect is...’, regarding what it is to you. They are shown below in a ‘Word cloud’, a graphical representation of word frequency, where the larger the word the more common the response. For full list of the diversity of responses see Appendix 1.

say everyone equally gender x27 s treating people wish treated equally regardless
 listening way others someone treated sharing Respect
 fairly equal equal opportunity understanding want treated Valuing everybody

The main themes in answer to the question ‘What’s one thing you can do to be accountable for gender equity?’ was calling it out / speaking up / have discussions (32/48 responses). Some examples were

‘Using my privilege as someone who is male presenting to make room for gender equity and challenge spaces that discourage gender equity.’

‘think about who speaks in meetings’

‘evening up the household responsibilities within my home amongst the whole family.’

21 people responded to the question: ‘Is there anything else you'd like to add? Or if you have a personal example of how you, or someone else, has been positively impacted by the 16 days campaign, please share.’ Examples below. See appendix 2 for full list of supportive and acknowledgement of the campaign.

‘My niece who has been married for less than 12 months, has recently returned home to her mother, my sister, after experiencing domestic violence at the hands of her husband. First time round, I listened and accepted my niece rationalising why her husband treats her the way he does. Second time round I stepped up and encouraged my sister and niece to step up and not accept the behaviour as something that my niece had made her husband do. 1800 respect was their first big step.’

‘I really loved the orange shoes and messages as part of the campaign - great initiative and really made me read the messages and think about it. Would be great to see more of that type of thing in our community.’

‘A friend has referred their friend to appropriate assistance.’

Stakeholder survey

Ten stakeholders representing 91% of involved organisations responded to the stakeholder survey with 70% involved in campaign previously and 30% new to the Lower Hume campaign. As a result of being involved in the campaign 80% Agreed or Strongly Agreed:

- They have a greater awareness of the Respect Women Call It Out campaign.
- They have a greater understanding of the consequences of rigid gender roles and stereotypes.
- They are more likely to call out disrespect to women.

Further to this 100% of respondents would like to be involved in ongoing collaborative actions to increase gender equality throughout the year and 40% rated the collaborative effort as good and 60% rated the collaborative efforts as excellent or very good.

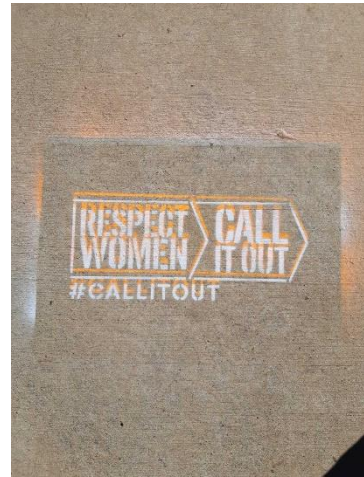
In future, the collaborative group would like to start the campaign collaboration earlier, work throughout the year (COP, PD for all community leaders), continue the collaboration, involve community, males, ask community to be ambassadors, public events, signage in every town, involve schools, regular radio. In answer to the question 'Thinking about the joint planning and delivery of the campaign':

<p>What worked well?</p> <ul style="list-style-type: none"> - zoom meetings - sharing of resources, leadership, support and inspiration - the newspaper and social media posts were strong I felt. - willingness, attitudes, shared understanding - communication - the event calendar was good, the NCR wrap worked well. the sharing of resources was good too - teams meetings - formal working group developed at the start to generate ideas and identify common activities - three meetings leading up to the event, the women's health regional calendar 	<p>What could have been improved?</p> <ul style="list-style-type: none"> - earlier planning - earlier timing, broader involvement of diversity - 2020 was hard for all. it is a standalone year...nothing - lead timelines, some more collaborative projects (hard in a COVID year) - recording of workshops that couldn't be attended - earlier planning meetings - coming together as a group earlier in the year, having the campaign collateral earlier - earlier meetings, planned social media calendar for all groups involved (a day each for a post and then share)
<p>What surprised you?</p> <ul style="list-style-type: none"> - stakeholder involvement was strong despite COVID challenges - the energy of everyone, the creativity in the COVID restrictions - how many orgs are working in the area - the number of people who hadn't heard of 16 days... - how we pulled it all together in such a short time frame - that there is a strong awareness of primary prevention within the community without being prompted - really innovative and creative ideas from all partners to support the campaign remotely. 	<p>The most important impacts of the campaign (for community and partnership)</p> <ul style="list-style-type: none"> - raising community awareness - united front again across the catchment, the conversations - the messaging was clear and consistent - helping people connect their behaviours with big social issues - much greater community awareness - community events and environmental signposts of campaign to increase awareness - I think the tips on what anyone can do to change the story were great. - partnership: networking, supporting each other. community: greater awareness, discussions about gendered violence. - the collaborative approach - NCR wrap, radio interviews etc - seeing a united response from partners to promote the campaign

Reach

In 2020, the campaign was largely delivery through print and social media, along with virtual presentation and activities at home, this is a summary of the reach of the 2020 campaign:

- 68 social media posts from 7 organisations that reported data across the 16 days, with an approximate reach of 30,000+, with 1000+ engagements (incl reactions, shares, views, comments).
- More than 16,000 people reached through the NCR, Free Press and Whittlesea newspapers, and 1,900 for Alexandra Standard and Yea Chronicle
- More than 700 attendees at online presentations or webinars, estimated 700+ participated in staff activities.



'Call it Out' graffiti spray paint session, Victoria Police and Mitchell Shire Youth Council

Implications for future campaigns:

The data in the evaluation shows that despite the challenges of 2020 with the COVID-19 pandemic and restrictions there was a consistent commitment and passion by organisations and individuals across the Murrindindi and Mitchell Shires that 100% agree would like to continue. There was innovation and diversity in the range of activities and initiatives, building as best we could on previous years' work.

Overall feedback alludes to how to increase engagement/involvement of people we have not reached before in both collaboration and the impact of our campaign, eg: men, respectful relationships in schools.

What now?

Together we will join the WHGNE Gender Equity Community of Practice covering a variety of topics, including communications, to continue the conversations and learning and how it may influence our future campaigns.

For the 2021 campaign we intend to start earlier, holding our first meeting in June, to accommodate the logistics for another 'Walk to end violence'.



Kilmore District Hospital 'Walk in their shoes' (orange shoes and posters) exhibition

Appendix 1 – Answers to ‘Respect is...’ (Participant survey)

- Valuing everybody’s opinion, capacity, weaknesses and rights to feel safe and protected, with fear to themselves or others close to them
- Treating everyone how I would like to be treated
- listening, empathy and tolerance
- Treating others as you wish to be treated
- being taken for who I am! Not for where I come from, how I speak, what colour I am, what gender I am, where or how I live. The old saying Do unto Others as you have Others Undo to you! If someone is kind enough to open a door for me, I will walk through and say thank you without questioning the reason. If I am first at the door, I will open it for others no matter gender, colour, age or disability.
- Treating others as I would like to be treated
- valuing the people in our lives and treating them with care
- required for all citizens
- being treated as an equal no matter what your age, experience or gender
- treating each other equally with no bias or judgement
- treating all people as equals, giving everyone equal opportunity, including equal opportunity to be heard.
- consideration and regard given to the rights, feelings and perspective of others
- A bit like the commandment, treating others as you would like and expect to be treated no matter their age, gender, race, religion, sexuality or appearance
- TREATING ONE ANOTHER HOW WE WISH TO BE TREATED, TALKING TO SOMEONE NOT AT THEM
- understanding other people’s perspectives and experiences by listening to their stories.
- treating everybody equally
- Treating all people as equal, treating others the way you want to be treated.
- caring about someone even if they don’t share my values.
- respect is sharing roles and responsibilities regardless of previously held notions or stereotypes
- being treated in a fair and equal way
- Treating all people as you would like to be treated
- listening and appreciating everyone’s uniqueness
- having courage to ask for respect when it is not shown.
- equality
- regard for feelings/opinions and admiration for achievements/actions
- Mutual understanding for both parties
- Respect is to treat everybody as what you want to be treated.
- acknowledging views and ideas of others, active listening, polite behaviour and recognition of differences.
- to treat people regardless of race, colour, gender, sexuality, religious affiliation, age
- Being treated equally and individually
- understanding and not overstepping other’s boundaries
- being listened to, with my needs and thoughts noted and being treated kindly and fairly.
- Respect is acceptance of an individual just the way they are.
- is having respect for all genders and all situations
- is being treated equally and given equal opportunity. Having interaction that maintains an individual’s dignity, not necessarily being agreed with but heard and acknowledged.
- giving everyone the same time and ability to be who they are.
- a common understanding and treatment
- empowering women and girls to create an equal society
- sharing space
- being treated equally
- Respect is really thinking about what you say and how that can affect someone even if it’s only meant as a joke, some jokes can be disrespectful to any gender/s.
- treating everyone equally as you would wish to be treated yourself.
- Treating everyone equally

- treating people like you would want to be treated, listening to them without prejudged perceptions, not belittling anyone and finally offering support if needed.
- treating everyone equally and fairly
- Respect is mentoring positive role modelling to my children
- Actively listening
- Respect is understanding, accepting and celebrating the successes of someone regardless of their gender, race, religion, social status or abilities.
- value
- Working together to make big changes

Appendix 2 – Answers to ‘Is there anything else you'd like to add? Or if you have a personal example of how you, or someone else, has been positively impacted by the 16 days campaign, please share.’ (Participant survey)

- Effected staff are now being acknowledged and identified and appropriate support give
- The campaign with the orange shoes and posters in all departments I work was repeated wonderful reinforcement
- It was a shame that there weren't more opportunities to make the 16 Days activities more visible in the public sphere. Can't wait till we're claiming the street in 2021.
- I really liked hearing from community members in the online webinar
- Doreen was a great example of not being afraid to be part of a so-called boy's club. I am a member of the Alexandra Community Shed which is affiliated with the Men's Shed. We are one of the only Men's Sheds that allow women....That says it all, In this day and age how is this acceptable?
- my positive experience throughout this time has been able to contribute to 16 days of activism events and resources for our workplace and feel as though i am able to contribute to gender equity
- I think it's a great campaign. It's a pity it's needed.
- I hope the campaigns make some progress. There doesn't appear to be a noticeable change in how women are viewed and treated when it comes to the legal system. The "spin" continues!
- I really loved the orange shoes and messages as part of the campaign - great initiative and really made me read the messages and think about it. Would be great to see more of that type if thing in our community.
- the 16 days helps bring about awareness of gender inequality
- A friend has referred their friend to appropriate assistance.
- discussion during the 16 days has amplified awareness and ownership
- Lack of respect ruins families and lives and it affects generations - protect children - ensure they experience respect always
- Thanks Kerrie!
- Great seminar
- My niece who has been married for less than 12 months, has recently returned home to her mother, my sister, after experiencing domestic violence at the hands of her husband. First time round, I listened and accepted my niece rationalising why her husband treats her the way he does. Second time round I stepped up and encouraged my sister and niece to step up and not accept the behaviour as something that my niece had made her husband do. 1800 respect was their first big step.
- I think it is a great campaign, and would love to see it in the school system so we can help broaden the understanding within the countries youth
- I just think the awareness is so helpful for all
- thank you for organising
- The sustained campaign of 16 days is a great way to ensure the message penetrates, how long or how do we ensure it becomes more of a habit of behaviour for all.
- amazing to see people contribute to our awareness projects throughout the campaign