



## TITLE

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### Increasing Gender Equality across Lower Hume

## BACKGROUND

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The Lower Hume 16 Days of Activism initiative was the first collaborative approach to raising awareness of the need for gender equality to prevent violence against women across Mitchell and Murrindindi shires. The project aligned with the global 16 days of activism campaign which symbolically links violence against women with human rights issues. The partnership promoted that everyone has a role to play in preventing family and gender based violence including individuals, schools, workplaces, churches, sporting clubs, government.

## PARTNERS (include logos)

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The Kilmore & District Hospital (TKDH)	Nexus Primary Health
Mitchell Shire Council	Murrindindi Shire Council
Family Care	Women's Health Goulburn North East (WHGNE)
Northern Health	Lower Hume PCP
Hume Dhelk Dja	Mobile Café Amore

## METHOD

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Following recognition that a number of organisations were planning activities during the 16 Days of Activism campaign, each with minimal resourcing, Lower Hume PCP assisted in bringing partners together to identify opportunities for a collaborative approach. Organisations with varying levels of experience in the promotion of gender equality came together to share ideas and combine resources which in turn increased the reach and alignment of key messages. A joint funding application to the Hume Dhelk Dja enabled additional resourcing to further spread the local slogan 'we work for gender equality'.

A number of initiatives took place throughout the 16 days to raise awareness of the need for gender equality including local media releases and social media campaigns, a community afternoon tea with presentation on gender equality, real estate boards with key messages at town entries, a leadership for gender equality presentation to key health and human service leaders at the Lower Hume Primary Care Partnership (PCP) annual meeting, as well as the distribution of coffee cups, chocolates and flyers with key messages through a partnership with a local coffee van, Mobile Café Amore.

Lower Hume PCP facilitated the partnership approach through connecting organisations working in the space and supporting them to share information and resources. Bringing multiple partners together resulted in a collective effort where each organisation was able to contribute, playing to their strengths. The contribution of Lower Hume PCP included developing and coordinating the joint plan, facilitating sharing of resources and leading the evaluation.



## OUTCOMES

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The use of multiple communication methods and involvement of over 10 organisations enabled key messages to reach more than 11,000 people across Mitchell and Murrindindi shires. The reach of gender equality messages were considerably enhanced through the use of multiple Facebook pages (139 Facebook posts) and through the partnership with Mobile Café Amore (distribution of approximately 2,000 coffee cups and 800 flyers).

Project outcomes included an increased awareness of the need for gender equality, with 81% of people who attended the afternoon tea event agreeing that they had increased their understanding of gender equality. Additionally, project partners increased their confidence in applying a gender lens to their work and 50% have developed or updated policies to promote gender equality. As a result of the collaborative effort there has been a commitment to continue to work in partnership to promote gender equality beyond the 16 days of activism, including a successful partnership submission for Free from Violence funding.

Feedback from partners:

“Support from LHPCP meant that we were in a position to participate in the initiative”.

“Overall fantastic job by all, really effective and well executed campaign that certainly raised the profile of this important issue”

“I think that we did a great job in a short time frame with a broad number of people contributing”.

“As an observer, I saw great collaboration from the agencies involved to get the project off the ground and maintain momentum across the entire 16 days”