

16 Days of Activism Against Gender-Based Violence

Social Media Toolkit



A social media toolkit to assist member agencies of the Southern Melbourne Primary Care Partnership to provide consistent messaging in the 16 Days of Activism Against Gender-Based Violence Campaign



Contents

What is the 16 Days of Activism Against Gender-Based Violence Campaign?.....	2
Why a social media strategy for the 16 Days Campaign?.....	2
How can engaging with social media prevent violence?.....	2
How do I use this social media toolkit?	3
Day 1: 25th November <i>International Day for the Elimination of Violence Against Women</i> ...	4
Day 2: 26th November <i>Education and Training for Women</i>	7
Day 3: 27th November <i>Women and Poverty</i>	9
Day 4: 28th November	11
Day 5: 29th November <i>International Women Human Rights Defenders Day</i>	13
Day 6: 30th November <i>Men and Boys in Action</i>	15
Day 7: 1st December	17
Day 8: 2nd December	19
Day 9: 3rd December <i>International Day of Persons with Disabilities</i>	20
Day 10: 4th December <i>Mechanisms for the Advancement of Women</i>	23
Day 11: 5th December <i>Women and the media</i>	25
Day 12: 6th December <i>The Montreal Massacre</i>	27
Day 13: 7th December <i>Youth in Action</i>	29
Day 14: 8th December	31
Day 15: 9th December	33
Day 16: 10th December <i>International Human Rights Day</i>	35

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

The 16 Days of Activism Against Gender Violence is a global campaign dedicated to ending gender-based violence.

The 16 Days Campaign is not a single event in any one location but local, national, regional and international initiatives aimed at demonstrating the solidarity of activists around the world. The start and end dates of the Campaign are November 25th, International Day for the Elimination of Violence Against Women, and December 10th, Human Rights Day. These dates were chosen to emphasize that gender-based violence is a violation of human rights. The Campaign is successful because of the activism of millions of women and tens of thousands of organisations around the globe, who are committed to ending gender-based violence.

Why a social media strategy for the 16 Days Campaign?

The aim of this social media toolkit is to assist member agencies of the Southern Melbourne Primary Care Partnership to promote consistent messaging internally and externally as well as raise awareness about the gendered nature of violence.

How can engaging with social media prevent violence?

Social media is extremely influential in either reinforcing or challenging community attitudes and cultural norms which contribute to violence against women. There is strong evidence to suggest that social media campaigns are effective in contributing to attitudinal and behaviour change when they are aimed at challenging patriarchal social norms and highlight the gendered nature of violence against women.¹

Violence against women is still considered to be a private matter for many individuals; however social media is uniquely placed to help redress the disparity between common perceptions held by the community and make this issue 'everybody's business'.

High quality, evidence informed and accurate social media interaction on this issue, can challenge community attitudes and behaviours that underlie or reinforce men's violence against women and gender inequity.²

¹ <https://online.justice.vic.gov.au/ccp/resources/f83855ce-8021-4790-99d8-4ddb9ca99a0b/socialmarketinglitreview30052013.pdf>

² http://www.dvic.org.au/images/Working_with_News_and_Social_Media_A_Strategic_Framework_for_Victoria.pdf

How do I use this social media toolkit?

Significance of the day: This information highlights the importance of this day or theme in the 16 Days of Activism Against Gender-Based Violence Campaign and the link between this day or theme and gender based violence.



Emails: Email is the largest method of communication for organisations and businesses. An example of an email message some of the days of the Campaign has also been provided. These messages can be emailed internally to your staff and colleagues as well as externally to your stakeholders. We encourage you to share the daily email to start the discussion about how we can all work together to end violence against women.



Facebook messages: In Australia over half the population have a Facebook account, that's over 13 million users! Facebook has maintained its position as the leading social networking platform not only in Australia but worldwide. To capitalise on the mass audience potential and the far reaching influence of social media, we have included daily messages suitable for this platform. These messages can be used as they are, or can be tailored to the needs of your organisation. We have also provided some additional images and clips for you to use with the Facebook message to choose from.



Twitter messages (tweets): Twitter is a conversational, real time network known for its 140 character message limit. 66 percent of users are aged between 15 and 34 with close to 3 million tweeters in Australia! Short, sharp key messages suitable for Twitter have been developed for daily use across the 16 days. Twitter is also responsible for the current phenomena we know as #hashtags which is a great tool for targeting specific audiences. It should be noted that #hashtags can be used on any social media platform. The #hashtags for the 16 Days Campaign that are used in this toolkit include #endviolenceagainstwomen and #16daysofactivism



Images, clips & links: Images, clips and links are a great way of capturing attention. Suggestions have been included throughout this document and are available to be added to your any of your social media platforms.

The use of the messages within this toolkit are not limited to the 16 Days of Activism Against Gender-Based Violence Campaign. We hope that you continue to use these messages throughout the year.

Women's Health in the South East (WHISE) created this 16 days of activism toolkit. With their permission, the toolkit has been modified for the member agencies of Southern Melbourne Primary Care Partnership. This has been done to localise the issue of violence against women. Some of the global/broader themed days have been removed and replaced with more local information - the full version is available upon request from WHISE. Your organisation may choose to further tailor the messages to best meet the needs of your community.

Day 1: 25th November

International Day for the Elimination of Violence Against Women

Significance of this day

- On 25th November 1960, three sisters who were political activists in the Dominican Republic were assassinated on the orders of their country's ruler, Rafael Trujillo, because of their opposition to his dictatorship. In honour of the Mirabal sisters (Patria, Minerva and Maria), in 1999 the United Nations declared November 25th the International Day for the Elimination of Violence Against Women. On this day, governments, international organisations, NGOs and individuals are invited to organise activities and events designed to raise public awareness about violence against women.³
- In 2003, White Ribbon Day Australia was formed building on momentum of the International Day for the Elimination of Violence Against Women. White Ribbon Day targets Australian men to take up the responsibility to lead a change in the culture that perpetuates violence.



Email

Welcome to the first day of the 16 Days of Activism Against Gender-Based Violence Campaign. Today we celebrate the International Day of the Elimination of Violence against Women. Violence against women is an urgent public health, human rights and social justice issue. One in three Australian women has experienced physical violence by a current or former partner, since the age of 15 years.⁴ One woman dies at the hands of a current or former partner almost every week in Australia.⁵

The causes of violence against women are complex and varied. However, long-term research has shown that there are three things that underpin and create a culture where violence against women can occur: The first is gender inequality. Despite it being 2015, women and men still do not have equal power or resources and women's voices, ideas and work are not valued in the same way, e.g. across Australia women continue to be significantly under-represented in parliament and executive government.

The second is rigid gender roles. There is a belief within society that women and men should act in certain ways or are better at certain things based on their sex, e.g. the belief that women are better at cleaning than men.

The third is violence supportive attitudes, norms, behaviours and practices. There is often an

³ http://www.whin.org.au/images/PDFs/16_Days_Campaign_Tool_kit_final.pdf

⁴ <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4906.0Chapter2002012>

⁵ <http://www.ourwatch.org.au/Understanding-Violence/Facts-and-figures>

acceptance of violent acts such as excusing the incident, e.g. he was drunk, or shifting the blame to the victim, e.g. she was wearing a short skirt.⁶It is an insidious violation of human rights; but it *can*, and *should* be prevented.

There is much we all can do individually and collectively to prevent violence against women from happening in our home, in our community, in our country and in our world.

Join us over the 16 Days of Activism Against Gender-Based Violence Campaign to find out more about violence against women and what you can do to contribute to the prevention of violence against women.



Facebook

- Welcome to the first day of the 16 Days of Activism. Today we celebrate the International Day of the Elimination of Violence against Women. Did you know that **Bayside** has seen an 82.3% increase in family violence incidents between 2010 and 2014? This is the highest in our region. It's time to act on our watch: <http://bit.ly/1GGADGK>
- Welcome to the first day of the 16 Days of Activism. Today we celebrate the International Day of the Elimination of Violence against Women. Did you know that **Glen Eira** has seen a 44% increase in family violence incidents between 2010 and 2014? It's time to act on our watch: <http://bit.ly/1GGADGK>
- Welcome to the first day of the 16 Days of Activism. Today we celebrate the International Day of the Elimination of Violence against Women. Did you know that **Kingston** has seen a 49% increase in family violence incidents between 2010 and 2014? It's time to act on our watch: <http://bit.ly/1GGADGK>
- Welcome to the first day of the 16 Days of Activism. Today we celebrate the International Day of the Elimination of Violence against Women. Did you know that **Port Phillip** has seen a 39% increase in family violence incidents between 2010 and 2014? It's time to act on our watch: <http://bit.ly/1GGADGK>
- Welcome to the first day of the 16 Days of Activism. Today we celebrate the International Day of the Elimination of Violence against Women. Did you know that **Stonnington** has seen a 57% increase in family violence incidents between 2010 and 2014? This is the highest in our region. It's time to act on our watch: <http://bit.ly/1GGADGK>
- Violence against women is a violation of human rights. Violence against women starts and ends with you: <http://bit.ly/1iZ4ctZ>

⁶ <http://www.ourwatch.org.au/Preventing-Violence/Women>



Twitter

- Start the conversation #endviolenceagainstwomen #16daysofactivism
- Violence against women is a violation of human rights. Violence against women starts and ends with you #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism



Images

- Victims of Violence Infographic: <http://bit.ly/1RHmSh1>
- All things being equal - *email*: <http://bit.ly/1Qd3iLQ>
- All things being equal – *facebook*: <http://bit.ly/1Oyrx76>
- All things being equal – *Instagram*: <http://bit.ly/1iMKQvc>
- All things being equal – *Twitter(profile)*: <http://bit.ly/1GS34ak>



Clips

- The Autocomplete Truth: <http://bit.ly/1iZ4ctZ>
- It's time to act on our watch: <http://bit.ly/1GGADGK>
- Attitudes to gender equality and violence against women: <http://bit.ly/1K7SID1>



Links to more information

- End Violence Day: <http://bit.ly/1sXAk2J>

Day 2: 26th November

Education and Training for Women

Significance of this day

- Education and training for women is a fundamental human right. For women and girls, it plays a significant role in changing harmful and discriminatory gender stereotypes that promote or condone violence against women and girls.⁷
- Education is essential for women to become leaders of change to achieve gender equality both at a community and political level.⁸ Educated women benefit entire societies. When women have access to an education, they make substantial contributions to economics and the improved health, nutrition and education of families and communities.⁹



Email

We all know that education for all is a fundamental human right – but what has it got to do with violence against women? Well, quite a lot actually.

Firstly, an educated society is reflective of greater gender equality. Educated women are more likely to be able to attain greater levels of leadership both formally and in our communities. It not only makes economic sense, but educated women and girls also benefit entire societies through the improved health and education of their families.

Secondly, education and training can play a significant role in changing harmful and discriminatory gender stereotypes that promote or condone violence against women and girls. Harmful and discriminatory gender stereotypes which limit women's capacity to develop their personal abilities, pursue their chosen profession and make choices about their lives can be challenged and changed through education and training.

Let's start the conversation!



Facebook

- Education and training play a significant role in changing harmful and discriminatory gender stereotypes that promote or condone violence against women. In **Bayside** 67% of males have completed Year 12 (or equivalent) compared to 63% of females.[#] Gender stereotypes and attitudes can have a big impact on our community, including our children as this video highlights <http://bit.ly/1nLhkS0>

[#] Year 12 (or equivalent) education levels are equal throughout the remainder of the SMPCP catchment.

⁷ <http://beijing20.unwomen.org/en/in-focus/education-and-training>

⁸ <http://beijing20.unwomen.org/en/in-focus/education-and-training>

⁹ <http://beijing20.unwomen.org/en/in-focus/education-and-training>

- Societies that value education, equality and freedom of choice have lower levels of violence against women



Twitter

1. Start the conversation #endviolenceagainstwomen #16daysofactivism
2. Education plays a big role in changing gender stereotypes that promote violence against women #endviolenceagainstwomen #16daysofactivism
3. All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
4. Stereotypes play a role #endviolenceagainstwomen #16daysofactivism



Images

12 Powerful and inspiring quotes from Malala Yousafzai: <http://bzfd.it/1xEkcd>



Clips

Malala Nobel Peace Prize: <http://bit.ly/1ZBV7fa>



Links to more information

- Education and Training for women: <http://bit.ly/1G4pwg4>
- Education & Training for women: <http://bit.ly/1KnQdZ4>

Day 3: 27th November

Women and Poverty

Significance of this day

- “Poverty is more than lack of income. It is also lack of security, lack of voice, lack of choice.”¹⁰
- Poverty is concentrated among the groups of people facing the most disadvantage and major barriers to fully participating in our community. These include people who are locked out of the jobs market, single parents, women and children, people with disabilities, the old, the young, Aboriginal and Torres Strait Islander people, and migrants.
- Women are significantly more likely to experience poverty than men, with 14.7% of women compared with 13% of all men experiencing poverty in 2011-12.
- Women tend to have lower employment outcomes and wages, are more likely to be in unpaid caring roles, and have lower investment incomes in retirement.
- Some female sub-groups are at particular risk, including single mothers, who comprise the majority of sole parents.¹¹
- Intimate partner violence is one of the key pathways to homelessness for women and children.



Email

We know that unequal access to power and resources is the main cause of violence against women and that economic participation is a key indicator of gender equality. So, what does this look like here in Australia? Well, not so great. Women are significantly more likely to be living in poverty than men, with 14.7% of women compared with 13% of all men experiencing poverty in 2011-12. On average, women need to work 65 extra days in a year to earn the same as men. The majority of unpaid caring work is undertaken by women. Women are twice as likely to be underemployed than men, and are retiring with around half the savings of men. The gender pay gap, for full-time working Australian women over a typical 45 year career equates to about \$700,000. We also know that these statistics are even worse for Indigenous women, women with disabilities and women from culturally and linguistically diverse backgrounds.

Given all of this, it is perhaps unsurprising that experiencing violence from an intimate partner is one of the key causes of homelessness for women and their children. Women living in poverty who experience violence within relationships have fewer options to seek safety, due to their lack of income and limited access to resources. We really need to stop asking the question: why doesn't she leave? And start focusing on: Why doesn't he stop? There are no excuses for violence against women.

¹⁰ http://www.amnesty.org.au/images/uploads/svaw/the_gender_trap.pdf

¹¹ http://www.acoss.org.au/images/uploads/ACOSS_Poverty_in_Australia_2014.pdf



Facebook

Intimate partner violence is one of the leading causes of homelessness for women and children. With over half of the women reporting to specialist homelessness services citing domestic or family violence as the reason¹². <http://bit.ly/1RGFqye>

- In **Bayside** 36% of women earn less than \$400 per week compared to 23% of males
- In **Glen Eira** 38% of women earn less than \$400 per week compared to 27% of males
- In **Kingston** 42% of women earn less than \$400 per week compared to 28% of males
- In **Port Phillip** 25% of women earn less than \$400 per week compared to 18% of males
- In **Stonnington** 30% of women earn less than \$400 per week compared to 21% of males



Twitter

- Intimate partner violence is one of the leading causes of homelessness for women and children #endviolenceagainstwomen #16daysofactivism (136 characters)
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism (110 characters)
- Start the conversation #endviolenceagainstwomen #16daysofactivism



Images

- All things being equal - email: <http://bit.ly/1Qd3iLQ>
- All things being equal – facebook: <http://bit.ly/1Oyrx76>
- All things being equal – Instagram: <http://bit.ly/1iMKQvc>
- All things being equal – Twitter(profile): <http://bit.ly/1GS34ak>



Links to more information

- Women and Poverty UN: <http://bit.ly/1MpZWP2>

¹² http://www.homelessnessaustralia.org.au/images/publications/Fact_Sheets/Homelessness_and_Women.pdf

Day 4: 28th November



Email

It is critical that we address gender stereotypes and promote changes in community attitudes in order to prevent violence against women and their children. Gender inequality not only increases the risks of women experiencing violence from men it also makes it more difficult for vulnerable people to seek protection when they need it.

Gender equality champions are people who have made it their mission in life to improve gender equality whenever and wherever there is an opportunity. Do you know someone who has worked towards making changes at work or in their sporting or social club to improve opportunities for women? Is there someone who speaks up and challenges everyone's thinking when stereotypes are reinforced? Thank a Gender equality champion like Ahmed Fahour, Andrew Thorburn, and Professor Doug Hilton today <http://bit.ly/1NYNjxV>.



Facebook

Gender equality champions are women and men who have made gender equality and women's empowerment their cause and mission in life. Many Australian workplace leaders have made a formal commitment through '[Male Champions of Change](#)'. Do you know someone who has worked towards making changes at work or in their sporting or social club to improve opportunities for women? Is there someone who speaks up and challenges everyone's thinking when stereotypes are reinforced?

Tag a gender equality champion today!



Twitter

- Gender equality champions make gender equality and women's empowerment their mission in life #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism



Images

- Gender equality symbol: <http://bit.ly/1MRniU2>
- Gender equality infographic: <http://bit.ly/1QdcaB9>



Clips

- Male Champions of Change – The Journey So Far: <http://bit.ly/1WHUVw1>



Links to more information

- UN Women Gender equality champions: <http://bit.ly/1M1f3B4>

Day 5: 29th November

International Women Human Rights Defenders Day

Significance of this day

- A day of recognition for women human rights defenders and to commemorate their activism, advocacy and courageous acts of resistance
- Women human rights defenders are often advocating issues that challenge traditional notions of family and gender roles in society
- Women human rights defenders often face specific violations as a result of their advocacy or their gender
- Gender inequality is at the heart of violations against women human rights defenders



Email

Today we commemorate the activism, advocacy and courageous acts of resistance of women human rights defenders.

So, why do we single out women human rights defenders specifically? Well, women human rights defenders are not only subjected to the same types of risks as any other human rights defender; including threats, death threats, imprisonment, harassment, stigmatisation, torture and even death; but they are also subjected to gender-specific threats and gender-specific violence. Women human rights defenders are often advocating issues that challenge traditional notions of family and gender roles in society. Gender inequality is at the heart of violations against women human rights defenders.

Here are just a few that we think are pretty inspirational, but there's many more out there.

- Samah Hadid – Women's rights and anti-poverty campaigner from Australia <http://bit.ly/1KctCO2>
- Gillian Triggs- President of the Australian Human Rights Commission and legal expert <http://bit.ly/1hI0Spw>
- Mu Sochua- Politician and women's rights advocate <http://bit.ly/1Kv9UTT>

Today, we thank these women for their hard work and courage, and we acknowledge that the world is a better place because of their tireless efforts.



Facebook

“Women human rights defenders are at the forefront of social movements that advocate for justice and equality”.¹³

Women human rights defenders are often seen as challenging traditional notions of family and gender roles in society which can lead to hostility from the general population and authority. Can you think of any women human rights defenders? We think Malala is pretty amazing.

<http://bit.ly/1QqqRhn>



Twitter

- Women human rights defenders advocate for justice and equality
#endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women
#endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism



Images

- Human Rights are Women’s Rights too - *email*: <http://bit.ly/1leAdmG>
- Human Rights are Women’s Rights too – *facebook*: <http://bit.ly/1OyAptu>
- Human Rights are Women’s Rights too – *Instagram*: <http://bit.ly/1NYPvoY>
- Human Rights are Women’s Rights too – *Twitter(profile)*: <http://bit.ly/20FKLeN>



Clips

- Malala Nobel Peace Prize: <http://bit.ly/1QqqRhn>
-



Links to more information

- Women Human Rights Defenders International Coalition: <http://bit.ly/1eaPcDC>
- AWID Women’s Rights: <http://bit.ly/1X1UsSj>
- Malala Yousafzai: <http://bit.ly/1FaVHdg>

¹³ <http://www.ohchr.org/Documents/Events/WHRD/OnePagerWHRD.pdf>

Day 6: 30th November

Men and Boys in Action



Email

Men and boys have an important role to play in ending violence against women. The road towards a world without violence requires transforming men's attitudes, beliefs and behaviours.

Many men are often silent in the face of violence, sexual assault or attitudes which excuse or minimise violence and control in relationships. To prevent violence against women, men and boys have to challenge the beliefs and behaviours that excuse, justify or condone violence and inequality.¹⁴

The emerging evidence base shows that approaches to prevent violence against women and girls that engage men and boys work, and a growing number of initiatives, programs and organisations are now working towards that end.¹⁵



Facebook

- “We need to say to men and boys: Do not raise your hands in violence—raise your voices to stop it—and to support human rights for all.” UN Secretary-General Ban Ki-moon. Council is proud that 96.3% of **Bayside** residents stated that they would be likely to intervene if a family member or close friend was currently a victim of domestic violence. Let's get that to 100%!
- “We need to say to men and boys: Do not raise your hands in violence—raise your voices to stop it—and to support human rights for all.” UN Secretary-General Ban Ki-moon. **Glen Eira** City Council says no to family violence. Visit our website for more information and help us end violence against women <http://bit.ly/1NDPAjz>.
- “We need to say to men and boys: Do not raise your hands in violence—raise your voices to stop it—and to support human rights for all.” UN Secretary-General Ban Ki-moon. **Kingston** Council in partnership with Victoria Police and the Kingston community are working together to reduce men's violence against women in our municipality, but we need your help. You can *Help Draw the Line* against men's violence against women by showing leadership on this issue at home, in your workplace and with your friends. Videos and resources are available at Council's *Help Draw the Line* webpage <http://bit.ly/1NYQ3v6>.
- “We need to say to men and boys: Do not raise your hands in violence—raise your voices to stop it—and to support human rights for all.” UN Secretary-General Ban Ki-moon. **City of Port Phillip** says No to Violence against Women. The men of Port Phillip express their commitment to ending violence against women in this *Say No to Violence* video <http://bit.ly/1Mu8Xe2>.

¹⁴ <http://www.ourwatch.org.au/Preventing-Violence/Men>

¹⁵ <http://www.un.org/en/women/endviolence/orangedayapril2015.shtml>



Twitter

- To prevent violence against women, men have to challenge the beliefs that excuse violence
#endviolenceagainstwomen #16daysofactivism
- To prevent violence against women, men have to challenge the behaviours that excuse violence
#endviolenceagainstwomen #16daysofactivism
- To prevent violence against women, boys have to challenge the beliefs that justify inequality
#endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women
#endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism



Images

- Ban Ki-Moon quote: <http://bit.ly/1kSIWP>
- Why doesn't he leave? - email: <http://bit.ly/1NIDG9u>
- Why doesn't he leave? – facebook: <http://bit.ly/1NDSp47>
- Why doesn't he leave? – Instagram: <http://bit.ly/20FNp4I>
- Why doesn't he leave? – Twitter(profile): <http://bit.ly/1QdqXT7>



Clips

- Take your masks off: <http://bit.ly/1OAGrI4>
- The mask you line in: <http://bit.ly/1joeoOA>
- Slap her – children's reactions: : <http://bit.ly/1Dlfzod>



Links to more information

- Our Watch: <http://bit.ly/1GGCUSj>
- UN Women: <http://bit.ly/1LMZA13>
- Male Champions of Change: <http://bit.ly/1LZOKdf>

Day 7: 1st December



Email

You might not see the bruises! There are different types of family violence that are not necessarily physical. People may experience:

- *Physical abuse* - including direct assaults on the body, use of weapons, driving dangerously, destruction of property, abuse of pets in front of family members, assault of children, locking the victim out of the house, and sleep deprivation.
- *Sexual abuse* - any form of forced sex or sexual degradation, such as sexual activity without consent, causing pain during sex, assaulting the genitals, coercive sex without protection against pregnancy or sexually transmitted disease, making the victim perform sexual acts unwillingly, criticising, or using sexually degrading insults.
- *Verbal abuse* - continual 'put downs' and humiliation, either privately or publicly, with attacks following clear themes that focus on intelligence, sexuality, body image and capacity as a parent and spouse.
- *Emotional abuse* - blaming the victim for all problems in the relationship, constantly comparing the victim with others to undermine self-esteem and self-worth, sporadic sulking, withdrawing all interest and engagement (eg weeks of silence).
- *Social abuse* - systematic isolation from family and friends through techniques such as ongoing rudeness to family and friends, moving to locations where the victim knows nobody, and forbidding or physically preventing the victim from going out and meeting people — in effect, imprisonment.
- *Spiritual abuse* - denying access to ceremonies, land or family, preventing religious observance, forcing victims to do things against their beliefs, denigration of cultural background, or using religious teachings or cultural tradition as a reason for violence.
- *Economic abuse* - complete control of all monies, no access to bank accounts, providing only an inadequate 'allowance', using any wages earned by the victim for household expenses.

All types of family violence have a major impact on the lives of those involved.



Facebook message/s

You might not see the bruises! There are different types of family violence that are not necessarily physical. People may also experience sexual, verbal, emotional, social, spiritual or economic abuse. To learn more about the different types of violence have a look at the Fact Sheets on the White Ribbon Day website: <http://www.whiteribbon.org.au/resources/facts>



Twitter

- Sexual, verbal, emotional, social, spiritual or economic. Family violence is not just physical #endviolenceagainstwomen #16daysofactivism
- Words leave invisible bruises – verbal abuse. Family violence is not just physical #endviolenceagainstwomen #16daysofactivism
- Controlling who she talks to or sees is violence too. Family violence is not just physical. #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
- Why doesn't he stop? No excuses #endviolenceagainstwomen #16daysofactivism
- Human rights are women's rights too #endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism



Images

- Financial violence infographic: <http://bit.ly/1RHFYn4>
- Why doesn't he leave? - email: <http://bit.ly/1NIDG9u>
- Why doesn't he leave? – facebook: <http://bit.ly/1NDSp47>
- Why doesn't he leave? – Instagram: <http://bit.ly/20FNp4I>
- Why doesn't he leave? – Twitter(profile): <http://bit.ly/1QdqXT7>



Clips

- Love is patient, love is kind: <http://bit.ly/20FOj0R>



Links to more information

- White Ribbon Fact Sheets: <http://bit.ly/1OyDHwK>
- 1800Respect: <http://bit.ly/1iN5Z8n>

Day 8: 2nd December



Email

Data released by the Australian Bureau of Statistics shows that the average man working full time earns 18.2% or \$283.20 more than the average full time working woman. Between November 2013 and May 2014, men's salaries increased an average of \$24.90 per week and women's increased by only \$7.09. The figures show us, that overall, women earn significantly less than men. This has significant impact on their financial security over their lifetimes.



Facebook

Did you know the average man working full time earns 18.2% or \$283.20 more than the average full time working woman? Between November 2013 and May 2014, men's salaries increased an average of \$24.90 per week and women's increased by only \$7.09.



Twitter

- Overall, women earn less than men. This impacts their lifetime financial security.
#endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women
#endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism

Day 9: 3rd December

International Day of Persons with Disabilities

Significance of this day

- International Day of Persons with Disabilities aims to promote an understanding of people with disability and encourage support for their dignity, rights and well-being.
- Women with disabilities often face discrimination based on their gender as well as their disability. This places them at increased risk of gender based violence, sexual abuse, neglect, maltreatment and exploitation.
- Women and girls with disabilities are twice as likely as women and girls without disabilities to experience violence throughout their lives.¹⁶
- Over one third of women with disabilities experience some form of intimate partner violence.¹⁷



Email

Women and girls with disabilities are twice as likely to experience violence throughout their lives in comparison to women and girls without disabilities.¹⁸ More specifically, over one third of women with disabilities will experience some form of intimate partner violence throughout their lifetimes.¹⁹

Women with disabilities are often deprived of the equal realisation of their human rights. This is because of the lesser status attributed to them by society, or as a consequence of different types of discrimination. Women with disabilities face multiple and intersecting forms of discrimination based on their gender as well as their disability – these are often in the areas of education, work and employment, family and reproductive rights, health, violence and abuse.²⁰

Women with disabilities experience violence at a higher rate, for longer periods of time and are less likely to report the abuse, than women without disabilities.²¹ Women with disabilities encounter significant barriers to receiving appropriate services and justice responses to their experiences of violence and these barriers contribute to women with disabilities from realising their full human rights.

¹⁶ <http://wwda.org.au/issues/viol/viol2001/odds/>

¹⁷ <http://wwda.org.au/issues/viol/viol2001/odds/>

¹⁸ <http://wwda.org.au/issues/viol/viol2001/odds/>

¹⁹ <http://wwda.org.au/issues/viol/viol2001/odds/>

²⁰ <http://wwda.org.au/about/snapshot/>

²¹ [http://www.wdv.org.au/documents/Voices%20Against%20Violence%20Paper%20Two%20Current%20Issues%20in%20Understanding%20and%20Responding%20to%20Violence%20Against%20Women%20with%20Disabilitites%20\(PDF%201.1MB\).pdf](http://www.wdv.org.au/documents/Voices%20Against%20Violence%20Paper%20Two%20Current%20Issues%20in%20Understanding%20and%20Responding%20to%20Violence%20Against%20Women%20with%20Disabilitites%20(PDF%201.1MB).pdf)



Facebook

- Women with disabilities face a greater risk of violence than women without disabilities. “Inequality will affect those who have less power to a greater degree.”²² Come on Australia- it’s time to stop violence against women. An estimated 4.3% of **Bayside** residents need assistance with core activities and may be considered to have a disability. Women make up 63% of this group. That is over 2,000 Bayside residents at an increased risk!
- Women with disabilities face a greater risk of violence than women without disabilities. “Inequality will affect those who have less power to a greater degree.”²² Come on Australia- it’s time to stop violence against women. An estimated 4% of **Glen Eira** residents need assistance with core activities and may be considered to have a disability. Women make up 61% of this group. That is over 3,000 Glen Eira residents at an increased risk!
- Women with disabilities face a greater risk of violence than women without disabilities. “Inequality will affect those who have less power to a greater degree.”²² Come on Australia- it’s time to stop violence against women. An estimated 4.7% of **Kingston** residents need assistance with core activities and may be considered to have a disability. Women make up 58% of this group. That is almost 4,000 Kingston residents at an increased risk!
- Women with disabilities face a greater risk of violence than women without disabilities. “Inequality will affect those who have less power to a greater degree.”²² Come on Australia- it’s time to stop violence against women. An estimated 3% of **Port Phillip** residents need assistance with core activities and may be considered to have a disability. Over half of these people are women. That is around 1,500 Port Phillip residents at an increased risk!
- Women with disabilities face a greater risk of violence than women without disabilities. “Inequality will affect those who have less power to a greater degree.”²² Come on Australia- it’s time to stop violence against women. An estimated 3.2% of **Stonnington** residents need assistance with core activities and may be considered to have a disability. Women make up 60% of this group. That is almost 2000 Stonnington residents at an increased risk!

²² Elizabeth Broderick



Twitter

- Women with disabilities face a greater likelihood of experiencing violence than women without disabilities #endviolenceagainstwomem #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomem #16daysofactivism
- Start the conversation #endviolenceagainstwomem #16daysofactivism



Images

- Logo: <http://bit.ly/1iNwudR>



Clips

- Violence against women with disabilities: <http://bit.ly/1GGDXS7>



Links to more information

- Women with Disabilities Victoria: <http://bit.ly/1RaeANW>
- Women's Domestic Violence Resource Centre Victoria: <http://bit.ly/1Lakdul>
- Tell Someone: <http://bit.ly/1MGgmal>

Day 10: 4th December

Mechanisms for the Advancement of Women

Significance of this day

- Mechanisms and institutions to promote the advancement of women must be seen as integral to mainstream political, economic, social and cultural development
- A gendered approach must be integrated into all legislation, public policies, programs and projects if we are to truly achieve gender equality and prevent violence against women
- In Australia, women are currently comprising only 26.1% of key management personnel and 17.3% of CEO position
- Similarly, 7.1% of employers have a standalone overall gender equality strategy



Email

According to UN Women, specialised institutions can help prevent violence against women through informing laws, policies and programs that aim to advance gender equality. A gendered approach must be integrated into all legislation, public policies, programs and projects if we are to truly achieve gender equality and prevent violence against women.

We need to ensure that a diversity of women is represented at all levels of government; as well as holding key managerial positions in workplaces and civil society organisations.

So, what can we do to address this?

Introducing policies and legislation to end discrimination in the workplace. In a report undertaken by the Australian Human Rights Commission, one in two mothers reported experiencing discrimination at some point during pregnancy, parental leave or on return to work. A third of these women looked for other work or resigned. This interrupts women's ability to reach managerial positions within the workforce.

Setting gender targets. There is a strong economic case for increased participation of women in leadership positions; however, according to the Workplace Gender Equality Agency, progress has been too slow and we are yet to see the full extent of these benefits.

So, what are we waiting for? To quote Elizabeth Broderick "the empowerment of women is about the empowerment of humanity" and this is a responsibility that we must all take seriously, and urgently.



We need to ensure that a diversity of women is represented at all levels of government; as well as holding key managerial positions in workplaces and civil society organisations.

- In **Bayside** 48.5% of women are employed as Managers or Professionals compared to 58.7% of men.
- In **Glen Eira** 46.3% of women are employed as Managers or Professionals compared to 50.1% of men.
- In **Kingston** 34.9% of women are employed as Managers or Professionals compared to 35.5% of men.
- In **Port Phillip** 56.4% of women are employed as Managers or Professionals compared to 58.1% of men.
- In **Stonnington** 54.3% of women are employed as Managers or Professionals compared to 60.3% of men.



- “the empowerment of women is about the empowerment of humanity” Elizabeth Broderick #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism



- Powerful quotes: <http://bzfd.it/1Ltnxlw>



Links to more information

- Supporting working parents: <http://bit.ly/1LKQTrr>

Day 11: 5th December

Women and the media

Significance of this day

- The media can play a significant role in either perpetuating or challenging social norms and behaviors that condone violence against women.²³
- The demonstrated gender inequality in the media has significant consequences as it reinforces negative stereotypes towards women.²⁴
- When people are repeatedly shown images of women as victims, sexualised, or in domestic roles, they are more likely to accept these images as normal and it is the first step in justifying violence against women.²⁵



Email

The mass media – television, internet, radio, newspapers, magazines and film – is part of our everyday life. It is a powerful tool that provides us with information and entertainment. It reflects our society and it influences the way we think. The demonstrated gender inequality in the media has significant consequences. The current widespread access to media's limited representations of gender can have undesirable effects. When people are repeatedly shown images of women as victims, sexualised, or in domestic roles, they are more likely to accept these images as normal. This can affect both men's and women's ideas about which careers women might be good at, how important it is for women to be sexually attractive, and whether women should be in positions of authority.

The media has been criticised for its portrayal of women as objects whose value is measured in terms of their usefulness to others. It becomes difficult to see them as thinking, feeling, and capable people. Constantly portraying women in a highly sexualised way makes it more likely all women will be seen as sexual objects. Research shows that by objectifying women it is turning a human being into a thing which is always the first step in justifying violence against that person.³

Some recent studies have shown that:

- In all G-rated films from 2006–2009, 80.5% of working characters were male and 19.5% were female;
- In 2009, a study on Australian media found that only 24% of people who were heard, read about or seen in news stories were female. In Sports stories this figure fell to 1%;
- In the top 500 films during 2007-2012, women were 30% of speaking characters. 29% of women in the films wore sexually revealing clothes as opposed to 7% of men.

²³ <http://www.unwomen.org/en/news/in-focus/end-violence-against-women/media>

²⁴ <http://www.communities.wa.gov.au/Documents/Women/Women%20in%20the%20Media%20Discussion%20Paper%20FINAL.pdf>

²⁵ <http://www.communities.wa.gov.au/Documents/Women/Women%20in%20the%20Media%20Discussion%20Paper%20FINAL.pdf>



Facebook

The media plays a significant role in either perpetuating or challenging social norms and behaviours that condone violence against women and girls #endviolenceagainstwomenn #16daysofactivism



Twitter

- Media plays a significant role perpetuating social norms that condone VAW and girls #endviolenceagainstwomenn #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomenn #16daysofactivism
- Start the conversation #endviolenceagainstwomenn #16daysofactivism



Images

- Attitudes matter: <http://bit.ly/1NZcWOT>



Clips

- Representation of Women in the Media 2014: <http://bit.ly/1Dsc56g>
- The Bechdel Test for Women in Movies: <http://bit.ly/1pA5lvG>
- The Autocomplete Truth: Kick-starting a modern conversation on gender equality: UN Women: <http://bit.ly/1VRfJRp>



Links to more information

- UN Women: <http://bit.ly/1FXFVOX>
- Women and the Media : <http://bit.ly/1RGK3bt>
- Working with News and Social Media to Prevent Violence Against Women and their Children: A Strategic Framework for Victoria: <http://bit.ly/1QyYwf7>

Day 12: 6th December

The Montreal Massacre

Significance of this day

- On December 6th, 1989, a man walked into the University of Montreal's School of Engineering Building and began a shooting spree murdering 14 women and injuring 13 others (9 women and 4 men). He outlined his reasons for the attack including his anger towards feminists for seeking social changes that "retain the advantages of being women [...] while trying to grab those of the men."²⁶
- The 14 women murdered became representative of injustices and systemic violence against women, and how entrenched gender stereotyping can lead to violence against women.



Email

Today is the anniversary of the Montreal Massacre which occurred in 1989. On the 6th December a man murdered 14 women and injured 9 others along with 4 men in the Engineering Building of Montreal's School of Engineering. His attack was motivated by anger towards feminists. The murdered women came to represent the injustices of systemic violence against women and became an example of how gender stereotyping can lead to violence against women.

Women are underrepresented in Science, Technology, Engineering and Maths (STEM) fields in education and in employment. Research shows that in Australia, 18.6 per cent of boys undertook STEM subjects in their final year of secondary school compared with 13.8 per cent of girls. Only 28 per cent of employed STEM-qualified Australian workforce aged 15 years and over were female in 2011 compared to 55 per cent for all fields in the tertiary qualified population. This figure stood at 14 and 86 per cent for females and males respectively in Engineering and related technologies, and 25 and 75 per cent for females and males in Information technology.²⁷

There are many possible factors contributing to the discrepancy of women and men in STEM including: a lack of female role models, gender stereotyping and a lack of encouragement from teachers and parents to choose STEM subjects in upper secondary school.

Gender inequality exists in STEM fields in education and in employment. There is a need to encourage and support women and girls in STEM for the benefit of all.

There is a need to encourage and support women and girls in STEM for the benefit of all.

²⁶ <http://www.citynews.ca/2006/12/06/citynews-rewind-the-montreal-massacre/>

²⁷ http://www.professionalsaustralia.org.au/professional-women/wp-content/uploads/sites/48/2014/03/WOMEN_IN_STEM_v2.pdf



Facebook

Women are underrepresented in the Science, Technology, Engineering and Maths (STEM) fields in both education and employment. Gender stereotypes and expectations contribute to the lack of women in the STEM fields. We say that #girlscanbe women in STEM and we want to see more! Find out more about women and STEM <http://bit.ly/1OAJLmE>.



Twitter

- Gender stereotypes contribute to the lack of women in the STEM fields. We say that #girlscanbe women in STEM. #16daysofactivism
- Gender inequality contributes to the underrepresentation of women in STEM. #endviolenceagainstwomen #16daysofactivism #girlscanbe
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism



Clips

- Girls Can Be: <http://bit.ly/1OAJLmE>
- The Underrepresentation of Women in STEM: <http://bit.ly/1PsqoNt>



Links to more information

- Women in Science AUSTRALIA: <http://bit.ly/1X1ZspM>
- Australian Academy of Science: <http://bit.ly/1iNvWFu>

Day 13: 7th December

Youth in Action

Significance of this day

- Youth have always been at the forefront of creating positive social change.
- Young Australians value gender equality and the rights of women.²⁸
- Young people have a significant role to play in leading efforts to end violence against women and girls.
- Young women (18 – 24 years) experience significantly higher rates of physical and sexual violence than women in older age groups.²⁹



Email

The theme today is ‘Youth in Action’. So, let’s talk about young people. We know that not only do young women aged 18-24 experience significantly higher rates of physical and sexual violence than older women; but we also know that young people have a vital role to play in leading efforts to end violence against women and girls.³⁰

Australia has approximately 3.75 million young people aged between 12 – 24 years and many are passionately concerned about not only their own future, but the direction that we as a society are heading in. Adolescence is a great time to open the conversation and to start questioning outdated gender stereotypes and behaviours that perpetuate violence and discrimination.

So how can young people help to end violence against women and girls?

Well, we think The Line website <http://www.theline.org.au/> is a pretty good place to start. It has been developed for young people to engage in preventing violence against women and to “talk about relationships, gender, sex, bystander action, technology and communication. To talk about how to keep behaviours healthy and respectful, and avoid crossing the line that makes someone feel frightened, intimidated or diminished.”

It is essential that the voices of our young people are heard and we take strong action together in order to move closer to equality and justice.

²⁸ <http://www.ayac.org.au/uploads/AYM%20survey%20report%20web.pdf>

²⁹ <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4906.0Chapter3002012>

³⁰ <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4906.0Chapter3002012>



Facebook

Young people play a significant role in leading efforts to end violence against women and girls. It is essential that the voices of our young people are heard and we take strong action together in order to move closer to equality and justice. Check out The Line website for youth friendly information <http://www.theline.org.au/>



Twitter

- Young people play a significant role in leading efforts to end violence against women and girls #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism



Clips

- Youth campaign *The Line*: <http://bit.ly/1L5JFxB>
- Power of One: <http://bit.ly/1LjU9uz>
- Malala Yousafzai: <http://bit.ly/1RGLoPu>



Links to more information

- Orange your day: <http://bit.ly/1GGG5ZZ>

Day 14: 8th December



Email

While family violence can affect anyone in our community, some women are more vulnerable than others. Indigenous women, women from culturally and linguistically diverse backgrounds, pregnant women, older women and women with disabilities are all more vulnerable. Many of these women already experience isolation, making their struggle with family violence all the more challenging. Being aware of the extra challenges these women face can be helpful in assisting in providing them with the support they need.



Facebook

- Some women in the community may be more vulnerable to experiencing family violence, these include Indigenous women, women from culturally and linguistically diverse backgrounds (estimated 6,553 in **Bayside**), pregnant women, older women (estimated 12,279 in **Bayside**) and women with a disability (estimated 2,318 in **Bayside**).
- Some women in the community may be more vulnerable to experiencing family violence, these include Indigenous women, women from culturally and linguistically diverse backgrounds (estimated 18,434 in **Glen Eira**), pregnant women, older women (estimated 14,594 in **Glen Eira**) and women with a disability (estimated 3,425 in **Glen Eira**).
- Some women in the community may be more vulnerable to experiencing family violence, these include Indigenous women, women from culturally and linguistically diverse backgrounds (estimated 14,759 in **Kingston**), pregnant women, older women (estimated 17,064 in **Kingston**) and women with a disability (estimated 3,840 in **Kingston**).
- Some women in the community may be more vulnerable to experiencing family violence, these include Indigenous women, women from culturally and linguistically diverse backgrounds (estimated 9,831 in **Port Phillip**), pregnant women, older women (estimated 6,979 in **Port Phillip**) and women with a disability (estimated 1,499 in **Port Phillip**).
- Some women in the community may be more vulnerable to experiencing family violence, these include Indigenous women, women from culturally and linguistically diverse backgrounds (estimated 10,445 in **Stonnington**), pregnant women, older women (estimated 10,103 in **Stonnington**) and women with a disability (estimated 1,877 in **Stonnington**).



Twitter

- Women with a disability are more vulnerable to family violence #endviolenceagainstwomenn #16daysofactivism
- CALD women are more vulnerable to family violence #endviolenceagainstwomenn #16daysofactivism
- Older women are more vulnerable to family violence #endviolenceagainstwomenn #16daysofactivism
- Pregnant women are more vulnerable to family violence #endviolenceagainstwomenn #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomenn #16daysofactivism
- Human rights are women's rights too #endviolenceagainstwomenn #16daysofactivism
- Start the conversation #endviolenceagainstwomenn #16daysofactivism



Images

- Victims of Violence Infographic: <http://bit.ly/1RHmSh1>
- All things being equal - email: <http://bit.ly/1Qd3iLQ>
- All things being equal – facebook: <http://bit.ly/1Oyrx76>
- All things being equal – Instagram: <http://bit.ly/1iMKQvc>
- All things being equal – Twitter(profile): <http://bit.ly/1GS34ak>



Links to more information

- Diverse communities and family violence: <http://bit.ly/1WJyDtX>

Day 15: 9th December



Email

Children are often present when family violence occurs. They may witness violence against their loved one, hear it in another room or have to run from abuse. They may have to be careful around an abuser to avoid setting them off or they may be victimised for supporting their loved one. These experiences can lead to behavioural changes, developmental delays, difficulties with relationships, emotional issues, problems with learning, poor self-esteem and a range of physical illnesses such as headache, insomnia, bed wetting and skin rashes. Recovery depends on a wide range of factors including the child's personality.



Facebook

- In 30% of family violence incidences in **Bayside**, a child is present. Research on children exposed to family violence shows that there are a range of impacts that children may experience including depression, anxiety, increased aggression, loneliness and difficulty in school. More information can be found at <http://bit.ly/1NmoTvl>
- In 29% of family violence incidences in **Glen Eira**, a child is present. Research on children exposed to family violence shows that there are a range of impacts that children may experience including depression, anxiety, increased aggression, loneliness and difficulty in school. More information can be found at <http://bit.ly/1NmoTvl>
- In 30% of family violence incidences in **Kingston**, a child is present. Research on children exposed to family violence shows that there are a range of impacts that children may experience including depression, anxiety, increased aggression, loneliness and difficulty in school. More information can be found at <http://bit.ly/1NmoTvl>
- In 21% of family violence incidences in **Port Phillip**, a child is present. Research on children exposed to family violence shows that there are a range of impacts that children may experience including depression, anxiety, increased aggression, loneliness and difficulty in school. More information can be found at <http://bit.ly/1NmoTvl>
- In 24% of family violence incidences in **Stonnington**, a child is present. Research on children exposed to family violence shows that there are a range of impacts that children may experience including depression, anxiety, increased aggression, loneliness and difficulty in school. More information can be found at <http://bit.ly/1NmoTvl>



Twitter

- On average, a child is present in 30% of Southern Melbourne family violence incident reports. #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism

Day 16: 10th December

International Human Rights Day

Significance of this day

- International Human Rights Day provides organisations and individuals with an opportunity to mark the anniversary of the adoption of the Universal Declaration of Human Rights in 1948 and to celebrate the fundamental proposition that each one of us, everywhere, at all times is entitled to the full range of human rights.
- Women do not always have the opportunity and ability to access and enforce their rights on the same basis as men due to social structures, traditions, stereotypes and attitudes about women and their role within society.
- Women's human rights are breached every day primarily through gender discrimination and gender inequality. Violence against women both violates and impairs the enjoyment by women of human rights and fundamental freedoms.



Email

Today is International Human Rights Day and the last day of the 16 Days of Activism. We hope that you continue to have a conversation about preventing violence against women throughout the year.

Women and girls are entitled to full and equal enjoyment of their human rights including health, education, political participation, economic wellbeing and freedom from violence. Today, we're talking about the right to live free from violence.

Violence against women is one of the most widespread violations of human rights – it happens across cultures, countries and communities. Here in Australia, we know that 1 in 3 women experience physical violence at the hands of a current or ex-partner, 1 in 5 women experience sexual violence at the hands of a current or ex-partner, and 1 in 4 women experience emotional abuse by a current or former partner.³¹

Violence denies women their ability to fully participate in society and their capacity to reach their fullest potential; and for one woman on average per week in Australia, violence denies her, her life.³²

Violence against women is a violation of human rights and fundamental freedoms. Today we are saying "human rights are women's rights too." No more violence.

³¹ <http://www.ourwatch.org.au/Understanding-Violence/Facts-and-figures>

³² <http://www.ourwatch.org.au/Understanding-Violence/Facts-and-figures>



Facebook

Today is International Human Rights Day and the last day of the 16 Days of Activism. We hope that you continue to have a conversation about preventing violence against women throughout the year:

<https://www.youtube.com/watch?v=Yqb8Uzyej78>

The number of family violence incidents in **Bayside** where charges have been laid has increased three fold (55-149) and the number of incidents where intervention orders/safety notices were activated has more than doubled (44-114). We need to keep this conversation going!

Violence against women is a violation of human rights and fundamental freedoms. Today we are saying "human rights are women's rights too." No more violence. It's time to act <http://bit.ly/1zPDOJI>.

Women and girls have a right to live a life free from violence. Yet, violence against women and girls is a major cause of injury and death for women and girls all around the world, including here in Australia <http://bit.ly/1kFIFuy>.



Twitter

- Human rights are women's rights too #endviolenceagainstwomen #16daysofactivism
- All things being equal, there would be no violence against women #endviolenceagainstwomen #16daysofactivism
- Start the conversation #endviolenceagainstwomen #16daysofactivism



Images

- Human Rights are Women's Rights too - *email*: <http://bit.ly/1leAdmG>
- Human Rights are Women's Rights too – *facebook*: <http://bit.ly/1OyAptu>
- Human Rights are Women's Rights too – *Instagram*: <http://bit.ly/1NYPvoY>
- Human Rights are Women's Rights too – *Twitter(profile)*: <http://bit.ly/20FKLeN>



Clips

- Attitudes to gender equality and violence against women: <http://bit.ly/1zPDOJI>



Links to more information

- The Universal Declaration of Human Rights: <http://bit.ly/1eOELb2>
- Human rights and Women: <http://bit.ly/1OAM3Ci>