

# 16 Days of Activism against Gender-Based Violence



## What is 16 Days of Activism?

*16 Days of Activism against Gender-Based Violence* is an international campaign for the prevention and elimination of violence against women and girls.

The campaign is held annually from 25 November (*International Day for the Elimination of Violence against Women*) to 10 December (*Human Rights Day*).

It is supported by various global, national, and local organisations, including UN Women, as part of its *UNITE to End Violence against Women* campaign.

## What is Our Watch doing for 16 Days?

This year, Our Watch's activity for *16 Days of Activism* focuses on the important work of engaging men and boys in preventing violence against women. We'll be talking about healthy masculinities and sharing content to help men understand some of the ways they can be active bystanders and positive role models among their peers.

***It starts with men. It starts with you.***

### WHAT WE ARE ASKING OUR TARGET AUDIENCE TO DO

Our Watch will share content across our social media channels with messages aimed at men aged 20-35 in the 'persuadable' segment of the audience (as defined by the [VicHealth Framing Gender Equality](#) guide). We'll be encouraging them to think about the role that they can play in preventing violence against women, and to share the content with their mates.

### WHY MEN AND MASCULINITIES?

It is vital that we are working with men and boys in positive ways to promote healthier ways of being a man while reaching them where they're at - at work, at their sporting clubs, at uni or TAFE, at home, and online. Our content is aimed at encouraging men to challenge disrespect towards women, with simple actions in relatable situations. For example:

- when talking to friends about violence against women
- when they want to take action to prevent violence against women
- in situations where men might feel pressured to be 'manly'
- when looking for tips to help call out harmful behaviours.

The scenarios in the content were developed from the drivers of violence against women in [Change the Story](#), Australia's national framework for the prevention of violence against women. We only have a short amount of time with our target audience through social media channels, so the content is aimed at providing a relatable setting and situation that helps men think differently about how they can help prevent violence in their everyday lives.

## Men in Focus

If you would like to know more about Our Watch's work with men and masculinities, please take a look at *Men in Focus*, which brings together research and practice knowledge to unpack how to address masculinities and work with men.

You can also view the *Men in focus: National consultation report*, developed from a consultation with key stakeholders from across Australia to explore how to build more coordinated and evidence-informed approaches to working with men and boys as part of primary prevention of gender-based violence efforts.

## Want to support us?

We encourage you to join us in sharing our *It Starts With Men, It Starts With You* content across your own social media channels, internal staff channels and with stakeholders and partners.

### SOCIAL MEDIA ASSETS

We have developed two tiles and one carousel for you to share during *16 Days of Activism*.

We have also developed a suggested caption to go alongside them. This is a guide that you are welcome to follow, but please use the materials in this toolkit in a way that is best suited to your organisation.

Make sure to use the hashtag **#16DaysOfActivism**

We would also love you to tag us on your social media posts using the following handles:

[LinkedIn - Our Watch](#)

[Facebook - Our Watch](#)

[Instagram - @OurWatch](#)

[Twitter / X - @OurWatchAus](#)



[DOWNLOAD THE OUR WATCH 16 DAYS OF ACTIVISM SOCIAL MEDIA TILES HERE](#)

You can also direct your audiences to download this Stakeholder toolkit from the Our Watch *It Starts With Men, It Starts With You* [web page here](#).

# Social Media

## INSTAGRAM AND FACEBOOK SOCIAL TILES (1080px)

Tile 1



### EXAMPLE CAPTION FOR USE WITH ALL SOCIAL TILES

It's #16DaysOfActivism!

16 Days of Activism Against Gender-Based Violence is a global campaign dedicated to raising awareness and advocating for change.

This year, national violence prevention organisation Our Watch is connecting with men who want to take action on gender inequality and gender-based violence. They will be sharing examples of how men can speak up against disrespect and abuse at home, at work and in their communities.

Want to know more about this campaign and how you can get involved? Head to their website! [www.ourwatch.org.au/16-days-of-activism](http://www.ourwatch.org.au/16-days-of-activism)

**#16Days #16DaysOfActivism #16Days16Ways #ChangeTheStory**

### IMAGE ALT TEXT FOR THIS POST

White and blue text on a navy and blue background: Want to do your bit to end violence against women? Start by standing up to your mates when they show disrespect towards women. It starts with you. It starts with men. #16DaysOfActivism. Our Watch logo.

**What is alt text?** Alt text promotes accessibility as it is read by assistive technology like screen readers, and provides a better user experience to all users, for example if an image doesn't load. This text both describes and provides context for the image. We suggest you include alt text on your social posts and have provided some sample text for each.

## INSTAGRAM AND FACEBOOK SOCIAL TILES (1080px)

Tile 2



**CAPTION:** [See example caption on Page 3.](#)

### IMAGE ALT TEXT FOR THIS POST

White and blue text on a navy and blue background: When you challenge disrespect, you're challenging the attitudes that can lead to violence against women. It starts with you. It starts with men. #16DaysOfActivism. Our Watch logo.

## CAROUSEL INSTAGRAM AND FACEBOOK SOCIAL TILES (1080px)

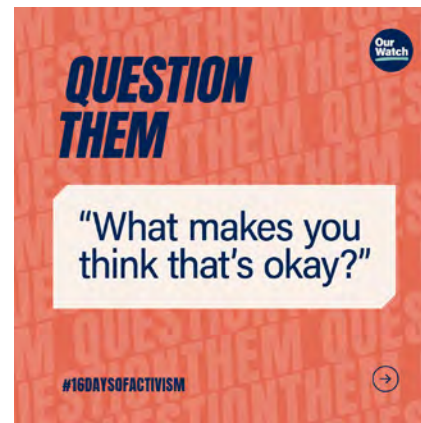
Tile 1



Tile 2



Tile 3



Tile 4



**CAPTION:** [See example caption on Page 3.](#)

### IMAGE ALT TEXT FOR THIS POST

Tile 1: White and blue text on a navy and blue background: Want to do your bit to end violence against women? Start by standing up to your mates when they show disrespect towards women. It starts with you. It starts with men. #16DaysOfActivism. Our Watch logo.

Tile 2: Navy text on a yellow background with cream accents. Shut down locker room talk: "C'mon man, that's enough." Arrow pointing to next tile. #16DaysOfActivism Our Watch logo.

Tile 3: Navy text on a red background with cream accents. Question them: "What makes you think that's okay?" Arrow pointing to next tile. #16DaysOfActivism Our Watch logo.

Tile 4: Navy text on a blue background with cream accents. Use body language. Shake your head or roll your eyes. #16DaysOfActivism Our Watch logo.

# Disclosures and backlash

Talking about violence against women and gender inequality is vital to preventing it. But it can sometimes receive resistance, particularly on social media, as well as disclosures, where people disclose their personal experiences with violence.

For more information on backlash, please refer to [Respect Victoria's 16 Days of Activism 2024 toolkit](#), which includes helpful information about how to prepare for and respond to backlash.

## Help and support services

CATEGORY	REFERRAL	ACTION	CONTACT
<b>Immediate threat to safety</b>	Police	Encourage reporting incident or seeking immediate help	000
<b>Disclosure: experience of violence personally or concerned for another person</b>	1800RESPECT	Encourage talking to a counsellor for advice	1800 737 732 <a href="https://www.1800respect.org.au">1800respect.org.au</a>
<b>Disclosure: self-harm</b>	LIFELINE	Encourage talking to a counsellor	13 11 14 <a href="https://www.lifeline.org.au">lifeline.org.au</a>
<b>Disclosure: perpetration of violence</b>	Men's Referral service	Encourage talking to a counsellor	1300 766 491 <a href="https://www.ntv.org.au">ntv.org.au</a>
<b>Cyber-bullying, image-based abuse or illegal and harmful content</b>	eSafety office	Encourage reporting to the eSafety Office	<a href="https://www.esafety.gov.au/report">esafety.gov.au/report</a>

# Thank you for your support!

Thanks for supporting the *16 Days of Activism* campaign  
and helping to prevent violence against women.

## Find out more at



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