



# 16 Days 2022 – social media messaging

This document provides information for organisations about Respect Victoria’s Respect Women: ‘Call It Out’ (Respect Is) campaign. Commencing annually on 25 November (International Day for the Elimination of Violence against Women) and running until 10 December (Human Rights Day), the 16 Days of Activism campaign was started by activists at the inaugural Women’s Global Leadership Institute in 1991 and continues to be coordinated each year by UN Women. It is used as an organising strategy by individuals and organisations around the world to call for the prevention and elimination of violence against women and girls. This document is designed to help you create your own ‘Respect is’ statements, and to support your communities to examine what respect and equality looks like in relationships and homes.

## Respect Women: ‘Call It Out’ campaign approach

This campaign aims to support the Victorian community to unpack what respect means, what it looks like, and how to put it into practice in homes, relationships, workplaces, friendships, and communities. Respect sits at the core of all safe, healthy, and equal relationships. Gender inequality involves devaluing or disrespecting women or their contributions.

Research has consistently found that these forms of disrespect increase the likelihood of violence against women.

Respect Victoria wants to inspire action and to encourage members of the public to embrace the types of behaviours and actions that lead with respect.

## Link between ‘Respect is’ and Respect Women: ‘Call It Out’

With this campaign, Respect Victoria is asking individuals and communities to:

- Think about and talk about what respect looks like in their everyday lives, including in intimate relationships, families, workplaces, and communities
- Call out disrespect, sexism, harassment, and abuse when it is safe to do so; and
- Make the link between gender equality and family violence/violence against women.

In asking people to ‘call it out’, we are targeting bystanders to intervene when they witness gender inequality, sexism, and harassment – drivers that can lead to family violence and, more broadly, violence against women.

Bystanders may observe gendered violence in any of these environments and have the capacity to act.

Bystander action refers to ‘how’ a bystander calls out, or engages others in responding to incidences of violence, sexism, harassment, or discrimination. There is no ‘right way’ to be an active bystander. Depending on the situation at hand, various forms of intervention can be deployed, and a bystander should consider their own comfort and safety above all else.

## x16 ‘Respect is’ statements for the 16 Days

Within this document is a list of 16 different statements with supporting copy you could use across the 16 Days of Activism. This suite of statements is designed to be both broad and varied to allow you to choose a message that best suits your audience and community. For all social media activities, join the conversation by using the hashtags **#16days** **#respectis** and **#callitout**. Submit your content to be shared on Respect Victoria social media stories over the campaign by tagging us **@respectvictoria**

Number	Statement	Supporting copy
1	Respect is choosing not to laugh at jokes that put women down.	<p>Choosing not to laugh at jokes that put women down contributes to a culture where women are respected.</p> <p>Each of us has a role to play – by calling out harmful behaviours early, we can stop violence before it starts.</p> <p>Respect women: call it out.</p>
2	Respect is sharing the housework.	<p>Sharing the housework helps us build relationships based on mutual respect.</p> <p>Gender equality begins at home. By fostering equality in our homes, we create a safer community for women and girls.</p> <p>Respect women: call it out.</p>
3	Respect is challenging what it means to be a man.	<p>Men should be free to be themselves, and not be trapped by outdated ideas of what it means to be a man.</p> <p>By calling out outdated attitudes and gender stereotypes, we can create a world where everyone is equal and respected.</p>
4	Respect is treating girls and boys as equal.	<p>Children should be free to be themselves.</p> <p>Equality starts at home. By freeing kids from outdated gender stereotypes, we help create an environment where they are safe, respected, and free to express their authentic selves.</p>
5	Respect is calling out harmful comments towards women.	<p>Each of us can play a role in creating a society that is safe and equal for women.</p> <p>By calling out harmful comments in your workplace, sporting club, friendship group and community, you can help prevent violence against women before it starts.</p> <p>Respect women: call it out.</p>
6	Respect is amplifying the voices of women with disabilities.	<p>We can all be allies to women with disabilities by amplifying their voices and challenging harmful stereotypes about disability.</p> <p>Respect women: call it out.</p>
7	Respect is upholding women's control over their own bodies.	<p>We must uphold the rights of women to make decisions about their own bodies, free from discrimination.</p> <p>By respecting women's right to choose, we create a more equal society and help prevent violence against women.</p> <p>Respect women: call it out.</p>
8	Respect is upholding Aboriginal women's voices and experiences.	<p>Aboriginal women and communities must lead the way when it comes to preventing violence against Aboriginal women. We can all be allies by challenging discrimination that's based on race or gender.</p> <p>Respect women: call it out.</p>
9	Respect is valuing older women's experiences.	<p>Whether we are nine or 90, we all deserve to be treated with respect.</p> <p>Older women can experience violence because of intersecting forms of discrimination like ageism and sexism.</p>

		<p>By calling out ageism, we can prevent violence against older women before it starts.</p> <p>Respect women: call it out.</p>
10	Respect is calling out degrading language in sports.	<p>Sport brings communities together, gives us a sense of belonging, and has the power to create change.</p> <p>We know that disrespect can still be part of the sporting world – in teams, organisations, in the stands and in the homes of fans.</p> <p>By calling out disrespect in the sporting world, we can create a culture that is safer for women and girls.</p> <p>Respect women: call it out.</p>
11	Respect is being an ally to trans women.	<p>We must come together to challenge discrimination against trans women. By calling out harmful attitudes early, we can prevent violence against all women before it starts.</p> <p>Respect women: call it out.</p>
12	Respect is promoting women's financial independence.	<p>Women deserve financial security and independence. This can look like closing the gender pay gap in workplaces, equal parental leave policies, and valuing care work.</p> <p>Promoting women's financial independence is an important piece of the puzzle in preventing violence against women.</p>
13	Respect is making home a safe place.	<p>Respect begins at home.</p> <p>Building equal relationships in our homes helps prevent violence against women, and role model healthy and respectful relationships for children.</p> <p>Respect women: call it out.</p>
14	Respect is supporting everyone to express their identities.	<p>Everyone should be able to express their authentic selves, free from discrimination and violence.</p> <p>By calling out harmful attitudes, we can prevent violence against before it starts.</p> <p>Respect women: call it out.</p>
15	Respect is upholding women's independence.	<p>All women deserve to be safe, equal and respected.</p> <p>Promoting women's independence in homes, workplaces and communities is an important piece of the puzzle in preventing violence against women.</p>
16	Respect is making sure every woman feels safe at work.	<p>Everyone deserves to feel safe and respected in their workplace.</p> <p>We can all help create workplaces where everyone is respected. By calling out harmful attitudes and behaviours, we can prevent violence against women before it starts.</p>