



16 Days of Activism Against Gender-Based Violence Values-Based Messaging Evaluation

On 5 November 2020, WHISE hosted a session as part of 16 Days of Activism Against Gender-based Violence. Mark Chenery from Common Cause Australia presented a practical session on values-based messaging and how to integrate it into 16 Days of Activism work, particularly for social media campaigning.

There were a total of 63 registrations, with 37 organisations in attendance (including eight organisations from peak bodies and outside the Southern Metropolitan Region).

Pre Session (63 people)



Fig 1. Confidence in applying values-based messaging before attending session

What are you most interested in getting out of this session?

“ To better understand and gain practical tips of framing consistent, positive, gender-based messaging for social media ”

Post Session (25 people)

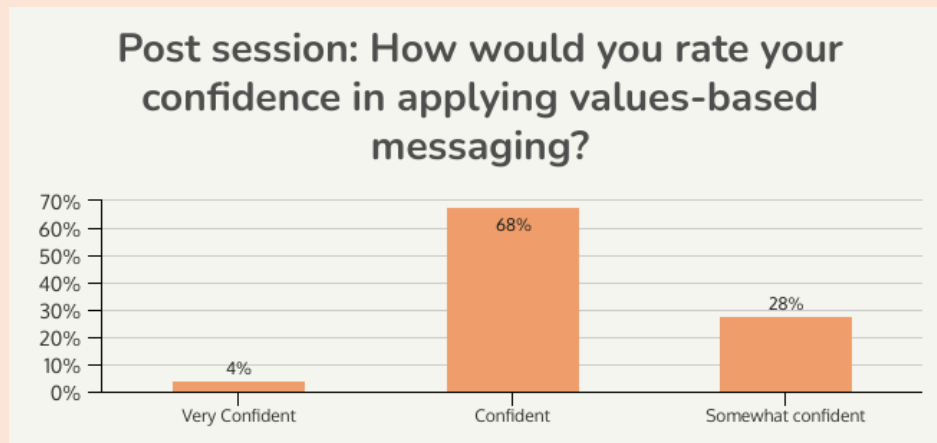


Fig 1. Confidence in applying values-based messaging after attending session

It is interesting to note that feedback overall for this session was overwhelmingly positive and that despite this, the growth in confidence in applying values-based messaging in the pre and post survey wasn't significant. The strong sense in the session that people are committed to making the change, and that confidence will come with time and practice, probably explain why confidence didn't skyrocket.

Also noteworthy is the difference in the number of pre and post session surveys participants (impacted the data).

What is the most significant take away from today's session for you?

- How easily 'facts' can be twisted to suit an opposition narrative and the importance of considering that when sharing facts.
- Don't tell your opposition's story. Myth-busting and statistics on the high-prevalence of regressive attitudes can reinforce problematic social norms.
- The risk of reinforcing the opposition story through myths and statistics
- Create a positive message & don't repeat the opposition's messaging
- Learning to focus on solutions not problems, opposite of what violence looks like

What worked well

- ✔ The session was direct, to the point, with clear explanation behind the reasoning, which I found beneficial.
- ✔ The clear, straightforward and informal way in which the key speaker explained the messaging principles.
- ✔ The speaker was very good and very well informed. WHISE are a respected organisation, so the invite from WHISE gave credibility to the presentation. All tech worked!
- ✔ Fantastic session: a fresh evidence-based perspective, practical tips and links to helpful resources.

What could be improved

Nothing in particular. Keen to have an event like this when the gender equality research and resource is released

What action might you take to integrate the learnings into your work?

- ✔ Will focus on telling stories and using values-based messaging in social media posts, and will be conscious of the use of statistics and whether they could provide support to opposing views.
- ✔ This was exceptionally help in providing some evidence-based insights and practical suggestions. I was aiming for it to be a refresher but definitely went beyond my expectations.

Snapshot reminder of one of the learnings from the session

The tile below has a statistic about the prevalence of regressive attitudes in Australia and is followed by a values-based message in black about the use of violence being a choice. If you wish to use values-based messaging, take the text in black only as the message for your social media tile.



Australians believe that women can often make a man so angry that he hits her when he didn't mean to

**Using violence against women is a choice, not an instinct.
Don't excuse people who choose to use violence.**