



2018 16 Days of Activism



Women's Health in the South East Inc
Thursday, March 28, 2019

ACKNOWLEDGEMENT

Women's Health in the South East acknowledges the traditional owners of the land of the Southern Metropolitan Region of Melbourne including the Bunurong People and Wurundjeri People of the Kulin Nation. We pay our respects to elders past, present and emerging. WHISE acknowledges that sovereignty of this land has never been ceded and we are committed to honouring Australian Aboriginal and Torres Strait Islander peoples in our work.

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WHO IS WHISE?

Women's Health in the South East (WHISE) is the regional women's health service for the Southern Metropolitan Region.

WHISE is a not-for-profit organisation that focuses on empowering women. We work to improve the health and well-being of women in our region by providing health information and education to governments, organisations, education providers, and community groups.

Our team of health promotion professionals work to promote gender equality, sexual and reproductive health and the prevention of violence against women.

WHISE proudly provides settlement services for refugee and migrant women. Funded through the Federal Government, our team assist women to access mainstream services, increase their knowledge of Australian society, and to help them better participate in the broader community. We run support sessions, provide assistance to liaise with government departments and referrals when required.

Primary prevention

Primary prevention in health promotion is at the very core of what we do. It is a deliberate way of changing the underlying causes of poor health. Rather than treating disease, our work seeks to prevent disease. WHISE work aims to reduce incidence of poor health of women in our community.

We train and raise understanding about gender equality because we know that this is the root cause of violence against women. We work in partnership with communities on sexual and reproductive health to support women to take control over their own health and well-being.

Health Promotion and Primary Prevention increases community well-being and most importantly for us, empowers women.

Where we work

We work across 10 local government areas. Our area of work is called the South Metropolitan Region and consists of approximately 1.3 million people, representing about one-quarter of the state's total population.

We cover Port Phillip, Bayside, Kingston, Frankston, Stonnington, Glen Eira, Dandenong, Cardinia, Casey and Mornington Peninsula.



About the campaign

16 Days of Activism Against Gender-Based Violence is a global campaign dedicated to raising awareness about the impact of violence, particularly on women. The campaign starts 25 November, International Day for the Elimination of Violence Against Women, and concludes 10 December, Human Rights Day. These dates were chosen in order to symbolically link violence against women with human rights issues. In particular, this campaign emphasises the fact that violence, in any form, is a violation of human rights.

For four years now, WHISE and partners have chosen to promote the campaign in cafes throughout the Southern Metropolitan Region. Cafes play an important role in the community of bringing people together and promoting messages on cups, cards and posters has helped to start a very important discussion around why we need to challenge disrespect towards women and how it links to gender-based violence.

Theme of the 2018 campaign

The focus of this year's campaign is bystander action. An OurWatch survey showed that 79% of respondents want practical tips about ways to safely intervene when witnessing disrespect toward women and girls.

What is Bystander Action?

Bystander action is defined as: "Safe and appropriate actions taken to challenge the drivers of violence against women – that is, to challenge:

- The condoning of violence against women.
- Men's control of decision-making and limits to women's independence in public and private life.
- Stereotyped constructions of masculinity and femininity.
- Disrespect towards women, and male peer relationships that emphasise aggression."

Bystander action includes speaking out about and responding to sexism, discrimination and inequality. As per previous years, WHISE and partners worked with cafés across the Southern Metropolitan Region (SMR) to promote messages of bystander action through a variety of collateral. Cafés were, again, the chosen setting to promote bystander action due to the successes of the previous campaign in this setting. This year, bystander action messaging and tips were promoted through over 110 cafes in the Southern Metropolitan Region. The approach engaged the community through the use of #'s, taglines, and visual imagery on compostable coffee cups, keep

cups, posters, stickers and flyers. The use of a social media toolkit enabled the wider community to participate in the campaign and promote the campaign messages.

The collateral

Café Material

Central to the 16 Days of Activism campaign is collateral to promote the campaign messages. This year, WHISE enlisted a local female artist to design the visuals for the collateral listed above. The artist was asked to draw a series of faces to represent the diversity of Australia and how it is every individual's responsibility to call out disrespectful behavior. These faces, along with the tag lines and hashtags were printed on the compostable coffee cups, keep cups, stickers, posters and flyers.

There were a total of 67,000 compostable coffee cups distributed to over 110 cafes across the SMR region, over the 16 days of the campaign. A total of 592 keep cups were also distributed to the participating cafes. It is estimated that the coffee cups alone reached 200,000 café customers.

In line with the bystander action theme, the 2019 tagline was: "Don't accept disrespect. Call it out!". The 2018 hashtag was: #RespectStartsWithMe

The visuals were as follows:

Compostable takeaway cup (12oz and 8oz available):



A3 sized poster:



A6 folded into A7 table top card:

Small actions make a big difference.

Don't accept disrespect. Call it out!

16 Days of Activism Against Gender-based Violence

For more tips: whise.org.au/16days
For support call 1800 RESPECT

#RespectStartsWithMe
#Callitout



25 Nov - 10 Dec 2018

front and back

Our watch finds

1 in 3 Australian women have experienced physical violence since the age of 15.

79% of Australians want practical tips about ways to safely intervene when witnessing disrespect towards women and girls.

It can be hard to challenge behaviours and attitudes that have an impact on violence, but it is important to take a stand.

Before intervening ensure you observe the situation. Assess what is best to do, only acting if safe to do so.

Here are 3 things you can do to call it out:

- 1 **Ask questions** – Statements can lead to resistance. Questions can lead to discussion. "Why do you think it's funny to call her that?"
- 2 **Use body language** – Sometimes actions speak louder than words. Get up, walk away or show your disapproval through body language or facial expressions
- 3 **Take action online** – Call out disrespectful comments and photos.

#RespectStartsWithMe

#Callitout



inside pages

Don't accept disrespect. Call it out!

#RespectStartsWithMe
#Callitout

For support call 1800 RESPECT

16 Days of Activism Against Gender-based Violence
25 Nov - 10 Dec

300mm round vinyl sticker for windows and mirrors

Social Media Toolkit

Unlike previous years where a social media toolkit (See appendix 2) was promoted to partners only, the 2019 toolkit was provided to all participating cafes and the general public to engage. The toolkit aimed to raise awareness about the active bystander tips that can call out disrespectful behavior towards women and girls and how inaction can lead to gender-based violence. This year's toolkit incorporated pre-designed tiles, text and links. Each day of the campaign had an active bystander tip on the tile as well as text and links to further resources and video to complement the tip. The social media toolkit was accessible for all types of social media platforms.

WHISE used the toolkit as a basis for the social media aspect of the campaign. The collateral and social media toolkit encouraged the public to post the campaign hashtag; #RespectStartsWithMe. The 16 Days social media toolkit had a high level of engagement through:

Facebook:

Over the campaign period, there were a total of 31 posts on Women's Health in the South East's Facebook page. Organically, this reached a total of 10,883 community members.

In addition, \$250 of the VAV funds was used to boost/promote six specific Facebook posts during 16 days of activism. These posts targeted females and males in the SMR and reached an additional 10,232 people.

Overall, the posts had a reach of 21,115.

Partners were also encouraged to post during the campaign period.

Cardinia posted on their 'Together We Can' Facebook page, reaching 5647 people. The first and last posts had the most reach with 2500 and 1500 respectively.

Kingston posted four times with total engagement of (shares, likes, comments) 161 and reach of 5230.

Twitter:

There were a total of 16 tweets on WHISE's Twitter page, which earned 9.2K impressions over the campaign period and an engagement rate of 161.

Instagram:

While WHISE does not have an Instagram page, we encouraged the public to post on Instagram using the campaign hashtag. A total of 35 Instagram photos were posted on Instagram, predominantly from cafes participating in the campaign. These posts garnered engagement of 1,999 people.

Method: Evaluating 16 days of activism against gender-based violence

A qualitative approach was undertaken to evaluate the impact and reach of the 16 Days of Activism campaign.

The approach involved the distribution of a survey to the working group members who were sent the Social Media Toolkit. A survey was also provided to participating cafes to distribute to customers to collect responses on their perspectives on the effectiveness of the campaign messages. The qualitative component of this project involved conducting one-on-one, semi structured interviews with representatives from the cafes who took part in the campaign.

Working Group Survey

As detailed above, a survey was constructed and disseminated to the working group to understand the functionality and importance of the Working Group. More specifically for this evaluation, the survey explored the effectiveness and usability of the social media toolkit. This feedback will be considered to improve on for this year's campaign.

The survey was sent to all 10 working group members. Of the 10 working group members the survey was sent to, a total of seven members completed the survey. Below are the responses to the social media toolkit and the collateral used in the campaign.

Usefulness of the Social Media toolkit

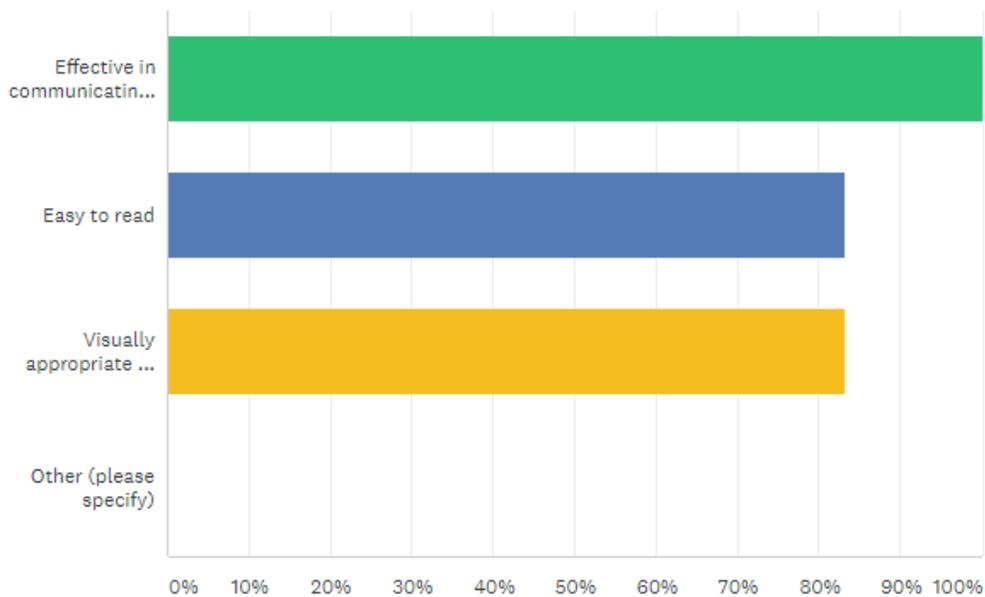
Question 1 asked the working group whether or not they used the social media toolkit. For those that answered 'yes', members were asked to provide further information on the REACH of the posts. Of the seven that responded to the question, five (71.4%) members answered 'yes' and two (28.6%) ticked 'no'. This was a significant increase from the 2017 response where 61% members indicated that the resource was used. Those that responded with 'no', it was identified that some councils are unable to use the social media toolkit due to having their own branded toolkits. However, the toolkit was used internally.

Successfulness of the graphic designs

The survey then aimed to explore the participants perceived effectiveness of graphic designs on the cups, posters, stickers and in the social media toolkit. A total of six working group members responded to this question. Members were asked to select if they agree to the following:

The graphic design of the materials were (tick if you agree):

Answered: 6 Skipped: 1



Of the six members that responded to the above question, six believed the graphics were effective in communicating the campaigns bystander message, five believed the graphics were easy to read and five believed the visuals were appropriate for the broader community

Improvements for future campaigns

The final question in the survey allowed respondents to provide open-ended responses on any areas of the campaign which they felt needed to be improved for future campaigns. Five members provided a response which revealed the following key areas of improvement:

- Environmental concerns: Two participants emphasised the need to take into consideration environmental sustainability concerns. While they acknowledged the effectiveness of the coffee cups and the café setting, there were still concerns about the sustainability and

current climate of environmental concern. Those concerned about the takeaway coffee cups offered other platforms to promote the campaign messages in the café settings. These included the use of Keep Cups, stamps, business cards, letters to be placed in the cafes, drink coasters and activity kits for children:

"It would be good to further consider the environmental sustainability of products. Can we create a stamp or something that can be used on current packaging?"

"Coffee cups although not sustainable are still used by cafes regardless so this is a useful place for informal conversations to be had in a relaxed environment... Keep Cups were great and well received."

"Drinks coasters. Have a word find on coffee cups (or some other activity) OR have a small activity kit for children that demonstrates GE / Respect"

- Social Media Toolkit: One member suggested that the social media toolkit be more accessible by allowing users to download the whole content with one click
- New Working Group Members: One working group member suggested asking Vic Police and the Department of Education and Training to join the working group and get schools involved in the campaign.

Café Customer Survey

During the campaign, WHISE visited seven cafes in the SMR that were participating in the campaign, to distribute customer surveys. The surveys were created to ascertain the community's perspective on the importance of family violence, whether they had thought of active bystander action, their thoughts on the collateral used and whether they would engage with the social media toolkit. A total of 24 community members across the SMR responded to the surveys. Nine of the respondents visited cafes in Bayside, six respondents were located in Dandenong, six respondents from Kingston and 3 from Glen Eira. Most of the respondents (70.8%) were female and the remaining 29.2% were male. Those that completed the campaign were aged mainly 45 years and over (seven). Six of the respondents were aged 36-45, a further six were aged 20-24years, three were aged 25- 29years, and two were aged 15-19 years.

The responses to the survey questions are detailed below.

Question1:

Do you think domestic and family violence is an issues in your community?

For this question, the community could choose from the following answers:

- Strongly Agree
- Agree
- Somewhat agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- No opinion

Intrestingly, 41.7% of respondents strongly agree that family violence is an issue in their community. None of the respondents disagreed with the statement however, three people were undecided and clicked neither agree or disagree.

Question 2:

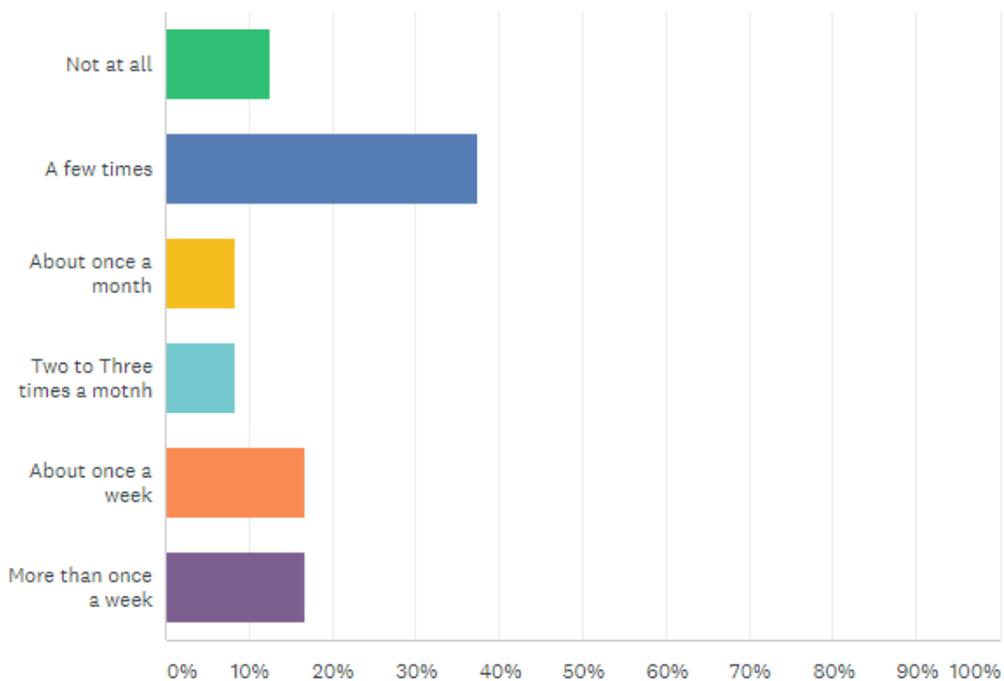
Prior to receiving this cup/ seeing posters and stickers, I have thought about how I can call out disrespectful behaviours?

This question was designed to gauge the publics pre-campaign readiness to partake in active bystander action and to evaluate this thinking during the campaign.

Prior to receiving this cup/ seeing posters and stickers, I have thought about how I can call out disrespectful behaviours?

The

Answered: 24 Skipped: 0



largest proportion of those surveyed (37.5%), prior to the campaign, had thought 'a few times' about how they can call out disrespectful behaviours. The second most ticked (33%) option was 'about once a week' and 'more than once a week'. Of the 24 community members that completed the survey, three people had not thought of how they can call out disrespectful behavior prior to the campaign.

Question 2:

Are you likely to engage in social media, using the campaign hashtag and tag line after seeing this campaign?

Unfortunately, 50% of the respondents were not likely to engage in social media using the campaign's hashtag and tag line. Of the 24 respondents, 33% said maybe while only 16.7% said yes.

Question 3:

What are your thoughts on this campaign?

The last question on the survey provided the opportunity for the respondents to express their thoughts on the campaign by asking the open ended question "what are your thoughts on the campaign?" Surprisingly, 22 people responded to this question. All respondents had positive feedback. Below are some detailed responses to this question:

"Captures readers to think about theirs and other's actions and if these actions are in any way disrespectful. Presenting this as a strong informative campaign to raise awareness and provide insight"

"I think it is an effective way to raise awareness of an issue that is not commonly discussed. It enabled a conversation to be started"

"It's a great awareness... If we do see, feel or hear.... we are not in the know"

"Any awareness raising efforts around this subject and seeking to get people thinking and how they can influence the behavior is good"

"It brought attention to this issue and makes me more aware about how I can make a difference"

"I think it's a good idea to 'remind' people who are currently in a situation of domestic violence that it's okay to speak out and seek help"

"Anything to promote general awareness of this issue should be supported. We all have a role to play, especially men"

Interviews with participating cafes

On the completion of the campaign, WHISE conducted a series of post-campaign interviews with participating cafes. WHISE interviewed seven cafes in a variety of local government areas. Cafes were chosen on their previous engagement with the 16 Days of Activism campaign, their willingness to be interviewed pre-campaign, their social media use, and based on the collateral used in their café. Below are the questions and the responses.

Question 1:

How would you rate this campaign compared with past 16 Days of Activism campaigns?

There was mixed responses from all seven cafes interviewed. One café in the Mornington Peninsula region stated that the campaign went well however the previous year with the children's drawings were more impactful given the demographics of the area:

The demographic is a lot older in this area so they did not engage with the posters. The children drawing were more effective as we have a lot of mums as customers.

Other cafes in the Frankston, Bayside and Kingston region thought the café messages were clearer, the collateral was bright and attractive and the messages generated conversation.

The message was clearer this year and more focused.

The posters and stickers were right in the front of the café so people could stop and read- people seemed curious however no one talked about the campaign with us.

This campaign was better than the previous one - more posters and material given and we were given more coffee cups

They both created conversation, customers looked at the cups – they both equally created conversation

This year was more organised with all the pamphlets, marketing, cups

Question 2

Thinking of the campaign message- bystander action, do you think the coffee cups, posters and stickers was an effective way of communicating these message?

Again, this question generated mixed responses. One of the cafes in Mornington Peninsula was keen to engage with customers around the campaign messages, but expressed disappointment in the sustainability of the Keep Cups.

People bought the Keep Cups however, they were sold out 2-3 days into the campaign. They didn't provide staff with the opportunity to start conversation on the campaign messages.

Contradictory to the responses in the above question, one of the cafes in the Glen Eira region (Mr Brightside) thought the messaging could've been clearer.

Yes, people did ask questions but it could have been clearer – although some customers did get the message and others didn't.

However other cafes in the Frankston, Bayside and Kingston region had positive responses to the orange cups and flyers in particular.

The coffee cups were definitely [effective]. We normally use plain white cups so these ones stood out. People looked at the cups because they were different to the ones we use.

People noticed the orange cups and asked about it. The message was clear on the cups

100% - got a lot of feedback. The table cards helped a lot - letting customers know what it was all about. It started good conversation.

Question 3:

Considering the visuals of the materials, do you think these were appropriate and/or appealing

Overall, for this question, the responses were positive. In particular, cafes in all areas noted how the colours used in this year's campaign attracted attention. One café in particular expressed the need to state how important it was to use a local female artist.

The colours were bright, which made them stand out from our usual cups. People tend to look and read the cups when they are different. We expect the colour to be orange now as we have participated for a few years now. Everyone knows the orange and associates it with the campaign. The orange is the brand, even if the image changes

The visuals were playful and colours neutral.

The colours stood out so people did look at it. I liked the artwork and also liked supporting local artists.

The colours where nice and bright and attracted a lot of attention to the campaign

Two cafes in particular, while appreciating the visuals of this year's campaign, still thought the children's drawing on the previous cups attracted more attention

I did love last year's (2017) a lot with the children's drawings. I know you can't do the same every year.

Maybe it's because I am a mum of two boys

Question 4:

Can you please explain your customers' responses to the campaign material?

It is clear that the campaign material caught the attention of the community. Overall, those who engaged with café staff with relation to the campaign were positive about the campaign message. Materials placed at the front of the café, such as stickers and posters, also attracted the attention of the community.

We had a couple of interactions, but the conversation didn't go any further – not in depth because it's more of a private issue. People weren't offended by it though.

One gentleman walking past swore at the poster and was quite aggressive. Everyone else asked questions to educate themselves about the campaign.

We did support the campaign on our social media. Whenever I posted about the campaign they got a really good response. It's hard to say the engagement in our actual cafe because I'm not the barista so I wasn't dealing with the customers

People asked what it was all about. We gave staff a run down - more info was given to us

People stopped by and were interested in the stickers, however, no one engaged with staff about the campaign

Question 5:

Can you explain the value of participating in the campaign for your café and the wider community?

This question was designed to not only ask the cafes about why they participate, but what participating means to their community. All cafes interviewed had both personal motivations or public reasons for engaging with the campaign. The cafes were aware of the gendered nature and the public health concern and seemed to be thankful to participate in the campaign to raise awareness

Anything that raises awareness is a good thing. It's shining a light on the problem and opens the lines of discussion. Gives people who are in these situations (experiencing domestic violence) encouragement and shows them that they are not crazy and it's wrong.

It's quite close to me with my aunty who passed away. I believe if we don't speak up and let them know that this sort of thing is wrong, things aren't going to change. The coffee cups were a good way to get the message across.

People should be aware of the issues. Important for us to be supporting causes that need to be brought to attention.

Definitely great to be a part of the campaign and show that we do care about educating people in the area. We are a café that does care.

Three quarters of our customers are women, we feel the need to look after them

Because I am a mum, I am aware that boys and girls can do the same things in life. This campaign is something that I am and something I want to do

Question 6:

Were lines of communication around the campaign clear, effective, timely and useful?

This question was aimed at exploring whether the campaign was communicated to the cafes in a clear and informative matter. Supporting materials were also supplied to participating cafes detailing the campaign, the materials they would receive and disclosure pathways. From the below responses, it is evident that the cafes understood the campaign messages and their role in engaging with the campaign.

Useful and helpful - the supporting materials were handy. It was good for the staff to have a read and know what was going on.

Absolutely - everyone who worked with us (WHISE) was great. When we needed more cups, they got onto it quite quick

Communication was straightforward. The barista was engaged.

Yes, everything was communicated clearly

Question 7:

Any further recommendations for future campaigns?

Similar to the working group survey responses, an improvement suggested for subsequent campaign was the removal or substitution of takeaway coffee cups. Multiple suggestions were put forward from engaging young people, putting a price on the coffee cups for sustainability, using corn starch cups and stickers for cups.

Takeaway cups are a necessary evil - until we have a better solution, cafes will always be using cups and to have messages on them for two weeks doesn't hurt, especially if they are raising awareness of an issue. Keep cups could work if they were subsidised. Table cards were

handy. Anything else really is information overload. You need to keep it simple but effective. We're absolutely keen to participate again this year.

It's a great idea when kids get involved. From the previous year's campaign, my daughter asked how she could get involved. It gives young people that understanding - we should be starting to get messages out to the young people. We definitely want to get on board again this year and anything we can do to support this issue, we're happy to be involved and help

Use bio cups or corn starch cups – there are a lot of alternatives out there

You could use stickers for cups. Could do cross promotion – for example have on the stickers "Mister Brightside sponsoring 16 Days of Activism"

Using biodegradable cups. Posters and flyers are always a good way.

Put a price on the Keep cups. People are willing to pay for the cups and it helps us to have more in stock over the duration of the campaign period.

Appendices

Appendix 1

Cafes Involved

	Stonnington
Euro Lounge Patisserie	Walk Don't Run
Bruno and Co	Cooper & Millas
Pardon Coffee	Oscar Cooper
Larder Provisions and cafe	Banana Leaf coffee house
Phillippa's	High Society
Matilda Cafe	Chapel Off Chapel
Co-Ground	Promise café
Lilette French patisserie	Caffe La Via
Tartine	Harry's Kiosk at the Harold Holt Swim Centre
Phoenix Park Cafe	Hobba
Abacus	Coffee Field Cafe

Kingston

Main Street Cafe

Bohemia Cakes

The Diplomat

Cafe Sugar Craft

Mona's Bakery

Alice Rebel's cafe

Cafe Ceylon

Good Taste Sandwich Cafe

Minnie Miny Mo

Mentone South East Bakery

Como Parade Café

The Kebab House

Straight and Narrow

Soul Press Edithvale

Cafe Moto

Mr Deli Bites

Oscars Hangout

Public Grind Art Gallery

Iconic Culture

Cafe Prestige

Strange Servant

Longbeach Bakery

8 Seeds Gourmet Toastie Bar

Chameleon Junction

Mentone Bakery & Café

The Lolly Jar Café

The Grazery

YOGI (South Pacific Health Club)

Where's your Aunty

Chubby Buddies

Two Farm Girls

Match and Co

Frankston

Mr Franks Cafe

Eeny Meeny

Frankston Hospital - Pink Ladies Kiosk

Glen Eira

Glovers Station

Spilt Milk

Tucker Road Coffee Merchants

Mr Brightside

GESAC

Workshop Glenhuntly

Upsy Daisy

Gauge Espresso

Black Salt

Bayside

The Local Italian

Rickett's Point Cafe

Gateaux by Marc Frissard

Flavours Bakery and Patisserie

Cafe Odo

United

Bau Pantry and Larder

Chives

The Colonel Son's

Black Drop

Uncle Bart

Batch Brier

Limoncello

Black Squirrel

Port of Call

Bake House

Da Giacomo Coffee Bar

Happy Jacques

Black Rock Cafeteria

Baked by the Bay

Elephant Lounge

Pantry Dining Room

Brighton Schoolhouse

Allegro

Beans by the Bay

EST

Dandenong

Perfect Coffee, Dandenong Market

Justice

The Public's Corner

Mornington Peninsula

Merchant and Maker Cafe

Mr Sticksenbones

Hungry Peacock

Local Cafe Catering

Zarb and Ru
 The Hidden Kitchen
 Ducky Brown
 Merricks General Wine Store
 Commonfolk Cafe
 Our Cafe @ Mornington Library

The Kitchen
 Pippa's Cafe
 The Winey Cow
 Jacques Cafe
 Salt Cafe
 Holy Bean Cafe

Appendix 2

Social Media Toolkit

 <p>TIP #1 Start a conversation</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	 <p>TIP #2 Don't blame the victim</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	<p>TIP #3 Divert attention</p> <p>#RespectStartsWithMe 16 Days of Activism</p>
 <p>TIP #4 Support the victim</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	 <p>TIP #5 Focus on the behaviour</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	<p>TIP #6 Appeal to people's better instincts</p> <p>#RespectStartsWithMe 16 Days of Activism</p>
 <p>TIP #7 Ask questions</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	 <p>TIP #8 Use body language</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	 <p>TIP #9 Explain the impact</p> <p>#RespectStartsWithMe 16 Days of Activism</p>
<p>TIP #10 Support someone who has called out disrespect</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	<p>TIP #11 Follow up after an incident</p> <p>#RespectStartsWithMe 16 Days of Activism</p>	<p>TIP #12 Think about your own commitment to a respectful environment for women</p> <p>#RespectStartsWithMe 16 Days of Activism</p>



TIP #13
Seek support
from peers

#RespectStartsWithMe
16 Days of Activism

TIP #14

Take action online 

#RespectStartsWithMe
16 Days of Activism



TIP #15
Encourage
others to take
action

#RespectStartsWithMe
16 Days of Activism

TIP #16

Go beyond 16 days

#RespectStartsWithMe
16 Days of Activism