

16 Days of Activism Against Gender based Violence

Queensland Equal & Together Alliance (QuETA)


Social media schedule

As part of the 2023 campaign, there are 6 days of social media content available for use. Each day includes five, six or seven tiles (designed to be used as a carousel) and a caption including tags. You are invited to share any number of posts through the campaign, following the suggested dates in the left column.

To download all social media tile image files, go to our Google Drive: https://drive.google.com/drive/folders/1uCgmdkHdKoHBDcb6r2clX00Et2jzSSF-?usp=sharing_eil_m&ts=6552d261.

If you would prefer to share posts from Women’s Health and Equality Qld, go to our social media, click ‘share’ and type your own message for your audience:

- Instagram: <https://www.instagram.com/womenshealthequalityqld/>
- Facebook: <https://www.facebook.com/WomensHealthEqualityQld>
- LinkedIn: <https://au.linkedin.com/company/wheq>

DAY	SOCIAL MEDIA TILES Link to Google Drive	CAPTION
<p>1 (25.11.23)</p> <p>Intro to 16 Days of Activism</p>		<p>The Queensland Equal & Together Alliance invites you to follow along and share our posts as part of the 16 Days of Activism Against Gender-based Violence.</p> <p>The 16 Days of Activism is an annual international campaign that starts today on 25th November, the International Day for the Elimination of Violence against Women, and runs until 10th December, Human Rights Day.</p> <p>Understanding what drives gender-based violence, including violence against women, is essential to being able to adequately address it.</p> <p>You might learn something new or find an interesting article to read, but we do hope that you will use this time to reflect on the factors that drive violence and</p>

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#16DAYSOFACTIVISM



In 2022, women's average full-time earnings were 14% less than men's.

Additionally, just 10% of CEOs of Australia's top 200 companies are women.

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Gender inequality also persists in the private domain – one in 5 Australians think men should take control in relationships and be the head of the household.

Examples like this demonstrate how gender inequality looks in Australia.

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Over the next 16 Days we will bring you a range of resources to read, listen to, watch and engage with to help build your understanding of the link between gender inequality and gender-based violence.

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This 16 Days of Activism, we invite you to follow along and share our posts with others, but also to reflect on what role you can play to create safe and equal communities.

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(7 tiles as carousel)


what you might be able to influence or action in your home, workplace, school or community.

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Are you interested in learning more about the picture of gender-based violence in Australia?

Check out the list of resources through the link in our bio, including books like **See What You Made Me Do** by [@jessicahelenhill](#) and social media accounts to follow like [@cheekmedia.co](#) and [@ourwatch](#).

<p>2 (28.11.23)</p> <p>Understanding Driver 1: Condoning of violence against women.</p> <p>Taking action to challenge Driver 1: Challenge condoning of violence against women.</p>	<p>Q. What do phrases like: ‘Why did she get so drunk?’ ‘What was she wearing?’ or ‘Why didn’t she fight back?’ have in common?</p> <p>A. They shift the blame for violence on to victim-survivors.</p> <p>REFLECT What could you say in response to one of these statements?</p> <p>REFLECT & ACT How can you prepare to counter one of these statements? You might like to learn some relevant statistics for your area or simply question the remark, encouraging the user to re-think what they say.</p> <p>LEARN Head to the link in our bio for a list of resources we recommend, including books, social media accounts, online articles and more!</p> <p>(5 tiles as a carousel)</p>	<p>Violence against women is often accepted despite many agreeing that it is morally wrong or offensive. It can look like:</p> <ul style="list-style-type: none"> • violence being actively encouraged • excuses being made • nothing being said at all <p>Being ready to respond in simple and respectful ways can help you to challenge attitudes and beliefs in the moment.</p> <p>Check out the list of resources through the link in our bio, including books like Consent Laid Bare by @ChanelC and social media accounts to follow like @matebystanderprogram.</p>
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<p>3 (30.11.23)</p> <p>Understanding Driver 2: Men's control of decision-making and limits to women's independence in public and private life.</p> <p>Taking action to challenge Driver 2: Promote women's independence and decision-making in public life and relationships</p>	 <p>(5 tiles as a carousel)</p>	<p>Constraints on women's independence and access to decision-making can be evident within families and relationships as well as in the public sphere, where men have greater control over power and resources.</p> <p>We each have the opportunity to acknowledge, share or relinquish power to others who hold less power in the places we live, work and play.</p> <p>Check out the list of resources through the link in our bio, including Podcasts like Driving the Equality Agenda from Chief Executive Women and social media accounts to follow like @womensagenda to stay up to date on the latest news and views affecting how women live and work.</p>
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4
(3.12.23)

Understanding Driver 3:
Rigid gender stereotyping and dominant forms of masculinity

Taking action to challenge Driver 3:
Build new social norms that foster personal identities not constrained by rigid gender stereotypes

Q. For main characters in children's story books published between 2010 and 2020, which of the following is true?
A. Male and female protagonists are represented equally.
B. Male protagonists are represented in 20% more stories than female protagonists.
C. Male protagonists are represented in 80% more stories than female protagonists.
D. Female protagonists are represented in 20% more stories than male protagonists.

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B. Male protagonists are represented in 20% more stories than female protagonists.

Whilst there has been progress in recent years, male protagonists are a little more represented in children's books than female protagonists.

(Casey et al., 2021)

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REFLECT & ACT

What can you do as a family to break down gender stereotypes at home?

Go to the link in our bio for some ideas from **BecauseWhy**

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Children's books that break gender stereotypes:

- The Paper Bag Princess by Robert Munsch
- William's Doll by Charlotte Zolotow
- George by Alex Gino
- Goblinheart by Brett Axel

For more book recommendations, check out the **Goodreads** list through the link in our bio.

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LEARN

Head to the link in our bio for a list of resources we recommend, including the articles referenced in this post (plus more!)

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(5 tiles as a carousel)

When a person expresses themselves in ways that sit outside rigid gender stereotypes the response from others can be exclusionary & sometimes violent.

There are many examples of rigid beliefs around gender in media and popular culture that reinforce what it means to be a man or what it means to be a woman.

We each have the opportunity to look a little closer at the ways people of different genders are portrayed in media and popular culture and choose to engage with resources that are more inclusive and build new gender norms.

Check out the list of resources through the link in our bio, including the article from **#BecauseWhy** - 'How do I break down gender stereotypes at home?' and the list from [@goodreads](#) 'Children's Books that Break down gender stereotypes'

If you are passionate about celebrating women in sport, you should be following [@thefemaleathleteproject](#) on Instagram!

5
(7.12.23)

Understanding Driver 4:
Male peer relations and cultures of masculinity that emphasise aggression, dominance and control

Taking action to challenge Driver 4:
Support men and boys to develop healthy masculinities and positive, supportive male peer relationships

Q. What percentage of young men have said that since they were young they "were told that a "real man" behaves a certain way"?

A. 33%
B. 45%
C. 55%
D. 67%

D. 67%

More than two-thirds (67%) of young men surveyed said that since they were young they "were told that a "real man" behaves a certain way."
(The Men's Project & Flood 2016)

REFLECT

Think about the rules you have been told since you were young, based on your gender.

What messages have you received?

REFLECT

How do you feel when you don't meet the expectations these rules place on you?

LEARN

Head to the link in our bio for a list of resources we recommend, including podcasts, social media accounts, online articles and more!

(5 tiles as a carousel)

Cultures of masculinity that emphasise aggression, dominance and control often manifest as disrespect of women.

One way that you can challenge cultures of masculinity that emphasise aggression, dominance, and control is to support men and boys to express their feelings openly, and without judgement.

Interested to learn more about the importance of positive male peer relationships? Follow [@themancave_au](https://www.instagram.com/themancave_au) on Instagram or take a look at The Man Box project – click the link in our bio to view their video.

6
(10.12.23)

Conclusion
& invitation
to join
QuETA



Q: Globally, what proportion of unpaid work is done by women?

- A. 30%
- B. 50%
- C. 60%
- D. 75%

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D. 75%

Globally, women spend between three and six hours per day on unpaid work compared to men's average of thirty minutes to two hours.

(Our World in Data quoted in Invisible Women by Caroline Criado Perez)

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REFLECT & ACT

How do you share domestic and care work at home?

What can you do today to support the people you live with?

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LEARN

Missed a post?

Head to the link in our bio for a full list of resources shared over the last 16 Days.

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GET INVOLVED

To learn more about **Qld Equal & Together Alliance** and to express your interest in joining us in our collective effort to improve the lives of all people, go to the link in our bio.

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(6 tiles as a carousel)

Annual events, like the 16 Days of Activism Against Gender-Based Violence are a reminder of how far we have progressed as a society.

They also serve as a motivator to continue to work together to strive for equality for all people.

Thanks for getting involved over the last 16 Days – we hope that you have learned something new, engaged with a new resource or followed someone doing really cool things to create communities of respect and equality.

If you missed a post, check out our page or head to the link in our bio for a full list of resources that we have shared.

If you are involved with a workplace, sporting club, education provider or community group and are passionate about creating safe, equal and respectful communities, join QuETA!

To learn more about QuETA and express your interest in joining us in our collective effort to improve the lives of all people in Queensland go to the link in our bio.