

GANNAWARRA GOES ORANGE

16 DAYS OF ACTIVISM AGAINST FAMILY & GENDER-BASED VIOLENCE

Background

Each year between 25 November and 10 December, Northern District Community Health (NDCH) in partnership with Gannawarra Local Agency Meeting (GLAM) host the Gannawarra Goes Orange campaign. In 2021 both NDCH and Gannawarra Shire Council received funding from Respect Vic and DV Vic/DVRCV's support fund to raise awareness of family violence and gender-based violence. The campaign coincides with the 16 Days of Activism Campaign against Gender-Based Violence.

2021 CAMPAIGN AIMS

The campaign aims were to raise-awareness, provide education and stimulate community discussion about the prevention of family and gender-based violence. A range of strategies were used to reach children, parents, organisations, and the wider community.



WHAT DID THE CAMPAIGN DELIVER?

- 16 Days of Activism calendar and social media campaign implemented
- 5 Respect Is...ads ran on 3SH/Mixx FM during the 16 days
- 6 local stores received orange re-usable bags with an events flyer attached
- 12 children participated in story time at the Kerang and Cohuna library where they challenged traditional gender stereotypes
- 7 schools received classroom resources to challenge gender stereotypes
- 4 schools, 1 kindergarten and MDAS received 4 story books each that depict girls and boys as equals while the library received 14 story books
- Partnered with a local hairdresser to create a video of tips for 'Dads to do hair' and had 1 Dad enter the competition
- 9 businesses entered to win an orange morning tea and information pack with 2 organisations winning the prize
- Safe step decals placed around Kerang to encourage people to 'Walk Against Family Violence'
- 4 workshops were provided to the community run by Women's Health Loddon Mallee
- 15 organisations including sporting clubs and schools shared Respect Is... statements
- 3 school newsletter inserts were provided to Gannawarra schools
- Council and NDCH hosted orange morning teas and 9 staff completed a quiz on being an active bystander
- Kerang District Health run a coffee competition where one person won a coffee each day for the 16 days, and staff received an Orange Door card
- Council Building in Victoria Street Kerang lit up in orange throughout the 16 Days and Gannawarra says No to Family Violence banner hung from the portico



WHAT DID THE PROGRAM ACHIEVE?

Social Media Campaign

The Gannawarra Goes Orange social media campaign was designed to raise awareness, provide education and reinforce information through Facebook and Instagram. The campaign posted over 50 feed posts and stories throughout the 16 days. Below are the top 4 posts that received the most engagement. Overall the campaign received high engagement, with the most interaction happening at the beginning of the campaign.

16 DAYS OF ACTIVISM
Gannawarra Goes Orange
ORDER NOW

FREE RESOURCES FOR GANNAWARRA SCHOOLS

Contact us to get your FREE classroom posters for the 16 days of Activism campaign and help your students challenge stereotypes based on gender. These activities help students realise that their likes and dislikes do not have to be limited by their gender. Breaking down gender stereotypes is an important step in preventing violence against women.

The resources compliment the Respectful Relationships Program: Gender and Identity.



25 NOV to 10 DEC
GANNAWARRA GOES ORANGE
RESPECT WOMEN
CALL IT OUT IN GANNAWARRA
Wear orange, raise awareness and 'Say No' to family violence!

Participating Stores:

- Quambatook Stores & LPO
- UNA IGA Cohuna
- Walkers IGA Kerang
- IGA Leitchville

#16dayscampaign #respectis #callitout



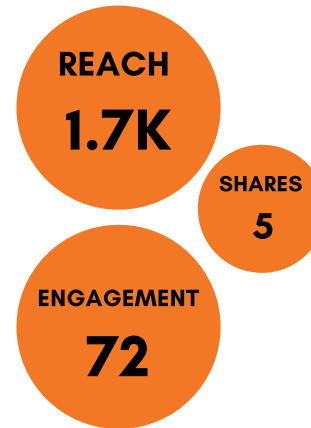
A violence-free Gannawarra, starts with respect.

HEALTH PROMOTION TIP

By choosing to lead with respect in our relationships, workplaces, homes, schools, and communities, we can prevent family violence and gender-based violence together.

RESPECT IS...
Here's what *Curry on the Murray* says:
Respect is supporting each other to be the best that what we can be, whether we agree with each other or not!

RESPECT IS...
Here's what *Mollie Eagles* says:
Respect is the heart beat of life. It creates a community through individuality, support, enjoyment and belonging.



TAG & SHARE TO WIN

25 NOV to 10 DEC
GANNAWARRA GOES ORANGE
RESPECT WOMEN
CALL IT OUT IN GANNAWARRA
Wear orange, raise awareness and 'Say No' to family violence!

Win your workplace a Gannawarra Goes Orange morning tea:

- Tag a workmate & your workplace
- Share the post on your story and/or feed

Help us raise awareness of this important campaign

Included: 20 cookies, oranges and information pack.

#16dayscampaign #respectis #callitout



Challenging Gender Stereotypes

The campaign was focused on one of the four drivers of violence against women; challenging gender stereotypes. The majority of activities were aimed at children and families. Primary and Secondary schools, MDAS and the library were provided with resources including posters, magnets and books to address gender stereotypes.

Respect is... treating everyone as equal

NAME: _____ GRADE: 6 / 5

Girls toys...

Boys toys...

Barbie, Lego, cars, Batz dolls, motor bikes, Footballs, Prince and Princess dolls, make up, Antari cars, doll houses, Plushies, little people, little Ref Shop, outside toys, Farm toys, magic 8 balls, Magic slime, Robots, kites

#16dayscampaign #respectis #callitout

Respect is... treating everyone as equal

NAME: _____ GRADE: 5/6/5

Female occupation...

Male occupation...

Beauty therapist, waitress, actress, nail artist, hairdresser, vet, teacher, fire-person, fashion designer, nurse, candelsstickmaker, cleaner, farmer, chef, barber, make-up artist, waiter, actor, butcher, doctor, model, mechanic, masseur, principle, road worker, butcher

#16dayscampaign #respectis #callitout

WHAT DID THE PROGRAM ACHIEVE CONTINUED...

Respect Is... statements

15 organisations including sporting clubs, schools and businesses took the time to reflect on what Respect Is... to their organisation. These statements were published in the NDCH newsletter, Council newsletter, school newsletter inserts, NDCH socials and aired on the local radio station.

RESPECT IS... 

Here's what A **Life Simply Lived** say:

Respect is accepting somebody for who they are, even when they're different from you or you don't agree with them. It is not just a belief, but an action.

#16dayscampaign
#respectis #callitout

 **RESPECT WOMEN** **CALL IT OUT**

RESPECT IS... 

Here's what **Barber in Vogue** say:

Respect is accepting the choices of family, friends and community. And being there physically, emotionally and mentally when they need support.

#16dayscampaign
#respectis #callitout

 **RESPECT WOMEN** **CALL IT OUT**

“

**THIS IS SO
RELEVANT -
INSTAGRAM
FOLLOWER**

”

“

**SO HAPPY TO BE
PART OF THIS
IMPORTANT
EVENT -
LOCAL BUSINESS**

”

RESPECT IS... 

Here's what **Curry on the Murray** say:

Respect is supporting each other to be the best that what we can be, whether we agree with each other or not!

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 **RESPECT WOMEN** **CALL IT OUT**

RESPECT IS... 

Here's what **Kerang Neighbourhood House**, **Cohuna Neighbourhood House** and **Quambatook Community Resource Centre** say:

Respect is offering a warm friendly environment free of any bias, prejudice and social injustices.


#16dayscampaign
#respectis #callitout

 **RESPECT WOMEN** **CALL IT OUT**

LEARNINGS

- Story Time was a huge success. Next year we could add books that treat girls and boys as equals to the gift bags that children took home after the event.
- 'Dad's Do Hair' competition and the Strava:Walk Against Family Violence was not successful in having the community engage with the activity. More thought needs to be given to how to engage the community in these activities.
- Engaging businesses in the Respect Is... statements and winning an orange morning tea worked really well, and this could be built on by contacting more organisations to get involved.
- The engagement from schools was positive. Reflecting on the students work has highlighted we need to do more to break down gender stereotypes. We could build on this work by running incursions in schools around this topic area.
- The social media campaign had the most engagement prior to the campaign and in the first week of the campaign. In future we could use Facebook and Instagram stories more to reduce the amount of posts in the feed.
- In future we could give all organisations who enter to win a morning tea an information pack regardless of winning the orange morning tea or not!

More information:

 @ndchvic
@gannawarra

