



Respect Women: 'Call It Out' Active Bystander Campaign

Frequently Asked Questions (FAQs)

1. Why is Respect Victoria running this public awareness campaign?

- > Now in its third year, the Respect Women: 'Call It Out' campaigns continue to build awareness around the early drivers of family violence and violence against women. This new creative phase of the campaign focuses on encouraging bystander action¹ when safe to do so, specifically on public transport.
- > In 2017, survey results from the Australian Human Rights Commission (AHRC) revealed concerning statistics about the numbers of university students being sexually harassed and sexually assaulted on Australian public transport².
- > Of university students sexually harassed in 2015 and 2016, an average of 22 per cent were harassed on public transport while travelling to or from university. Some university percentages were markedly higher — ranging up to 40 per cent. For incidents of sexual assault, an average of 15 per cent occurred on or near public transport. The AHRC report reinforces what we already know about sexual harassment and sexual assault: there is little social or legal risk or accountability for this transgressive behaviour, and perpetrators are emboldened in public transport spaces.
- > The 2019 active bystander campaign suite is one of the multiple, mutually reinforcing initiatives the Victorian State Government (through Respect Victoria) is implementing with industry partners as part of the Victorian State Government's family violence strategy: *Free from violence (Victoria's strategy to prevent family violence and all forms of violence against women)*.
- > By building community awareness around the drivers of all forms of family violence and violence against women, we contribute to cultural change and we challenge these drivers.

2. Who is running this campaign?

- > Since October 2018, the Victorian State Government's 'Respect Women: Call It Out' suite of campaigns has been overseen by Respect Victoria.
- > Respect Victoria is an organisation dedicated to the primary prevention of family violence and violence against women. Its focus is on stopping violence before it starts by changing the norms, practices and structures that allow it to happen.
- > For more information on the work of Respect Victoria and to read the organisation's 2019-22 Strategic Plan, visit www.respectvictoria.vic.gov.au

3. What are the aims and objectives of the campaign?

- > The campaign seeks to engage with the Victorian community (with an emphasis on men) who would like to take action but are unsure how to safely intervene. It is a campaign for individuals that witness sexism, harassment or abuse, and encourages them to act when it is safe to do so.

¹ Individuals who witness, or are informed of sexism, harassment and abuse are commonly referred to as 'bystanders'. When an individual is a bystander, they can either be a 'passive' bystander who does not intervene, or an 'active' bystander who takes action.

² Australian Human Rights Commission, *Change the course: national report on sexual assault and sexual harassment at Australian universities* (2017)

- > Emerging research highlights that individuals who are currently not active in bystander situations but are open to taking action should be the focus of behaviour change campaigns.

4. How have you been measuring the campaign's success to date? Has the campaign been successful?

- > Respect Victoria together with EY Sweeney and Behaviour Works Australia (Monash University) have developed a comprehensive framework by which the Respect Women: 'Call It Out' campaign's effectiveness is able to be tracked and monitored. These frameworks have been established in addition to media analytics which have been evaluated over the life of the Respect Women: 'Call It Out' campaign. The overall aim of the campaign is to contribute to a reduction in family violence and violence against women in Victoria.
- > In 2018/19, evaluations were conducted by EY Sweeney. Each study surveyed 1,000 Victorian residents aged between 18-79 years old to assess the overarching success of the campaign to date. Overall, 50 per cent of this sample identified as female; the remaining 50 per cent identified as male. Consistent with population demographic data, 72 per cent of the surveyed sample resided in metropolitan locations, with 28 per cent residing in regional locations.
- > The aim of the research was to identify how well the public understood the prevalence of family violence and violence against women and the underlying drivers (root causes). The research identified a number of factors, which have informed the new Respect Women: 'Call It Out' active bystander campaign:
 - An estimated 5.2 million Victorians have now viewed or seen the Respect Women: 'Call It Out' suite of campaigns, with close to 75 per cent of all respondents able to recall the family violence behaviour change campaign³.
 - Research indicates that those who have seen the campaign have more positive attitudes towards gender equality, the police, and the government's response to family violence and violence against women, and they were more likely to endorse the importance of respect and the impact that family violence and violence against women has, both on individual households and society⁴.
 - The difference between arguing and verbal abuse was not always clear from a bystander perspective. However, the respondents did indicate that the campaign significantly decreased their view that verbal abuse is any less harmful than physical⁵.
 - In support of these quantitative measures, it was noted in public focus groups that existing campaign work developed by Respect Victoria was spontaneously and positively mentioned by many of the participants⁶.
- > While these are positive results that demonstrate the effectiveness of raising awareness on family violence and violence against women, we know that advertisements alone are ineffective at addressing the drivers of violence against women.
- > As the government is doing with its full adoption of the Royal Commission recommendations, a full suite of interventions is required and are being rolled out through *Free from violence: Victoria's strategy to prevent family violence and all forms of violence against women strategy*, with many of these initiatives being delivered in partnership across departments and authorities.

5. What testing has been done on these ads?

- > The campaign was extensively researched and tested throughout its conception and development.

³ EY Sweeney, *Family violence campaign tracking – quantitative research report* (2018)

⁴ BehaviourWorks (Monash University), *Family violence 'call it out' campaign evaluation report* (2018)

⁵ Ibid.

⁶ QDOS Research, *Respect women, 'call it out' public focus group testing* (2018)

- > Consultations for the active bystander campaign began in January 2018 and ended in March 2019. The following committees and organisations were consulted over the course of the campaign’s development in 2018-19:
 - Ministerial Taskforce on the Prevention of Family Violence and other forms of Violence Against Women;
 - Victim Survivors’ Advisory Council (VSAC);
 - Victorian Health Promotion Foundation (VicHealth);
 - Family Safety Victoria (FSV);
 - Whole of Victorian Government (WoVG) Family Violence Communications Working Group;
 - The Behavioural Insights Team / Behaviour Insights Unit (Department of Premier and Cabinet);
 - Our Watch;
 - Safe Steps;
 - Public Transport Victoria (PTV);
 - Victoria Police;
 - Men’s Referral Service (No to Violence); and
 - Public focus groups.

6. What was the feedback on the final advertisement? How was the final advertisement chosen?

- > After developing the campaign in consultation with the committees and organisations listed in question five above; the final campaign was subsequently amended to incorporate feedback from these workshops. These changes included:
 - Ensuring that the female victim remained strong throughout the advertisement – she is a victim of circumstance; she is not weak or vulnerable;
 - Ensuring that the ‘stepping in’ was subtle enough to indicate to the perpetrator that his actions are inappropriate, as well as being a simple enough action that everyone is able to undertake;
 - Including a female counterpart to the male bystander to demonstrate that regardless of gender, age or background; we all have a role to play in calling out sexual harassment and inappropriate behaviours; and
 - The campaign continuing to expand on the definition of what constitutes violence towards women and the various environs and guises in which it can take place.

7. How long will the campaign run for?

- > This campaign will initially run from Sunday, 7 April 2019 to Sunday, 26 May 2019.

8. What channels are being used in this campaign?

- > The initial media buy for this phase of the campaign includes a mix of regional and metropolitan television (including catch-up TV), digital, social media, outdoor (including advertising across all metropolitan city loop stations) and regional and metropolitan press. This campaign aims to engage with the entire Victorian community, and, as such, a broad mix of media channels must be used to ensure maximum reach and awareness. The campaign will be supported by a series of website materials and links to reinforce the messages and calls to action across the broader campaign.

9. What are the key messages of this campaign? What do you hope people will do after seeing this campaign?

- > Following the successful run of the 2018-19 family violence primary prevention campaign; the overall message for this campaign continues to be Respect Women: 'Call It Out'.
- > This message focuses on prevention, reflecting both the role of Respect Victoria (i.e. preventing all forms of family violence and violence against women before it starts) as well as the current phase of the campaign (i.e. prompting members of the public to act and become a part of the solution).
- > Broadly the campaign seeks to encourage members of the public to increasingly call out behaviours that may be deemed as sexist, sexual harassment, disrespectful and abusive, when it is safe to do so.
- > The campaign also aims to increase awareness and conversation in the community about all forms of family violence and violence against women.
- > Ultimately, the campaign aims to build the public's capability and confidence to intervene by understanding the best ways to call out inappropriate actions and behaviours in public areas in a safe and non-violent manner.

10. What impact do you expect this campaign to have on support services?

- > We would anticipate that any publicity or campaign on the prevention of family violence and/or violence against women could result in an increase in calls to support services.
- > On this basis, we have consulted with key service providers during the development and introduction of this campaign to enable them to adequately resource frontline agencies and call centres over the course of this campaign.

11. Why is the focus on men as perpetrators?

- > This phase of the Respect Women: 'Call It Out' campaign deliberately focuses on men as the primary perpetrators of violence against women. Violence against women is primarily driven by gender inequality - supported or made worse by a number of other factors. This campaign aims to disrupt the social norms, practices and structures that allow it to happen.
- > Gender inequality is the result of women and men not having equal power and opportunities, and it operates at many levels. Examples of disrupting social norms are challenging the views that: intimate partner violence is a taboo subject, that men have a right to assert power over women (e.g. sexual harassment), or that violence is an acceptable way to resolve conflicts within a relationship.
- > In Australia the statistics speak for themselves. On average, a woman is killed every week by a partner or former partner⁷. One in three Australian women has experienced physical violence, since the age of 15⁸. One in four Australian women has experienced emotional abuse by a current or former partner⁹. And women are at least three times more likely than men to experience violence from an intimate partner¹⁰.
- > The number of sexual offences at train stations jumped by 70 per cent between 2015-16 and 2017-18, the latest data from the Crime Statistics Agency shows, with the number of sexual offences - which include groping, molesting and rape - rising from 82 to 141 across all train stations¹¹.

⁷ Australian Institute of Criminology (AIC) 2017. The 2017 National Homicide Monitoring Program report by the AIC showed that over a 2-year period from 2012/13 to 2013/14, there were 99 female victims of intimate partner homicide. Women continue to be over-represented as victims of intimate partner homicide, accounting for 79% of all intimate partner homicides.

⁸ Australian Bureau of Statistics (ABS) 2017. Personal Safety, Australia, 2016, ABS cat. no. 4906.0. Canberra: ABS.

⁹ Ibid.

¹⁰ Ibid.

¹¹ Crime Statistics Agency, <https://www.crimestatistics.vic.gov.au/>

- > The number of sexual offences on trains, trams and buses rose by 60 per cent, from 210 to 332¹².
- > Assaults on buses and bus stops specifically increased by about 25 per cent to 257, while assaults on trams and tram stops rose by 19 per cent to 129¹³.
- > The number of sexual offences - which include groping, molesting and rape - rose from 82 to 141 across all train stations¹⁴.

12. What's the relationship between this campaign and the Commonwealth Government's 'Stop it at the start' campaign?

- > The Victorian Government has supported recent campaign activity undertaken by the Federal Government through the intergovernmental arrangements that exist to end violence against women and their children.
- > Historically, the Office for Women in the Department of Premier and Cabinet has worked closely with the Commonwealth Government to ensure that the campaigns are not duplicating one another, nor are the campaigns competing for prime air time slots. Through regular meetings and ongoing discussion with our Commonwealth counterparts, we ensure that the campaigns remain both similar in their intended objectives and complementary in style.
- > Respect Victoria, together with the Victorian State Government is determined to deliver an enduring, multi-layered behaviour change campaign that works closely with the sector and key stakeholders to reduce the incidence and severity of family violence and violence against women.

13. Will you run ads on women's violence towards men, or violence in same sex families/relationships?

- > Further phases of Respect Victoria's campaigns will focus more directly on delivering behaviour change, informed by research and evaluation undertaken by Respect Victoria.
- > Campaign materials will continue to be developed to address specific communities. In 2019/20, it is envisaged that this will extend to members of the LGBTI community, older Victorians at risk of elder abuse, and Aboriginal and Torres Strait Islander communities.
- > Further advertising will be informed by consultations with stakeholders as part of Respect Victoria's campaign strategy.

14. Are you worried that the commercials will be disturbing for some people, or trigger stress responses for victims?

- > If members of the public are personally affected by what is depicted in the campaign, they are encouraged to contact support services.
- > Particular care has been taken to not show extreme levels of sexual violence or assault in these commercials.
- > A full list of the support services available can be found online at www.respectvictoria.vic.gov.au

15. Where can I find more information about the work of Respect Victoria?

- > Further information on the work being undertaken by Respect Victoria can be found online at www.respectvictoria.vic.gov.au

¹² Crime Statistics Agency, <https://www.crimestatistics.vic.gov.au/>

¹³ Ibid.

¹⁴ Ibid.

16. If I am a victim of sexual harassment or assault on public transport, where can I go to get help or report the incident?

- > Only by reporting sexual harassment or assault on public transport will we stop these inappropriate acts being committed in public places. Victoria Police encourages victims to call Triple Zero (000) or (where possible) press the button in the carriage to speak to the train or tram driver at the time the harassment is occurring.
- > If victims are in a position where they feel vulnerable and feel that they cannot make a phone call to Triple Zero (000), there are other ways to call out these behaviours. This may include: sending a text message to a friend or family member to advise them where they are located and where the harassment is occurring so that person can ring Triple Zero (000) and police can attend at the next stop or station.
- > If people do feel vulnerable in that space, they should (when safe) move away from the area where the perpetrator is and call Triple Zero (000). If they do feel uncomfortable, they can try and get the attention of other passengers.
- > Some victims have been able to take photos of their perpetrators to give to police, while many have been captured on the 9,000+ CCTV cameras on the public transport network.
- > Your safety is vital, and actions and responses from you and those around you should be modified to suit the specific situation with your health and safety being the first thing to consider.

17. What should I do if have feedback relating to the campaign?

- > Complaints or enquires can be sent via email to contact@respectvictoria.vic.gov.au or via post:
Campaigns and Media Manager
Respect Victoria
GPO Box 4057,
Melbourne VIC 3001
- > Under no circumstances should individual telephone numbers or email addresses for Respect Victoria staff be provided to members of the public.
- > To ensure that all feedback is appropriately logged, all feedback must be received in writing.