



BREAK THE SILENCE

The Knox PLEDGE
Gender Equality
Clothesline Kit



About the Gender Equality Clothesline Project

The Knox PLEDGE Gender Equality Clothesline Project is adapted from and aims to build on the US based Clothesline Project which originated in Hyannis, Massachusetts in 1990. The US based Project began when members of Cape Cod's Women's Defence Agenda learned that during the same time 58,000 soldiers were killed in the Vietnam War, 51,000 American women were killed by the men who claimed to love them.

In the Knox PLEDGE Gender Equality Clothesline Project, rather than testifying to the enormous scale of the problem of violence against women, as did the original US Project, we bear witness to the hopes expressed by thousands of community members for a world that is better, safer and fairer for all women and men. The Project gives us a chance to encourage conversations about gender equality in terms that are easily understood and to inspire ideas for people to take action in their own lives. It also aims to build awareness in the broader community by displaying, across as many settings as possible, the messages about gender equality that community members want to share.



This Kit was put together by the Knox PLEDGE partnership and is based on running it for a year as part of 16 Days of Activism on Gendered Violence. We hope it supports the efforts of other community organisations that are similarly engaging local communities in gender equality work. We are also happy to talk to other communities about our experiences, answer questions and learn from their outcomes in adapting these resources. For more information please contact Knox PLEDGE through the details below.

ACKNOWLEDGEMENTS

This Kit was produced by Knox PLEDGE.

Knox PLEDGE (People Linking to Embrace and Develop Gender Equality) is a Knox partnership inspiring people to take action for gender equality. Support us by liking us on Facebook or contact us through the Partnership facilitator:

Catherine.darcy@each.com.au

www.facebook.com/PledgeKnox

www.pledge.org.au

The Kit was put together by Renee Hoffman and was made possible through the support of the Knox City Council Community Development Fund.

KNOX PLEDGE PARTNERS INCLUDE

- The Basin Community House
- EACH
- Knox City Council
- Eastern Community Legal Centre
- Knox Infolink
- Shakti
- Temple Society Australia
- Women's Health East

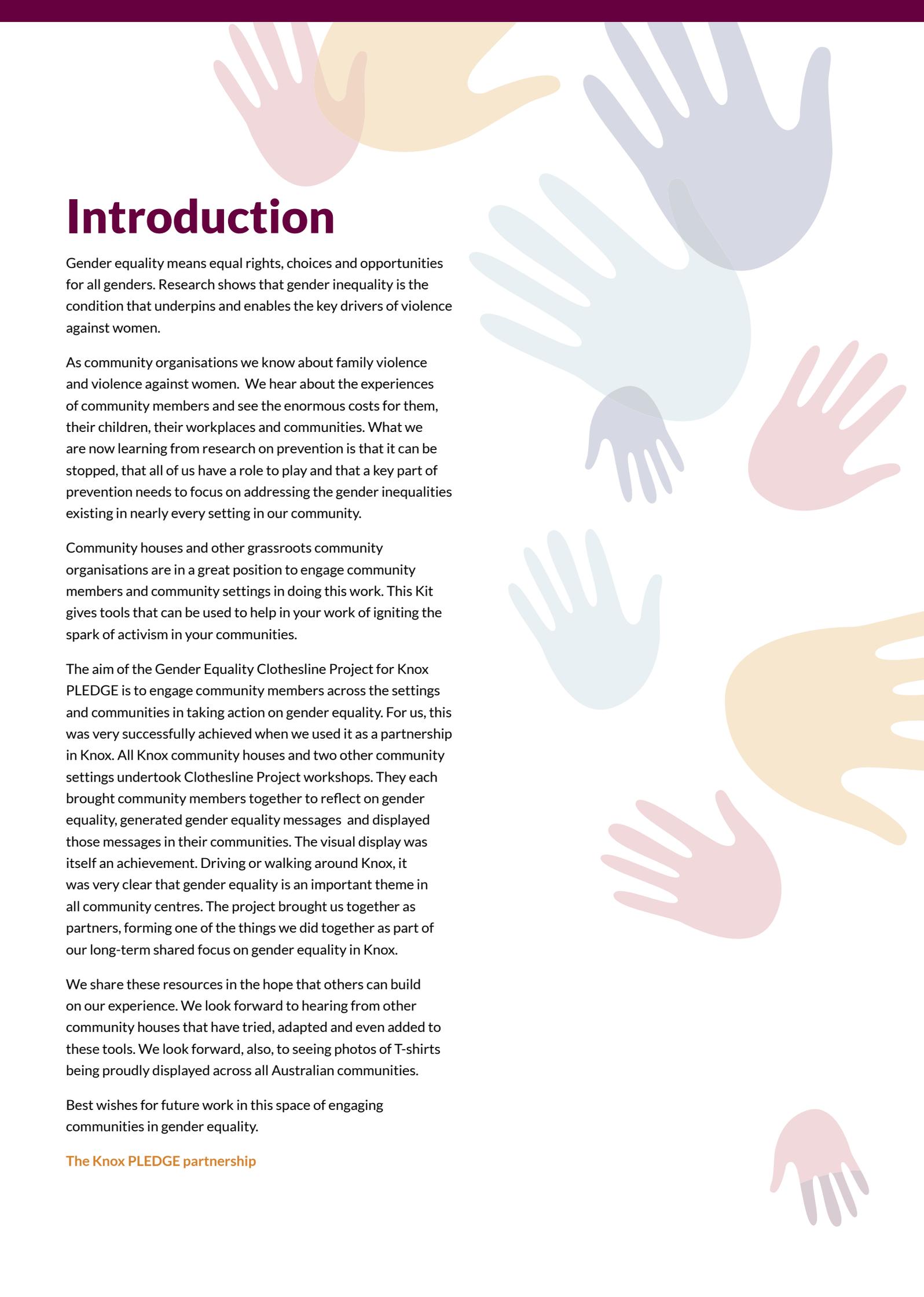
For more information about the Clothesline Project contact:

The Clothesline Project

13 Plymouth Road, Yarmouthport MA 02675

theclotheslineproject.org

ClotheslineProject@comcast.net



Introduction

Gender equality means equal rights, choices and opportunities for all genders. Research shows that gender inequality is the condition that underpins and enables the key drivers of violence against women.

As community organisations we know about family violence and violence against women. We hear about the experiences of community members and see the enormous costs for them, their children, their workplaces and communities. What we are now learning from research on prevention is that it can be stopped, that all of us have a role to play and that a key part of prevention needs to focus on addressing the gender inequalities existing in nearly every setting in our community.

Community houses and other grassroots community organisations are in a great position to engage community members and community settings in doing this work. This Kit gives tools that can be used to help in your work of igniting the spark of activism in your communities.

The aim of the Gender Equality Clothesline Project for Knox PLEDGE is to engage community members across the settings and communities in taking action on gender equality. For us, this was very successfully achieved when we used it as a partnership in Knox. All Knox community houses and two other community settings undertook Clothesline Project workshops. They each brought community members together to reflect on gender equality, generated gender equality messages and displayed those messages in their communities. The visual display was itself an achievement. Driving or walking around Knox, it was very clear that gender equality is an important theme in all community centres. The project brought us together as partners, forming one of the things we did together as part of our long-term shared focus on gender equality in Knox.

We share these resources in the hope that others can build on our experience. We look forward to hearing from other community houses that have tried, adapted and even added to these tools. We look forward, also, to seeing photos of T-shirts being proudly displayed across all Australian communities.

Best wishes for future work in this space of engaging communities in gender equality.

The Knox PLEDGE partnership

QUICK TIPS

Quick Tips for Community Houses in using the Gender Equality Clothesline Kit

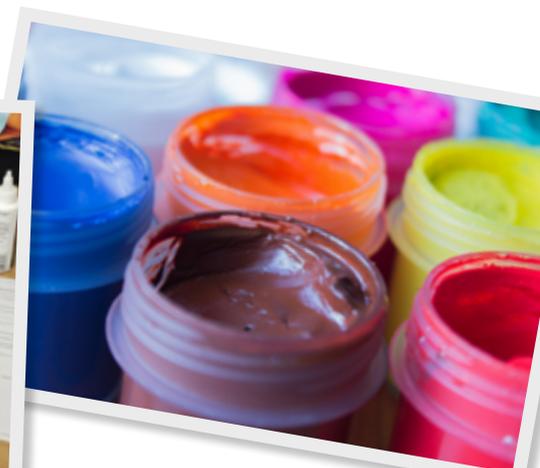
Do it your way

The number one tip is to do what you can, given your time and resources, and adapt to your local context. Below we share some of what we did at Knox, but are also aware that each area is different and that many community houses are time poor. You may not have time to do a workshop, for example, have capacity to include T-shirt painting in it, so try other things that work for you.

If you can't do a workshop, get a volunteer or staff member to paint a new message on a T-shirt and hang it out each day, adding to the last one. You would have 16 T-shirts on display by the end of your 16 Days of Activism.

Take photos of each message, whether on a T-shirt or a cut out T-shirt template, and post them on your Facebook every day over the 16 Days of Activism or whatever other awareness period you may be running the project.

Don't forget your volunteers and staff are part of the community, so an event including just them is as important as one that involves members of the broader community.



Preparation Tips

Resources to educate yourself and your partners

THE CHANGE THE STORY FRAMEWORK

The Change the Story framework for primary prevention of violence against women is an important framework to know about when doing prevention of violence against women work in Australia. This link gives you the summary framework. It was developed out of an extensive review of evidence and underlies all the work being done in this area in Victoria. The summary framework outlines the areas of action and the priority settings for doing work in this space:

www.ourwatch.org.au/what-we-do/national-primary-prevention-framework

QUICK FACTS

Keep up to date for questions and discussions with some of these:

- Our Watch facts: www.ourwatch.org.au/understanding-violence/facts-and-figures
- ANROWS facts: www.anrows.org.au/publications/fast-facts-0
- AIHW: a 2018 based summary from Australian Institute of Health and Welfare: www.aihw.gov.au/reports/domestic-violence/family-domestic-sexual-violence-in-australia-2018/contents/summary

RESPONDING TO BACKLASH

Any discussion that explores gender inequality, addressing violence against women and similar themes can bring “push back” from the community.

- VicHealth’s resource helps with dealing with resistance: www.vichealth.vic.gov.au/resistance
- Our Watch have created a workplace based resource: www.ourwatch.org.au/getmedia/819a9f49-368e-4c09-be84-d472035cfac2/PG_Dealing-with-backlash_final.pdf.aspx

Connecting to other Groups and Agencies

WOMEN’S HEALTH AGENCIES

In all regions of Victoria, regional strategies are in place for organisations to work together for prevention of violence against women. These are coordinated through the Regional Women’s Health agency. Look them up and make contact to explore whether there is work your project can link into, such as local themes, promotions, etc. It is a great way to make sure that your local community engagement work fits into the bigger picture work across the region, so that you make an even bigger impact. The Eastern Regional Women’s Health Agency is Women’s Health East: whe.org.au

SUPPORT PEOPLE EXPERIENCING VIOLENCE AGAINST WOMEN

Have information and connection with support services for people experiencing violence against women.

Our experience in running the Gender Equality sessions is that they can lead to disclosures from people needing support with violence they are experiencing. It is best to be ready and plan for it within your Gender Equality Clothesline Project plan. A great way to start is engaging with a local response agency such as EDVOS and involving them in your planning. You might decide, with their input, that a statement could be included in the introduction to the forum which acknowledges that there may be people in the room experiencing family violence and providing things that they can do. Sometimes it is appropriate to have someone with specialised training attend and promote them as someone to talk to. Either way, at the event it is important for people to be able to easily access phone numbers. Some contacts that may be useful are:

The Eastern Regional Family Violence Service is Eastern Domestic Violence Service (EDVOS). Contact them on 9259 4200 | edvos@edvos.org.au | www.edvos.org.au

The state-wide 24 hour phone support for family violence is 1800 RESPECT: 1800 737 732

To build skills in your organisation around recognising, responding and referring (for people experiencing family violence your agency comes into contact with), contact DV Alert, having online and face-to-face training and awareness sessions: www.dvalert.org.au/education-and-training/education-training-options

HOW WE DID IT AT KNOX PLEDGE

This section gives you a snapshot of how we implemented the Gender Equality Clothesline Kit in Knox

In 2014, the Knox PLEDGE partnership decided to do work during the 16 Days of Activism. We discovered The Clothesline Project. We decided to use the concept of the Clothesline Project, but to focus on messages of gender equality.

We set out our plans and coordinated activities within our network, so that the following was achieved during 16 Days of Activism on gendered violence.

All Partner organisations used the Clothesline Kit to engage people (staff, clients, etc) during 16 Days of Activism.

7 organisations – EACH, Eastern Community Legal Centre (ECLC) and all 5 neighbourhood houses in Knox – ran a Clothesline workshop.

At a school session EACH ran a workshop at Upper Ferntree Gully Primary School for a year 5 girls club, using the Like a Girl video to generate reflection and paper T-shirt templates for their messages.

The conversations were adapted to each setting, but all involved the following elements:

- 1 Something that was shown to engage people in the information (such as a video, see video list in appendix).
- 2 Facilitated conversations about their reflections from the material and what it means for those present. It was a chance for staff/clients etc to reflect on gender equity and gender equality with the help of videos and other resources.
- 3 Three reflective questions which might be used in the facilitated conversations to guide them towards questions about what we can do within our settings and within our communities.
- 4 Gender equity messages were then developed and written on T-shirts or other templates for public and/or online display.

A local DVD was also produced

- A DVD was developed by the PLEDGE partnership group with info graphics, clips and music regarding gender equity and prevention of violence against women. These were played in EACH's reception and ECLC for at least one week of 16 Days. People in waiting areas were provided materials to add to the T-shirt, if they wished.
- There were opportunities throughout 16 Days to share some of the gender equality messages (with permission) on social media, using the same hash tag to connect them to the regional campaign.
- A total of 38 people attended in all the sessions run by the 5 neighbourhood houses. 38 cloth T-shirts were developed. All were displayed on a clothesline at their sites.
- Media coverage: articles in the Knox Leader, Foothills and Ferntree Gully News.

Sharing the ideas

- The Knox neighbourhood house cluster's approach to the Gender Equality Clothesline Project was so popular that they were asked to present at the Neighbourhood House state-wide meeting. This involved 380 neighbourhood houses and included a forum in which they presented a smaller version of a clothesline workshop.



PROMOTIONAL EXAMPLES AND RESOURCES FROM KNOX PLEDGE



The Gender Equality Clothesline Project



16 days of Activism Against Gender Violence

Bearing
witness to
and ending
Violence
Against
Women

Come and join us for morning tea and we will make some fabulous T-shirts with messages to raise awareness of Gender Equality and Prevention of Violence Against Women.

The 16 Days of Activism Against Gender Violence is a global campaign to raise awareness about violence against women and its impact on a woman's physical, psychological, social and spiritual well-being. Human rights cannot be universal without human rights for women.

The 16 Days of Activism begins on 25th November (International Day for the Elimination of Violence Against Women) and ends on December 10th (International Human Rights Day). These two dates highlight that violence against women is a human rights abuse. We are very proud to coordinate this Clothesline Project to participate in an event to unite in the struggle to end violence against women.

The Basin Community House
November 20th, 10:30am to 12pm
Refreshments provided

Add your details here ^

Agenda

- Welcome and brief description of the proceedings.
- Outline who the Partner organisations are and give brief introduction on the 16 Days of Activism as per the invitation flyer.
- Hand out evaluation sheet. Get them to complete Part A prior to session and then Part B at the end.
- Play a video from the list in the resource section of this Kit, e.g. "Like a Girl" depending on the context of the conversation and the discussion you are trying to open up.
- Discuss Visioning Question posters which are placed around the room.
- Distribute a template of a T-shirt asking people to write "what one thing do you envision, hope for and want to be part of creating from your discussion".
- As people finish their gender equality message, ask if you can take photos of their message and of the workshop (great for social media).
- Morning tea - refreshments.
- Write or paint messages on T-shirts (not all sites were able to do this part of the session, so they used templates of T-shirts instead).
- Ask people to complete Part B of evaluation sheet and return to facilitator.
- Thank everyone for coming and ask would they like to be involved annually (have a list for them to give you their email contact for follow up, as well as promotion of future events if they do want to stay involved).

After the Event

- In a public area at the front of the community house, create a clothesline which can be seen by people going past on foot or in cars. Put one T-shirt on display on your "clothesline" every day. This means a new one added each day from November 25 to December 10.
- A photo of daily T-shirt display to be loaded on the community house Facebook page/website.
- If the cloth T-shirts are not used, you might create displays in your reception or in other public spaces using the T-shirt templates with messages on them.

The Clothesline Project & Family Violence

Last year the Basin Community House, along with the four other Neighbourhood Houses in the Knox region ran the 'Clothesline Project,' a project designed to raise awareness of gender equality and family violence.

The Clothesline Project integrated a global campaign on 16 Days of Activism against Gender-based Violence. It ran from 25 November to 10 December to raise awareness about violence against women.

The low-down on the Clothesline Project

The week prior to the 16 Days of Activism "Community conversations" were facilitated at the five Neighbourhood Houses. Community members, along with partners and friends of the Neighbourhood Houses were:

- Invited to participate in a conversation about gender equality and family violence. Questions considered included: 'What sort of relationships do you want our girls and boys to experience as they grow up?' and 'What gender stereotypes would you like to breakdown to end violence against women?'
- Watched a DVD called 'Run like a Girl.'
- Wrote empowering statements and phrases relating to gender equality on plain t-shirts purchased at a local op shop.

Benefits of the Clothesline Project

- Raised awareness of gender equality and family violence in the Knox area
- Developed new and strengthened existing partnerships with key community organisations in the area
- Opportunity to work collaboratively with other Neighbourhood Houses in the area
- Raised profile of Neighbourhood Houses in the Knox region.



Each day during the 16 Days of Activism (25 November – 10 December)

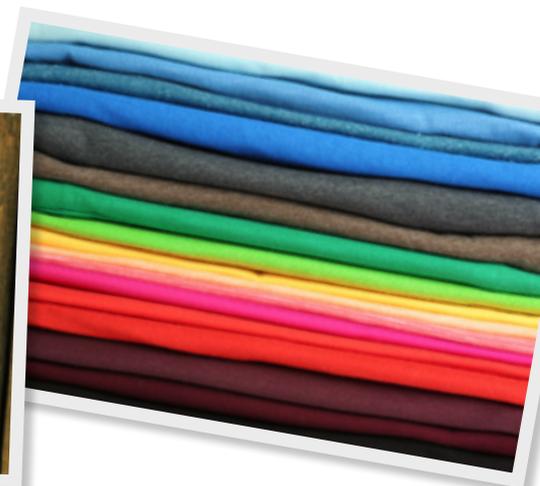
- A t-shirt was hung on a makeshift clothesline out the front of each Neighbourhood House
- A photo was taken of the hanging t-shirt at each Neighbourhood House and posted to social media
- A t-shirt was displayed in waiting areas and public spaces in the Knox area.

For further information on this project, contact Heather McTaggart from The Basin Community House
heather.mctaggart@basincommunityhouse.org



Visioning Questions

- What sort of relationship do we want our girls and boys to experience/enjoy as they grow up?
- How would we like to see our girls and boys relating to each other as they grow to adults/become leaders of the future?
- What sort of world do we want our girls and boys to grow up in?
- What action do you most want to see in the community that would help end violence against women?



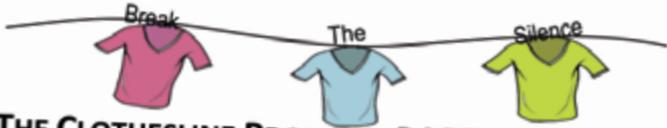
Examples



- Don't become a person you don't want to be
- RESPECT YOURSELF: You are wonderful and important
- I demand respect – but just as importantly, I will be respectful
- Violence is NOT ACCEPTABLE! Speak up – don't tolerate the excuses
- True equality shows the data of both the violence against women as well as the violence against men
- "I never want my daughter to second-guess herself in this world" – let's unite for Equality
- A world free of prejudice with gender/sexual equality for all
- Women need freedom from violence
- VIOLENCE is not always obvious – emotional, physical, financial
- My daughter is the same as my son – equally important in every way
- Respect your female intuition and achieve your potential
- No more violence – I have the right to feel safe
- I'm not sorry to be a "GIRL"
- MIGHTY like a GIRL

A sample evaluation form for feedback on the Gender Equality Clothesline Project

The Clothesline Project



THE CLOTHESLINE PROJECT - PART ONE

Thanks so much for participating in the Clothesline project

Before you get going on the T-shirt, just a couple of questions:

Please circle one

- Have you ever heard of the 16 Days of Activism Against Gender Violence before? Yes No
- Have you ever heard of the White Ribbon Day campaign before today? Yes No

A couple of questions about relationships between men and women in our society

Please circle one

- Men should be the head of the household and make decisions for the family Agree Disagree Not sure
- A university education is more important for a boy than a girl Agree Disagree Not sure
- We all have a part to play in promoting equal and respectful relationships between men and women, boys and girls Agree Disagree Not sure
- Violence against women is inevitable in our society Agree Disagree Not sure

Great – thanks, now on to that T-shirt 😊

Now that you have made your fantastic T-shirt, just another couple of questions

What was the best thing about today?

What did you learn that you think other people would like to know?

What do you think now about these questions?

- | | <u>Please circle one</u> | | |
|--|--------------------------|----------|----------|
| • Men should be the head of the household and make decisions for the family | Agree | Disagree | Not sure |
| • A university education is more important for a boy than a girl | Agree | Disagree | Not sure |
| • We all have a part to play in promoting equal and respectful relationships between men and women, boys and girls | Agree | Disagree | Not sure |
| • Violence against women is inevitable in our society | Agree | Disagree | Not sure |

Do you have any suggestions for improving today's session?

We'd like to hear your ideas for taking action on prevention of violence against women. Please feel free to note them here or (talk to someone??)

Would you like to be kept informed of other activities related to preventing violence against women in the community? If so please give us your details

Name:

email or address:

or phone number

A bank of questions for evaluation

(these Gender Equity questions can be used to replace or add to the ones above focused on gender equality)

Resource **7**

The following questions are taken from the National Community Attitudes towards Violence Against Women. For more information about what questions were used in this phone based survey undertaken by VicHealth see: www.vichealth.vic.gov.au/-/media/ResourceCentre/PublicationsandResources/PVAW/NCAS/NCAS-Appendices_2014.pdf?la=en&hash=3EB81CCEC5642737B64B65C9D7264E39D772205C

Responses to these questions were (in the NCA survey) based on a Likert scale of 1 'strongly agree' and 5 'strongly disagree'. These questions were:

- 1 On the whole, men make better political leaders than women.
- 2 When jobs are scarce, men should have more right to a job than women.
- 3 A university education is more important for a boy than a girl.
- 4 A woman has to have children to be fulfilled.
- 5 It's OK for a woman to have a child as a single parent and not want a stable relationship with a man.
- 6 Discrimination against women is no longer a problem in the Australian workplace.
- 7 Men should take control in relationships and be the head of the household.
- 8 Women prefer a man to be in charge of the relationship.



Some videos that can be used as conversation starters within the Gender Equality Clothesline Project

- 1 Let's change the story (Our Watch, 2017)**

A video that outlines the link between violence against women and gender equality
Australia has a choice. We can change the story that currently sees a woman murdered every week by a current or former partner. We can choose a future where women and their children live free from violence.
www.youtube.com/watch?v=fLUVWZvVZXw
- 2 Let's See Past the Stereotypes (Knox City Council) A video that explores areas where stereotypes can affect experiences**

Through three videos we explore situations where gender stereotypes are often encountered – in the office, with tradespeople and in parenting. Three scenarios were created, playing out simple conversations containing gender stereotypes that happen every day, with the absurdity of the assumptions being highlighted by switching the gender of the person being spoken to.
taktstudio.com/projects/knox-council
- 3 Redraw the Balance**

This powerful film from Mullen Lowe London provocatively captures how, early on in their education, children already define career opportunities as male and female. When asked to draw a firefighter, surgeon and a fighter pilot, 61 pictures were drawn of men and only 5 were female.
www.youtube.com/watch?v=qv8VZVP5csA
- 4 Women's Health Grampians: Act@Work Infographic – Wimmera (May 8, 2014)**

Challenging sexism, discrimination and violence against women. Do you have what it takes to be the circuit breaker?
www.youtube.com/watch?v=qVeq6ef3344
- 5 Gender equality in Australia (The Feed) (Oct 28, 2013)**

How is Australia going when it comes to gender equality? A new World Economic Forum survey found that Iceland was the best place to be if you're a woman. But how does Australia rank?
www.youtube.com/watch?v=uLXjULf4hlo
- 6 Always #LikeAGirl (Jun 26, 2014)**

Using #LikeAGirl as an insult is a hard knock against any adolescent girl. Let's make sure that girls everywhere keep their confidence throughout puberty and beyond, and making a start by showing them that doing it #LikeAGirl is an awesome thing.
www.youtube.com/watch?v=XjJQBJWYDTs
- 7 Always #LikeAGirl - Meet the Director, Lauren Greenfield (Jul 9, 2014)**

Director Lauren Greenfield talks about her involvement with the Always #LikeAGirl social experiment and how girls deal with confidence issues when growing up. The campaign redefines #LikeAGirl from being an insult.
www.youtube.com/watch?v=kCKPz3xn3sY
- 8 Always Throw #LikeAGirl (Aug 27, 2014)**

As part of the campaign, the filmmaker asked a young boy about using the phrase "throw like a girl" and the impact it can have on girls' confidence.
www.youtube.com/watch?v=E1xGVYA5Aqo
- 9 Always Swing #LikeAGirl (Aug 27, 2014)**

Here a young girl shares her story about winning.
www.youtube.com/watch?v=OjgXEXX5xKE
- 10 Because Why (Our Watch)**

Kids ask great questions. This video relates to parenting and gender stereotypes.
youtu.be/i0SB-Wif7Zw
- 11 Labels Against Women #ShineStrong Pantene (Nov 9, 2013)**

Does gender bias still exist? If the answer is no, then why is it that women who take charge tend to be called bossy, whereas a man who does the same is just doing his job as a boss? Or why is it that when mothers are passionate about their career, they tend to be seen as selfish, while working dads are dedicated? It is also quite startling that a recent study said 70% of men feel that women need to downplay their personality in order to be accepted.
www.youtube.com/watch?v=kOjNcZvwjxl

12 Not Sorry #ShineStrong Pantene (Jun 18, 2014)

Sorry, NOT SORRY for asking you to watch this video. After all, why are women always apologising? Sure, it's polite to say "sorry" sometimes. But for everything? No way.

www.youtube.com/watch?v=rzL-vdQ3ObA

13 Dove evolution

www.youtube.com/watch?v=iYhCn0jf46U

14 Beauty Pressure

www.youtube.com/watch?v=Ei6JvKOW60I

15 Inspire her mind (Jun 2, 2014)

Encouraging girls to think about maths and science as professional pathways.

www.youtube.com/watch?v=XP3cyRRAfX0

16 Little Girls Sing A Power Ballad Shattering What Little Girls Are Supposed To Like

Video 'We are the Champions' – girls in fairy dresses skateboarding and making go-carts.

www.upworthy.com/watch-a-bunch-of-little-girls-sing-a-power-ballad-shattering-what-little-girls-are-supposed-to-like?c=upw1

17 Guess Who? The nurse and the firefighter (May 13, 2013)

"Guess Who?" children's educational program which is a series of videos and curriculum designed to teach young children to challenge gender stereotypes.

www.youtube.com/watch?v=yx-bDuJ1nyY

18 Guess Who? Two travellers (May 14, 2013)

This is the story of two travellers. They set off on travels all over the world.

www.youtube.com/watch?v=SNSo-rWvP40

19 Break The Box Texas Association Against Sexual Assault (Mar 5, 2013)

Sexual violence isn't just about rape or physical harassment. It begins when we hurt people through the words we use and attitudes we carry. Stereotypes of what it means to be a man or woman – for instance, boys should do physical activities and girls need to be "ladylike" – can limit our worth and potential, and create an unequal balance of power that perpetuates sexual violence.

www.youtube.com/watch?v=u2Glu5ZpnTM