

## Resource 6:

# Media Waves Calendar: Using the National Community Attitudes towards Violence against Women Survey (NCAS) findings

The Media Waves Calendar below aims to assist practitioners in planning their media strategies, whilst incorporating NCAS content. This list is not exhaustive. It is intended to provide support to, and suggestions for, relevant media activities. You may wish to add your own important dates and specific NCAS data as you become more familiar with the NCAS data and resources.

Remember to check the exact dates for each 'occasion' as they can vary slightly from year to year. See the [ANROWS website](#) for NCAS videos and infographics listed in the 'Action' column below to support your social media posts.



## January – March

| Occasion   | Action   | Media Post   |
|--|--|--|
| <b>20 February – World Day of Social Justice</b> | Share <a href="#"><u>2017 NCAS KEY FINDINGS VIDEO</u></a>                      | Today is #WorldSocialJusticeDay – we can all fight for #socialjustice by advocating for gender equality and challenging misconceptions about violence against women.   |
| <b>8 March – International Women’s Day</b>       | Share <a href="#"><u>GENDER INEQUALITY IS A PROBLEM ANROWS INFOGRAPHIC</u></a> | The story of gender inequality is directly linked to men’s violence against women. This #InternationalWomensDay pledge your commitment to gender equality and #ChangeTheStory to end violence against women. |

## April – June

| Occasion  | Action  | Media Post  |
|---|---|---|
| <b>April – Sexual Assault Awareness Month</b>                 | Share <a href="#"><u>KNOWN ASSAILANT ANROWS INFOGRAPHIC</u></a>         | It's #SexualAssaultAwarenesMonth. Did you know that many harmful and untrue myths are prevalent in the Australian community? To dismantle harmful myths, learn the facts, check out #NCAS resources. <a href="http://anrows.org.au/NCAS/2017/for-stakeholders/">anrows.org.au/NCAS/2017/for-stakeholders/</a> |
| <b>April/May – National Domestic Violence Remembrance Day</b> | Share <a href="#"><u>LEAVING ABUSIVE PARTNER ANROWS INFOGRAPHIC</u></a> | Today is National Domestic Violence Remembrance Day. The lives lost to #familyviolence will never be forgotten. Every person deserves to be safe and live a life free from fear and violence. Our work won't stop until this goal is realised. #nationaldomesticviolencere membranceday                       |

# July – September

| Occasion                                   | Action  | Media Post   |
|--|---|--|
| <b>12 August – International Youth Day</b> | <b>Share – <u>KNOWLEDGE OF THE PREVALENCE OF VIOLENCE AGAINST WOMEN</u> <u>ANROWS INFOGRAPHIC</u> – from Youth Report</b> | Today is #InternationalYouthDay an opportunity to celebrate future thought leaders and influencers. How we talk to young people about gender stereotypes and inequality matters. |
| <b>September – Women’s Health Week</b>     | <b>Share – <u>UNDERSTANDING CONSENT: FINDINGS FROM THE 2017 YOUTH REPORT</u> <u>VIDEO</u></b>                             | Sexual violence has short and long-term health impacts for women. Support #WomensHealthWeek by talking about #SexualConsent  |



## October – December

| Occasion   | Action  | Media Post  |
|--|---|---|
| <b>25 November – International Day for the Elimination of Violence against Women</b> | <b>Share – <u>WOMEN DON'T EXAGGERATE THE PROBLEM ANROWS INFOGRAPHIC</u></b>                       | Today is International Day for the Elimination of #violenceagainstwomen. Did you know 1 in 4 Australian women have experienced violence by an intimate partner? Together, we can stop the cycle and build a safer world. Visit <a href="https://respectvictoria.vic.gov.au/research">respectvictoria.vic.gov.au/research</a> to learn more about #preventingviolence              |
| <b>25–10 December – 16 Days of Activism Against Gender Violence</b>                  | <b>Share – <u>THE 2017 NCAS SUMMARY VIDEO</u></b>   | During #16DaysofActivism you can play a part in ending violence against women by calling out gender inequality. Visit Respect Victoria's website to learn more <a href="https://respectvictoria.vic.gov.au/research">respectvictoria.vic.gov.au/research</a>  |
| <b>10 December – Human Rights Day</b>  | <b>Share – <u>RECOGNISING CONTROLLING BEHAVIOUR: FINDINGS FROM THE 2017 NCAS YOUTH REPORT</u></b> | Today is #HumanRightsDay. Research shows some Australians hold misinformed and problematic views about gender equality. These views hold us all back, help us set the record straight. @ANROWS have terrific resources including the recent NCAS youth report <a href="https://anrows.org.au/NCAS/2017/youth-report-findings/">anrows.org.au/NCAS/2017/youth-report-findings/</a> |

This resource is one of ten resources within the toolkit- Re-shaping Attitudes: A toolkit for using the National Community Attitudes towards Violence against Women Survey (NCAS) in the primary prevention of violence against women. For more information, please visit [www.respectvictoria.vic.gov.au/research](http://www.respectvictoria.vic.gov.au/research)

### **Suggested citation**

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For more information or to provide feedback on this resource or toolkit, please contact [research@respectvictoria.vic.gov.au](mailto:research@respectvictoria.vic.gov.au).

