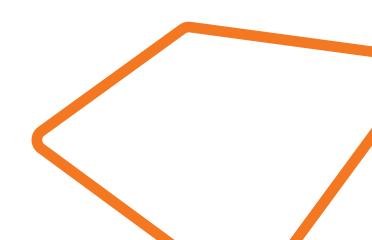
#### **Resource 6:**

# 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 <u>ANROWS website</u> for NCAS videos and infographics listed in the 'Action' column below to support your social media posts.

# January – March

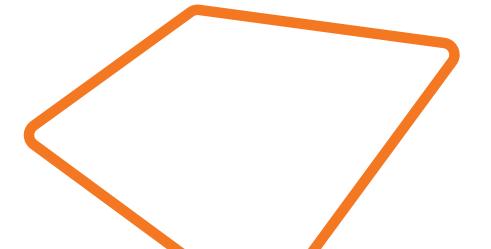
Occasion	Action	Media Post
20 February – World Day of Social Justice	Share <u>2017 NCAS KEY</u> <u>FINDINGS VIDEO</u>	Today is #WorldSocialJusticeDay – we can all fight for #socialjustice by advocating for gender equality and challenging misconceptions about violence against women.
8 March – International Women's Day	Share <u>GENDER</u> INEQUALITY IS A PROBLEM ANROWS INFOGRAPHIC	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
April – Sexual Assault Awareness Month	Share <u>KNOWN</u> <u>ASSAILANT ANROWS</u> INFOGRAPHIC	It's #SexualAssualtAwarenesMonth. 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. <u>anrows.org.au/</u> <u>NCAS/2017/for-stakeholders/</u>
April/May – National Domestic Violence Remembrance Day	Share <u>LEAVING</u> <u>ABUSIVE PARTNER</u> <u>ANROWS</u> INFOGRAPHIC	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. #nationaldomesticviolencerememberanceday

# July – September

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



**Re-shaping attitudes** 

#### **October – December**

Occasion	Action	Media Post
25 November – International Day for the Elimination of Violence against Women	Share – <u>WOMEN</u> <u>DON'T EXAGGERATE</u> <u>THE PROBLEM</u> <u>ANROWS</u> <u>INFOGRAPHIC</u>	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 <u>respectvictoria.vic.gov.au/research</u> to learn more about #preventingviolence
25–10 December – 16 Days of Activism Against Gender Violence	Share – <u>THE 2017</u> <u>NCAS SUMMARY</u> <u>VIDEO</u>	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 <u>respectvictoria.vic.gov.</u> <u>au/research</u>
10 December – Human Rights Day	Share – <u>RECOGNISING</u> <u>CONTROLLING</u> <u>BEHAVIOUR:</u> <u>FINDINGS FROM THE</u> 2017 NCAS YOUTH <u>REPORT</u>	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 <u>anrows.</u> <u>org.au/NCAS/2017/youth-report-findings/</u>

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

#### **Suggested citation**

Respect Victoria, Australia's National Research Organisation for Women's Safety, the Victorian Health Promotion Foundation, Swinburne University of Technology, (2020) 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, Respect Victoria, Melbourne, Australia.

For more information or to provide feedback on this resource or toolkit, please contact research@respectvictoria.vic.gov.au.



