

M E D I A R E L E A S E

2 December 2019

16 things everyone can do to help end violence against women

Melton City Council is asking local residents to take part in the challenge to end gender-based violence through the 16 Days of Activism actions.

The global campaign is on now and runs until December 10. During that time, people are asked to commit to one or many of the actions which include looking for gender bias in movies, recognising how violence against women is also a men's issue and talking with a man about healthy masculinity.

Council is supporting Respect Victoria's 'Respect Women: Call It Out' campaign throughout the 16 Days movement, which commenced with the International Day for the Elimination of Violence Against Women on November 25.

Residents are encouraged to sign up to the challenge to be a role model, step up and speak out, as well as share a message of respect towards women at home, in public and in the workplace.

Signage around the City, including at the Caroline Springs Library steps and the Melton Amphitheatre steps, highlights the campaign message of 'Step Up. Speak Out. Respect Women'.

In addition, videos showcasing programs and activities that promote gender equality have also been produced and will be available to view and share on Council's Facebook page.

Reusable campaign coffee cups will also be available to residents and visitors to the Red Beetle Café, Mr Nomane, BrewBrotherz and the Melton Library Café, where residents can also make a donation to services that support women experiencing domestic violence.

City of Melton Mayor, Cr Lara Carli said the 16 Days of Activism campaign helps to change behaviour towards women in the workplace and at home.

"We're very proud to take part in this global campaign because we believe we all have a role to play in creating a respectful and supportive culture among men and women," Cr Carli said.

A Thriving Community Where Everyone Belongs



MEDIA RELEASE

“The City of Melton has the fourth highest rate of family violence in metropolitan Melbourne and the 16 Day of Activism campaign reminds and inspires everyone to challenge the attitudes that allow this violence to exist.”

More details about the 16 Days of Activism campaign can be found at melton.vic.gov.au/16days

To register for the 16 Days challenge or to view the 16 Days actions, go to 16daysactivist.whwest.org.au/

ENDS

Melton City Council media enquiries (not for publication): Kylie Kitchen – Media and Communications Officer on (03) 9747 7132.