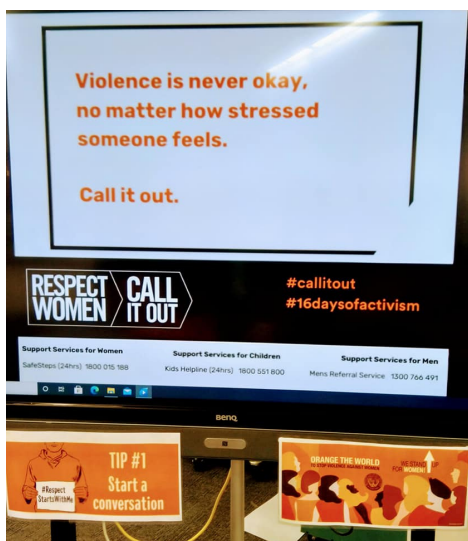




2020

# 16 DAYS OF ACTIVISM AGAINST GENDER BASED VIOLENCE

## Rolling video collation



Central Victorian PCP put together a collection of video clips and animations based around the prevention of violence against women. This was shown on a loop at Cobaw Community Health & Kyneton District Health reception areas.

These collations are available on the Central Vic PCP Vimeo page:

<https://vimeo.com/473613948/034d506e8e>

## Vigil and guest speakers

The vigil was held on the grasslands at the Kyneton Mechanics Institute to honour the 49 women and 11 children who have died this year in Australia as a result of family violence. In memory of these women and children, Zonta placed 2 large and 30 small orange statues on the grasslands. Guest speakers included Mayor Jennifer Anderson, MRFVN coordinator Carolyn Neilson and Kyneton High School's nurse, Andrea Scott.



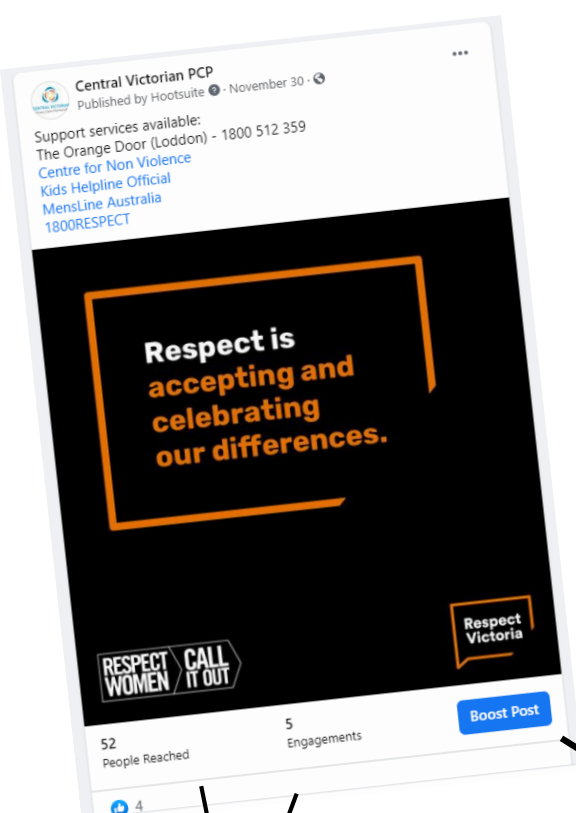
It was great to hear about the Kyneton High School students assisting the network to create a gender backlash animation, based on their own real-life experiences. A couple of the students also spoke.

*"It was a very heartfelt event, very inspiring with the dance and the speakers especially hearing from the young students, great work."*

The event ended in a flash mob of 10 community members with lots of heart and soul performing the "Break the Chain" dance - a global movement that challenges violence against women.

## Social Media Campaign

Members of the network utilised the collateral from Respect Victoria, with some creating their own posts to roll out over the 16 days. Analytics available from Central Vic PCP show figures for their posts across the catchments of Macedon Ranges & Mount Alexander Shires



ENGAGEMENT

280+

REACH  
4200+