



April 2021
Video Communications Guide

TOGETHER FOR
EQUALITY & RESPECT

Together For Respect At Home

A Respectful Relationships social marketing campaign

Please see the full [Communications Guide](#) for
more information about the project and
responding to backlash

#TogetherForRespectAtHome

Campaign Video

In addition to social media tiles and posters that have been developed for this campaign, a video has been developed showcasing responses from community members living and working in the Eastern Metropolitan region of Melbourne, to the question "What does respect in the home mean to you?". This video was released in April 2021. Organisations and community members can show their support by sharing the video.

Who was involved?

A number of local community members were invited to be involved in the development of this video. The community members featured are:

- Michael Smith** CEO, Eastern Community Legal Centre
- Rhiannon Paige** (Re)shaping Respect Advocate
- Soizic Brohan** Gender and Disability Workforce Capacity Building Officer, Women with Disabilities Victoria
- Youna Kim** General Manager Innovation & Development, Eastern Domestic Violence Service
- Dani Leemon** Inspector, Croydon Police
- Troy Andrews** Detective Senior Sergeant, Croydon Police
- Fiona Calkin** Senior Sergeant, Croydon Police
- Jordan Pe** Karen Community Member
- Angie** Youth Wellbeing Advocate
- Stacie Piper** Wurundjeri Community
- James Troutbeck** Primary School Teacher
- Loren** Level Playground Coordinator, EDVOS
- Evie** Youth Advocate

We thank them for their contribution to this video and commitment to creating a respectful community.

Funding and partners

This project was funded and developed by:

- Outer East Primary Care Partnership
- Yarra Ranges Council
- EDVOS
- Inspiro

This project was supported by:

- Marondah City Council
- Eastern Health
- Women's Health East
- TFER Partnership

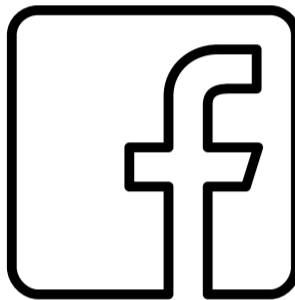
Campaign Social Media Video

Why was this video developed?

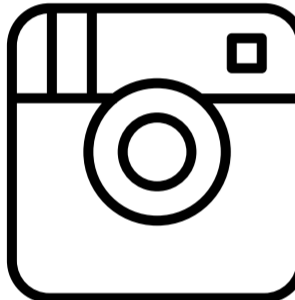
We all have the right to be treated with respect in our homes. Everyone can show respect and may show this in various ways. We wanted to show the community that it doesn't matter where you come from or what your gender is, everyone has a role to play in ensuring we live in a respectful society.

How can I use this video?

This video can be utilised in a number of ways:



Share on Facebook



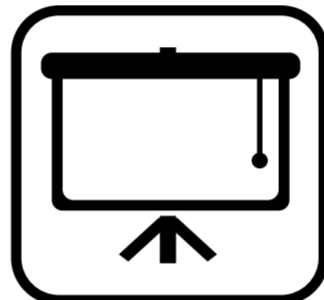
Share on Instagram



Tweet about it



Share on your website



Use it as a classroom/presentation resource



Show it in your workplace

Target audience

This campaign is targeted at all people of all ages. Depending on your organisational needs, you may choose to target a specific cohort.

Campaign Video

Communication aims/objectives

- To encourage the community to show respect in many and varied ways
- To encourage community members to reflect on how they show respect and what respect looks like in their home
- To highlight how showing respect in the home can have beneficial impacts on the whole community

Social Media caption suggestions

The video can be used to suit your own purposes. Depending on your organisation or community group, you may wish to choose one of the following captions. Each caption has been written with a theme about respect, gender equality or the prevention of violence against women.

Respect

We all have the right to be treated with respect and feel safe in our own home. No matter where we come from, our gender, our job title or age, everyone has a role to play in ensuring we live in a safe and respectful society. So how will you show respect in your home? #Togetherforrespectathome

Gender Equality

Gender equality is about equal rights, responsibilities and opportunities for everyone. It's important to promote gender equality in our community, schools, workplaces and organisations and especially in our own home.

So how do you show respect in your home? #Togetherforrespectathome

Prevention of Violence Against Women

We all want to live in a society free from violence. But unfortunately the rates of violence against women and children in Australia is rising.

When we excuse disrespect it can grow into violence. It's important that we understand and acknowledge the cycle of violence. Not all disrespect results in violence but all violence begins with disrespectful behaviour. We can all work towards creating a community free from family violence, by encouraging respect in the home and in our communities. So how will you show respect in your home? #Togetherforrespectathome

Campaign Video

We all deserve
to feel
safe
and
respected

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