



Australian Government

A joint Australian, state and territory government initiative.

**VIOLENCE AGAINST WOMEN
LET'S STOP IT
AT THE START**

SUGGESTED SOCIAL MEDIA CONTENT

National campaign to reduce violence against women and their children

The national campaign aims to help break the cycle of violence by encouraging adults to reflect on their attitudes, and have conversations about respect with young people.

We encourage you to get involved, and be part of the solution. Below are some sample social media content you may like to share on your platforms.

Campaign themes

Facebook	Twitter	Other
Find out more about the national campaign to help reduce violence against women, and the resources which help us to have conversations with our young people. www.respect.gov.au/campaign/atsi-materials/ #stopitattthestart #respect	The excuses we make allow disrespect to grow www.respect.gov.au/campaign/atsi-materials/#stopitattthestart	"It's just what boys do." Have you said something like this before? What other excuses have you heard? What advice do you have for parents, carers and role models, on discussing touchy subjects like disrespect with our kids?
Violence against women is hurting our communities. Did you know that Aboriginal and Torres Strait Islander women and girls are 34 times more likely to be hospitalised due to family violence related assaults than other Australian women and girls, and experience rates of family violence up to 45 times higher in regional and remote areas? This is a cycle of violence which starts with disrespect. We can all be part of the solution. #stopitattthestart Visit www.respect.gov.au/campaign/atsi-materials/		



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Facebook	Twitter	Other
We support the campaign to reduce violence against women and their children and I'll be sharing links and updates over the next few months. Use #stopitatthetstart to show your support and learn more at www.respect.gov.au		
We want the best for our kids and communities. Let's support them to respect each other and respect themselves. www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	Violence against women. Our communities are part of the solution #stopitatthetstart	

The Excuse Interpreter

Facebook (visual – Excuse Interpreter icon)	Twitter (visual – Excuse Interpreter icon)	Other
As parents, carers, teachers and Elders, we can have a positive influence on our communities. Let's be more aware of the excuses we make and how they influence our kids. Start a conversation about respect and help prevent violence against women and girls. www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	'It's only a bit of fun.' Our words carry hidden messages. Don't let girls learn to accept disrespect www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	



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Facebook (visual – Excuse Interpreter icon)	Twitter (visual – Excuse Interpreter icon)	Other
Without knowing it we can say or do things that make our kids think disrespect is OK. Check out these resources to help us understand how we might overlook disrespectful behaviour. www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	Talking to our kids about respect can have a positive influence on their attitudes. www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	
“Don’t worry, it wasn’t that bad” Are we teaching our boys that disrespecting girls is OK? www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart		
“He’s only teasing you because he likes you” Are we teaching our girls to accept disrespect from boys? www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart		



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The respect checklist

Facebook	Twitter	Other
The Respect Checklist is an important tool to help us talk about respect with our kids. Find out more here www.respect.gov.au/wp-content/uploads/2016/06/the_respect_checklist.pdf #stopitatthetstart	How do our kids react to disrespectful behaviour? Find out now at respect.gov.au #stopitatthetstart	
Use the Respect Checklist to get a better idea of what our kids are thinking and what they believe. It's a great place to start talking. bit.ly/1XTKioG www.respect.gov.au/campaign.atsi-materials	Let's keep talking about respect with our young people. Visit www.respect.gov.au/wp-content/uploads/2016/06/the_respect_checklist.pdf #stopitatthetstart	

The Conversation Guide

Facebook (Visual - Convo guide icon)	Twitter (Visual - Convo Guide Icon)	Other
Discussing disrespectful or aggressive behavior isn't easy. For tips to confidently talk about respect with our kids, check out The Conversation Guide www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	For tips on how to start a conversation about respect with our kids, visit www.respect.gov.au/campaign/atsi-materials/ #stopitatthetstart	How to talk to our kids about respect between boys and girls: a conversation guide that looks at the important issues and offers practical advice for parents, teachers and community leaders.



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Facebook (Visual - Convo guide icon)	Twitter (Visual - Convo Guide Icon)	Other
<p>Can you think of a time you saw disrespectful behaviour and wish you'd spoken up? We can learn from our own experiences and use them to teach our kids. www.respect.gov.au/campaign/atsi-materials/ #stopitatthetart</p> <p>Disrespectful attitudes can grow into bigger problems for our community. We can help by stopping this cycle at the start. www.respect.gov.au/campaign/atsi-materials/ #stopitatthetart</p>	<p>Violence against women is a big problem. Let's help to tackle it when it's a little one. #stopitatthetart www.respect.gov.au/campaign/atsi-materials/ #stopitatthetart</p>	

Blog

Facebook	Twitter	Other -
<p>The best way to teach our kids about respect between boys and girls is to set a positive example. Read Lani Brennan's blog post on respect.gov.au for more.</p> <p>*links to blog page (if appropriate)</p>	<p>Our kids learn respect from our behaviour. Read Lani Brennan's blog to learn more and keep the conversation going in our communities. #stopitatthetart.</p>	<p>As a parent or carer, do you find yourself doing things the same way as your parents did? We may not be aware of it but our kids learn how to behave from what they see and hear from us.</p>