

16 DAYS ACTIVIST CHALLENGE

An initiative of Women's Health West and Preventing Violence Together

MEDIA RELEASE 25.11.2017



Take the challenge to prevent violence against women in the west

People who live, work or study in Melbourne's west are pledging to help end violence against women as part of the annual 16 Days Activist Challenge. The 16 Days Activist Challenge is a local campaign that takes place during the global 16 Days of Activism, which runs between 25 November and 10 December annually. The challenge is initiated by Women's Health West, as part of their role as lead agency in the Preventing Violence Together partnership.

The campaign encourages people from across Melbourne's west to pledge to undertake a different action every day to promote gender equality, learn about violence against women, and educate others about the problem. The actions are designed to be achievable, thought-provoking, practical and fun; and are pitched at different levels depending on the amount of time and effort activists are able to commit.

People who live, work or study in the west of Melbourne can sign up for the challenge via the website at <http://16daysactivist.whwest.org.au>. Dr Robyn Gregory, CEO of Women's Health West, said: 'We are finally starting to talk about violence against women in our community, with our friends and families, and at work. Women's Health West and the Preventing Violence Together partnership want to support these conversations to go further; from talk to action.'

The idea behind the challenge is that many small actions, when combined, contribute to raising awareness, starting important conversations and supporting community advocacy - in this case, by challenging common myths and assumptions about gender and violence against women.

Last year, over 200 people pledged to undertake 1500 actions. This year, we're determined to make the 16 Days Activist Challenge bigger, better, and to have even more impact than previous years.'

The 16 Days of Activism website contains a toolkit for activists, plenty of support and tips to enable those taking part to continue their actions beyond the 16 day period.

Women's Health West will be posting one action on social media for every day of the challenge. It is quick and easy to register for the challenge at: <http://16daysactivist.whwest.org.au>.

NOTES

- **Held each year from 25 November to 10 December, the 16 Days of Activism begins on International Day for the Elimination of Violence against Women, and ends on International Day of Human Rights.**
- **The 16 Days Activist Challenge is now in its third year.**
- **Follow Women's Health West as daily challenges are posted on social media, via www.facebook.com/womenshealthwest and <https://twitter.com/whwest>.**
- **For more information email Women's Health West's communications manager, Kelly Ventress, on kelly@whwest.org.au, or phone (03) 9689 9588.**