



Guidelines for communications with multicultural audiences

Purpose of this document

To ensure that all communication related to Stop it at the Start campaign is professional, consistent, and aligned with the campaign's key messages and the Australian Government's commitments, this document has been prepared for media, stakeholders and the community as a set of guidelines.

Messaging to the target audience

KEY MESSAGES	
Overarching messages	<p>Stop it at the Start is a primary prevention campaign that looks at how we, as adults, can help break the cycle of violence against women.</p> <ul style="list-style-type: none"> • Not all disrespect towards women results in violence, but all violence against women starts with disrespect. • Violence against women still occurs, and the problem has not been solved. • As parents, carers and family members, we all have a role to play in breaking the cycle of disrespect and ultimately violence against women. • Online disrespect is one of many ways in which violence-supportive attitudes can start to develop.
Hidden trends of disrespect	<p>There are new and powerful influences online and in the real world impacting young people and their attitudes towards gendered disrespect.</p> <ul style="list-style-type: none"> • Parents and influencers are missing out on the conversations young people are having online. This is driving a significant knowledge and understanding gap for parents. • Our children form their beliefs from the world around them—what they hear, see and talk about at school, amongst friends, and online. • Social media algorithms affect what we see. Many algorithms tailor themselves to show us the content that we interact with the most. For example, the more a young person engages with a social post by liking, commenting, or sharing, the more likely they will start seeing similar posts about the same topic in their feed.



	<ul style="list-style-type: none"> We can't censor or moderate the disrespect young people may be exposed to online, but we can take steps to better understand what they are seeing and hearing.
Mainstream call to action	<p>Do you know what's influencing your kids?</p> <p>Learn the hidden trends of disrespect before they lead to violence at respect.gov.au</p> <p>Violence against women. Let's stop it at the start.</p>
CALD call to action	<p>Do you know who's influencing your kids?</p> <p>Learn the online trends of disrespect before they lead to violence at respect.gov.au</p> <p>Violence against women. Let's stop it at the start.</p>

Frequently asked questions

What is the Stop it at the Start campaign?

- The Stop it at the Start campaign is a primary prevention campaign that aims to end gender-based violence by influencing attitudes and behaviours that support or condone gender-based violence.
- The campaign is an important initiative to counter negative and violent online influences that are impacting the way young people think about respect.
- Stop it at the Start is based on extensive research, which revealed that there is now a marked contextual shift between the attitudes and behaviours of young people and adult influencers with the rise of new powerful online and offline influences.
- For phase 5 the focus is on encouraging adults to re-establish the problem in their own minds, fill the gaps in their own understanding and have conversations with the young people in their lives about what's influencing them.

When and where will the campaign run?

- The campaign will run across television, online video, social media, online searches e.g. Google, and cinema from 17 June 2024 until 3 May 2025.
- Advertising will be supported by a comprehensive public relations strategy, including media engagement, tailored resources and tools, community engagement and a campaign website.
- Campaign advertising is translated into 4 languages: Arabic, Cantonese, Mandarin and Vietnamese.



- The campaign website includes a bespoke tool called the Algorithm of Disrespect™ – designed to replicate a young person's social media experience to demonstrate the influences they are exposed to.

Who is the campaign targeting?

- The campaign targets adults with young people aged 10-17 in their lives and encourages them to learn more about these hidden trends of disrespect. Parents, carers, guardians, or even sporting coaches, teachers, and community leaders have an important role in shaping the attitudes and beliefs of young people.
- The Stop it at the Start campaign aims to create generational change. Children learn from us. So, as parents, family members, teachers, coaches, employers, community leaders and role models, we must all set the standard for what is and isn't acceptable, right from the start.

Are there any translated resources?

- The translated resources for this phase of the campaign are:
 - The Pocket Guide to Respectful Conversations
 - The Hidden Trends of Disrespect Guide
 - The Issue Guide
- These resources are translated into the 11 campaign languages: Arabic, Cantonese, Filipino (Tagalog), Hindi, Hazaragi, Korean, Mandarin, Nepali, Punjabi, Thai, and Vietnamese. They are available for download on the campaign website.

What are the expected impacts of the campaign?

- The overarching aim of the campaign is to prevent gender-based violence by influencing attitudes and behaviours that support or condone gender-based violence.
- The campaign is expected to:
 - Increase awareness and understanding among adults about the new, negative influences affecting young people's attitudes and behaviours towards disrespect and violence against women.
 - Increase understanding among adult influencers about the importance of having proactive and ongoing conversations with young people about disrespect and violence against women.
 - Increase the number of adult influencers seeking information on or talking to young people about the new, negative influences on young people about disrespect and violence against women.



Australian Government

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

What is the Algorithm of Disrespect™?

- The Algorithm of Disrespect™ is an interactive educational tool that simulates a young person's online experience.
- It is designed to reveal and educate adults on the new, hidden forms of disrespect that young people are engaging with every day online.
- Through the experience users will see how easily harmful and disrespectful content can show up on a young person's social media feed, and how easy it is for disrespect to become acceptable.