

STAKEHOLDER KIT

2024



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



Australian Government

respect.gov.au/translated

CAMPAIGN INTRODUCTION

- **Stop it at the Start** is an award-winning national campaign aimed at preventing violence against women and children.
- The multi-phase campaign is currently in **Phase 5**, which focuses on **The Hidden Trends of Disrespect**. This Phase spotlights the new and powerful influences online and in the real world impacting young people and their attitudes towards gendered disrespect.
- Many online platforms serve **disrespectful content** which can **contribute to gender inequality** and **violence-supportive attitudes** in young people. This exposure can easily affect young minds, ultimately shaping the type of person and partner they become.
- As parents, carers and adult role models, it can be difficult to censor or moderate the content young people may be exposed to. Taking the first steps to understand and talk about it can help young people to make decisions about the content they engage with and **reject disrespectful influences**.



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YOUR ROLE

As key influencers in the community, you play a vital role in ensuring the key messages of the *Stop it at the Start* campaign reach the target audience of CALD youth and parents. This includes:

- Sharing relevant translated resources across your social media networks or messaging apps.
- Displaying and distributing conversation guides among community members both online and in person.
- Sharing this stakeholder kit with your networks to ensure broader dissemination of information.
- Encouraging your community to stay informed and engaged with the young people in their lives and what they're consuming online.

RESPECT.GOV.AU

- [Respect.gov.au](https://respect.gov.au) is the official website launched by the Australian Government dedicated to the *Stop it at the Start* campaign. The website provides individuals with access to all campaign resources, including [translated resources](#) for culturally and linguistically diverse (CALD) community members in Arabic, Filipino (Tagalog), Hindi, Hazaragi, Korean, Mandarin, Nepali, Punjabi, Simplified Chinese, Thai, Traditional Chinese and Vietnamese.
- [Respect.gov.au](https://respect.gov.au) also hosts an interactive educational tool, called [The Algorithm of Disrespect](#), which allows the user to experience the average young person's online experience. It is designed to inform and educate adults on the new Hidden Trends of Disrespect.

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CAMPAIGN RESOURCES

A suite of translated tools and resources have been created to support parents, families, and other role models to learn more about the new and powerful influences of disrespect young people see every day and guide them accordingly.

- [The Issue Explained](#)
- [The Hidden Trends of Disrespect Guide](#)
- [Pocket Guide to Respectful Conversations](#)
- [Campaign Videos](#)
 - The Hidden Trends of Disrespect – 60 second ad
 - The Hidden Trends of Disrespect: Teen Boys – 30 second ad
 - The Hidden Trends of Disrespect: Influences – 30 second ad
 - The Hidden Trends of Disrespect: Phone Snatch – 30 second ad
 - The Hidden Trends of Disrespect: Influencer – 15 second ad
 - The Hidden Trends of Disrespect: Signs – 15 second ad
- Social tiles and post copy

To view or download translated resources, materials or tools please visit: www.respect.gov.au/translated

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THE ISSUE EXPLAINED

The Issue Explained aims to:

- Give an overview of the core issue of disrespect and violence against women in Australia.
- Highlight the importance of shaping attitudes and behaviours of young people from an early age.
- Introduce what the hidden trends of disrespect are.

Click on your preferred language to view this resource

- [Arabic](#)
- [English](#)
- [Filipino](#)
- [Hazaragi](#)
- [Hindi](#)
- [Korean](#)
- [Nepali](#)
- [Punjabi](#)
- [Simplified Chinese](#)
- [Thai](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



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THE HIDDEN TRENDS OF DISRESPECT GUIDE

The Hidden Trends of Disrespect aims to:

- Give an overview of the forms and types of negative content emerging online.
- Explain how social media algorithms work and how these can lead to greater exposure to negative and disrespectful content.
- Provide practical steps for parents to help young people navigate disrespectful content online.

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- [Thai](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



THE POCKET GUIDE TO RESPECTFUL CONVERSATIONS

[The Pocket Guide to Respectful Conversations](#) aims to:

- Provide a practical guide for adult influencers to initiate a conversation on this sensitive topic.
- Give helpful tips on beginning the conversation and listening actively to establish trust with young people.
- Highlight the importance of keeping the conversation going and maintaining open and respectful lines of communication.

- [Arabic](#)
- [Filipino](#)
- [Hazaragi](#)
- [Hindi](#)
- [Korean](#)
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Click on your preferred language to view this resource



CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: 60 SEC AD



Click on your preferred language to view this resource

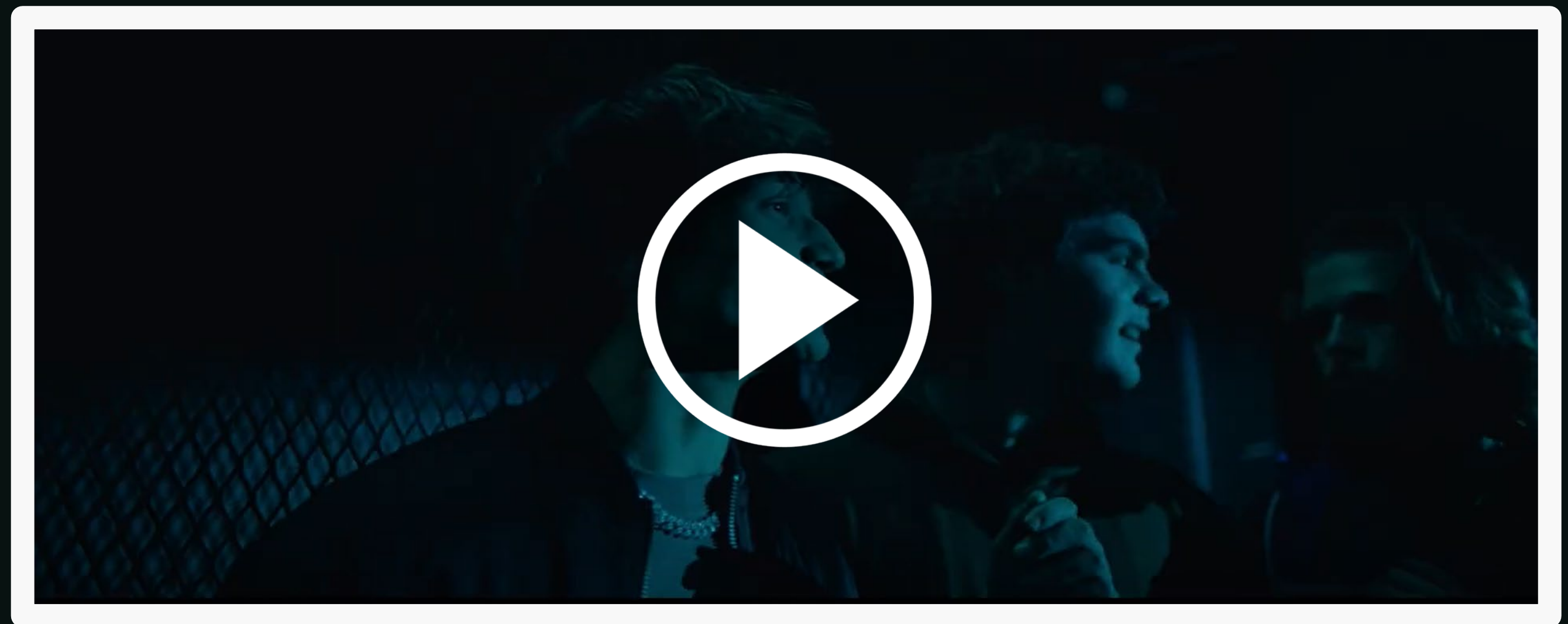
- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: TEEN BOYS – 30 SEC AD

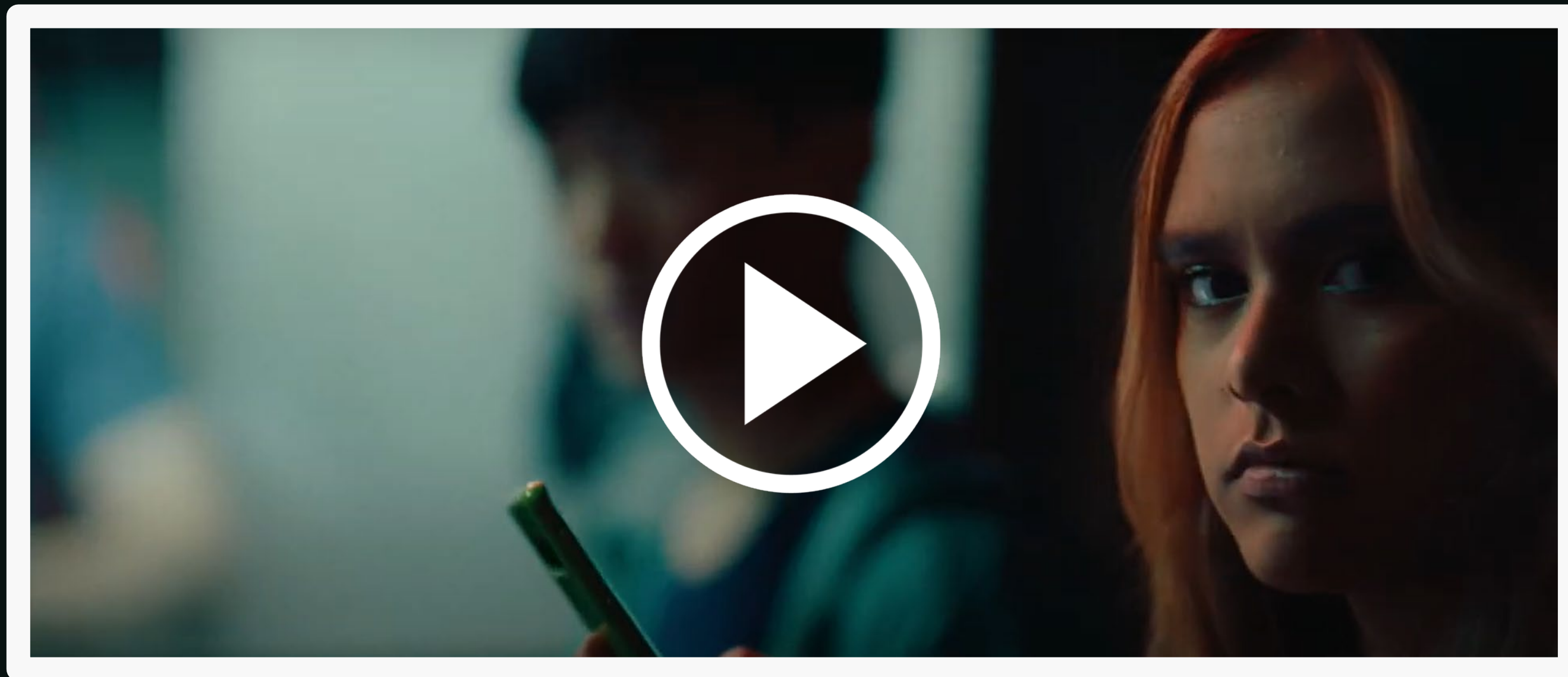
Click on your preferred language to view this resource

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- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: INFLUENCES – 30 SEC AD



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- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: PHONE SNATCH – 30 SEC AD

Click on your preferred language to view this resource

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- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



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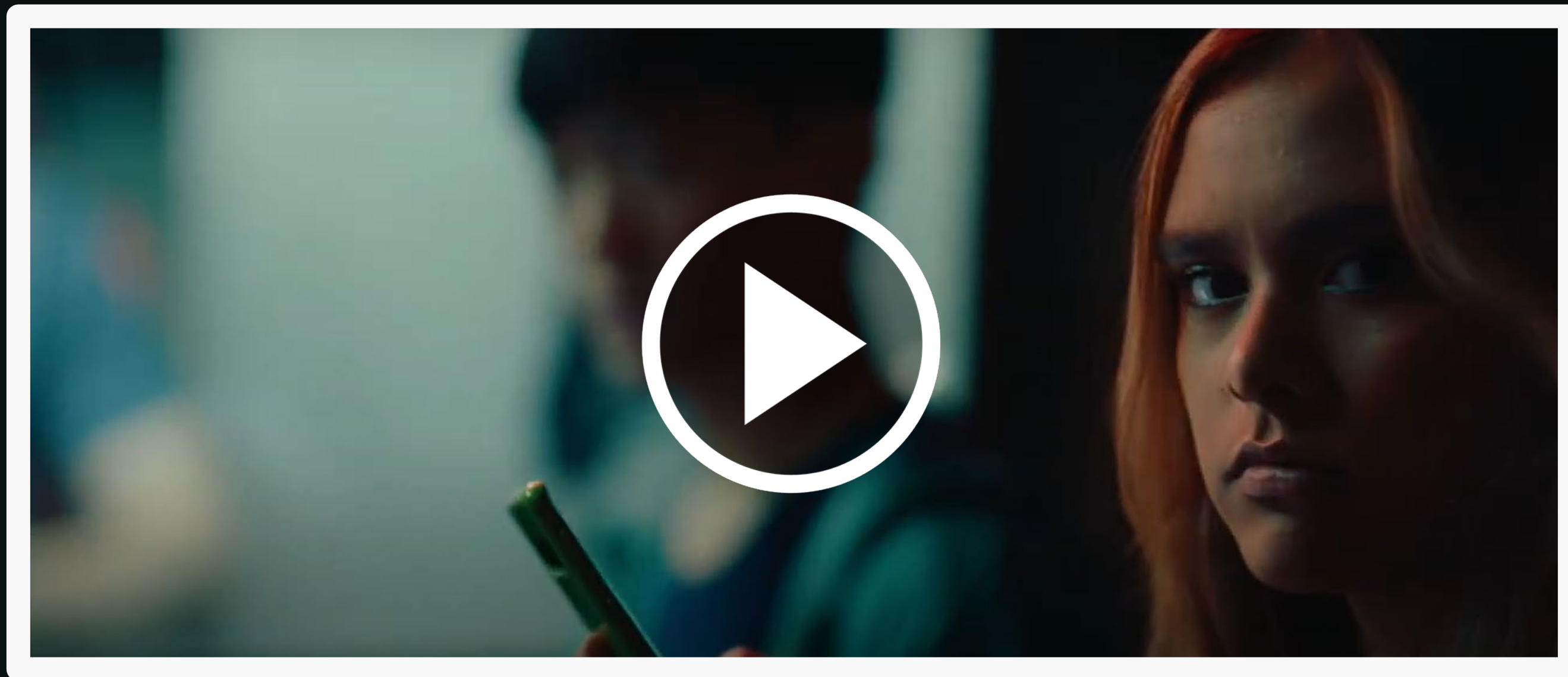


Australian Government

[Q respect.gov.au/translated](https://respect.gov.au/translated)

CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: INFLUENCER – 15 SEC AD



Click on your preferred language to view this resource

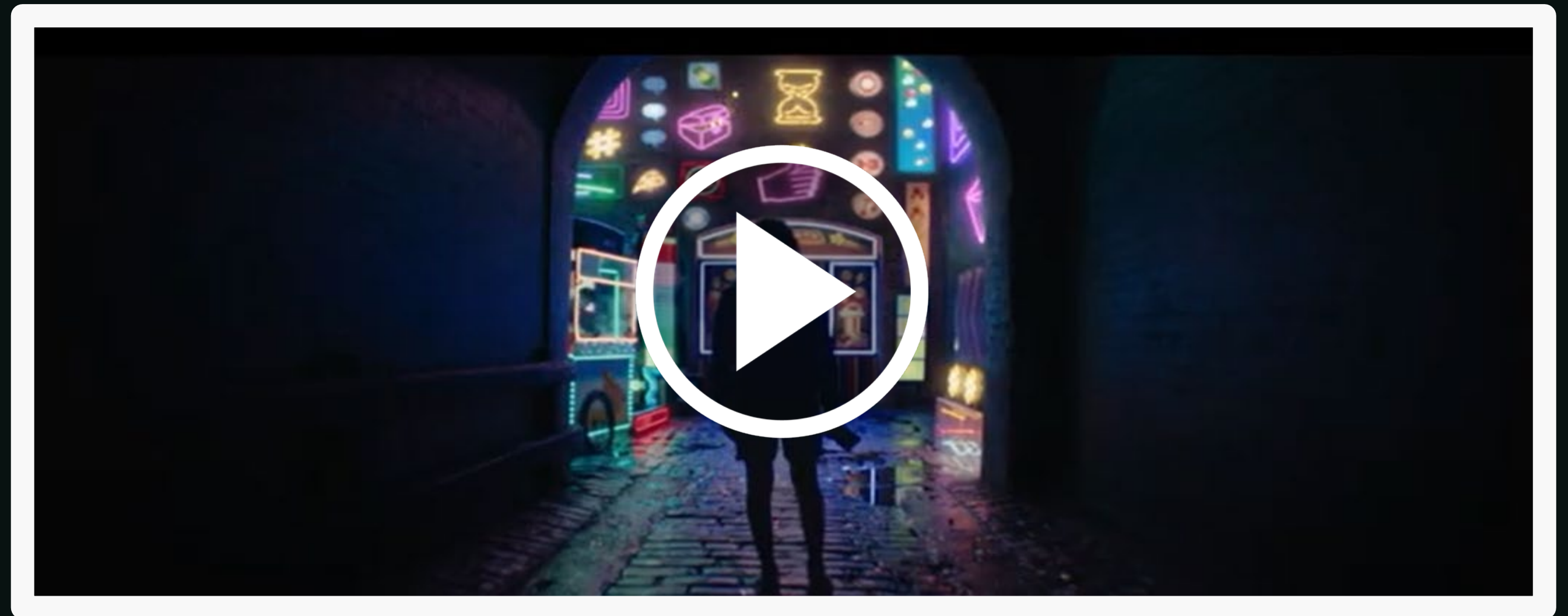
- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: SIGNS – 15 SEC AD

Click on your
preferred
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SOCIAL TILES

There are 3 social tiles and adjoining posts available for you to share across your channels:

Click on your preferred language to view this resource

THE ISSUE EXPLAINED

- Arabic
- Filipino
- Hazaragi
- Hindi
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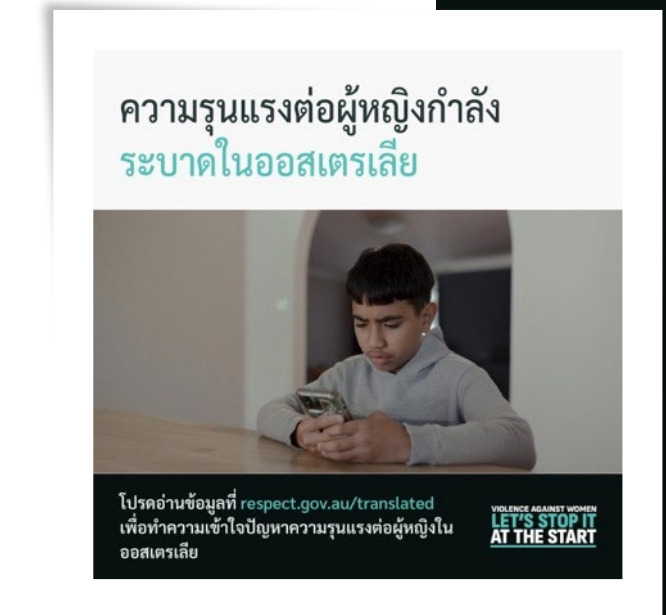
HIDDEN TRENDS

- Arabic
- Filipino
- Hazaragi
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POCKET GUIDE

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SOCIAL POSTS

We have created some media post options for you to use when using any of the social tiles provided in the previous slide. They are translated and available for use in all the campaign languages.



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THANK YOU

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