



Fast facts: Stop it at the Start Phase 5

Campaign Stop it at the Start Phase 5—The Hidden Trends of Disrespect

Website www.respect.gov.au

Call to action Do you know what's influencing your kids?
Learn the hidden trends of disrespect before they lead to violence at respect.gov.au
Violence against women. Let's stop it at the start.

Duration Monday 17 June 2024 to Saturday 3 May 2025.
Media channels: television, online video, cinema, social media and search.
Supported by: ongoing public relations activities for mainstream, First Nations and culturally and linguistically diverse audiences.

Target audience Adult influencers of young people aged 10-17 years:

- parents/carers/guardians
- other family members such as older siblings, aunts, uncles and grandparents
- setting based influencers such as teachers, sport coaches, cultural and community leaders.

Aim To prevent gender-based violence by influencing the attitudes and behaviours that support or condone gender-based violence, specifically:

- Raise awareness about the new negative influences of young people and how they influence them.
- Increase understanding of the importance of having proactive conversations with young people.
- Increase the number of influencers seeking information about the new influences or talking to young people about them.

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TVCs

- 1 x 60 second video – The hidden trends of disrespect
- 1 x 30 second video – The hidden trends of disrespect: influences
- 1 x 30 second video – The hidden trends of disrespect: teen boys
- 1 x 30 second video – The hidden trends of disrespect: phone snatch
- 1 x 15 second video – The hidden trends of disrespect: influencer
- 1 x 15 second video – The hidden trends of disrespect: signs

Algorithm of Disrespect™

An educational tool for parents and other influencers of young people available from the campaign website homepage, www.respect.gov.au. The Algorithm of Disrespect™ simulates the average young person's online experience, following the journey of a boy named James. It is designed to reveal and educate adults on the new, hidden forms of disrespect. The content within the tool is based on the type of content being served to young people on a daily basis and recreated using real actors.

Supporting materials

Conversation tools and guides available from the [Resource Hub](#):

- The Issue Explained
- Hidden Trends of Disrespect guide
- Conversation Guide
- Excuse Interpreter
- Generation Respect conversation guide

Resources translated into 11 languages.

Easy Read formats available.

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Campaign Background

About Stop it at the Start

Stop it at the Start is the national campaign that aims to prevent gender-based violence by influencing change to attitudes and behaviours that support or condone gender-based violence.

Targeting parents and care givers of young people aged 10-17 years, the campaign is a primary prevention initiative under the [National Plan to End Violence against Women and Children 2022-32](#).

The approach encourages adult influencers to play a role in the prevention of disrespect and violence.

Four phases of the campaign have been delivered since it was first launched in 2016.

The issue

Violence against women is at epidemic proportions in Australia.

In 2022-23, 1 woman was killed every 11 days by their current or former intimate partner in Australiaⁱ.

1 in 4 women have experienced physical and/or sexual violence by an intimate partner; compared to 1 in 14 men since the age of 15ⁱⁱ.

While anybody can experience family, domestic and sexual violence, data shows that most victims are women, and that overwhelmingly, violence against women in Australia is perpetrated by men.

Research shows that many people who are ambivalent about, or don't support gender equality are generally more supportive of attitudes that endorse violence against women.

This kind of disrespect starts when we are young and our attitudes, beliefs and expressions of gender are developing. Disrespect looks like not treating people equally, and not supporting people's freedom of choice or valuing their unique differences.

Phase 5 – The Hidden Trends of Disrespect

Phase 5 of the campaign seeks to re-establish the problem for adults in the context of these new online and offline influences and their impact on gendered disrespect. It aims to increase awareness amongst adults of the new and negative influences impacting young people and their behaviours towards disrespect and violence against women, as well as the impacts and how to deal with these new influences.

The campaign creative, *The Hidden Trends of Disrespect*, follows the journey of a boy named James as he is exposed to and tries to navigate the online influences in a real world. It highlights the

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various forms of misogynistic content he is exposed to, how this can escalate to violence, and the impacts on young people, including James.

The advertising communicates a new and urgent problem by demonstrating how online misogyny has the potential to impact both young men and women. It challenges adults to learn and educate themselves about these new powerful influences leading to meaningful conversations with the young people in their life.

Call to action

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Algorithm of Disrespect™

[Algorithm of Disrespect™](#) is an educational tool that simulates a young person's online experience. It is designed to reveal and educate adults about the new and hidden forms of disrespect that young people are engaging with every day online.

Through the experience you 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.

Research to inform phase 5

Developmental research was undertaken to inform this phase of this campaign from April to August 2023. The research report is available on the [Department of Social Services website](#).

This research investigated the ongoing issue of violence against women, how violent attitudes and behaviours continue to be present and highlighted the new forces influencing youth and their understanding of disrespect and violence against young girls and women.

Findings showed a **new problem** has emerged which has quickly occurred since research was conducted for phase 4 of the campaign in 2021.

The research found that a new issue has emerged:

- there has been a contextual shift driving a significant knowledge gap for adults and creating a generational divide in how Australians feel and experience disrespect.
- new influences, originating in social media, are creating an echo chamber of disrespectful voices which are having significant impact on the attitudes and behaviours of young people towards gendered disrespect.
- these influences are changing the definition of respect.
- adults are largely absent from this conversation and not aware of how disrespect is experienced and felt by young people.

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- these powerful influences are creating fertile ground for generationally violence supportive attitudes to grow.

As a result, the developmental research highlighted the importance of re-establishing that violence against women is still a problem facing our community, despite the positive progress made.

Campaign history

The campaign launched in 2016 and the first four phases were successful in establishing a link between disrespect and violence and inspiring all adults to recognise their own disrespectful behaviours and respond through having positive conversations with young people.

- Phase 1 launched in April 2016, and focused on helping influencers recognise the link between disrespect and violence against women.
- Phase 2 launched in October 2018, and it began moving influencers to reconcile or understand their role in perpetuating the cycle of disrespect.
- Phase 3 launched in March 2021, and it aimed to help Australians develop the confidence to 'unmute themselves' to respond to instances of disrespect.
- Phase 4 launched in March 2022, and asked influencers of young people to have proactive and ongoing conversations on respect and remind them of the positive impact they can have on the lives of young people.

The response so far

Evaluation research is conducted following completion of all phases of the campaign. Following Phase four of the campaign, evaluation research has found:

- Campaign recognition has remained strong; with 56 per cent of all people recalling an element of the campaign activity.
- Audiences continued to perceive the campaign as informative, engaging and encouraging action.
- Key attitudes and perceptions, including those in relation to personal responsibility and disrespect, held steady among influencers when compared to the benchmark and previous phase.
- There was an improvement in broader attitudes relating to women, with a larger proportion of influencers disagreeing that 'women often bring disrespect on themselves' and that they need to 'toughen up'.
- Phase four elicited a strong behavioural response with two thirds of recognisers claiming to have taken a key action as a result of exposure to the campaign. For example:
 - 33 per cent personally tried to be more respectful to others
 - 29 per cent thought about how they respond when they see a young person behave disrespectfully to another person
 - 23 per cent had a conversation with a young person about how to treat the opposite sex with respect
- At a population level, it could be extrapolated to indicate that 45 per cent of all influencers took action as a result of the campaign.

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ⁱ Australian Institute of Criminology National Homicide Monitoring Program
ⁱⁱ Personal Safety Survey (2021–2022)

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