

Simplified Checklist for Effective Sexual Violence Public Education Campaigns

Instructions: Complete this simplified checklist for each campaign you hear about and bring this to the forum’s roundtable discussions on day two. For the entire checklist and accompanying summary of best practices see the forum’s kit or website.

Key Elements for Effectiveness	Plenary			Session 1				Session 2			
	1	2	3	1	2	3	4	1	2	3	4
FRAMING THE ISSUE											
1. There is a clear understanding of what the target audience needs to learn or be persuaded to do.											
2. The public/intended audience understands what is at stake and what it means to neglect this problem.											
3. Connects violence against women to root causes, to gender inequality.											
4. The campaign engages and motivates the audience to effect changes in their behaviours. Motivation is built in. The benefits of change are made clear.											
EFFECTIVE SOCIAL MARKETING											
5. Provides context, establishes cause of problem and who is responsible for solving it.											
6. Makes the links between sexual violence and gender inequality, to unequal power between women and men.											
7. Provides information to change attitudes, encourage new behaviours and help create support by expanding the number of people who are willing to get involved in solving a social problem.											
8. Encourages men to recognize their role in ending sexual violence by believing they can contribute to its prevention.											

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HOW TO CHANGE BEHAVIOUR											
9. The campaign promotes gender equality as a social norm.											
10. Social norms theory is used to correct misperceptions among men about violence related attitudes.											
11. The campaign integrates emotional persuasion as an approach to change behaviours.											
12. Male peer pressure is enlisted as a strategy to correct and change misperceptions of group norms that support sexual violence.											
13. Peer leaders are exposed to ways to build their skills so they can help positively shift the behaviour of their peers.											
14. An emotional hook or connection engages the audience with the problem of sexual violence.											
15. Approaches men as allies in efforts to prevent sexual violence who can positively influence their peers.											
16. Encourages men to reject sexual coercion by showing masculinity in a positive and non-violent light.											
17. Victim/survivor empathy is promoted and creates an emotional resonance.											
ENGAGING BYSTANDERS											
18. Participants are chosen not as potential victims or offenders but as third parties who have an important role to play.											
19. Gender specific information for bystander interventions has been developed (i.e., messages are tailored for men and different ones are tailored for women).											
20. Bystanders need to know how to respond and what is expected of them.											
21. Creates new social norms of expectation that bystanders will intervene proactively and reactively.											

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CAMPAIGN MESSAGE CONSIDERATIONS 22. The message must clearly inform the audience about what to do and how they can do it.											
23. The message reflects the language of the target audience.											
24. The message explains to the audience what the result will be if they make the positive behaviour change.											
25. The message aligns with the values we want to convey rather than reinforcing the negative perceptions or behaviours we are trying to change.											
CAMPAIGN MESSENGER 26. The messenger effectively reinforces the campaign message.											
27. The messenger is someone who is knowledgeable and trustworthy.											

by: Dr. Lori Haskell, Psychologist/Researcher/Educator