

TramLab

Toolkit for Gender-Sensitive Communication Campaigns

IMPROVING THE SAFETY OF WOMEN
AND GIRLS ON PUBLIC TRANSPORT



This toolkit is one of four designed by the TramLab team to help improve public transport safety for women and girls. These, alongside a substantive report, have been developed for the Victorian State Government, public transport service providers and policy makers, and related organisations and professions.

The **Victorian Government** acknowledges Victorian Aboriginal people as the First Peoples and Traditional Owners and Custodians of the land and water on which we rely. We acknowledge and respect that Aboriginal communities are steeped in traditions and customs built on a disciplined social and cultural order that has sustained 60,000 years of existence. We acknowledge the significant disruptions to social and cultural order and the ongoing hurt caused by colonisation.

The **TramLab Team** acknowledges the First Nations peoples of this nation. We acknowledge the traditional custodians of the lands on which our universities are located and where we conduct our research. We pay our respects to ancestors and Elders, past and present. TramLab is committed to honouring First Nations peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.



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Improving the Safety of Women and Girls on Public Transport (TramLab) is a collaboration between La Trobe University, RMIT University and Monash University's XYX Lab.

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A

Key Definitions

SEXUAL VIOLENCE

Sexual violence is an umbrella term to describe physical and non-physical forms of violence of a sexual nature, including rape, sexual assault, sexual harassment, unwanted touching, sexual coercion, sex trafficking, female genital cutting, child sexual abuse, child marriage, enforced sterilisation, sexual slavery, enforced prostitution, and forced pregnancy. Sexual violence is usually treated as distinct from domestic and family violence, although sexual violence may form part of a pattern of domestic violence.

SEXUAL ASSAULT

In the ABS Personal Safety Survey, sexual assault is defined as: “An act of a sexual nature carried out against a person’s will through the use of physical force, intimidation or coercion, including any attempts to do this.”¹ This definition includes a range of penetrative and non-penetrative sexual offences, including rape. It does not include unwanted touching (defined as ‘sexual harassment’) or any acts that occurred before the age of 15 years (defined as ‘sexual abuse’).

¹ ABS (2017).

Legally, each Australian state and territory defines rape and sexual assault differently. Under Victorian criminal law, ‘rape’ covers non-consensual sexual penetration and ‘indecent assault’ covers all other non-consensual sexual acts. Outside of the legal definitions, sexual assault and rape are often used interchangeably.

SEXUAL HARASSMENT

The legal definition in Victoria describes sexual harassment as unwelcome sexual behaviour, advances or unwelcome requests for sexual favours which cause a person to feel offended, humiliated or intimidated. Sexual harassment is an unlawful act under civil law rather than criminal law and it is only unlawful in specified areas of public life, including the workplace, educational settings, the provision of goods and services and accommodation.² Some acts of sexual harassment may also constitute a criminal offence, such as sexual assault, upskirting, stalking or indecent exposure. Workplaces and other organisations can be liable for vicarious sexual harassment if they fail to take reasonable steps to prevent the behaviour.

² Victorian State Government (2010).

1.0

Introduction

Sexual harassment and assault are widespread and affect many women and girls in their journeys to, on and around public transport. These actions can generate fear and anxiety, causing many women and girls to change their behaviour daily to protect their safety, including changing the routes they take and self-restricting their mobility. The TramLab project aims to change these levels of fear and vigilance by helping to make journeys on public transport safer.

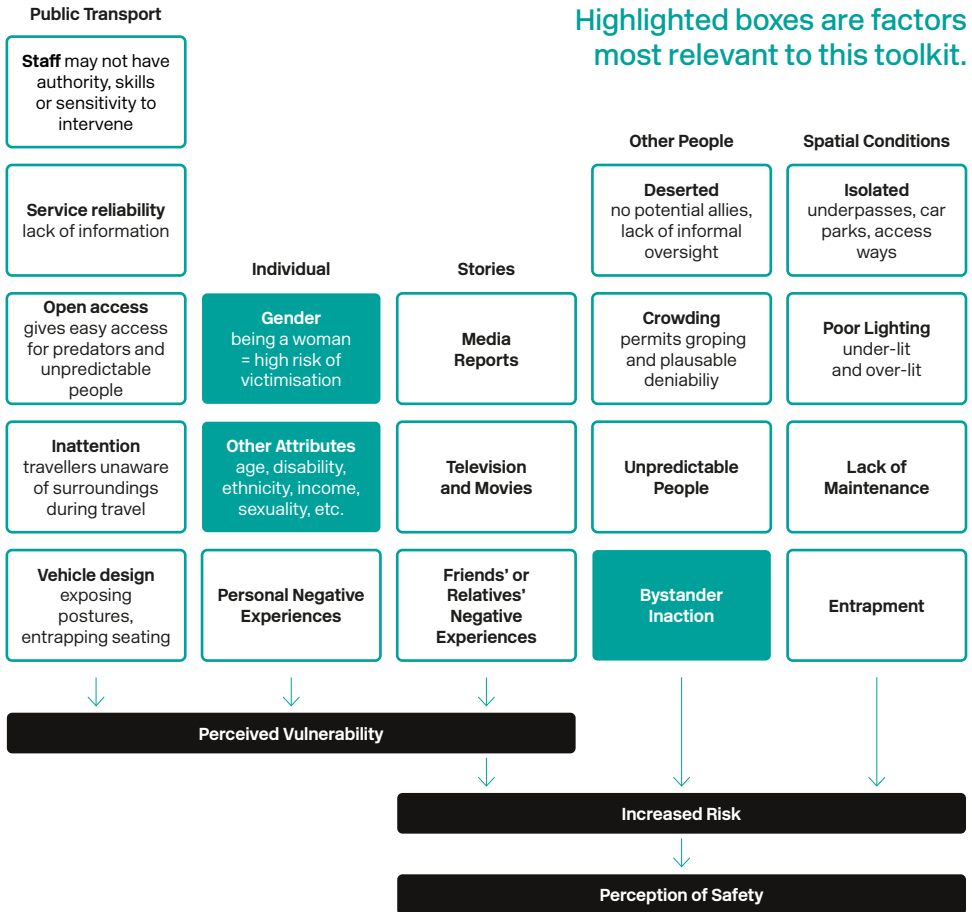
Background

Despite the fact that women's use and experience of public transport is different from men's, this difference is seldom considered. The research undertaken in TramLab found that the factors impacting on safety and perceptions of safety for women and girls on and around Victorian public transport are complex.

Figure 1 details some of the many factors that impact on perceptions of safety and increased risk for women on public transport and in surrounding environments. Women's experiences of safety are too often dominated by both real and perceived threat and vulnerability, particularly to sexual assault. Sexual harassment and gendered abuse is a persistent reminder of that vulnerability. The effects of this vulnerability differ from woman to woman, but are under-acknowledged by wider society and can have a significant impact on women's general mobility as well as their use of public transport.

This complex situation makes it difficult to tackle safety for women and girls. International research confirms that no stand-alone initiative is sufficient and there are no simple solutions. Instead, there is a need for multi-faceted, coordinated and complementary initiatives and interventions. To achieve this requires the development of gender-sensitive actions across all aspects of public transport governance and operations plus cross-party collaboration. It also requires full recognition by society of the particularities of women's experiences, especially on public transport. Any solution necessarily extends beyond public transport and involves interwoven responsibilities across the whole of society.

FIGURE 1:
FACTORS IMPINGING ON PERCEPTIONS OF SAFETY AND INCREASED RISK.³



³ Adapted and expanded by XYX team from Yavuz and Welch (2010): 2495

Aims and Methodology

Commencing in 2019, the TramLab team undertook an evidence-based research project on safety for women and girls on and around public transport. The team reviewed existing international literature, policy and initiatives; gathered and analysed reporting data from Victorian public transport providers; and conducted interviews with women users and key stakeholders. A series of intensive workshops also explored the perspective of service providers, the co-design of solutions with women and girls, and the designing for gender specificity with local government and other stakeholders.

The TramLab team then investigated how four interventions implemented with a gender-sensitive lens would work in the Victorian context in order to develop a practical toolkit for each intervention. This set of toolkits provides flexible, gender-sensitive guidance for publicly-funded and other services to implement evidence-based best practice within the context of public spaces and public transport in Victoria and beyond.

The gender-sensitive toolkits are focused on the following critical areas:

- communication campaigns for raising awareness around gender issues
- placemaking and developing safety measures through a gender-sensitive lens
- data collection and analysis with a gender lens
- training for all involved in public transport to understand the issues.

These four areas were selected for being both achievable and having a high impact. Note that alternative means of reporting are under development by other entities.

This toolkit on gender-sensitive communication techniques aims to:

- assist stakeholders to understand gender-sensitive communication strategies in public transport design.
- facilitate deeper engagement with women and girls as co-designers of communication and messaging in public transport spaces and places.
- demonstrate how the inclusion of diverse cross-sections of women – of varying sexual identity, ethnicity and cultural backgrounds – can enrich communication strategies in public transport.
- help identify the appropriate audiences for the communication strategies.

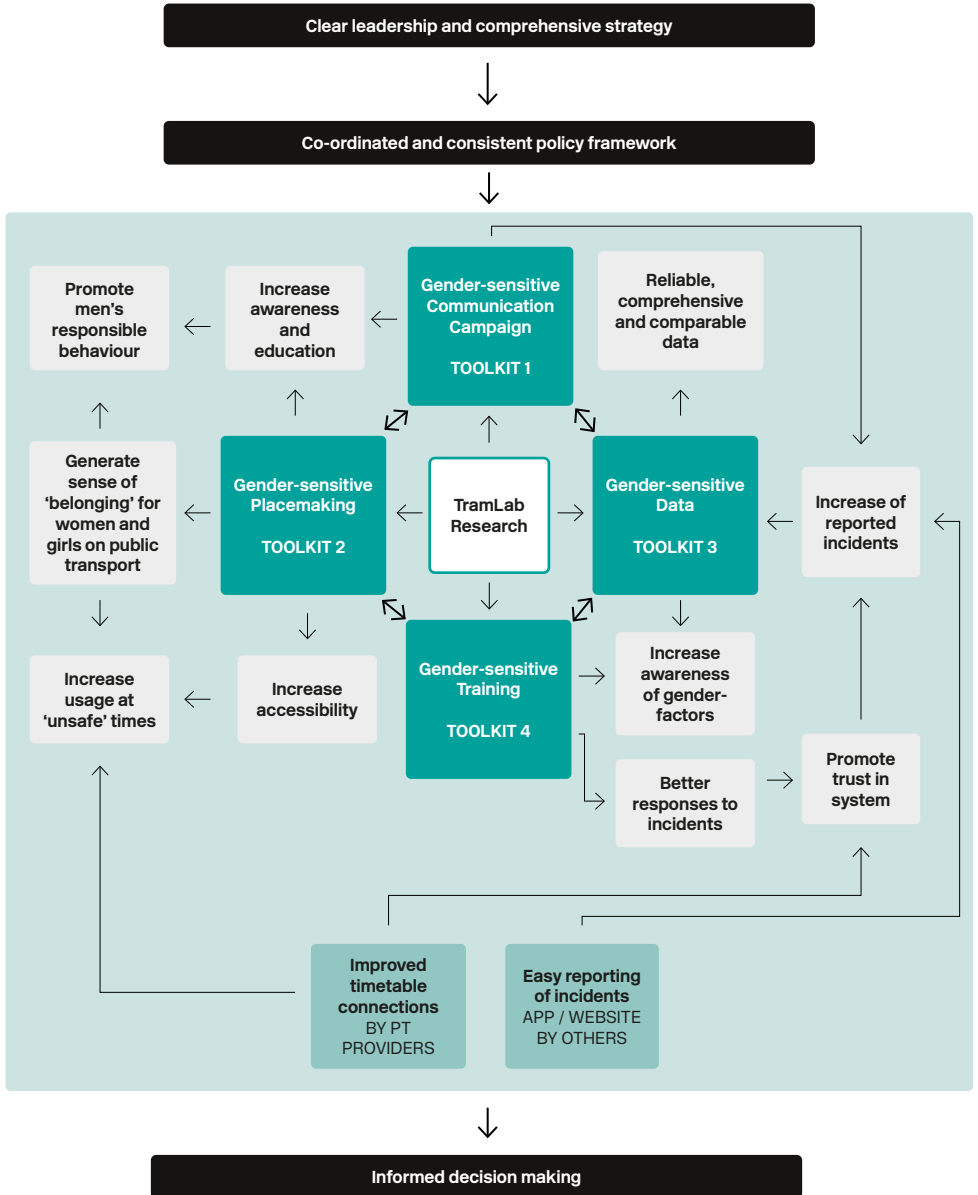
To develop this toolkit, the TramLab team drew on the most recent research and their collective knowledge and experience. Sample communication campaigns were developed and reviewed by consulting with experienced primary prevention communication consultants.

General Recommendations: Safety for Women and Girls on Public Transport

This table summarises the requirements for sustainable, multi-level systemic change to improve safety for women and girls on public transport. The following recommendations are to assist in the development of evidence-based interventions with clear outcome measures and a strategic plan.

	ACTION	REASON	HOW TO
IMMEDIATE	Develop a policy framework for common principles, concepts and definitions for safety for women and girls, and of sexual violence and harassment across all Victorian public transport systems.	Lack of shared agreement around these principles, concepts and definitions results in ambiguity, confusion and prevents action.	Commission a Prevention of Gender-based Violence on public transport framework drawing on the TramLab findings and aligning with the Victorian Gender Equality Act 2020, the Safe and Strong and Free from Violence strategies, and the Change the Story framework
WITHIN 12 MONTHS	Within the overarching policy above, develop a framework for gender-sensitive data collection and analysis across all Victorian public transport systems to measure the extent of issues and monitor trends.	Current paucity of sustained, reliable, coherent and comparable data obscures the issues and prevalence, and the efficacy of interventions.	Framework needs to: <ul style="list-style-type: none"> • train a gender-sensitive data workforce • establish a common minimum data set • detail how and how often gender-sensitive data are to be collected and analysed
WITHIN 24 MONTHS	Prioritise women's diverse uses, needs and experiences of public transport spaces in the formulation of any public transport policy, planning and processes to embed a culture of gender sensitivity in identifying and responding to violence against women and girls on public transport.	Women use public transport more than men, are more likely to be public transport dependent, and often have more complex trips. Current gender bias in assessing needs and performance of public transport.	Re-focus public transport from prioritising commuters. Engage in meaningful consultation with women in all matters involving mobility, public transport and transport spaces. Mainstream co-design with women into the planning and design process.
	Challenge possible gender bias in all decision-making processes and frameworks.	Gender bias is often hidden by what appears to be gender-neutral language, but is male-centred by default. Change is slow and correcting this bias requires conscious effort.	Ensure language in all written documents (policy, reports, communications, etc) highlights the divergent perspectives of women and girls.

FIGURE 2:
HOW THE TOOLKIT STRATEGIES AND INTERVENTIONS CAN INTERACT AND SUPPORT EACH OTHER TO IMPROVE ACTUAL AND PERCEIVED SAFETY FOR WOMEN AND GIRLS ON PUBLIC TRANSPORT.



1.1

Challenges and Opportunities for Gender-Sensitive Communication Campaigns

Communication campaigns play a major role in activating and shifting community attitudes and behaviours to social issues. While posters and other print-based media are central modes for communication, they are now joined and reinforced by digital, interactive and motion-based media. In particular, social media platforms can be used as a swift and cost-effective way to target audiences.

There are few evaluations of communication campaigns that go beyond the length of the campaign and it is therefore unknown what long-term benefits might be. Shifts in social norms take many years to materialise, which means that these campaigns will always be difficult to assess. Despite this, there is some consensus that awareness campaigns are both required and effective.⁴

⁴ Gekowski et al. (2015): 53; Ding et al. (2020), 10.

COMPETITION

All messages operate in a crowded visual environment, with competing imagery ranging from the benign and harmless to the highly sexualised and provocative. One of the key findings of the TramLab research was that any sexual content advertising in public transport spaces risks contradicting and cancelling out any anti-harassment messaging.

To ensure an anti-harassment communication campaign is effective requires governments and industry bodies to develop policies to deny the placement of inappropriate or sexualised advertising content in spaces under their control.

MESSAGING

No matter what medium is used, it is crucial to ensure the messaging is right, responsible and provokes an agreed-to and desired response. Gender-trained designers who are experienced in social impact strategies and branding should be engaged to provide expert knowledge and recommendations.

Public transport spaces are key sites for primary prevention initiatives addressing gender-based violence because of the many people who use the services (audience) and because they are the site of incidents by perpetrators.

Why Implement Gender-Sensitive Communication Campaigns in Public Transport Spaces?

“...creates sense of education and removes negativity, allowing for open communication between people.”⁵

5 Participant comments from the November 2019 TramLab co-design workshop.

“...clarifying the codes around how ‘we’ are together on and around public transport sets the bar.”⁶

6 Participant comments from the November 2019 TramLab co-design workshop.

“I think comms campaigns have a big role to play in changing attitudes & ways of thinking which will hopefully create long-term change.”⁷

7 Participant comments from the November 2019 TramLab co-design workshop.

1.2

Actions Framework for Gender-Sensitive Communication Campaigns

Violence against women on and around public transport is the outcome of interaction between many factors that occur at different levels – individual, relational, community and societal. A communications campaign targets change at all of these levels.

Women-centred

Campaigns must affirm and validate women's experiences and respectfully represent women. They must be well-researched and informed by real experiences and real data.

CO-AUTHORSHIP

Carefully curate stories of women's experiences as these create an authentic emotional connection to the audience, build empathy, respect and relatability – real stories by real people (rather than commercial fictions). Co-authoring of campaign content with user groups helps establish key messaging components and is an empowering process for the women consulted.

DATA AND STATISTICS

Use statistics to demonstrate the researched, informed and pragmatic reality of harassment to supplement the co-authored stories. Public presentations of statistics and data visualisation can effectively alter public behaviour.

Goals: Gender-Sensitive Communication Campaign in Public Transport Spaces

IMMEDIATE

Establish key messages regarding awareness, increased reporting, recruitment of men as allies, and public ownership of the solution

Ensure messaging is positive, constructive and informative with "how to" (eg: how to report) information clearly accessible

Ensure key messages are supported by research and data, and consider diverse audiences, language, tone of voice and mission clarity and legibility

Liaise with other agencies whose remit is primary prevention (such as Respect Victoria and VicHealth)

Remove inappropriate advertising from public transport spaces. Any messaging approaches and systems operate in a crowded visual environment with competing imagery – context matters

Identify immediate and most useful media (including social media) and key events that elevate the message value (e.g.: street festivals, shows, sporting events)

Ensure a consistent 'brand' that identifies the campaign

WITHIN 12 MONTHS

Target one or all of the following: awareness and education, community engagement, and a responsible call to action

Establish mode(s) by which responses can be measured (e.g. hits on social media; track campaign progress alongside harassment statistics)

Test effectiveness of campaign with follow up focus groups

Extend campaign into staged phases to ensure longevity. eg: introduce placemaking applications of the strategy

Extend campaign narrative into other media (e.g.: merchandise)

Ensure introduction of the campaign is visible, talked about and reported on (e.g.: ensure it's reported on in appropriate media channels like AdNews)

WITHIN 24 MONTHS

Measure impact of communication campaign and use the data to inform further campaign, approaches, locations and media

Demonstrate impact of campaign publicly (news media for example) to ensure longevity and continued funding

Ensure careful management of campaign 'saturation' (i.e.: to ensure its familiarity does not lessen its impact)

Message

A successful anti-harassment communication campaign should aim for clarity and legibility, alongside simple messaging that can be understood by the breadth of the communities living in the area, including those for whom English is an additional language.

AUDIENCE

Success hinges on a clear understanding of the audience. Arguably, every public transport user is the 'audience' for anti-harassment messaging, as its decline relies on broad public awareness and condemnation. TramLab research has determined that appealing to men as allies is a strong, positive message. Rather than representing them only as perpetrators, it centres them as an essential part of the solution.

The following transforms particular mindsets to ones that focus on the necessity to create safe public transport environments for women and girls.

FIGURE 3:
AUDIENCE MINDSET SHIFT TO HAVE A PRODUCTIVE DIALOGUE ABOUT SEXUAL VIOLENCE.

EXISTING MINDSET	NEW MINDSET	AUDIENCE
This is a really complex situation	☒ This is simple: it's not ok to be violent towards women and girls	All
It doesn't affect me	☒ It is everyone's responsibility to foster safe PT spaces (yours, mine, ours)	All
Boys will be boys	☒ It is neither normal nor natural for boys or men to be sexually aggressive—accepting bad behaviour leads to worse behaviour	All
It's only harmless fun / a compliment	☒ Women do not know whether the 'harmless bit of fun' might escalate into something more serious. No level of intimidation or harassment is ok	All
It's too big a problem so I can't even think about it	☒ Every step we take towards ending violence counts. This includes reporting incidents, calling harassment out when it happens and ensuring all transport users feel safe	All
It's only a few bad individuals whom we can't control	☒ We can all change attitudes towards women and attitudes affect behaviour	All
Safety is the prevention of physical injury	☒ Safety also includes feeling safe and being safe from the behaviour of others	All
I'll ignore creepy behaviour	☒ I'll report intimidating or harassing behaviour	Women
I'll turn a blind eye to 'creepy' behaviour	☒ I'll call out intimidating or harassing behaviour if it is safe to do so	Men: allies
It's not a big deal	☒ 'It' can have huge physical, psychological and social impacts on the lives of women and girls	All

Women aren't actually unsafe, they just feel that way	☑	Feeling unsafe changes your behaviour and limits the ability of women and girls to participate in public life	All
Talking about this issue will make people more afraid	☑	Talking about this issue makes women feel validated, empowered, informed and that everyone is taking this seriously	All

Equally, positioning women as a diverse yet collaborative community of contributors to the campaign is a means through which genuine inclusion can be achieved. Encouraging women to share their stories publicly makes harassment visible to an expanded audience and provides the prompt for others to also share their stories. The 'strength in numbers' approach both empowers a campaign's co-authors and highlights the real scale of the issue.

CLARITY

An effective communication campaign must be clear and able to be 'read' quickly, as intended, as well as operate in the fast-moving environments of public transport. Messages should not be ambiguous and, in particular, not confused by associated imagery. For example, careful consideration needs to be made of representations of women such that they do not alienate or omit cultures, ages or identities. For this reason it is recommended that campaigns are developed with diversity front of mind, or develop communication strategies that do not rely on pictorial representations at all (for example, text-based campaigns).

CALL TO ACTION

A 'call to action' is imperative in a communication campaign strategy if it is to impact on the reduction of sexual harassment. It cannot suggest a benign, 'someone else's problem' scenario. Action can be encouraged through audience participation positioning the public as an active contributor. Whether it is women and girls sharing their experiences or a member of the public confronting the impacts of harassment, encouraging active participation in solutions is essential.

The kind of 'action', however, needs to be carefully considered. For example, there is conflicting evidence that active bystander action is an effective deterrent – it can in some cases place bystanders themselves in jeopardy. However, a campaign that positions bystanders as 'allies' particularly empowered to report the event can be promoted as an effective and safe action to take. Bystander action is one of many strategies currently being researched and trialled.⁸ Of note, if the bystander action is to report an offence, the 'how to report safely' information must be easily accessible and simple to follow; for example, a simple web address, QR code or texting protocol.

LANGUAGE AND TONE OF VOICE

Tone of voice plays significant roles in a successful campaign. This refers to how messages are presented and 'heard' through both the actual language and the way the words are rendered publicly. Key for improving safety for women and girls on public transport are messages that are:

- affirmative but encouraging and positive, even when calling out bad behaviour
- clear, simple and direct but not confrontational or negative; more educational.

⁸ See VicHealth and Behavioural Insights Team (2019).

Keeping messaging clear and easy to comprehend means messages are immediately understood. Equally, care must be taken that they do not appear 'dumbed down' or condescending. Short, simple and unambiguous messages allow for equivalently simple translations into the various languages applicable to different Melbourne metropolitan areas.

Media and location

It will be essential that a campaign has a strong visual identity, such that the audience are quickly able to connect the campaign's various components into a singular but broad and engaging narrative. Once the identity is established, it should be treated like a brand: carefully maintained and respected across the various media applications: print, digital and environmental.

Similarly, when planning the campaign, care should be taken with the timing of its releases and roll out. Consider particular events that might involve large scale public transport use and potential sexual harassment (sporting events, New Years Eve, festivals).

INTERSECTED MEDIA

A successful campaign requires a carefully curated blend of media to ensure its message is heard and seen across the city and by the largest possible audience.

- traditional print media (especially newspapers) now have a limited and older readership, but should still be considered as they do reach a particular audience
- banners and ads inside digital media platforms (e.g. online news sites) will increase the reach, especially among commuters who frequently engage with their smartphones while travelling
- translation of the visual campaign to radio will also reach the commuter audience

- social media allows messages to be released quickly, ensuring they're fresh and up-to-date; for example, new statistics or stories. It is also a means by which audience interaction can be gauged through likes and text responses.

ENVIRONMENT AND MEDIA

Where the communication campaign appears is an important consideration to ensure its effectiveness and its breadth of audience reach. Location should also be considered in order to saturate and increase the visibility of the campaign.

Achieving a fully immersive communication campaign requires a mix of media from print through to digital campaigns, all at varying scales. In addition, building the 'look' into environmental placemaking will create an immersive and compelling audience experience and extend the life of the campaign.

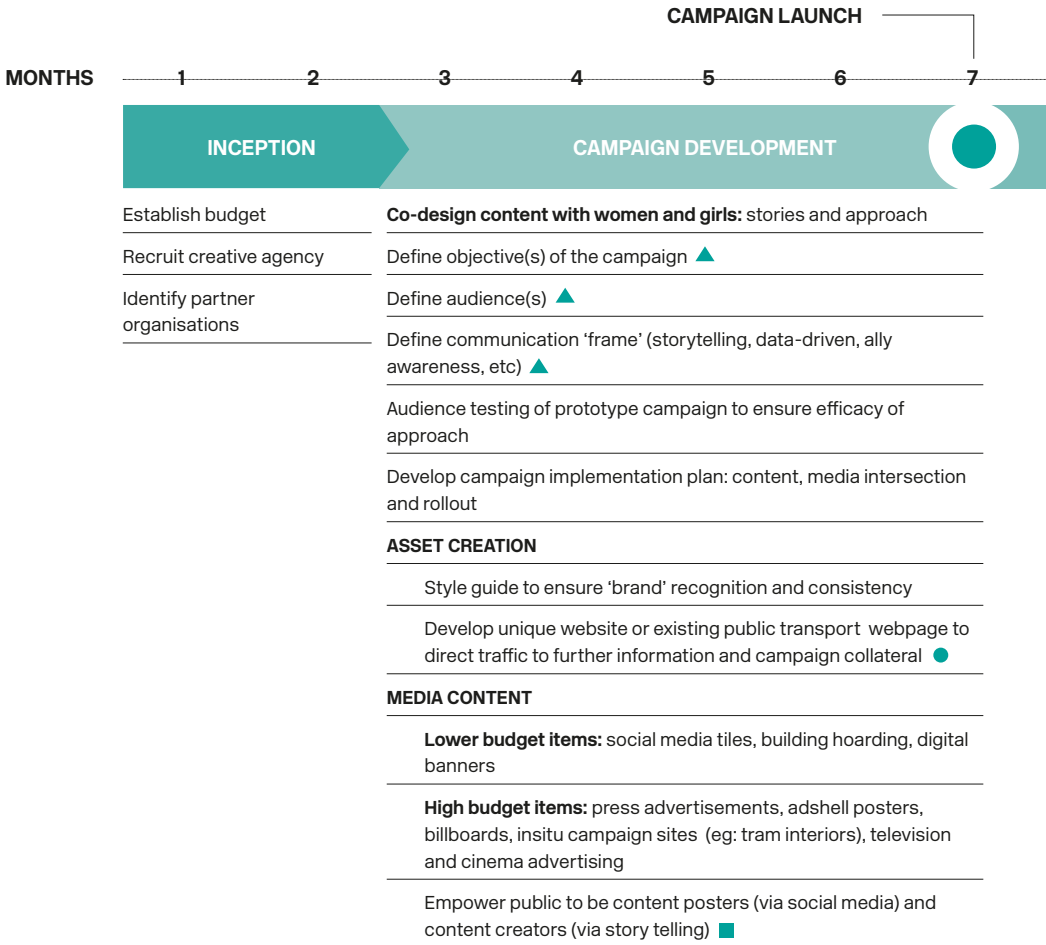
Public transport sites provide a wealth of opportunities for environmental visual messaging, including tram stop ad-shells, train station billboards, and vehicle interiors. In addition, there are 'passageway' streets, underpasses, and other thoroughfares leading to public transport sites that are appropriate for campaign messages. There are also unique sites including building site hoardings, public transport vehicle wraps, rubbish bin graphics, pole wraps, ground markings, and even specially identified PSOs. This kind of placement shifts a campaign from the framework of 'advertising' to the full spatial experience of public transport.

A strongly branded campaign also provides the opportunity to expand the messaging into unique collateral: recycled shopping bags, badges, caps and other merchandise. This will effectively 'move' the campaign into alternative sites: shopping centres, markets, music festivals etc.

Timeline

FIGURE 4:
COMMUNICATION CAMPAIGN TIME LINE INCEPTION, DEVELOPMENT, DEPLOYMENT AND EVALUATION.

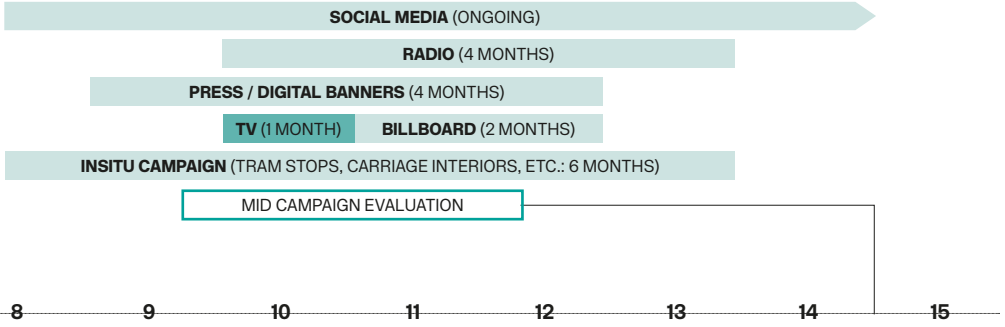
Communication campaigns need to be ongoing and can (and should) build on each other with constant adjustment in response to feedback and evaluation.



▲ SEE MINDSET (FIGURE 3)

● ESPECIALLY IMPORTANT FOR EXPLAINING DETAILS LIKE 'HOW TO REPORT'

EXAMPLE ROLLOUT



CAMPAIGN DEPLOYMENT	EVALUATION
---------------------	------------

- Ensure search engine optimisation (key word / hashtag selection carefully considered to ensure first hit on google searches)

- Media release

- Begin staged deployment of integrated campaign, combining both low and high cost media platforms

- Careful selection of locations to deploy environmental graphics (tram stops etc) to ensure maximum impact and appropriate choice of messaging for location

- TV/radio interviews, round 1 (ABC)

- TV/radio interviews, round 2 (commercial)

- 'Influencer' to push out campaign via social media platforms

- Partner organisations to share social media content

- MAPPING OUTCOMES:**
-
- SHORT TERM:**
- Social media likes, responses, reposts

 - Press coverage of campaign

 - Hits on website and banner ads

- MID TERM:**
- Recognition via industry awards

 - Increased partnerships and collaborators

- LONG TERM:**
- Increased reporting of occurrences of harassment

 - Decreased occurrences of harassment

 - Increased public awareness of campaign messages

Communication Campaign Samples

The following campaign samples are recommendations only to demonstrate how the recommendations of the toolkit might be operationalised. Activating them would require further work.



FIGURE 5:
TRAMLAB COLOUR
PALETTE AND
RECOMMENDED
FONT SELECTION
(NEW RAIL).

All the campaign directions have drawn their aesthetic from the 2019 Art Tram by Gene Bawden (Monash University XYX Lab) and its bespoke 'TramLab Alphabet' Figure 6.

SAMPLE SERIES I: SHORT AND SIMPLE (COLOUR, PATTERN AND LANGUAGE)

The 'short and simple' approach illustrates clean, clear and direct communication. The strategy behind this approach is to ensure the messages are quickly received, stand out and fit the needs of a fast-moving commuter culture in which images and text are seen swiftly. In locations where there is more time to absorb the message (such as carriage interiors, press advertisements, and tram stop ad-shells), the message is a direct call to action. Figure 7 and 8 calls for male allies to 'See, hear, report'.

They are also designed not to be adversely affected by competitor advertising imagery or other environmental content. For example, the large, "It's not OK" statement works on its own to express a community response to violence against women of all kinds, but when positioned with or near sexualised imagery, it calls that imagery out as "not ok".



FIGURE 6:
BESPOKE TRAMLAB
ALPHABET



FIGURE 7:
SHORT AND
SIMPLE.

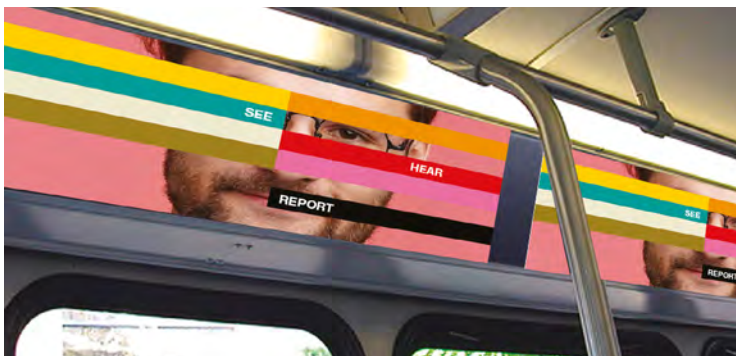


FIGURE 8:
SHORT AND
SIMPLE: CARRIAGE
INTERIOR
EXAMPLE.

SAMPLE SERIES II: STORIES AND STATISTICS

This approach uses a combination of narratives of women's experiences of sexual harassment and violence in conjunction with data visualisations. The juxtaposition of experiences with qualified research data puts the individual story into its larger context to be authentic, informed and informative.



FIGURE 9:
STORIES AND
STATISTICS
EXAMPLES.

- 1 — GRID PATTERN & COLOUR AS HASHTAG
- 2 — GRID PATTERN & COLOUR AS DATA VISUALISATION (CHINESE TRANSLATION)
- 3 — GRID PATTERN & COLOUR AS QUOTE MARKS – INSTAGRAM APPLICATION.

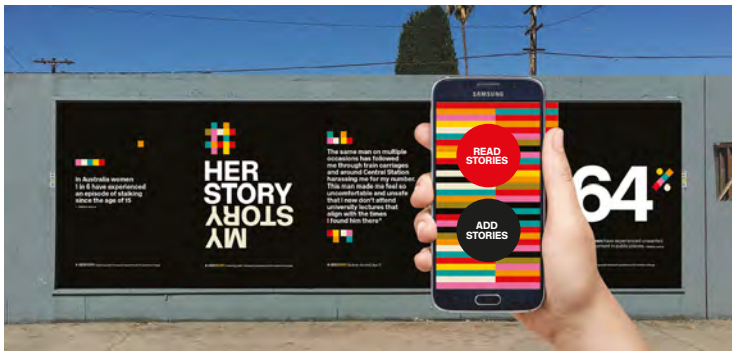


FIGURE 10:
STORIES AND
STATISTICS
– CAMPAIGN
INTERACTION
WITH STORY
COLLECTING
APP / WEBSITE.
STRIPED SECTION
ACTS AS QR CODE
TO TRIGGER THE
LOADING OF THE
SITE OR
APP.

This campaign approach is designed such that each poster visual can operate on its own, or be placed together to make an extended narrative (Figure 10). The coloured pattern section is a QR code to connect the campaign with a story gathering app or website allowing the audience the opportunity to actively participate in the campaign by reading others' or adding their own experience.

SAMPLE SERIES III: SPELL IT OUT

This campaign approach draws heavily on the bespoke alphabet. Each letter is assigned to positive, proactive words and when collected together they 'spell out' larger words relevant to the site in which they appear (Figure 11).



FIGURE 11:
SPELL IT OUT -
SAMPLE IN TRAM
STOP AD SHELL.

The alphabet is a colourful and engaging design device and there is opportunity to extend the campaign ideas into merchandise, such as badges, stickers, screensavers, reusable bags, etc.

SAMPLE SERIES: INTERSECTED STRATEGIES

The building hoarding demonstrates the diversity of environmental infrastructure that could be used for messaging (Figure 13, p. 26).

This mix and match approach can be easily updated by over-pasting into the existing design. It also offers opportunity for selected community groups – such as women's art collectives, cultural community groups, First Nations organisations or students – contributing to the panels as content creators.



FIGURE12:
INTERSECTED
STRATEGIES:
TRAMLAB
ALPHABET
SPELLING OUT
OF 'HERS' AND
'THEIRS'.



FIGURE 13:
INTERSECTED
STRATEGIES
AS BUILDING
SITE HOARDING
APPLICATION
SPELLING OUT
'HERS'.

SAMPLE EXPANSION: ENVIRONMENTAL PLACE-MAKER EXTENSIONS

In this final approach, the communication strategy is to embed the messaging into environmental extensions beyond traditional paid advertising locations. Deploying the graphic exuberance of the TramLab alphabet into selected spaces associated with public transport (footpaths, underpasses, crossings and safe pickup zones), the messaging is extended as a constant environmental reminder of the campaign's key message: that inclusive safety and mitigating sexual harassment and violence is a public duty. See Figures 14, 15 and Toolkit 2.



FIGURE 14:
DESIGNS
FOR AN EXTENDED
APPLICATION OF
THE TRAMLAB
ALPHABET TO
LARGE SCALE
ENVIRONMENTAL
SITES (SAFE
PICK UP ZONE IN
CARPARKS AND
CROSS-WALKS).





FIGURE 15:
DESIGNS FOR
AN EXTENDED
APPLICATION OF
THE TRAMLAB
ALPHABET -
PSO UNIFORM
ADDITIONS AND
MYKI CARD.

Summary

Achieving behavioural change to reduce and prevent violence against women and girls is a long-term project and commitment. Public transport spaces are not only sites for such violence, but are key to prevention because of the large numbers of potential audience that pass through. Communications campaigns need to be ongoing, as does long-term, formal and independent evaluation. The intended impact of communication campaigns are generally threefold:

- awareness and education
- community engagement
- a responsible call to action.

Public transport users may be only peripherally aware of the existence of sexual harassment and violence in their journey space, and so the campaigns must make explicit its presence and appropriate responses. Targeted, travel-specific media platforms can be deployed to activate the message and these can be reinforced through social media presence, digital banners and press ads.

Campaigns like the 'stories and statistics' approach not only educate the public but also offer opportunity for impacted users to submit their stories. This community engagement enriches the sense of public ownership of the challenge as much as of the solution.

Campaigns need to operate as a call to action, whether it's women and girls sharing their experiences, a public response to the confronting facts pertaining to harassment, or a clear method by which allies can confidently report the occurrence of harassment.

Whether some or all the strategies recommended here are deployed, it is essential that a carefully considered and fully mapped out communication strategy be developed prior to launch. Committing to an identifiable aesthetic and typographic approach is a means to connect disparate components of a campaign.

Summary of Framework in Action:

CONNECTIVITY

HASHTAG TO CONNECT CAMPAIGN TO SOCIAL MEDIA EXTENSIONS OF THE CAMPAIGN TO ENCOURAGE ACTIVE ONLINE PARTICIPATION

TYPOGRAPHY

CLEAN, EASILY READ TYPOGRAPHY TO ENSURE MESSAGE IS CORRECTLY RECEIVED

MESSAGING

SIMPLE, CLEAR MESSAGING THAT CAN BE READ AND UNDERSTOOD IN THE FAST-MOVING ENVIRONMENTS OF PUBLIC TRANSPORT AND ITS SURROUNDING PUBLIC SPACES



INCLUSIVE LANGUAGE, SUCH AS "MY STORY" TO ENCOURAGE OWNERSHIP AND CO-AUTHORSHIP OF THE CAMPAIGN

REPRESENTATION

REAL STORIES OF REAL EXPERIENCES: AN AUTHENTIC VOICE DEMONSTRATES RESPECT, EMPOWERMENT AND ACKNOWLEDGEMENT OF THE REAL ISSUES

AUTHENTICITY

STRONG, GRAPHIC REPRESENTATIONS OF INCLUSION, THROUGH THE USE OF COLOUR

COLOUR

DATA

WELL-RESEARCHED, UP-TO-DATE STATISTICS PROVIDE REAL DATA THAT SUPPORTS THE STORIES OF WOMEN

REPRESENTATION

WHEN IMAGES OF PEOPLE ARE USED, ENSURE DIVERSITY OF CULTURE AND IDENTITY



SITE LOCATION SHOULD BE CAREFULLY CONSIDERED IN AND AROUND PUBLIC TRANSPORT SITES, INCLUDING CONSTRUCTION HOARDINGS

LOCATION

DEVELOP A CLEAR 'BRAND' OF RECURRING ICONOGRAPHY THAT IDENTIFIES THE CAMPAIGN ACROSS DIFFERENT MEDIA AND CITY LOCATIONS

BRANDING

INCLUDE REPRESENTATIONS OF MEN IN THE CAMPAIGN AS ALLIES, NOT PERPETRATORS. ENCOURAGE A 'CALL TO ACTION': REPORTING WHAT THEY SEE

MEN AS ALLIES

B

Links to Key Resources

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OTHER TOOLKITS IN THIS SERIES:

TramLab, 2020, *Toolkit 2: Gender-Sensitive Placemaking – Improving The Safety of Women and Girls on Public Transport*. (Melbourne: Victorian State Government, La Trobe University, Monash University YXX Lab, RMIT University).

TramLab, 2020, *Toolkit 3: Gender-Sensitive Data – Improving The Safety of Women and Girls on Public Transport*. (Melbourne: Victorian State Government, La Trobe University, Monash University YXX Lab, RMIT University).

TramLab, 2020, *Toolkit 4: Gender-Sensitive Training – Improving The Safety of Women and Girls on Public Transport*. (Melbourne: Victorian State Government, La Trobe University, Monash University YXX Lab, RMIT University).





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