BREAK IN

30 DAY CHALLENGE

AN ADVOCACY TOOLKIT FOR GENDER EQUALITY

INDIA • MADAGASCAR • NETHERLANDS • SAMOA • SPAIN • SRI LANKA
Project “Breaking the Cycle: Engaging men and boys for promoting gender equality and ending violence against women”, co-funded by Erasmus+ programme of the European Union.

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This document is available on the Breaking the Cycle website: www.gbvamongyouth.com

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- CENTRE FOR HEALTH AND SOCIAL JUSTICE, INDIA
- YOUTH FIRST, MADAGASCAR
- EMANCIPATOR, NETHERLANDS
- SAMOA VICTIM SUPPORT GROUP, SAMOA
- CENTRO RURAL JOVEN VIDA, SPAIN
- DIPUTACIÓN DE CÁCERES, SPAIN
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Breaking the Cycle: Engaging men and boys for promoting gender equality and ending violence against women
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THE ADVOCACY TOOLKIT

ABOUT

This advocacy toolkit is designed to be a practical tool to effectively fight gender equality. By setting up daily challenges, the toolkit will help those facing positions of inequality within families, relationships, and the workplace.

Community members and individuals advocating for gender equality through personal experience and action, encourages others to get involved and to stay focused on their aims. By using models, gender equality advocates embolden peers’ agency to focus on questioning beliefs, adopting new customs of understanding within the community and influence a common fight in the prevention of violence against women.

Advocacy on gender equality means creating gender justice reform in our society and a better place to live for men and women. Engaging the youth population requires their involvement during all the steps, trusting in their abilities, energy, and capacity to develop new key programs for men and women in the fight for gender equality.

Divided into 30 days, this advocacy toolkit empowers people to reflect on their perceptions and everyday actions or behaviors; realizing their own power to change themselves and others.

FOR WHO?

The advocacy toolkit is mainly for young leaders, however, it can be extended to anyone who would like to make societal changes, starting with themselves first.

USE THE NOTES TO EXPRESS YOUR FEELINGS, PERSONAL PROGRESS, CHALLENGES YOU FACED, AND ENCOURAGE OTHERS TO SHARE THEIR EXPERIENCES AS WELL
01

RESPECT YOURSELF TO RESPECT OTHERS

BE KINDER TO YOURSELF AND OTHERS.

MY NOTES

02

SAY NO TO SEXISM

ASK YOURSELF WHETHER THE JOKES YOU HEAR DURING YOUR DAY ARE INSULTING OR HURTING. EACH TIME YOU HEAR SEXIST JOKES, SPEAK OUT AGAINST THEM.

YES!
DO NOT JUDGE PEOPLE BASED ON THEIR GENDER

GIVE SOMEONE YOU KNOW A GENUINE COMPLIMENT THAT IS NOT BASED ON THEIR GENDER OR LOOKS.

VALUE OTHER’S IMPACT ON YOUR LIFE. APPRECIATE WHAT YOU HAVE AND WHAT YOU GET FROM OTHERS!

WRITE A POSTCARD TO A WOMAN IN YOUR LIFE THAT IS YOUR HERO. TELL HER WHAT YOU APPRECIATE ABOUT HER. THANK HER FOR THE TIMES SHE HAS BEEN THERE FOR YOU AND THE SACRIFICES SHE HAS MADE. BEFORE SENDING IT, CHECK WHAT YOU WROTE, WHICH WORDS YOU USED TO DESCRIBE HER, AND IF THOSE WORDS ARE STEREOTYPICAL.

YOU ARE GREAT

HELLO!
EVERYONE CAN CONTRIBUTE TO THE UNDERSTANDING OF GENDER EQUALITY

ASK YOUR HOUSEMATES ABOUT GENDER AND START A CONVERSATION AT HOME TO UNDERSTAND THEIR POINT OF VIEW.

USE GENDER NEUTRAL LANGUAGE INSTEAD OF USING "BOYS AND GIRLS" OR "YES MA'AM, YES SIR". EACH TIME YOU USE THESE KIND OF WORDS, PUT MONEY IN A JAR, AND USE THAT MONEY TO BUY SOMETHING NICE FOR SOMEONE ELSE.
PAY ATTENTION TO THE ROLES MEN AND WOMEN ARE GIVEN AS WELL AS HOW THEY ARE POSITIONED IN POPULAR MOVIES.

REFLECT ON GENDER INEQUALITY WITHIN YOUR CLOSEST NETWORK

BE AWARE OF GENDER ROLES IN YOUR FAMILY AND AMONGST YOUR CLOSEST FRIENDS. WHO DOES WHAT AT HOME? REFLECT ON GENDER ROLES WITH SOMEONE IN YOUR COMMUNITY OR AT HOME.
FOCUSING ON ONE TOPIC IS HELPFUL TO UNDERSTAND IT MUCH BETTER

SHARE OR WRITE AN ARTICLE ABOUT SEXUAL HARASSMENT WITH OTHERS.

CHALLENGE COLLECTIVE IMAGINATION

WATCH NEW AND WELL-KNOWN COMMERCIALS: DO THEY CONFIRM OR INVALIDATE GENDER ROLES AND GENDER STEREOTYPES OF MEN OR WOMEN OR BOTH?
Pay attention to your attitudes and biases

Don’t judge what others do or feel. Focus on yourself instead: what does your judgement say about you?

Look at the toys in a shop, are they gender neutral? Share your reflections with a friend about your experiences and observations.

Say no to gender biases
REFLECT ON SOCIAL CONSTRUCTION/CONSTITUTION OF GENDER

MAKE A LIST OF THINGS THAT ARE NICE ABOUT BEING A BOY/GIRL. AFTER THAT, MAKE ANOTHER LIST WITH THE CHALLENGES THAT BOYS/GIRLS HAVE TO FACE DUE TO THEIR GENDER.

STOP ANY KIND OF HARASSMENT IF YOU SEE IT AND ENGAGE OTHER BYSTANDERS. YOU CAN COMMENT THE SITUATION WITH OTHERS, OR ASK FOR HELP TO STOP IT.
PROTEST SEXISM IN THE MEDIA

TURN OFF THE TV OR THE RADIO IF YOU HEAR A SEXIST SONG OR OTHER SEXIST CONTENT, AND RAISE AWARENESS ON ITS HARMFUL EFFECTS.

online

TAKE ANOTHER POINT OF VIEW OF YOUR OWN LIFE

SPEND ONE DAY IN THE SHOES OF SOMEONE FROM ANOTHER GENDER AND REFLECT ON HOW YOUR DAY HAS GONE. IS THEIR ROUTINE VERY DIFFERENT FROM YOURS?
SEXIST ADVERTISEMENTS ARE UNACCEPTABLE

WRITE TO COMPANIES THAT THE USE OF SEXIST ADVERTISING TO BRING AWARENESS TO THEIR OFFENSIVE MATERIAL AS WELL AS ENCOURAGE THEM TO STOP USING IT.

COMPANIES NAMES:

BE RESPONSIBLE AT HOME BY DOING HOUSE CHORES THAT YOU HAVE NEVER DONE OR YOU’D NEVER HAVE CHOSEN TO DO.

EVERYONE CAN DO HOUSE CHORES BECAUSE IT IS NOT SYNONYMOUS TO ONE GENDER. DOING HOUSE CHORES HELPS US TO BECOME MORE INDEPENDENT WHICH IS VITAL AS AN ADULT OR FAMILY MEMBER.
WHEN YOU’RE IN A GROUP, IT IS VERY COMMON TO FOLLOW THE PACT AND TO SUCCUMB TO PEER PRESSURE. HOWEVER, TAKE A MOMENT TO REFLECT: DO THE THINGS THEY WANT YOU TO PARTICIPATE IN ALIGN WITH YOUR OWN BELIEFS, NEEDS AND VALUES?

SAY ‘NO’ WHEN YOU DON’T FEEL LIKE SAYING YES

STOP SEXUAL HARASSMENT

ADVISE PEOPLE TO ASK FOR CONSENT BEFORE THEY INITIATE PHYSICAL CONTACT WITH OTHERS.
MAKE THE CLUB A FUN AND SAFE SPACE FOR EVERYONE

RESPECT SOMEONE’S DECISION WHEN THEY DON’T WANT ALCOHOL.

EXPLORING NEW TOPICS WILL HELP YOU UNDERSTAND OTHER PERSPECTIVES

CHOOSE A BOOK FROM A NEW GENRE YOU WOULDN’T NORMALLY READ SUCH AS SEXISM, VIOLENCE, GENDER OR MASCULINITY.
CREATE AND SUSTAIN A HEALTHY RELATIONSHIP WITH YOUR PARTNER AND FRIENDS.

TALK TO YOUR FRIENDS ABOUT YOUR FEELINGS WHEN YOU FEEL YOU ARE BEING PRESSURED BY THEM.

YOU HAVE THE RIGHT BUT ABOVE ALL THE DUTY TO HELP THOSE WHO NEED IT.

STOP CYBER-HARASSMENT: DELETE THE PHOTO, DO NOT COMMENT OR SHARE THE POST, SUPPORT THE VICTIM AND REPORT THE PERPETRATOR.
A lot of people get lost in the everyday rush and it’s hard to pay attention to your own body, feelings or thoughts. Listen to your feelings and get to know yourself better.

Listen to your body and feelings then try to describe them in words. If you feel like it, write them down and then talk to someone about them.

Check-out the music that is being played: what are the messages of the songs? Reflect with your friends about the content and lyrics.
HOW ARE YOU?

hello!

EVERYBODY’S OPINIONS ARE WORTHY AND VALUABLE.

OBSERVE YOUR ENVIRONMENT EVERY TIME YOU WANT TO SPEAK AND TRY TO SEE WHO NEEDS TO BE GIVEN MORE SPACE AND TIME TO STAND UP, TO SPEAK-OUT AND LET THEM BE HEARD.

BE THANKFUL AND SAY IT TO EVERYONE WHO HAS DONE SOMETHING FOR YOU TODAY.

START VALUE OTHER’S IMPACT ON YOUR LIFE. APPRECIATE WHAT YOU HAVE AND WHAT YOU GET FROM OTHERS!

HI! HI!

APPRECIATE WHAT YOU HAVE AND WHAT YOU GET FROM OTHERS!

BE THANKFUL AND SAY IT TO EVERYONE WHO HAS DONE SOMETHING FOR YOU TODAY.
USE YOUR BODY NOT TO PUSH SOMEONE BUT TO SUPPORT THEM

HUG AS MANY FRIENDS AS YOU CAN; ALWAYS ASK FOR PERMISSION. IT’S IMPORTANT TO EXPERIENCE OTHER’S FEELINGS AND EXCHANGE THOSE ENERGIES ESPECIALLY WHEN THEY ARE NOT FEELING WELL.

CAN I... YOU?

BE A PART OF THE POSITIVE SIDE OF SOCIAL MEDIA

RAISE AWARENESS: SHARE YOUR ACHIEVEMENTS ONLINE OR POST A MESSAGE ABOUT THE 30 DAYS CHALLENGES IN THIS ADVOCACY TOOLKIT, USING THE HASHTAG #BREAKIN.
congratulations you made it! 💖
30 Day Challenge

**01**
Be kinder to yourself and others.

**02**
Ask yourself whether the jokes you hear during your day are insulting or hurting. Each time you hear sexist jokes, speak out against them.

**03**
Give someone you know a genuine compliment that is not based on their gender or looks.

**04**
Write a postcard to a woman in your life that is your hero. Tell her what you appreciate about her. Thank her for the times she has been there for you and the sacrifices she has made. Before sending it, check what you wrote, which words you used to describe her, and if those words are stereotypical.

**05**
Ask your housemates about gender and start a conversation at home to understand their point of view.

**06**
Use gender-neutral language instead of using “boys and girls” or “yes ma’am, yes sir”. Each time you use these kind of words, put money in a jar, and use that money to buy something nice for someone else.

**07**
Pay attention to the roles men and women are given as well as how they are positioned in popular movies.

**08**
Be aware of gender roles in your family and amongst your closest friends. Who does what at home? Reflect on gender roles with someone in your community or at home.
SHARE OR WRITE AN ARTICLE ABOUT SEXUAL HARASSMENT WITH OTHERS.

09

WATCH NEW AND WELL-KNOWN COMMERCIALS: DO THEY CONFIRM OR INVALIDATE GENDER ROLES AND GENDER STEREOTYPES OF MEN OR WOMEN OR BOTH?

10

DON’T JUDGE WHAT OTHERS DO OR FEEL. FOCUS ON YOURSELF INSTEAD: WHAT DOES YOUR JUDGEMENT SAY ABOUT YOU?

11

TURN OFF THE TV OR THE RADIO IF YOU HEAR A SEXIST SONG OR OTHER SEXIST CONTENT, AND RAISE AWARENESS ON ITS HARMFUL EFFECTS.

14

STOp ANY KIND OF HARASSMENT IF YOU SEE IT AND ENGAGE OTHER BYSTANDERS. YOU CAN COMMENT THE SITUATION WITH OTHERS, OR ASK FOR HELP TO STOP IT.

13

LOOK AT THE TOYS IN A SHOP, ARE THEY GENDER NEUTRAL? SHARE YOUR REFLECTIONS WITH A FRIEND ABOUT YOUR EXPERIENCES AND OBSERVATIONS.

12

SPEND ONE DAY IN THE SHOES OF SOMEONE FROM ANOTHER GENDER AND REFLECT ON HOW YOUR DAY HAS GONE. IS THEIR ROUTINE VERY DIFFERENT FROM YOURS?

16

MAKE A LIST OF THINGS THAT ARE NICE ABOUT BEING A BOY/GIRL. AFTER THAT, MAKE ANOTHER LIST WITH THE CHALLENGES THAT BOYS/GIRLS HAVE TO FACE DUE TO THEIR GENDER.
WRITE TO COMPANIES THAT THE USE OF SEXIST ADVERTISING TO BRING AWARENESS TO THEIR OFFENSIVE MATERIAL AS WELL AS ENCOURAGE THEM TO STOP USING IT.

17

BE RESPONSIBLE AT HOME BY DOING HOUSE CHORES THAT YOU HAVE NEVER DONE OR YOU’D NEVER HAVE CHOSEN TO DO.

18

SAY ‘NO’ WHEN YOU DON’T FEEL LIKE SAYING YES

19

ADVICE PEOPLE TO ASK FOR CONSENT BEFORE THEY INITIATE PHYSICAL CONTACT WITH OTHERS.

20

RESPECT SOMEONE’S DECISION WHEN THEY DON’T WANT ALCOHOL.

21

CHOOSE A BOOK FROM A NEW GENRE YOU WOULDN’T NORMALLY READ SUCH AS SEXISM, VIOLENCE, GENDER OR MASCULINITY.

22

TALK TO YOUR FRIENDS ABOUT YOUR FEELINGS WHEN YOU FEEL YOU ARE BEING PRESSURED BY THEM.

23

STOP CYBER-HARASSMENT: DELETE THE PHOTO, DO NOT COMMENT OR SHARE THE POST, SUPPORT THE VICTIM AND REPORT THE PERPETRATOR.

24
LISTEN TO YOUR BODY AND FEELINGS THEN TRY TO DESCRIBE THEM IN WORDS. IF YOU FEEL LIKE IT, WRITE THEM DOWN AND THEN TALK TO SOMEONE ABOUT THEM.

CHECK-OUT THE MUSIC THAT IS BEING PLAYED: WHAT ARE THE MESSAGES OF THE SONGS? REFLECT WITH YOUR FRIENDS ABOUT THE CONTENT AND LYRICS.

OBSERVE YOUR ENVIRONMENT EVERY TIME YOU WANT TO SPEAK AND TRY TO SEE WHO NEEDS TO BE GIVEN MORE SPACE AND TIME TO STAND UP, TO SPEAK-OUT AND LET THEM BE HEARD.

BE THANKFUL AND SAY IT TO EVERYONE WHO HAS DONE SOMETHING FOR YOU TODAY.

HUG AS MANY FRIENDS AS YOU CAN; ALWAYS ASK FOR PERMISSION. IT’S IMPORTANT TO EXPERIENCE OTHER’S FEELINGS AND EXCHANGE THOSE ENERGIES ESPECIALLY WHEN THEY ARE NOT FEELING WELL.

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