

Southwark Council: campaign to tackle violence against women and girls.

‘Through her eyes’ campaign

Women and girls experience harassment every day from boys and men. Staring, unwelcome comments, and jokes of a sexual nature are harassment. These seemingly small acts can grow into violence and abuse.

Women and girls should be able to walk our streets without fear or intimidation. It is not for them to adapt their behaviour to avoid unwanted attention from men or to feel safe.

Sexual harassment sits on a sliding scale of harm. If not called out, it can escalate into violence. This abuse is often seen as part of normal life due to harmful attitudes towards women and girls. We want men and boys to make it right by challenging their own attitudes and behaviour, and that of others.

That’s why our campaign ‘Through Her Eyes’ speaks directly to men and boys. We’re asking boys and men to see it through a girl’s eyes.

We’re running a digital-led social media and outdoor campaign. We aim to reach a wide-ranging audience in Southwark to influence positive behaviours. Open discussions, and sharing peer experiences can encourage empathy and lead to desired behaviour change.

Help to share our message

Please share our video with, preferably in small groups to facilitate discussion. Our campaign is aimed at young people age 15 to 25 in Southwark, but materials can be shown to a wider audience.

The video can be viewed at www.southwark.gov.uk/through-her-eyes

The video concept is a gender role reversal, showing a school boy experiencing some of the micro aggressions that girls face every day. The purpose is to ask boys to view the experiences through a girl’s eyes, and think about how this could feel for them.

Some suggested questions and prompts to facilitate discussion:


- **How do you think the boy in the video felt?**
Suggestion: worried and tense, building up to fearful, but used to the behaviour experienced.
- **What do you think any witnesses could do to help, in a safe way?**
Suggestion: if you feel comfortable approach the victim to ask if they are ok.

- **Have you or your friends experienced any of these unwanted behaviours? (ONLY IF COMFORTABLE TO SHARE)**
Suggestion: Share support services on our website, including how to report.
- **What would you do in a similar situation?**
Suggestion: Find a safe space. If in danger call the police to report it.
- **Why do you think some men and boys think it's OK to sexually harass women and girls?**
Suggestion: They may hear it from other people, and it's not challenged.
- **Has watching the video made you think about your behaviour towards other people, or your friend's behaviour towards others, and how you might help?**
Suggestion: Only intervene if safe to do so. Share bystander information on website

Online feedback

We are grateful for you taking the time to share our video. Please complete our feedback form and ask that young people share their views by completing the relevant feedback form at www.southwark.gov.uk/through-her-eyes

Supporting materials

- To watch and share the video visit www.southwark.gov.uk/through-her-eyes
Or use the QR code:

- Posters available at www.southwark.gov.uk/through-her-eyes

Contact

If you have any additional questions or feedback, please contact our Violence Against Women and Girls (VAWG) lead, at CommunitySafety@southwark.gov.uk