



Breakthrough launches “Share your StoryWith Your Son” Campaign to prevent Sexual Harassment

~Encourages mothers to share their stories of sexual harassment with their sons~

09.03.2016, New Delhi: Breakthrough, a decade and a half old human rights organization recently undertook a survey and found out that 90% women and girls experience sexual harassment in public spaces and more than 40% men believe that teasing is harmless fun and doesn't constitute sexual harassment. It's extremely unfortunate that daily misogyny is often trivialized and ends up making way for sexist cultural norms in statements like “boys will be boys”, “women should be all covered up in clothes” and “it's always a girl's fault. Hence, to shed some light on this issue, Breakthrough has launched **Share Your StoryWith Your Son**. The campaign aims to fight sexual harassment by inculcating empathic values in young boys and men towards a harassed woman and is already buzzing in the digital world with a #shareyourstory.

The campaign calls all mothers to share their stories of sexual harassment with their sons so that an inter-generational dialogue can be built up on the issue of sexual harassment and conversations can start about this pervasive issue in families.

In fact, to raise awareness about the campaign, Breakthrough partnered with Ogilvy & Mather, who created a short film for the campaign, which was released on Breakthrough's official youtube channel (<https://www.youtube.com/watch?v=qOnlZ4j2VRc>). This film has already got over 500,000 views on Breakthrough's youtube channel and has been picked up by popular content platforms like **Logicalindian, storypick, vagabomb** and **youthkiawaaz** within a week. On the launch of the Share Your Story Campaign, **MsSonali Khan, Country Director and Vice President**, Breakthrough says “Conversations about sexual harassment don't happen within Indian families. I have a 19 year old son and I thought did I ever have such a conversation with him? If a parent has such a conversation what will be the impact? Also do boys understand the incidences they call small can impacts a girl's life? Changing the way you think about harassment is the key. And this communication tries to do that. Nothing is trivial.”

According to **Zenobia Pithawalla, Executive Creative Director, Ogilvy and Mather**, “The task at hand was to go beyond creating awareness. Society needed a solution. To talk to these young men, we decided to partner with the greatest influencers in their lives - their mothers. It was important for every son to realise even his mother is not spared. So we invited mothers to share their sexual harassment stories with their sons. In the hope that every son will do his bit to ensure what happened to his mother doesn't happen to another woman.”

Every woman deals with sexual harassment in varying degrees and changing the attitude of men towards women and girls is not an overnight game. It'd require a synergy of collective action including transformation of behavior of men and boys towards girls. The idea behind **Share Your Story** campaign is really simple – **Don't let what happened to you happen to another woman.**

This is the second campaign Breakthrough has launched since March'2015 to prevent sexual harassment. Their first campaign “**Asking for it**” demanded creation of safer public spaces for women and girls, which was a big success on ground and in the digital space.



About Breakthrough

Breakthrough is a human rights organization seeking to make violence and discrimination against women and girls unacceptable. We use the power of arts, media, pop culture, and community mobilization to inspire people to take bold action to build a world in which all people live with dignity, equality, and justice.

We create groundbreaking multimedia campaigns that bring human rights issues into the mainstream and make them relevant and urgent to individuals and communities worldwide. These, along with our in-depth training's of young people, government officials, and community groups, have ignited a new Breakthrough Generation of leaders sparking change in the world around them.

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