



ENGAGING WITH YOUTH

Harassment in public spaces and the domestic sphere

What is sexual harassment?

Sexual harassment (SH) is when somebody's gaze or sexual behaviour makes you uncomfortable. It includes comments and songs, leering and whistling, kissing noises, vulgar gestures, unwanted touching, someone following you, flashing private parts, demanding sexual favours, and showing pornography against one's will.



Breakthrough intervention strategy

Identifying the problem:

90% have experienced SH



80% feel streets are most unsafe

Prefer not to venture out at all

Maximum do not report the incident

Addressing the issue:

Prevent **Structural & Systemic Response** **Social Response**



- Bystanders take action
- Men & boys are partners



- Infrastructure
- Stricter law enforcement



- Shift blame from victim
- Institutionalise processes

The programme objectives:

To create safe spaces

for women both at home and in public spaces



To generate greater institutional response

and accountability in combating VAW



To mobilise youth and in particular men and boys to say

NO to VAW



Strategies we adopted:

As part of **programmatic intervention** - Preventing violence-change starts now:



Engaging youths



Creating public dialogue



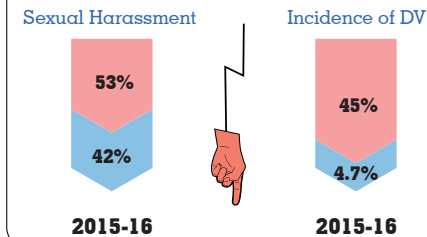
Storm in social media



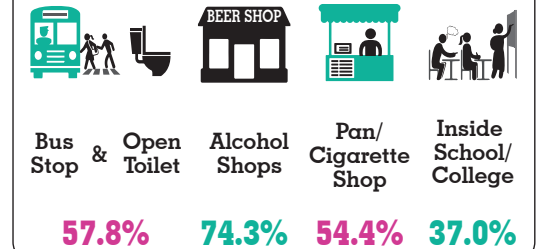
Stakeholder's engagement and better community and bystander's support

Evaluating Impact/ Findings through BT's Intervention

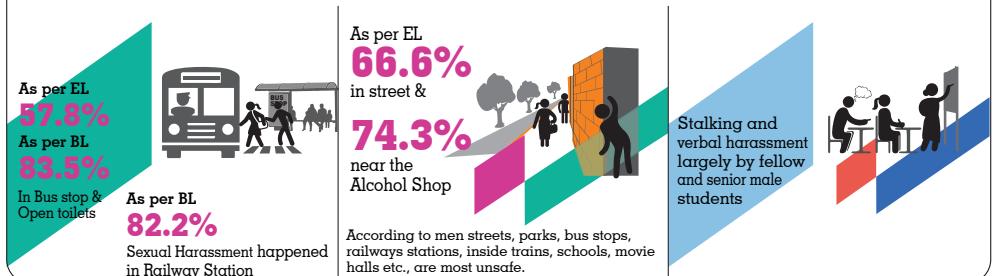
Steady decrease in reporting of SH due to increased knowledge and more reporting



Most unsafe places



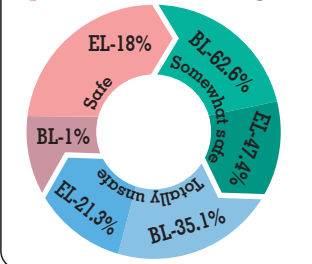
Comparison between Baseline (BL) and Endline (EL) data



A positive shift/change in perception of safety:



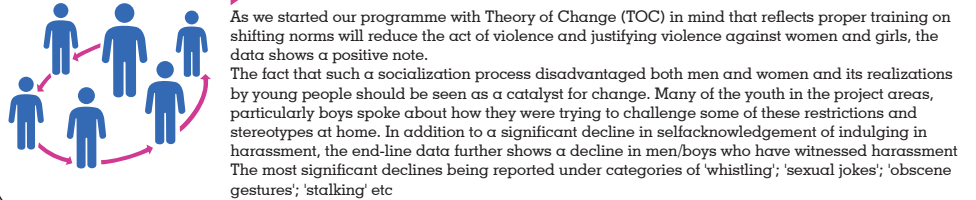
How safe are public spaces for women/girls



Specific time considered unsafe in terms of SH

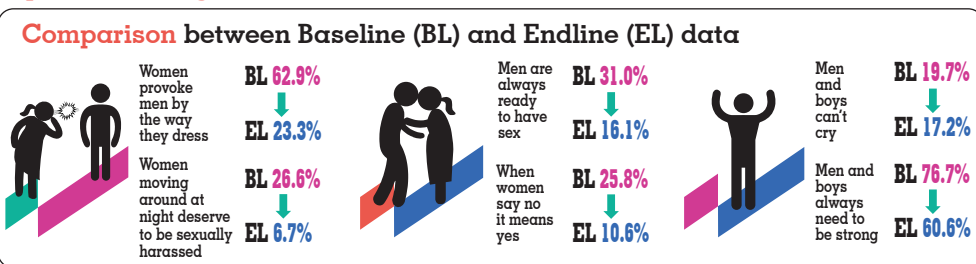


Attitudinal shifts due to training of youth:



Engaging men & boys - an effective strategy - to reduce violence against women & girls

A positive change in attitudinal level

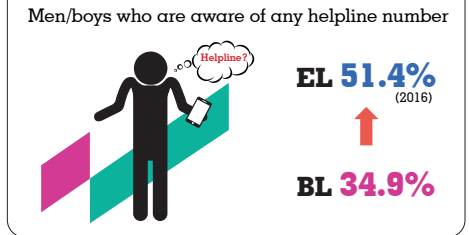


A positive change in behavioural level

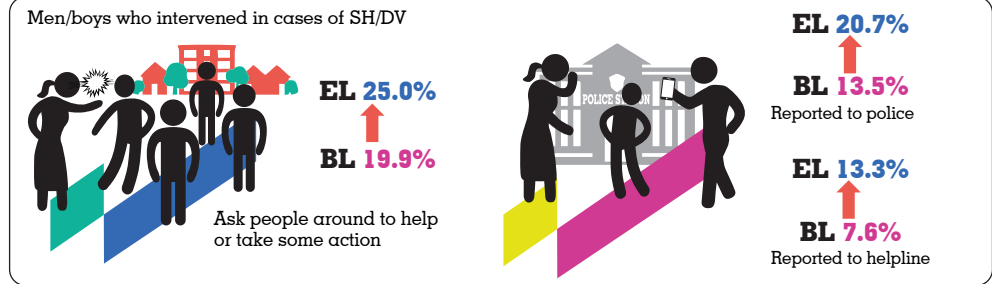
Actual involvement in violence/abuse



Responses to Harassment



Percentage of men/boys who intervened in case of DV/SH in public spaces

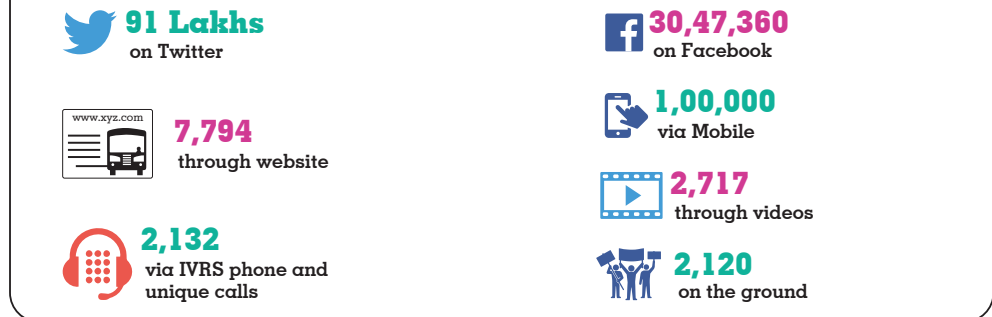


Creating storm in social media:

7 campaigns, effective engagement



Board the bus campaign reached people:



Conclusion: Creating enabling environment for women & girls

Effectiveness:



Multi stakeholders approach
to impact on SH and DV



Initiating and holding **conversations on gender** on SH & Violence



Awareness is key to change negative perception and attitude



Online and on ground campaigns like **#askingforit**; **#share your story** and **#board the bus** reached scale and engaged a diverse audience with the issue

Impact of breakthrough Initiatives:



Mind change

We have started the journey and created the generation of **rights advocates** with a **belief in mind change** will cascade from one to another



Safety

Overall, BT has been able to reach out to nearly **11 Lakhs** people on the issue of safety of women and girls in public spaces



Awareness

The BT is able to raise awareness about SH, DV and increasing in legal redress mechanisms and there is a marginal increase in reporting cases to formal structures