Introduction
Campaigning for change marks an indispensable step in embedding a culture of zero tolerance towards sexual violence and harassment within third-level institutes. A successful campaign raises awareness of the prevalence and scope of SVH, and mobilises the college community to actively prevent and combat it; its power lies not only in identifying the problem, but helping us to understand our individual roles and responsibilities in shaping the solution. Crucially, a campaign will only enjoy success in an institute which recognises the importance of taking action on SVH and has the support mechanisms and resources in place to deal with it in a purposeful way. Taking a whole-of-campus approach in a campaign is therefore integral in ensuring that both students and staff are engaged and empowered to reframe attitudes, make proactive interventions, and cultivate meaningful culture change.

ESHTE Experience
The It Stops Now campaign was underpinned by collaboration across three levels, allowing for the development of a dynamic, multifaceted movement for change. At the European level, ESHTE partner organisations worked together, setting out initial objectives, goals and proposals to sow the seeds of a campaign. At the national level, each partner organisation engaged key stakeholders from a variety of backgrounds to contribute to and direct campaign development. In Ireland, for example, the National Advisory Committee (NAC) brought together staff and students from eleven third-level institutes, state agencies, NGOs and SVH support services, creating a structure for multi-stakeholder collaboration which fed into campaign ideas and implementation strategies. Finally, in terms of groundwork, each partner organisation engaged closely with staff and students at all levels within participating third-level institutes to refine campaign messages, progress campaign implementation, and organise outreach and activities to make a widespread, tangible impact.

This deep-seated collaboration ensured that the It Stops Now campaign was shaped by real experience and informed, cross-sectoral knowledge; allowed smooth coordination by fostering strong partnerships based on a common purpose; and amplified campaign development and engagement by tapping into the shared resources these networks brought forward. Involving a wide range of stakeholders cemented a solid foundation for the campaign from the beginning, building in a range of evidence and expertise – such as research, legal and policy positions, support mechanisms, and testimony - to create a holistic understanding of the reality of SVH in higher education.

Key Learnings
Build a strong team
When beginning to plan an SVH campaign, start by looking at relevant stakeholders on your campus – such as student activists, societies, Student Union (SU) officers, health services staff, counsellors, researchers, department heads and more – and invite them to form a committee which can shape its development. Look to outside agencies and SVH support services, such as community police or rape crisis centres, who may also come on board the committee. Ensure a diversity of voices and expertise is involved. Assign at least two Campus Coordinators – one each from the student and staff bodies within your institute - to lead the development and delivery of the campaign throughout its various stages. Establish regular meeting times to continue building momentum.

Analyse your resources
Harnessing the skills and assets available to you to their full advantage is central to delivering a successful campaign. Consider the skills, expertise, and resources of your committee, before exploring those available across the various schools, faculties and bodies of your campus. Examine how these capacities could be incorporated into your campaign to refine its goals and amplify its reach – a student counselling service may have policy guiding SVH support which could inform messaging, for example, or media students could produce a campaign video – and plan accordingly. Creativity overrides budget: knowing how and where collaboration is possible will allow you to delineate what is achievable within the limits of your resources and timelines, using this to decide where your biggest impacts could be.

Gather information
Use your campaign committee to begin gathering information, statistics, and resources to contribute to the campaign: each committee member should be able to contribute from their own area of expertise. Consider conducting some baseline research within your own institute on the prevalence of and attitudes towards SVH. Look at existing national and international research and policy, while including ongoing developments, such as SU surveys or gender studies research, within your own college community which may be relevant.

Choose an innovative creative team
Working with a focused, people-driven creative and graphic design team is key to bringing your campaign to life through tailored, dynamic branding, design and content. Whether working with a design agency or forming a group inside your institute, it is important to engage this team from the beginning of the campaign process. Ensure they have a strong understanding of the problem of SVH, the objectives of the campaign, and the resources you have available; give time to this journey and to fostering your relationship with them so they can build their capacity to frame and communicate the central issues to the fullest degree. Liaise and consult with them to generate ideas, share insights of your audience to inform their work, and include them in campaign development activities to build a cohesive approach.
Embrace consultation

Incorporating a consultative process strengthens a campaign by encompassing numerous perspectives and ensuring strong inclusivity. Create a feedback loop with your committee and its wider networks on ideas, content, material and more from your committee throughout the campaign to maximise the experience and expertise at hand. Consult with diverse stakeholders to take an intersectional view of SVH issues, improve the relevance and accessibility of your campaign, and ultimately engage the college community at all levels.

For more information and tools to build a collaborative campaign, visit:

- Charity Catalogue (https://charitycatalogue.com/)
- HackaStory Tools (https://tools.hackastory.com)
- KnowHow NonProfit (https://knowhow.ncvo.org.uk/campaigns)

Communicating policies, procedures, reports and support

Campaigns provide invaluable opportunities to raise awareness about your institute’s SVH policies, procedures and support pathways and to share information on the is by identifying the gaps in knowledge and support which the campaign could redress. and informing key messages around SVH policies, procedures and support pathways.

ESHTE Experience

Focus groups conducted with students and staff contributed greatly to the ‘It Stops Now’ campaign. The results of the focus groups revealed, for example, that students are highly cognisant of and/or have experienced SVH, either directly or indirectly, with the majority acknowledging its gendered nature, as well as the heightened vulnerability of marginalised communities. Victim-blaming attitudes, fears of repercussions or not being believed, confusion over which behaviours constitute SVH, and anxieties around repeat traumatisation in going through a complaints or legal process were shown to pose barriers to reporting incidents of sexual violence and harassment. The groups also uncovered that, even in institutes which are active in tackling SVH, many students were unfamiliar with the institute’s work in this area or its SVH policies, procedures and support pathways. Gathering and using this feedback from the focus groups therefore informed many of the central concerns and gaps in knowledge which the campaign addressed through its core messages and communications.

Findings from the focus groups were coupled with ongoing consultation throughout the campaign to ensure that the communication of key messages, policies and procedures remained sensitive to and inclusive of the needs and concerns of target audiences. For example, in designing posters for the campaign, much discussion was held over the language to be used. Wording was changed to be more
gender-neutral where appropriate, adapting “But she didn’t say no!” to “But they didn’t say no!” in the poster changing victim-blaming attitudes, for example. Care was also taken that communication channels used were accessible, adding subtitles to videos, embedding alternative text for screen readers on social media visuals, and including support information for people with different accessibility needs on campaign material. Such considerations enabled the campaign to reach its audiences more meaningfully, to meet their needs more fully, and to raise awareness of the work that institutes and partners are undertaking to tackle SVH.

Key learnings

Choose appropriate images and language
Always be aware of the fact that students engaging with the campaign may have been directly affected by SVH. Underpin your campaign with empathy by considering the imagery and language you use in communicating key messages, policies or supports carefully.

Use data to reinforce your campaign
Sharing statistics can be a useful means of reinforcing your campaign messages and objectives. As addressed earlier in this Toolkit, data on SVH is lacking; however, existing statistics reveal the gendered nature of SVH against women, and the increased risk of SVH for women living with disability or from minority backgrounds. As your institute collects data on the prevalence and nature of SVH, or as new reports and studies emerge, use the data within these to highlight the issue of SVH, the experiences your audiences are facing, and the need to keep pushing for change. Sharing this information keeps your campaign relevant and responsive to emerging trends and issues, and helps to bolster your messages and calls to action.

Use your online channels
A key step to countering a general lack of awareness around SVH policies in institutes is making accurate, up-to-date information about work in this area available online: this is often where your audience will first find you or look for the support and information they need. Publish SVH policies on your institute’s website, clearly signposting where these are and connecting them to relevant support services. Demonstrate your commitment to combatting SVH by regularly updating and posting details of ongoing developments and activities on news, events and blog sections of your website. Integrate links to your policies and news updates on your social media channels to reach your college community.

Value the whole of campus approach
True culture change requires awareness and impact across the whole spectrum of the college campus, from senior leaders and support staff to incoming students and postgraduates. Identify the different communications avenues that your various audiences will come across to ensure your message reaches
everyone it needs to: provide information on your SVH policies in student orientation packs, make details of procedures and support services available in staff rooms or student halls, or share information at society events and activities.

Ensure accessibility
Members of your audience will have different accessibility needs, and it is imperative that everyone’s requirements are recognised and accommodated when communicating policies and support services. Use Plain English guidelines so that your messages are simple and easy to follow. Choose accessible fonts and generous spacing across your material to make it visually clear. Embed subtitles and captions in video, audio and online visual material you produce. If you have particular SVH supports available for people who have specific needs - such as a helpline for people who are hard of hearing - make sure information is readily available.

Key Learnings

Identify your audience
Knowing your audience is a central step in delivering a strong campaign: it is impossible to build a movement without knowing who will form it and why they will be motivated to act within it. A college community is a microcosm of society, welcoming members and groups from diverse backgrounds and contexts. Start by using your campaign committee and its networks to identify the full scope of different groups and stakeholders in your institute, including both the staff and student bodies. Map out the structure and hierarchy of the institute and the relationships at play within it so that you know the various targets your campaign is addressing.

Use insight tools
Knowing how your audience views and interacts with SVH issues is crucial in shaping a campaign which meets their needs and expectations. Develop and engage tools like surveys or focus groups to understand your audience, the various needs they have, the challenges they face, their interpretations of SVH, and the gaps in knowledge and resources available to them. These tools can form the first stage in a design thinking process, helping to build empathy for your audience and ensuring their voices are heard throughout the campaign.

Take a bottom-up approach
Campaign ideas originating from your audience are more powerful and relatable because they speak directly to their needs and perspectives. Engage your audience in a campaign development session (see appendix for template) to generate ideas for messaging, calls to action, and materials. Ground campaign development in design thinking to build the values of empathy and human experience into your resources.
Focus on positive solutions
Stay solutions-focused. Rather than solely emphasising the problem of SVH, use your campaign development process and materials to highlight proactive, attainable calls to action, and promote healthy behaviours instead of only criticising unhealthy ones. Give space to busting the myths and misperceived norms around SVH, demonstrating the roles and responsibilities of college community members, and signposting the tools and resources which can empower a safe campus community.

For more information on design thinking and creative campaigning, visit
- FutureLearn (https://www.futurelearn.com/courses/creative-problem-solving)
- IDEO (https://www.ideo.com/eu)
- Interaction Design Foundation (https://www.interaction-design.org/literature/topics/design-thinking)

Using social media as a tool for change
Social media can be a powerful instrument, enabling your audience and diverse groups of people to engage with your campaign, spread your message, and generate momentum for positive action. In recent months, social media has played a particularly important role in opening conversations and driving responses to SVH issues – as seen with the international #MeToo and #ThisIsNotConsent movements – making this an especially timely and significant medium for SVH campaigns.

Key Learnings

Establish dedicated campaign channels
Setting up dedicated social media channels for your campaign, separate to your institute’s own channels, gives more freedom and flexibility to highlight your campaign messages, establish your identity, and grow your reach. Identify which social media channels your audience is most active on, and focus your resources on these. Remember quality over quantity: choose a smaller number of channels which you can leverage well, rather than spreading your campaign thinly over too many streams. Use tools like Hootsuite or Sprout to manage your various channels, schedule content, and analyse engagement.

Appoint a social media officer
Choose a social media officer who can manage and monitor your various channels, ensuring they are familiar with social media tools and capacities, and can communicate the key campaign messages: centralising your social media activity in this way creates more consistent messaging and better campaign governance. Develop a short social media policy which outlines how your campaign will
conduct itself online, briefly setting out brand guidelines, engagement strategies, and response procedures. This will help to strengthen your social media use and define your campaign more thoroughly.

**Use hashtags and tagging**
Choose a short, relevant hashtag for sharing your campaign on social media. Encourage everyone engaging with your campaign to use this hashtag so as to build a conversation and movement around it. Tag your institute, its leaders and societies, relevant political representatives, and other stakeholders in your posts to increase engagement and keep them informed of your campaign activities. Use hashtags from other campaigns and movements to reach wider audiences, take part in live conversations, and build support for your messages.

**Build your brand**
Carry your branding across to your social media, creating a strong visual identity: ask your design team to create digital assets to strengthen your social media branding. Use a consistent voice across your channels: this lends a more human dimension to your campaign, develops trust, and opens up conversations more naturally. Your online voice should reflect your campaign values – whether that’s being empowering, direct, edgy and so on.

**Connect with power users**
Having a well-known figure or activist engage with your campaign on social media can help it to reach more people and even go viral. Identify any connections you have – through your committee, institute or wider networks - with influential social media users, and leverage them to spread awareness of the campaign by asking them to share your posts or highlight your activities. Follow activists, leaders and researchers involved in SVH issues to stay ahead of important developments and make your mark in the field.

**Share engaging content**
Create a social media calendar of important dates and opportunities to maximise your campaign’s online activity and impact: include events in your institute, awareness days, report launches and more. As well as providing commentary through your channels, develop a content plan which incorporates video, photos, illustrations, memes, collages and other digital artwork: visual content works extremely effectively on social media. Start conversations with your audience on SVH issues, supports and ongoing developments to drive meaningful engagement.

**Stay relevant**
The social media landscape is ever-evolving, with live news items constantly surfacing, various topics suddenly trending, and different platforms enjoying popularity, making it difficult to predict when and where a particular issue might come to the fore. While planning ahead as much possible, leave scope to
react to emerging news and respond to those who engage with your channels. Social media is also very fast-paced: post content in real-time while attending events, conferences or demonstrations on SVH issues to be part of active moments and maximise opportunities for generating engagement.

Further guidance on social media practice is available from:
- Charity Comms (https://www.charitycomms.org.uk/knowledge)
- Digital Charity Lab (https://www.digitalcharitylab.org/)
- ForaChange (http://forachange.org/)
- GatherContent (https://gathercontent.com/blog/)

Campaign implementation strategies

Develop your assets (use design thinking process, student/committe/partner consultations to work with creative team to develop suite of assets. Consider where and how assets can be used when deciding which to go with etc)
Identify key dates (use your institute’s calendar to identify when campaign activity is most likely or could be most impactful, eg sexual health and awareness events, freshers week, conferences, 16 Days of Activism etc). See each of these as a key opportunity for the campaign. Remember the range of stakeholders involved and consult them as to their own intended activities at this time.
Plan ahead (use planning tools to schedule, organise and coordinate asset dissemination/ various activities with different stakeholders. Include details of activities, who’s responsible, timeframes, resources needed etc)
Launch your campaign (campaign launch is a platform for raising awareness in itself. Issue a press release/hold a photocall/promote a social media drive to leverage this. Choose something tangible and meaningful to launch (eg: campaign video, posters etc) or promote (workshop, seminar)
Engage your audience (involve students/staff in implementation in hands-on way (eg contributing to resources, installing/distributing material etc). Invite audience to create content for social media and website, to share stories etc)
Connect with media

Measuring campaign effectiveness
Measuring the effectiveness of your campaign activities is important to enable you to learn what elements are successful and where improvement is needed. Even with limited time and resources, carrying out some simple analytics will allow you to capture the impact of your SVH campaign.

Set objectives
An effective campaign requires measurable goals in order to monitor its progress and impact. At the outset of the campaign, set tangible objectives for your campaign which comprise elements that can be tracked during and after its implementation. A sample objective could be increasing the number of students who know how to access campus support services for SVH survivors. Quantitative goals in support of this could then include directing students to a webpage, gaining a certain number of followers on social media, or distributing a specific number of leaflets or posters on campus. Following progress towards these goals throughout the campaign enables a better understanding of movement towards your wider objectives.

**Document distribution**
A simple measurement comes with recording the dissemination of campaign materials within the college community and among wider networks, noting the number of individual resources distributed, who receives them, and how they are used. This gives a solid foundation for understanding where your campaign is visible on the ground.

**Create surveys**
Undertaking a survey of your target audience allows a practical, insightful measurement of the impact of an awareness campaign in your college community. Develop a survey at the launch of the campaign to create a baseline reference, before repeating it during and on completion of the campaign to understand how awareness levels changed throughout its implementation. Use unbiased questions to gather accurate data, while ensuring the questions address the objectives and goals of your campaign. Surveys can be unrolled online, using tools like SurveyMonkey or Google Forms, or completed in person, inviting volunteers and activists to carry it out.

**Consider your social reach**
Social media platforms make it increasingly easy to measure the impression and engagement metrics for your posts. Use platforms’ native analytics tools to understand the demographics of those interacting with your campaign and, if needed, tailor content to appeal to your target audience. As well as checking the number of followers on your campaign over time, it’s important to understand how actively involved your audience is with your campaign. Some basic, useful measurements include:

- Reach: raw total number of impressions on a platform
- Engagement rate: percentage of your audience that engages with your content on average
- Amplification rate: the number of shares or reposts a post receives
- Conversation rate: the number of replies or comments a post receives.

**Follow your media engagement**
Keeping track of the press coverage your campaign receives across online, print and broadcast media is important. Document details of all interviews, articles or feature pieces in a spreadsheet. Use tools like Google Alerts or Talkwater Alerts to notify you of any coverage or mentions of your campaign. Observe
how this coverage relates to key activities or developments in the campaign, such as a press release, event or social media promotion.

**Track website traffic**
Monitoring website traffic provides a useful indication of interest in your campaign. Embed Google Analytics in your campaign website or relevant institute webpages. Gain an overview of your audience, looking not only at the numbers and demographics of website users, but the search terms or referral paths which direct them there, the time they spend on your website, the pages they visit, and the bounce rate.

*For more information and tools to measure campaign effectiveness, visit:*
  - Better Evaluation (https://www.betterevaluation.org/)
  - Google Analytics Academy (https://analytics.google.com/analytics/academy/)
  - Hootsuite (https://hootsuite.com)