

SAFE CITIES



QUEZON CITY

FREE OF SEXUAL HARASSMENT &
VIOLENCE AGAINST WOMEN AND GIRLS



ORIENTATION ON SAFE CITIES and STREET HARASSMENT “Paano matutugunan ang problema na hindi pa kinikilala”

SAFE CITIES METRO MANILA PROGRAMME 2014-2016

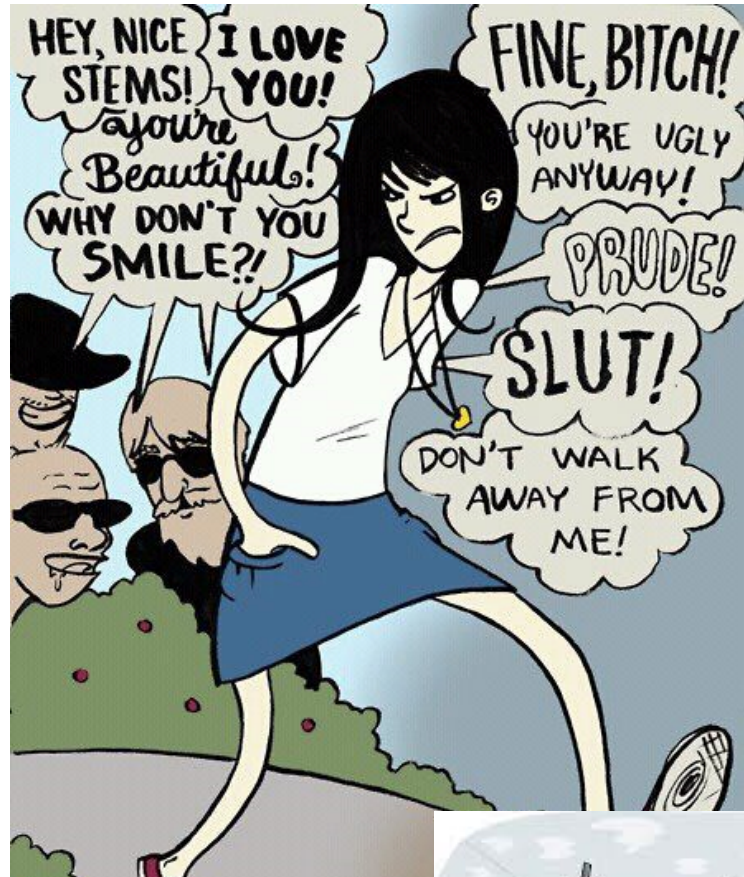
Partnership between Quezon City Local Government and
UNITED NATIONS ENTITY FOR GENDER EQUALITY AND WOMEN'S
EMPOWERMENT (UNWOMEN)

SEXUAL HARASSMENT IN PUBLIC SPACES

Some examples: whistling, leering, sexist, homophobic or transphobic slurs, persistent requests for someone's name, number or destination after they've said no, sexual names, comments and demands, following, flashing, public masturbation, groping.



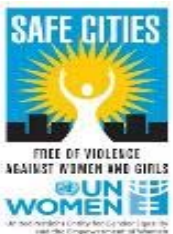
LABAN SA BABAE

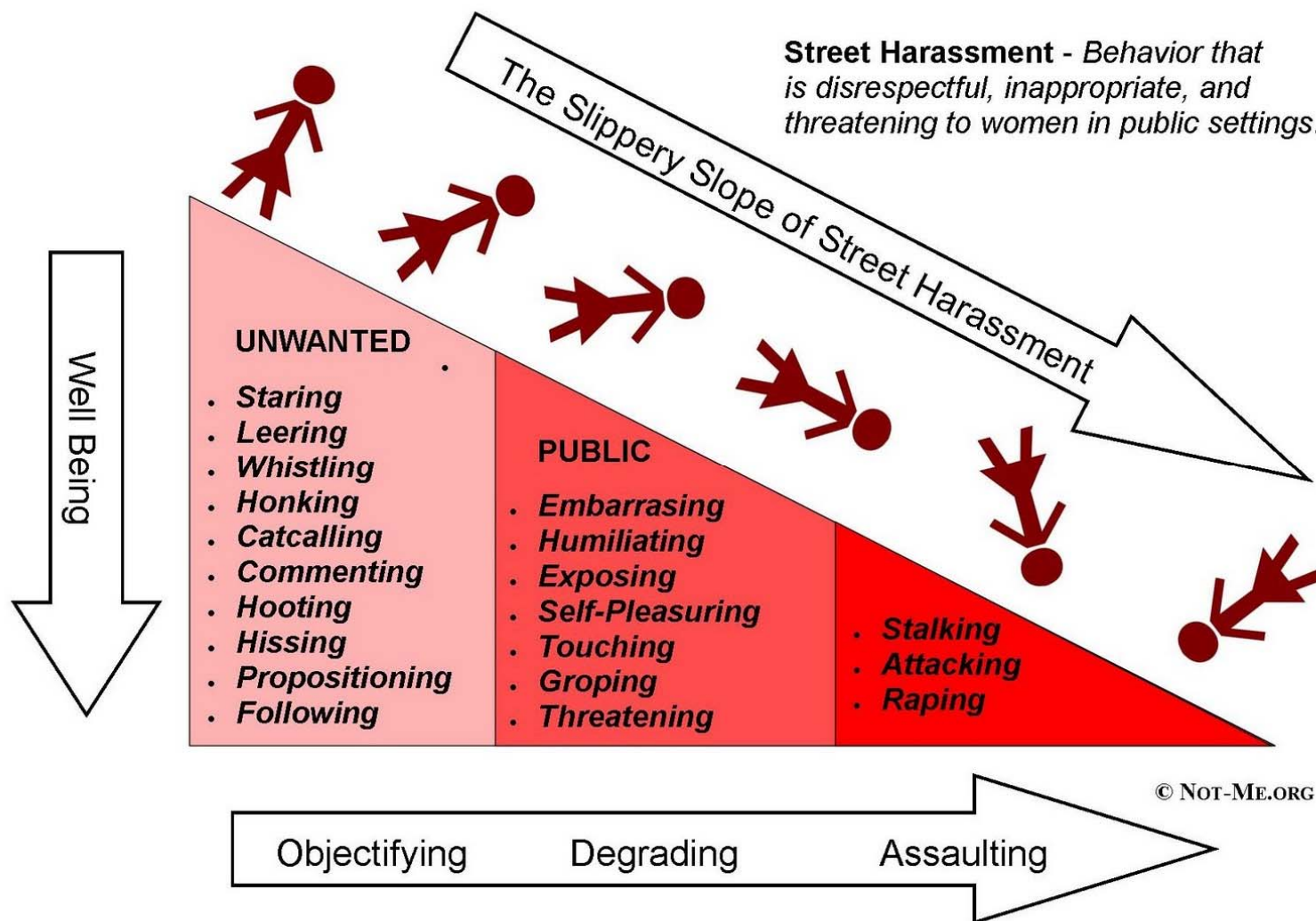


Sexual harassment in this context are:



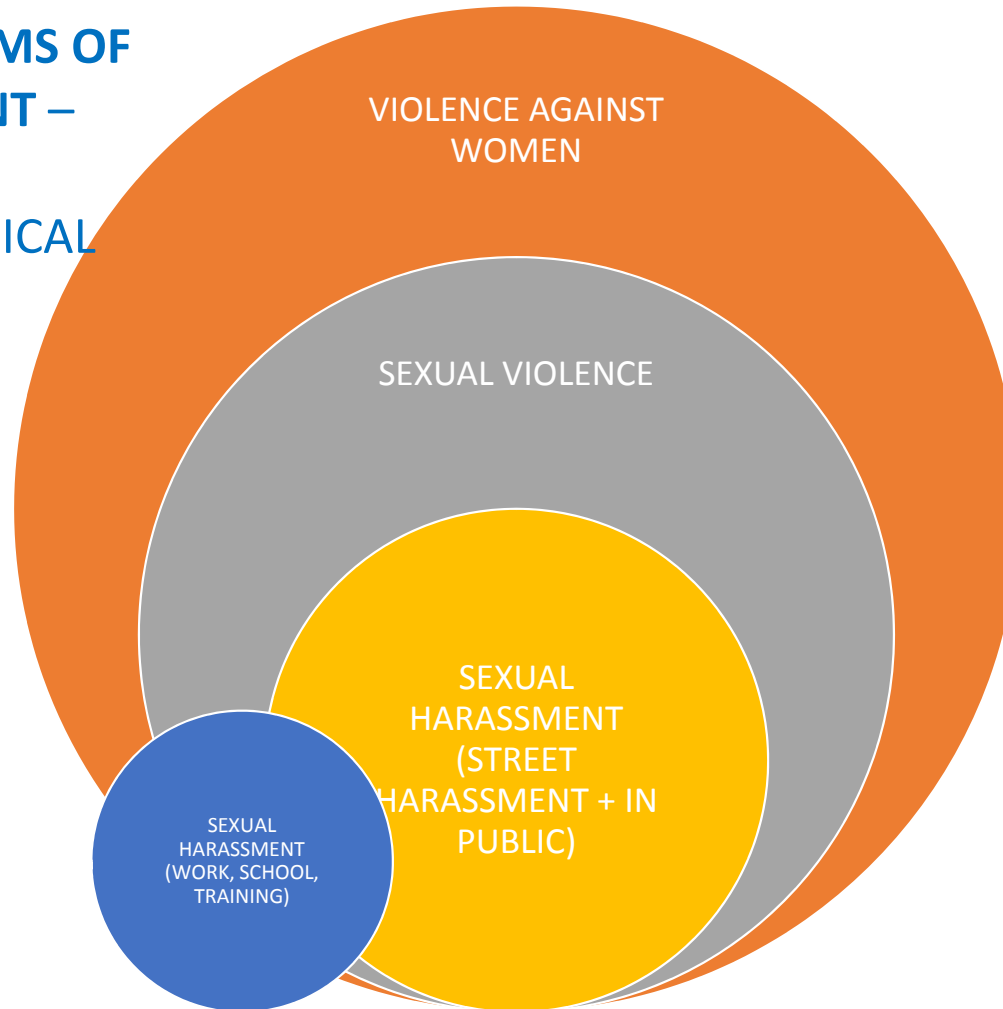
- **unwanted, unwelcomed comments, gestures, and actions of a sexual nature**
- **forced on a stranger** in a **public place** without their consent
- **directed at a person because of their sex,** gender, gender expression, or sexual orientation
- disrespectful, inappropriate and/or threatening to women in public settings





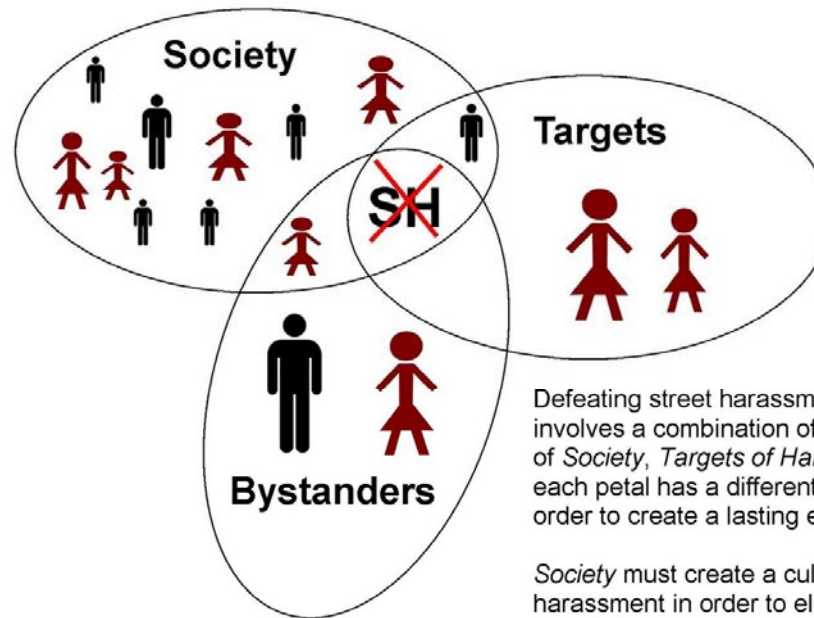
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Remember: **ALL FORMS OF SEXUAL HARASSMENT – INCLUDING VERBAL, GESTURAL AND PHYSICAL FORMS OF STREET HARASSMENT – ARE CONSIDERED VIOLENCE AGAINST WOMEN**



GROUP WORK: KWENTONG KUTSERO – Ilahad and pangyayari sa iba't ibang bida

The 3 Petal Plan to Defeat Street Harassment



Defeating street harassment requires a *3 Petal Plan* that involves a combination of actions represented by the petals of *Society*, *Targets of Harassment*, and *Bystanders*. While each petal has a different role, they must all work together in order to create a lasting effect.

Society must create a culture of intolerance for street harassment in order to eliminate the behavior.

Targets of Harassment must learn strategies and methods to directly voice their disapproval when harassed.

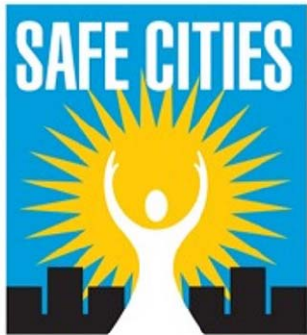
Bystanders - must learn strategies and methods to intervene and mitigate when observing incidents of harassment.

SAFE CITIES AND SAFE PUBLIC SPACES



A UN WOMEN GLOBAL FLAGSHIP that aims to **reduce the risk of sexual harassment (SH) and sexual violence against women and girls (SVAWG) in public spaces**

- Follows global framework of the programme's Theory of Change
- Provides tools, guidelines and strategies to country programmes implementing Safe Cities (e.g., Impact Evaluation Framework with indicators to select from, Guidelines for Scoping Study)
- Adheres to strategic process to develop the programme, starting with the Scoping Study (including Women's Safety Audits), and integrating the 10 Core Elements of Safe Cities



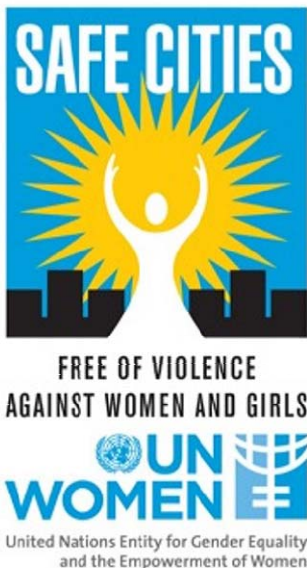
FREE OF VIOLENCE
AGAINST WOMEN AND GIRLS



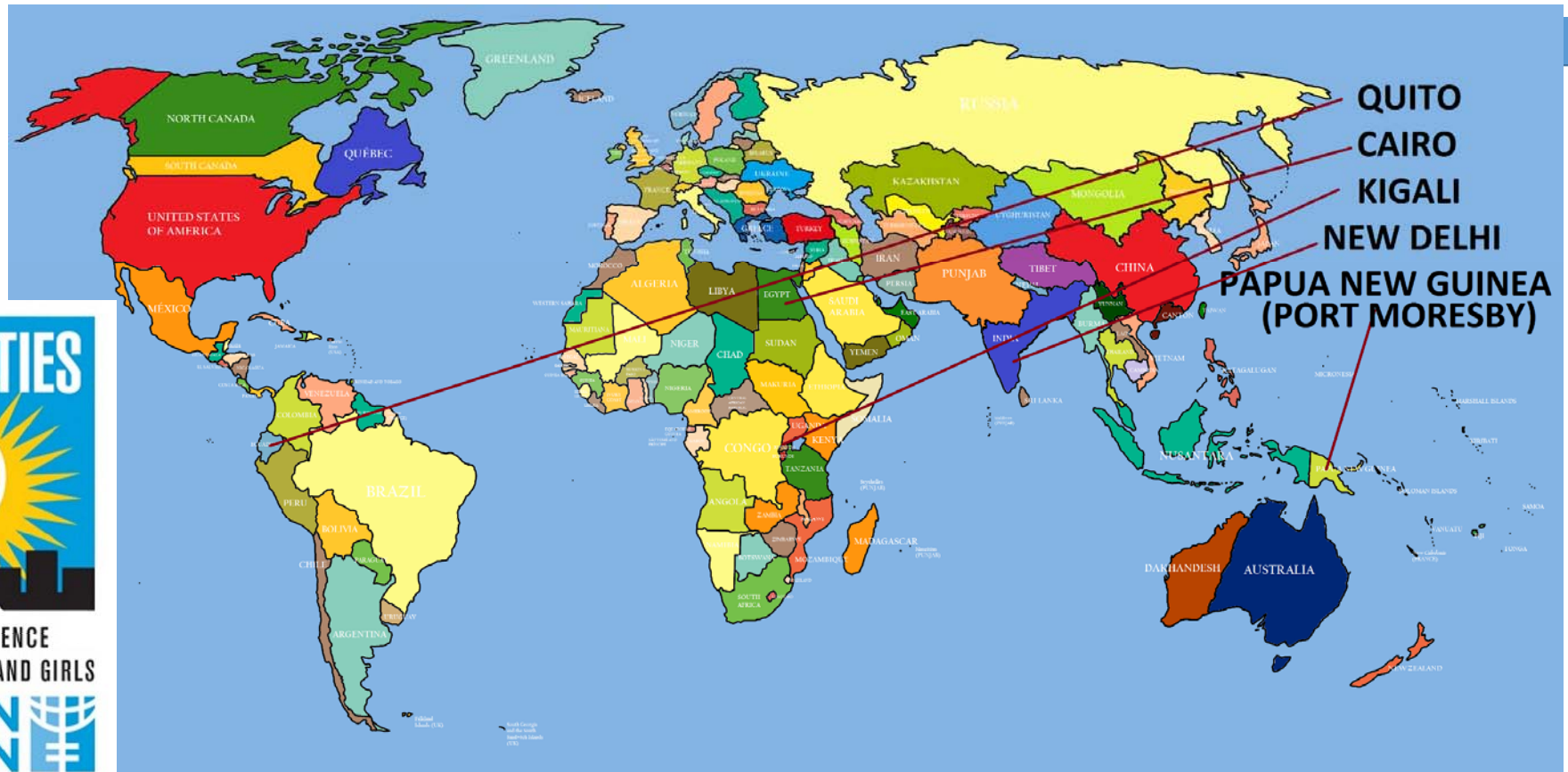
United Nations Entity for Gender Equality
and the Empowerment of Women

Safe Cities Strategies

1. Locally-owned programming through strong partnership with city governments, starting from programme design phase
2. Evidence-based programming through qualitative scoping study and quantitative baseline data gathering that deepens understanding of local context of the problem
3. Policy-Oriented Advocacy geared towards reviewing and addressing policy gaps in prevention of and response to SH and SVAWG
4. Strong **involvement of grassroots organization**, through substantial partnerships including involvement of men and boys; i.e., association of public transport drivers
5. **Strategic messaging**, communication campaign and media engagement to contribute to public awareness raising on the issue and collective efforts needed



WHERE IN THE WORLD?



SAFE CITIES

**FREE OF VIOLENCE
AGAINST WOMEN AND GIRLS**

UN WOMEN
United Nations Entity for Gender Equality
and the Empowerment of Women

PROYEKTO

SA BUONG MUNDO:

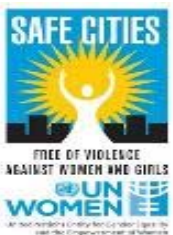
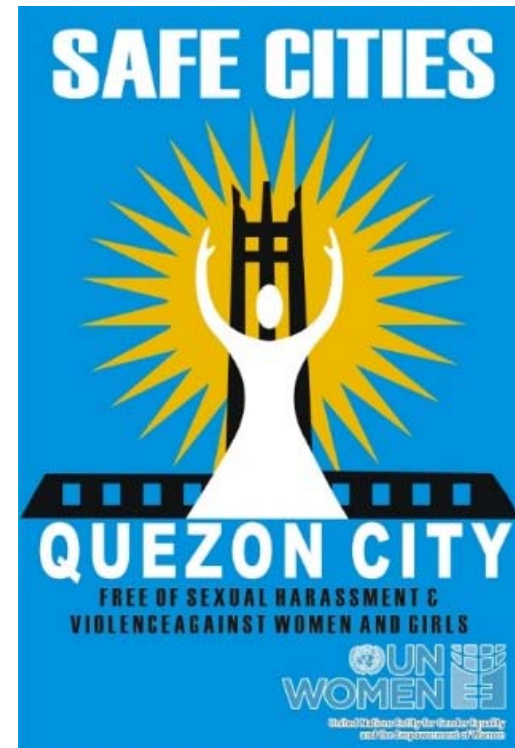
SAFE CITIES GLOBAL INITIATIVE = 24 CITIES

SAFE CITIES METRO MANILA PROGRAMME

QUEZON CITY:

PAYATAS & BAGONG SILANGAN

= population **approx. 300,000**



EXPECTED RESULTS

Impact for women



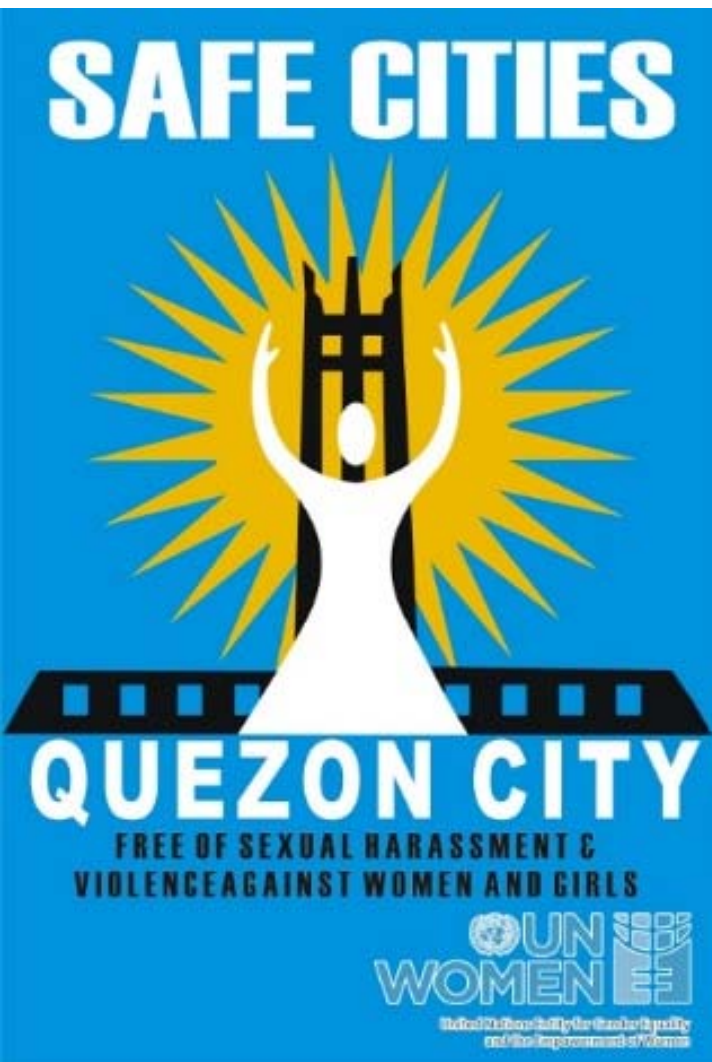
Increased sense of security/ Less fear among women



More autonomous mobility



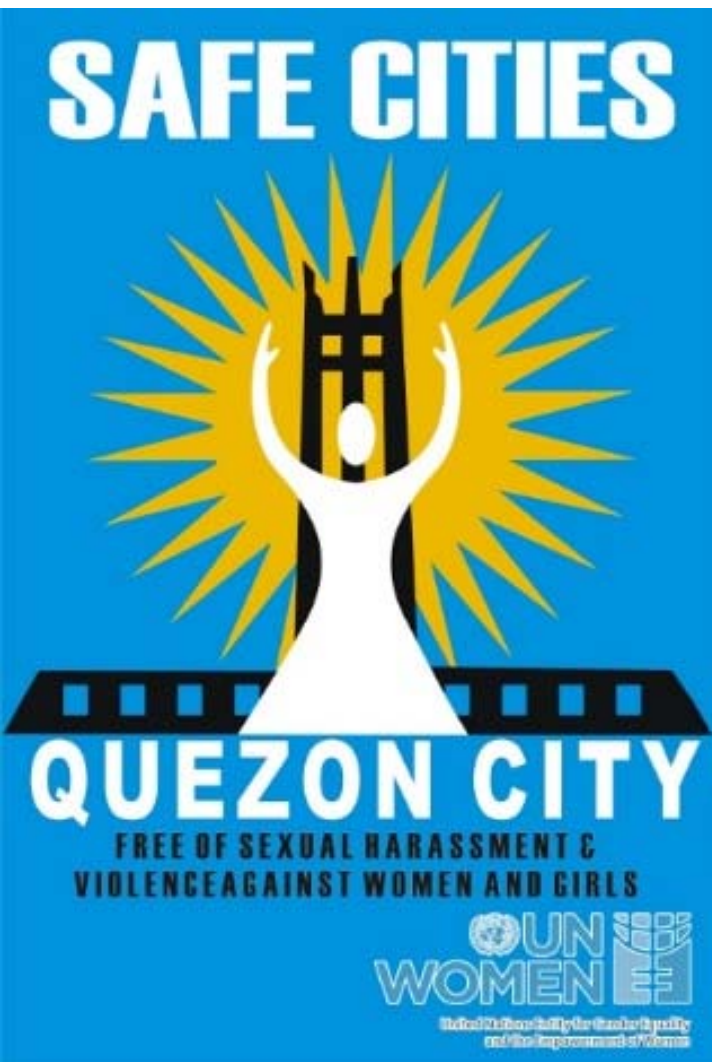
Less sexual harassment and violence



WHO'S RESPONSIBLE FOR THE PROJECT? UN WOMEN & QUEZON CITY

1. MAYOR'S OFFICE
2. BARANGAY OFFICIALS: HEAD, COUNCIL, OFFICERS, BPSO, GAD FOCAL, VAWC
3. COMMUNITY LEADERS: PUROK LEADERS, COMMUNITY ORGANIZERS, PEOPLE'S ORGANIZATIONS, WOMEN'S GRASSROOTS

NATIONAL: DILG, DSWD, LCP, MOVEMENT FOR ECONOMIC RESPONSE AND GENDER EQUALITY (MERGE), DPWH, MMDA, LTFRB



ACHIEVEMENTS:

1. QC City legislation – First city with anti-street harassment laws that seriously intend to deter harassers with the increased penalties;
2. Research Data – First-ever data in the country on understanding the issue of street harassment & violence in public spaces and how big the problem is;
3. Public Awareness and Communications Campaign – UN Women and QC reached nationwide audiences through national TV, radio, online and print news features, TV guesting in major network news, PSA videos on social media reaching over 2.5M (with active engagement over 10k likes on page & almost 14k shares) + outdoor poster campaign

BEHAVIOR-CHANGE COMMUNICATIONS CAMPAIGN



HINDI 'YAN COMPLIMENT!
i-Report ang Sexual Harassment
QC hotline number: 436-72-11

Magastos mambastos sa QC!

Hi miss beautiful!
Hi sexy!

Multa: Php 1,000 hanggang 5,000

UN WOMEN
SAFE CITIES
HB
Agencia Reguladora de Comunicaciones
Administración Nacional de Drogas

We want Safe Cities:
Women #freefromfear!
UNWomenSafeCitiesMetroManila



BEHAVIOR-CHANGE COMMUNICATIONS CAMPAIGN



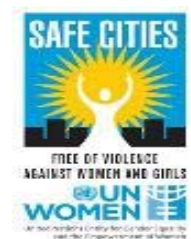
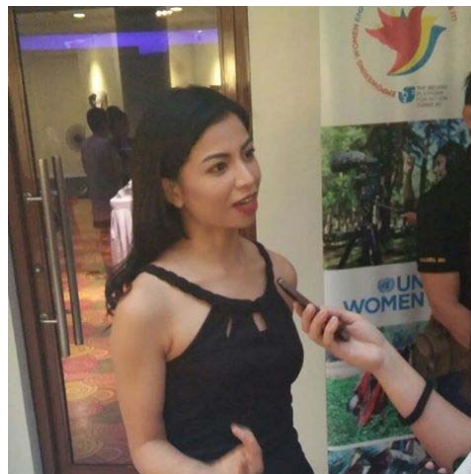
Safe Cities: Women #FREEFROMFEAR
Short Film Competition

MECHANICS FOR AUDIENCE CHOICE AWARDS
Video Links of the finalists will be posted on our FB Page. Upon posting, the most viewed film and the one with most likes on the 11th of December 11:59 PM, will be announced as winner.

STEPS TO VOTE FOR YOUR FAVORITE FILM:

1. Like the Facebook page of UN Women Safe Cities Metro Manila
2. Like the post of your favorite film

Please take note that only the number of likes by those who have liked the facebook page of Safe Cities will be counted



SYNERGY BETWEEN OUTDOOR & VIRTUAL CAMPAIGNS



Globe 8:43 PM 88%



Charizza Barbin shared Dyan Francisco's photo.

1 hr · 🌐



Dyan Francisco

Yesterday at 5:50 PM · Quezon City · 🌐

There's something wonderful happening here in Q.C. and I would like to share it with ya'll.



Jun Veneracion @jun_veneracion · 33m

Pagkindat, pagsipol sa mga babae, ipagbabawal na sa Quezon City. Ang detalye mamaya sa @24OrasGMA



83 108

Like Comment Share

News Feed Requests Messenger Notifications More



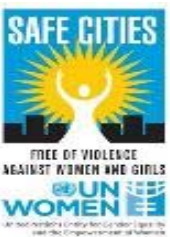
tinarelampagos Quezon City, Philip...

FOLLOW

cuizonian, susan.piper.ryder and maudegavino like this

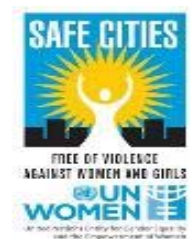
tinarelampagos Finally, local government support. Real maniacs won't understand it but it's better than inaction. #freefromfear

Like to like a comment





SOCIAL MEDIA CAMPAIGNS





"[...] I passed by two men along the way. The sidewalk was narrow so the only way through was the space in between them. The man on the right leaned in and said "Hi miss." The only thing that made that moment different than any other street harassment I experienced was that that man forcefully bumped my shoulder. I thought I was going to fall from the force.

It was sort of terrifying. That was the moment that my confidence in myself was shattered."
(Gabby, 21)

Safe Cities Metro Manila Programme
Published by Cookee Belen (?) · 8 March · 🌐

QC Government works with UN Women #SafeCities celebrity supporter Glaiza De Castro to celebrate International Women's Day and to launch "Stop Now", the 2nd of 2 Safe Cities Quezon City commercials to stop street harassment and sexual violence against women in public spaces. We want Safe Cities: women #freefromfear!

2,207,895 people reached Boost Post
527k Views
Like Comment Share
👍👎🗨️🔗 10k Chronological

Promote

THIS WEEK

7,506
Post Reach

323
Post Engagement

0
Send Message

2 of 2
Response Rate

7 minutes
Response Time

Recent

2016

2015

AGREE, DISAGREE O MEDYO-MEDYO?



SAMPLE STATEMENTS:

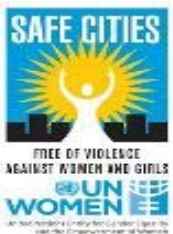
Statement 1: Alcohol at droga ang mga pinaka-ugat na sanhi ng street harassment at sexual violence against women in public spaces.

Statement 2: Ang mga kababaihan ang may pinaka-malaking pananagutan para matigil ang sexual harassment in public spaces.

Statement 3: Ang mga babae na nahipuan sa pagpila ng pagkuha ng relief goods as nakaexperience ng VAW.

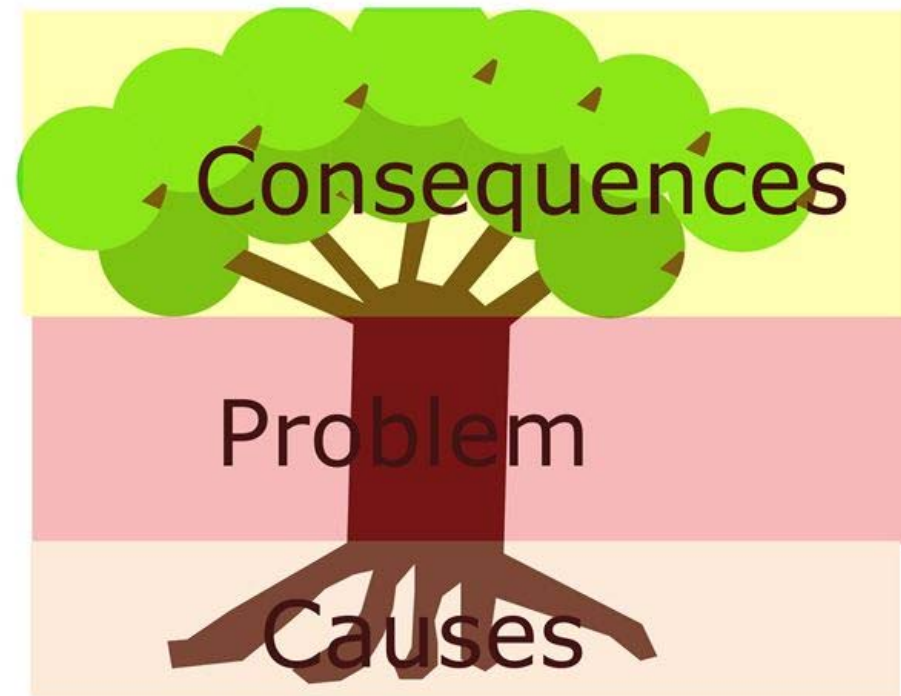
Statement 4: Ang babae ay naka-experience ng sexual violence kung ang katabi niya sa bus ay nag-masturbate habang nakatingin sa kanya.

Statement 5: May mga babae na kabastos-bastos kaya sila na haharass sa kalye.



PROBLEM TREE

- PARA SA UGAT NG PUNO: ANO-ANO ANG MGA SANHI NG STREET HARASSMENT AT SEXUAL NA KARAHASAN LABAN SA KABABAIHAN? (Bakit sa tingin ninyo naiisip ng mga kalalakihan na okay lang na i-harass ang mga babae sa kalye at lansangan?)
- PARA SA BUNGA AT DAHON: ANO-ANO SA TINGIN NINYO ANG **MGA EPEKTO** NG STREET HARASSMENT SA KABABAIHAN (ex: sa kanilang pakiramdam, seguridad, kalayaan kumilos sa lansangan)?



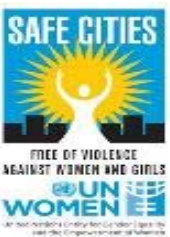
VISIONING: A SAFE CITY LOOKS LIKE...

- IGUHIT ANG ITSURA NG LIGTAS NA KOMUNIDAD / BARANGAY?
- ANO ITSURA NG DAAN AND KAPALIGIRAN?
- ANONG GINAGAWA NG MGA BARANGAY OFFICIALS,?
- ANONG GINAGAWA NG MGA TAO SA KOMUNIDAD SA BARANGAY NA ITO? NG MGA TAMBAY? NG MGA BYSTANDERS?
- ANONG NARARANASAN AT NADADAMA NG MGA KABABAIHAN AT YOUNG WOMEN SA PAGLALAKAD SA BARANGAY NA ITO?



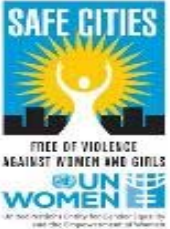
STAKEHOLDERS ANALYSIS

RESPONSIBLE/KASAMA	IMPORTANSYA SA KANILA	IMPLUWENSIYA NILA
EXAMPLE: 1. GRASSROOTS ORGANIZATION (SPECIFIC)		
2. BARANGAY COUNCIL		
3. BARANGAY EXECUTIVES		
4. MEN AND BOYS		
5. WOMEN AND GIRLS IN COMMUNITY		
6. QUEZON CITY GOVERNMENT		
7. NGOS (IDENTIFY WHICH NGOS)		



ACTION PLANNING

AKSYON	ANONG GAGAWIN PARA MA-INVOLVE SILA O MA-EDUCATE TUNGKOL SA SH&SV IN PUBLIC SPACE	KAILAN AT SINO ANG GAGAWA
EXAMPLE: 1. GRASSROOTS ORGANIZATION (SPECIFIC)		
2. BARANGAY COUNCIL		
3. BARANGAY EXECUTIVES		
4. MEN AND BOYS		
5. WOMEN AND GIRLS IN COMMUNITY		
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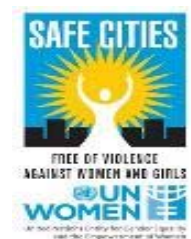
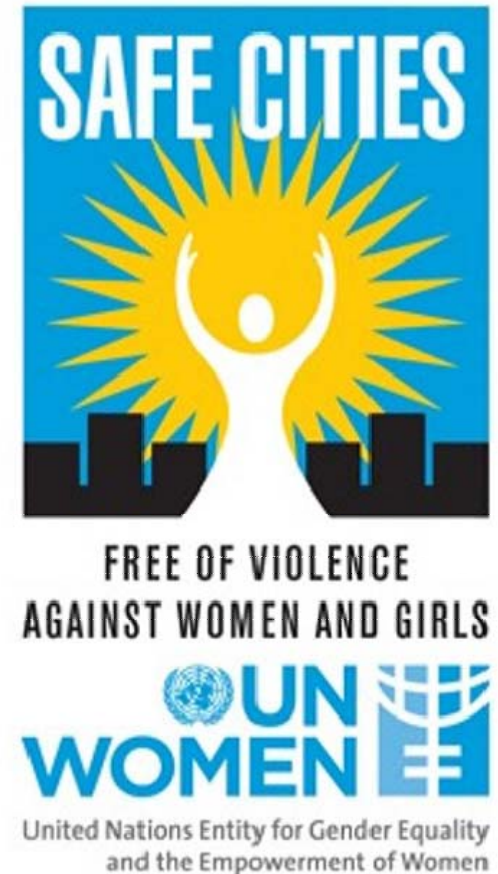


MARAMING SALAMAT PO! SEE YOU SOON!!

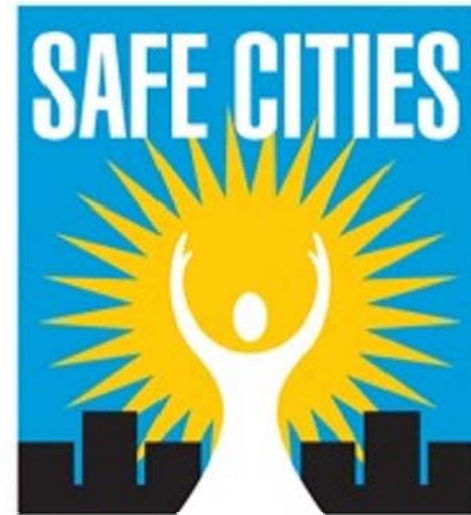


 Safe Cities Metro Manila Programme

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MARAMING SALAMAT
PO! SEE YOU SOON!!



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