

9 November 2012

Dear Sexual Violence Services Provider,

**Re: 'Who are you?' 2013 media campaign**

Since you are an organisation that is committed to preventing sexual violence, we are writing to inform you of the upcoming 2013 launch of the 'Who are you?' media campaign. We hope that this information will be helpful should you wish to coordinate any of your own events to correspond with this next phase of the campaign.

The 'Who are you?' media campaign focuses on the role of the 'bystander' in preventing sexual violence. Initiated by the Wellington Sexual Assault and Treatment Services (SAATS) and Radio Network, it has been a collaborative effort of many local agencies including Wellington Police, Regional Public Health, Compass Health, the Wellington Sexual Abuse Network (WSAN) and local survivor services.

The campaign was run in Wellington in October 2011 and later nationally in February 2012. It utilised radio segments that link listeners to a powerful short film via the Internet and invites people to take small actions to help keep others safe. The results of the campaign were extremely positive and met all set targets. There were over 48,000 views of the film and over 62,000 unique visits to the dedicated website [www.whoareyou.co.nz](http://www.whoareyou.co.nz). Facebook and direct visits were the highest ranked means by which people accessed the short film.

An unanticipated result of the 'Who are you?' campaign has been the high level of interest in using the materials, particularly the short film, in educational settings with young people and others who have roles that require a high degree of interaction with the public. As a result, a comprehensive toolkit was developed by the Wellington Sexual Abuse Network to accompany the film and will be available in 2013. Please see additional details about the toolkit in the flier included with this letter.

The next step will involve a radio campaign similar to that run in 2012 by Radio Network. It will launch during February 2013, targeted to correspond with university orientation weeks. Additionally, promotional materials will be distributed and posters will be posted around campuses that link students to the website where they can view the short film.

Should you have any questions regarding the 'Who are you?' campaign or if you would like further information and details regarding who we have been talking to in your region, please contact Clare Green at [whoareyouNZ@gmail.com](mailto:whoareyouNZ@gmail.com).

Yours sincerely,



Helen Sullivan (on behalf of the "Who are you" Collaboration)

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