

**stop it at the start:** how an innovative cross-channel approach drove societal impact and media synergy



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VIOLENCE AGAINST WOMEN  
**LET'S STOP IT**  
**AT THE START**

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**How Nine's innovative cross-channel approach drove societal impact and media synergy**

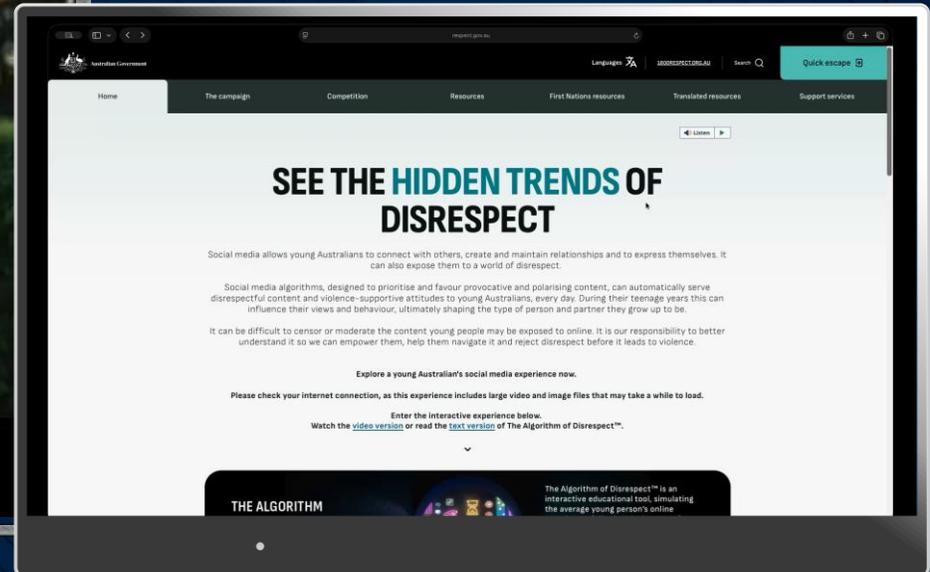
1 IN 4



**Not all disrespect  
towards women results in  
violence.**

**But all violence against  
women starts with  
disrespect.**

# VIOLENCE AGAINST WOMEN **LET'S STOP IT** **AT THE START**



Powered

## Television



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KANTAR | Nine

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54.80 TUESDAY, SEPTEMBER 10, 2024 PUBLISHED BY MEDIA AND LICENSING AUSTRALIA [theage.com.au](http://theage.com.au)

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## VIOLENCE AGAINST WOMEN LET'S STOP IT AT THE START



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Meet James,  
who likes to joke around online

by making comments about women on social media

They're just words, right?

with no malicious intent

*Not all disrespect towards women results in violence.*

he's a regular kid  
but what he may not realise  
is that he can cause real harm.

Disrespect can start small  
and can lead to violence.

*But all violence against women starts with disrespect.*

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Stop it at the Start is a primary prevention campaign that looks at how we, as adults, can help break the cycle of violence against women. There are new and powerful influences online and in the real world impacting young people and their attitudes towards gendered disrespect. Young people's exposure to online disrespect is one of the ways in which violence-supportive attitudes can start to develop. As parents, carers, and family members, we all have a role to play in breaking the cycle of disrespect, and ultimately, violence against women.

Adults are not aware of the interactions and experiences young people are having online. Our children form their beliefs from the people around them—what they hear, see, and talk about at school, with friends, and online. Social media algorithms tailor the content they show us based on what we interact with the most. The more a young person engages with content by liking, commenting, or sharing, the more likely they are to start seeing similar posts in their feed. While it can be difficult to censor or moderate the disrespect that people may be exposed to online, we can take steps to better understand what they are seeing and hearing, and have conversations with them about it.

Disrespect towards women results in violence, but all violence against women starts with disrespect.

Do you know what's influencing your kids?  
Learn about the hidden trends of disrespect before they lead to violence at [respect.gov.au](http://respect.gov.au)  
More information on violence against women. Let's stop it at the start.

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## HELPING KIDS CHALLENGE ONLINE GENDER STEREOTYPES

They say it takes a village to raise a child, but in 2024, the population of the village has reached an uncomfortable number. Thanks to the pervasive presence of social media, young people have access to more online spaces and voices than ever before, making it difficult for parents to know who — and what — their children are exposed to.

Although it's true that social media can be a powerful tool for fostering connection, self-expression and acceptance, it can also act as an echo-chamber for harmful gender stereotypes, perpetuating attitudes that support violence against women.

"What we're finding in today's polarised online environment is people can say nasty and hostile things with relative impunity because platforms aren't doing nearly enough to enforce their terms of service or deal with recidivist," says eSafety Commissioner Julie Inman Grant. "This provides a breeding ground for inequality, hate and misogyny."

### The algorithm of disrespect

While overt sexism and aggression may be easy enough to spot online, today's influencers and

social media algorithms often disguise disrespectful content as helpful advice or dating tips. This makes it harder for young people — and their parents — to identify.

A post may appear to offer practical tips on healthy living or sporting achievements, but this content can quickly shift to being harmful and misogynistic. If a young person engages with this content, through commenting, 'liking', or sharing, posts will start to appear on their feed more frequently, which in turn begins to normalise the behaviour.

Indeed, as part of a recent academy research report, Amanda Kiedda, Professor of Education at Deakin University, found that certain online environments often reinforce traditional stereotypes of masculinity, such as aggression, competition and dominance.

"Some online spaces were seen as perpetuating sexism and misogyny, encouraging disrespectful behaviours toward women and girls, which was seen to influence young men's perceptions and actions," Kiedda explains.

Research undertaken by the Department of Social Services found that the echo-chamber of misogynistic voices being found online is having

an impact on young people — both males and females. This is changing the definition of what respect and disrespectful is, and creating ground for violence-supportive attitudes to grow.

If you don't know what kids are being exposed to and engaging with online, you can use the Algorithm of Disrespect™, an online tool created as part of the Stop it at the Start campaign. The tool simulates what the average young person experiences online and is based on the type of content young people are seeing, it's not just social media platforms, but gaming and messaging apps as well.

### How to stop it at the start

While it can be difficult to censor the disrespect young people may be exposed to online, there are still many things you can do as a parent or caregiver to help your child develop a more respectful mindset.

As well as role modelling respect and inclusivity in your own online and offline interactions, it's important to understand what your child is seeing and hearing on social media. By familiarising yourself with the type of content young people are being exposed to, you'll be in a better position to help them challenge harmful or negative beliefs.

The research indicates that young men want to talk about these issues, but they will often open up in trusting and 'safe' spaces where they feel free to express their concerns in 'no judgemental' ways," Kiedda explains.

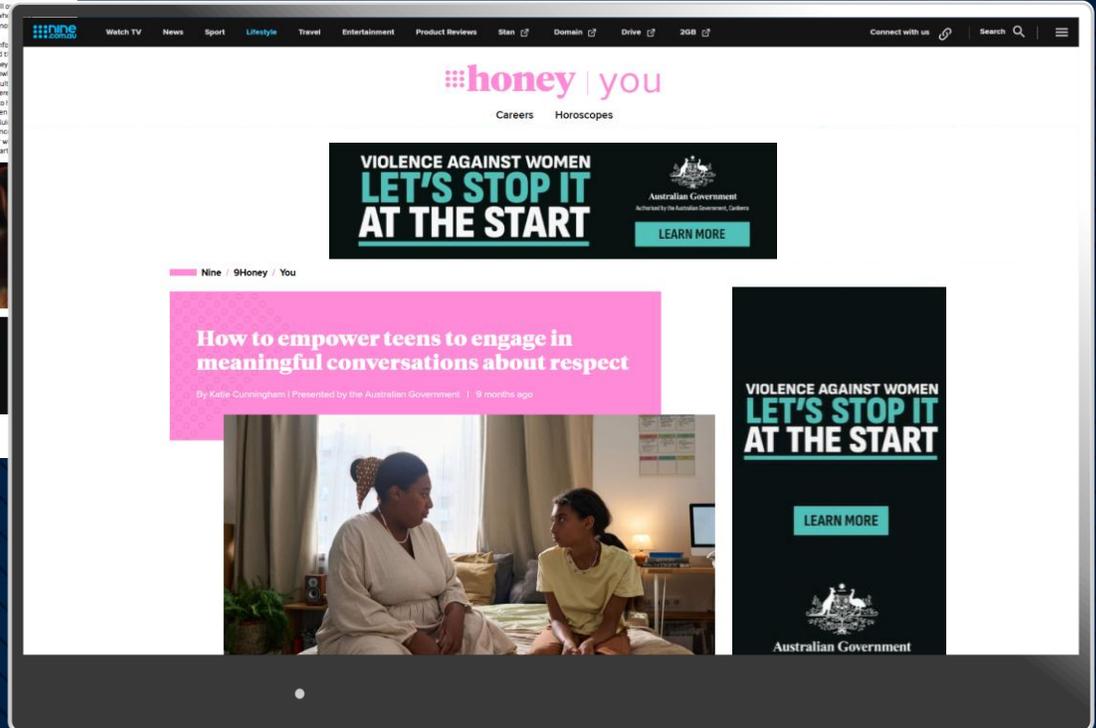
If your child is upset or feels uncomfortable about something on their feed, remind them they don't need to engage and that they also report and block it. Of course, know to say in these situations can be difficult, you're struggling to find the words, then resources available at [respect.gov.au](http://respect.gov.au) such as The Issue Explained, The Violence of Disrespect, and The Conversation Guide.

All adults can have a positive influence on young people and set the standards for what is and isn't acceptable, right from the start.



### Do you know what's influencing your kids?

Learn the hidden trends of disrespect before they lead to violence at [respect.gov.au](http://respect.gov.au)



# Kantar LIFT+ CrossMedia told a holistic story



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**Refine future strategies**



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**Optimise investment**



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**Ensure every touchpoint contributes to lasting impact**

**+4.6%**  
**impact**



**Comms Awareness**  
Awareness of the 'Stop It At The Start' campaign



**Modern Influences**  
Understanding new influences of disrespect



**Harmful Attitudes**  
Recognising how these influences shape harmful behaviours



**Responsibility**  
Belief that it's your role to have ongoing conversations about disrespect and violence

# 17%

**higher than Kantar  
CrossMedia norm**

**Turning  
connection  
into impact:  
using talent to  
drive change**

**3 in 4**

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agree sport and media personalities  
can have a positive impact in helping  
to stop disrespect at the start



I liked how they used **strong channel 9 TV personalities** to promote the issue. It's very clear about the message and how you can fix the problem and where to get involved



# Amplifying effects: the power of high-impact activation

**Nine Network created assets significantly outperformed Kantar creative norms**

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“

**I like that it wasn't just a quick ad, that it was really in-depth and it was interesting. It's about a serious subject so I thought it was great how it went into depth about this issue and what we can do about it.**

”

# Thinking big: implementing a network-wide strategy

**60%**

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**Reach into influencers of young people**

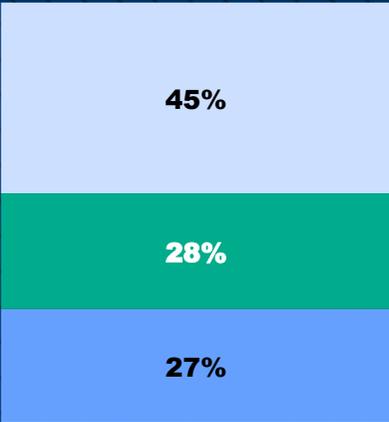
**35%**

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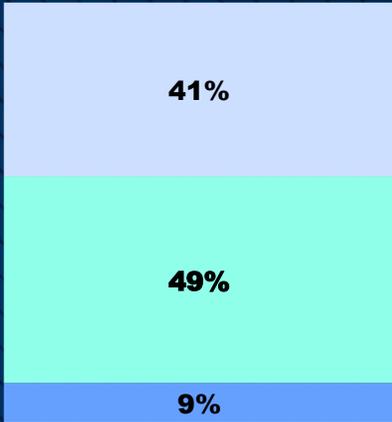
**Reached across 2+ Nine channels – laying the foundation for synergy**

# Share of impact from Nine channels

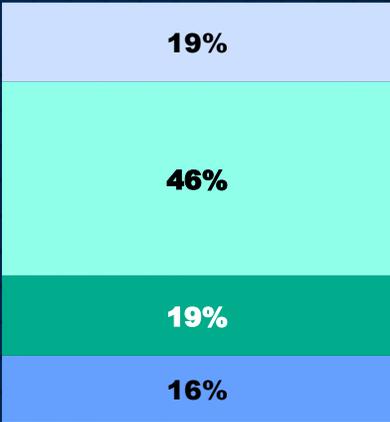
**Comms Awareness**



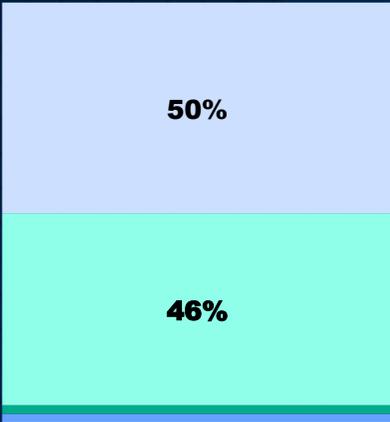
**Core Aims**



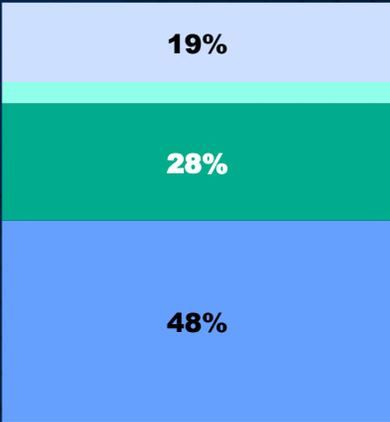
**Knowledge & Perceived Ability**



**Motivation**



**Resources**

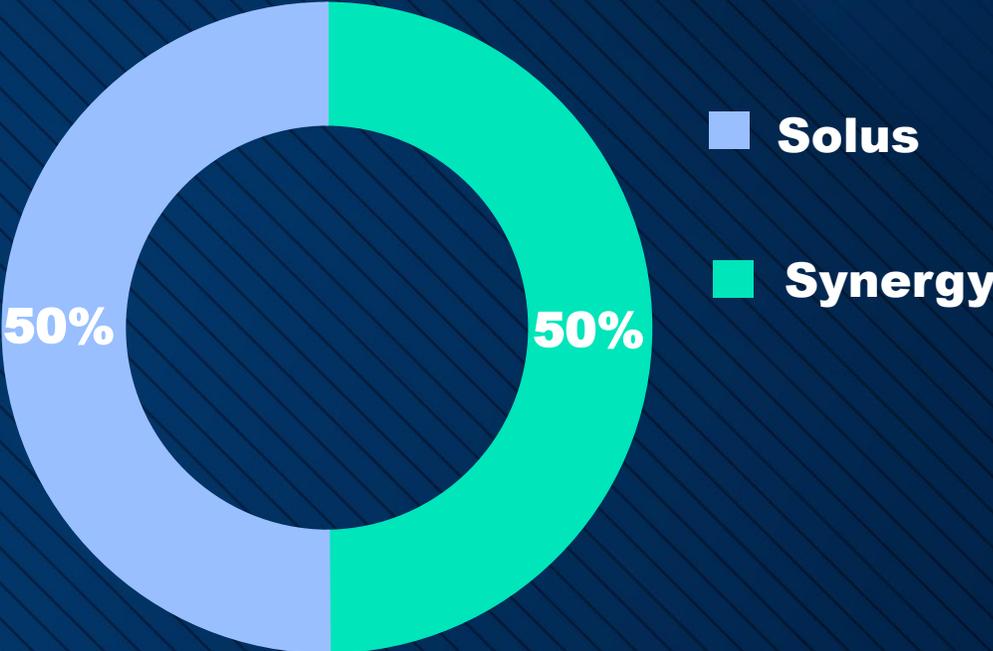


■ Total Publishing ■ Total Audio ■ TV Sports Integration ■ Total TV

Source: Kantar Lift+ CrossMedia measurement of Nine Stop It At The Start campaign

# Synergy at scale: activating channels for maximum effect

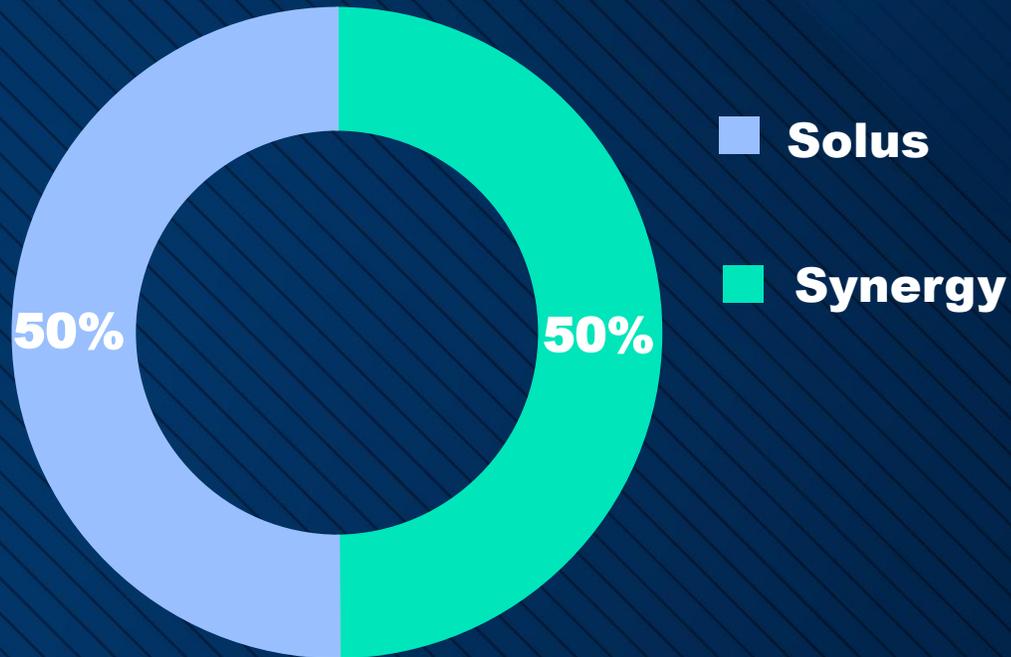
50% of impact was driven by the mix of Nine channels working together



Source: Kantar Lift+ CrossMedia measurement of Nine Stop It At The Start campaign

# Synergy at scale: activating channels for maximum effect

**50% of impact was driven by the mix of Nine channels working together**



**1**

**Reach overlap**

**2**

**Complimentary flighting**

**3**

**Consistent cues**

**4**

**Content customised to context**

**1**



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**Ensure talent choices stay true to your brand values**

**2**



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**Cut-through with high impact**

**3**



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**Think bigger. Partner with media networks to plan holistically**

**4**



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**Amplify through the power of synergy**

**5**



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**Measurement matters**