

**CONTENT GUIDE**

**The ‘It Stops Now’ campaign aims to prevent and combat sexual violence and harassment in third-level institutes.**

Although particular groups of students are more vulnerable to experiencing sexual harassment, **all students are affected** by this issue. It’s all of our responsibility to play an active role in creating a zero tolerance culture ensuring students’ safety, well-being and full participation.

To promote and get people involved in the campaign, we’re asking students to write, record and share articles, interviews, blogs, opinion pieces, and more, exploring the issues and experiences of sexual violence and harassment in their third-level institutes.

Content can be produced for newspapers, radio stations and social media, society blogs and podcasts, and other resources. Our campaign team will share these pieces across the ‘It Stops Now’ social media and website, as well as partner platforms, using the #ItStopsNow hashtag to build an active community and voice on these issues.

Students who are studying or involved in societies relating to gender studies, human rights, social studies, journalism, and media might be particularly interested in this aspect of the campaign. We are also looking to hear from leaders, academics and Student Union representatives within institutes to get a broad picture of these issues and incite action across the institute as a whole.

Below are just some examples of content that Campus Coordinators can contribute, commission and share throughout the campaign.

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| **THEME** | **EXAMPLES** | **PRODUCERS** |
| **Introduction to ‘It Stops Now’ campaign** | * News article on launch of ‘It Stops Now’ campaign * Print or radio interviews with Campus Coordinators, Student Union officers and ‘It Stops Now’ team | * Campus Coordinators * Student media |
| **General pieces on sexual violence and harassment** | * Reports on research into sexual harassment, or statistics on reporting of incidents etc * Features on prevalence of sexual violence and harassment in third-level institutes and wider society * Opinion pieces on ‘lad culture’, victim-blaming, asking consent, and more | * Student media * Lecturers and researchers * NGOs and other third parties |

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| **Student perspectives on sexual violence, harassment and gender inequality** | * Blog posts and vox-pops on experiences of students from disability, LGBTQ+, ethnic minority and/or international communities * News articles on student surveys and attitudes towards consent, sexual harassment, gender equality and more * Interviews with societies and student activists on gender equality and sexual harassment issues * Blog posts and opinion pieces on student and academic perspectives and experiences of gender (in)equality and/or misogyny | * Student media * Society members * Academics |
| **‘It Stops Now’ campaign commentary** | * Reports and blog posts on ‘It Stops Now’ events, training and workshops on campus * News articles on the institute’s policies and procedures relating to sexual violence and harassment * Opinion pieces and blog posts giving perspectives of students from disability, international, LGBTQ+ and ethnic minority backgrounds | * Campus Coordinators * Society members * Student Union officers |
| **Online harassment** | * Reports on prevalence and impact of online harassment, giving explanations and examples * Interviews with experts on online behaviour and trends * Interviews with students comfortable to speak about experiences of online harassment, stalking and/or intimidation * Feature pieces exploring reporting and tackling of online harassment | * Student media * Society members * Lecturers and researchers * Student Union officers |
| **Healthy relationships** | * News reports, articles and blog posts relating to   + Consent (meaning, attitudes, responsibility, promoting awareness, etc)   + Pornography (reach, influence, impact, etc)   + Sexuality (LGBTQ+ perspectives, sexual health, etc)   + Harassment (catcalling, stalking, etc)   + Safety (promoting active bystanders, etc) * Features on and interviews with organisations working on advocacy, policy and decision-making in these areas (eg: NGOs, frontline workers, support networks, activists, representative bodies) | * Student media * Society members * Academics * Student Union representatives * NGOs and other third parties |
| **Legal perspective** | * Reports and features on the legal framework around sexual harassment, violence and equality issues * Opinion pieces and interviews with solicitors, law students, human rights groups, and others in field | * Student media * Lecturers and researchers * Third parties |
| **Student supports** | * Information and reports on supports and services, both on and off campus, for students affected by sexual violence and harassment * News reports on national policies, research from support groups, and more * Opinion pieces from academics, NGOs and other third parties on gaps in supports and the progress needed | * Student media * Academics * NGOs and other third parties |