



## Youth-led hot takes on hetero norms, red flags, and discrimination in pop culture

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*CW: Mention of sexual assault and rape*

Melbourne, VIC – A digital campaign, led by feminist organisation [One Woman Project \(OWP\)](#), has empowered high school students to start conversations about healthy relationships, including topics such as informed consent. The #ChangeTheChannel campaign was created to give teens the tools and confidence to question problematic behaviour in pop culture and their own lives. Launched as a lead-up to International Day for the Elimination of Violence Against Women (Nov 25), the success of the workshops has seen the creation of an OWP podcast (launch date early December).

#CTC provided tailored resources to empower and educate youth on how gendered stereotypes in popular media are contributing to the ongoing acceptance of harm towards women and girls, as well as non-binary people. Campaign posts include educational content on how to identify stereotypes that have been used to construct well-known characters from popular TV shows, and how to start conversations with friends about the way these behaviours can be toxic.

As one workshop participant noted, “Representation is so important, because how we see each other on the screen is how we think the world works... it really speaks to why it’s important to have these conversations, and to dig deep and understand the structures that are holding our society together.”

“We wanted to find creative ways to upskill youth to unpack gendered stereotypes online, especially amid current sexism in our top political offices,” said Nina Kojovic, National Co-Director of Engagement and Outreach at OWP, and part of the #CTC team.

Ms Kojovic also spoke to the confidence OWP hopes participants left workshops with, along with the ability to identify and discuss characteristics of healthy, respectful relationships.

“When these positive behaviours come together, there’s opportunity for young people to learn from each other about their relationships and support genuine self-expression and engagement with the LGBTQIA+ community without fear or rigidity about gendered identity.”

During the 16 Days of Activism Against Gender Based Violence, OWP wants to start conversations about the more subtle behaviours that build up to misogyny and gendered violence. We also wanted to expand the conversation to include all relationships, reflecting that gendered violence occurs in queer relationships.

OWP want to reach youth who are interested in having this conversation. You can support OWP by signing up to the mailing list, where you will be the first to hear about the first podcast episode. To engage with OWP campaign and educational resources please follow the organisation via [@onewomanproject](#) on Instagram and [@theonewomanproject](#) on Facebook.

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### Media Contacts:

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Nina Kojovic, (National Co-Director of Engagement and Outreach) is available for further comment.

### About The One Woman Project (OWP)

Established in 2013, the One Woman Project is one of Australia’s fastest growing, youth-led organisations. The One Woman Project regularly provides educational workshops, seminars and content through our media platforms. The organisation has provided over 192 in-school workshops since 2013, to upskill young people on topics related to gender and inequality, gender stereotypes, informed consent, and healthy relationships. OWP are uniquely placed to deliver this content to our peers as a youth-led organisation with passionate volunteers, who receive training and support to provide evidence-based research for our content.