

**HER
STORY**

A Communication
Campaign Promoting

**A HOTLINE
FOR SEXUAL
HARASSMENT TO
FEMALE STUDENTS**

at the Royal University of Phnom Penh

A Capstone Project

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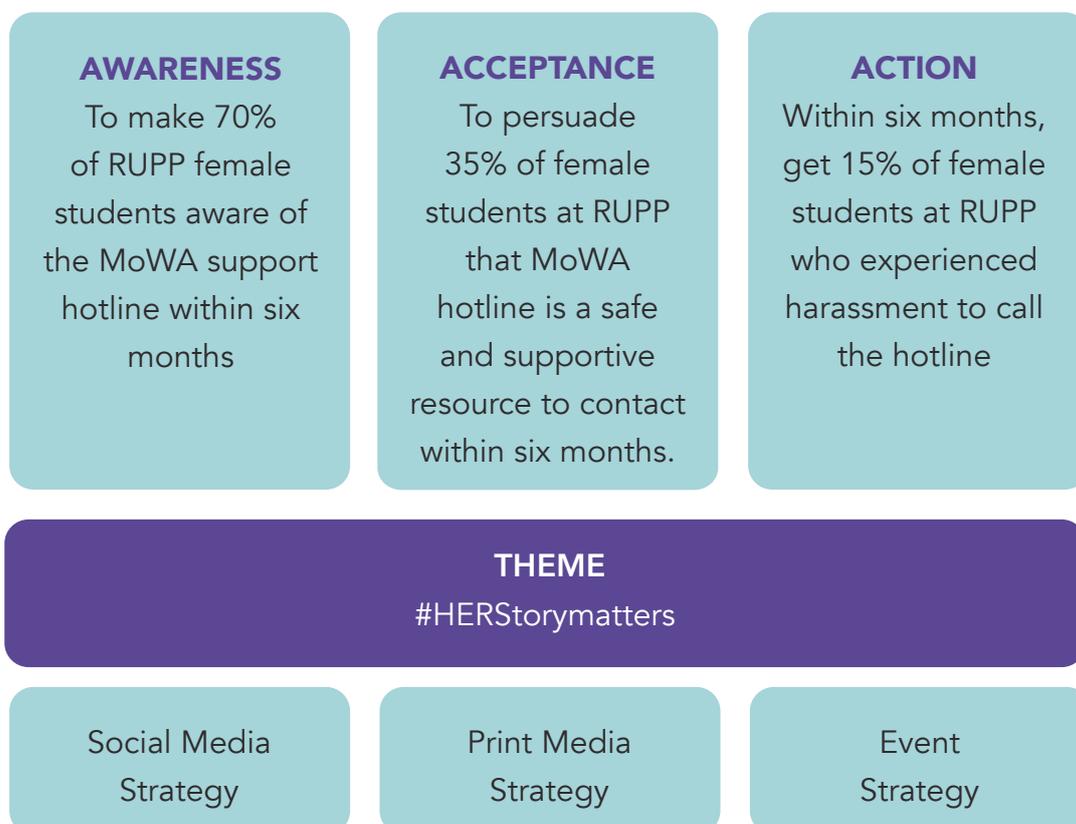
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I. EXECUTIVE SUMMARY

According to the Cambodia League for the Promotion and Defense of Human Rights, 24% of Cambodian women aged 18 to 24 reported experiencing online sexual harassment messages, photographs, or videos (LICADHO, 2021). Traditional Cambodian culture has made it challenging for these victims to discuss their experiences and seek help. (“Violence Against Women and Girls,” 2014). Not enough has been done to advocate for them.

HERStory is a campaign created to change the culture of how female students, particularly at the Royal University of Phnom Penh, respond to sexual harassment incidents and associated trauma by seeking help from the Ministry of Women’s Affairs hotline. The graph below details objectives and how to achieve them.

OBJECTIVES



II. ABOUT SEXUAL HARASSMENT

Sexual harassment involves unwelcome sexual advances, requests for sexual favors, other actions of a sexual nature, offensive jokes, and persistent unwanted invitations (CARE Cambodia, 2023). There are three forms of sexual harassment: physical, verbal, and online (“Legal Analysis,” 2015).

1. Physical sexual harassment can be but is not limited to how someone keeps staring at your body repeatedly. In more severe cases, someone may touch or rub parts of your body without your permission (Nhean, n.d.). In a workplace environment, female employees are asked to have sexual interaction with them to exchange benefits such as a job promotion (Nhean, n.d.).
2. Verbal sexual harassment refers to unwelcome verbal comments about a person’s sex and body, which creates an uncomfortable and offensive environment (Nhean, n.d.). Those comments can be about a person’s body, gender, or sexual life. For instance, young women often receive unsolicited comments about being sexy from random men while walking on the street or commuting on their motorbikes. Unfortunately, this is common for most female Cambodians (CARE Cambodia, 2023).
3. According to LICADHO, online sexual harassment was the most reported harassment in Cambodia (LICADHO, 2021). Online sexual harassment is a form of sexual harassment that happens digitally through emails, social media platforms, and the Internet. It can be initiated either by a stranger or someone you know.

Sexual harassment has immediate and lasting effects on individuals in many ways, including mental, psychological, and physical. Victims might feel negative emotions such as guilt, anxiety, fear, denial, and shame in the short term (Washington Coalition of Sexual Assault Programs, n.d.). They can even question why this happened and blame themselves. Among women who

experienced sexual harassment, 90% have immediate stress symptoms right after the event (Washington Coalition of Sexual Assault Programs, n.d.). Regarding long-term effects, Dr. Colleen Cullen, a licensed clinical psychologist, claimed that most sexual harassment victims are diagnosed with depression, anxiety, and post-traumatic stress disorder (PTSD) (Spector, 2017). Mental and psychological effects can lead to physical trauma. The body reacts when the mental and psychological effect overwhelms the victims (Spector, 2017). Symptoms include headaches, muscle aches, weight loss or gain, high blood pressure, and high blood sugar (Spector, 2017).

SEXUAL HARASSMENT IN CAMBODIA

According to a baseline study conducted by ActionAid on 380 Cambodian women, 25% had experienced physical or sexual harassment by colleagues, friends, and strangers aged 22 to 35 (“Violence Against Women and Girls”, 2014). The same study also revealed that 77% of the respondents reported having experienced verbal harassment, while 97% felt unsafe outside after dark (“Violence Against Women and Girls”, 2014). Moreover, sexual harassment also occurs on digital platforms. 24% of Cambodian women aged 18 to 24 reported receiving unsolicited sexual messages, photographs, videos, or requests on Facebook (LICADHO, 2021). Interestingly, Meta’s Facebook is the platform where 95% of online sexual harassment happens in Cambodia (LICADHO, 2021).

These numbers indicate that sexual harassment is prevalent in Cambodia, particularly among young women from teenage years to adulthood. Unfortunately, despite the high numbers, governments, non-government organizations, and other stakeholders have not done much to create a safer environment for women. Also, cultural barriers make discussing the topic even more sensitive. The following sections will explore various aspects of the issue concerning women in Cambodia.

III. SECONDARY RESEARCH/ SITUATION ANALYSIS

A. CULTURAL/SOCIAL SCAN

Due to Cambodian cultural barriers and stigmas around gender, sexual harassment is a sensitive topic among friends and family members. Chbab Srey (translated as rules for girls in English) is a popular book of poetry published a hundred years ago that detailed the traditional code of conduct for Cambodian women, which is still considered highly relevant in modern-day society (Gender-Based Violence and Women Human Rights Defenders, 2019). It explains how a woman should think and behave to be considered “a proper Cambodian woman”. The code creates strict rules; for example, one prohibits a woman from talking or laughing loudly while strolling and without making any sound. One of the codes also mentioned that “Women is a white cloth while men stand as gold” (Chin, 2020), differentiating one’s taintedness and another’s inability to be polluted. The code pressures women and gives men freedom (Gender-Based Violence and Women Human Rights Defenders, 2019). Though the full version of Chbab Srey was removed from the Cambodian school curriculum, students from grades 7 to 9 still study the truncated version (Wilwohl, 2015). This makes the code more powerful in creating a stigma that women should not be around or interact closely with men (Chin, 2020). If they do so, it will affect them as how a white cloth can be stained. 97% of teachers and 76% of students in secondary schools in Siem Reap believe that Chbab Srey represents Khmer culture and good proper Khmer women (Wilwohl, 2015). Not only does it affect the woman as an individual, but her family can also be easily associated. However, it is acceptable for men because they are seen as gold. Therefore, if a male figure harasses a female Cambodian, others may view the victim poorly, with their worth stripped of them. Consequently, it causes harassment victims to refrain from speaking up or seeking help because they fear being viewed as flawed.

Another stigma goes, “Do not bring external problems into the home. Do not take internal problems out of the home” (Gender-Based Violence and Women Human Rights Defenders, 2019). Women are expected to never seek help

from outside of family sources when faced with any issue. Hence, they may only keep and deal with the troubles alone or with family members. This creates an unhealthy environment for the women. It causes another unnecessary pressure that restricts one from expressing themselves and receiving the support or finding the solution they need (Gender-Based Violence and Women Human Rights Defenders, 2019). In summary, these traditional norms and sayings significantly limit women's freedom and make it challenging for victims to find help and speak up.

B. CULTURAL/SOCIAL SCAN

● LEGAL FRAMEWORK

Cambodia has two types of law practices: The Constitution of the Kingdom of Cambodia and the Criminal Code ("Legal Analysis," 2015). The Constitution of the Kingdom of Cambodia has no specific article regarding sexual harassment. Yet, it only has related articles about sexual harassment. The articles include:

Article 31

The Kingdom of Cambodia shall recognize and respect human rights as stipulated in the United Nations Charter, the Universal Declaration of Human rights, the covenants and conventions related to human rights, and women's and children's rights ("Legal Analysis," 2015).

Article 38

- The law forbids any physical abuse against any individual ("Legal Analysis," 2015).
- The law protects the life, the honor and dignity of the citizens ("Legal Analysis," 2015).

Article 45

- All forms of discrimination against women shall be abolished ("Legal Analysis," 2015).
- The exploitation of women's labour shall be prohibited ("Legal Analysis," 2015).

Article 46

Human trafficking, exploitation of prostitution and obscenities that affect women's dignity shall be prohibited ("Legal Analysis," 2015).

Regarding the criminal code, sexual harassment was stated as a subcategory under sexual violence (chapter 2). Article 250 of the code chapter of Cambodia: "Sexual harassment is an act in which a person abuses power vested to him/her in his/her functions to put pressure again and again on other persons in exchange for a sexual favor" ("Legal Analysis," 2015). The punishable include imprisonment of 6 (six) days to 3 (three) months and a fine of between 100,000 (one hundred thousand) riels and 500,000 (five hundred thousand) riels ("Legal Analysis," 2015).

● GOVERNMENT APPROACH TO THE ISSUE

To tackle the sexual harassment issue in Cambodia, The Ministry of Women's Affairs (MoWA) has worked on several national plans, including Neary Ratanak V (2019 - 2023) and National Action Plan on Prevention Violence Against Women (2019 - 2023). The goal of Neary Ratanak V (2019 - 2023) focuses on enhancing legal protection for women and girls from any form of gender-based violence, including sexual harassment (Neary Ratanak V (2019 - 2023), 2020). The National Action Plan on Prevention Violence Against Women (2019 - 2023) has developed a few strategies: prevention, legal protection, multi-sectoral services, formulation and implementation of laws, policies, review, monitoring, and evaluation (National Action Plan on Prevention Violence Against Women (2019 - 2023), 2020). Both share similar strategies compared to Neary Ratanak V (2019 - 2023), with a highlight on legal solutions.

More importantly, MoWA offers a 24-hour hotline for reporting violence and harassment. Each city and province has its contact number specifically for victims. This makes the hotlines more accessible and reduces the waiting time. However, there is a limitation in promoting the hotline to the public. For instance, there needs to be a mention of this on the ministry's website. The only promotion for these hotlines is a Facebook post on the MoWA page on August 30, 2022. The reason behind the limited awareness is currently unknown.



[Image] A screenshot of the only promotion of MoWA Hotline on Facebook Page

● **NGO (NONGOVERNMENTAL ORGANIZATION) CONTRIBUTION TO THE ISSUE**

While the Ministry of Women’s Affairs is working on legal aspects of the sexual harassment, few nongovernmental organizations are participating. CARE Cambodia, an international nongovernmental organization in Cambodia, works closely with garment factories to create a safer environment

for women (STOP | care-cambodia.org, n.d.). The NGO's main activity includes creating policies for sexual harassment and training management staff on implementing the policies. CARE's most recent campaigns on sexual harassment are "Why Stop?" and "Sexual Harassment Stops here!". "Why Stop?" is an initiative that targets men to educate them on harassment issues to create an understanding of why it has to stop. The campaign uses social media strategies, event activation, and a short film competition to reach the audience. Reportedly, it reached 10 million views on Facebook, and 127,000 people watched short films about sexual harassment in five months. (#WhyStop Campaign, n.d.). "Sexual Harassment Stops Here!" aims to get the target audience members to speak up when sexual harassment happens. Care Cambodia produced a few media assets for this campaign, including posters, banners, stickers, and animation videos to send messages (#WhyStop Campaign, n.d.).

Klahaan, which means "brave" in Khmer, is a local organization that advocates for women's rights and tackles women's issues such as gender equality, sexual violence, and sexual harassment. Its vision is to create a fair and equal society for all women, regardless of where they come from, by empowering women to speak up and demand changes (About | Klahaan, n.d.). As a nongovernmental organization, Klahaan offers platforms for young writers to produce educational articles about sexual harassment. They published an article on how young people can help to stop harassment. The article highlights the challenges faced by Cambodian victims and provides four simple tips on how to help prevent the issue (Chin, 2020).

● **SEXUAL HARASSMENT WORKPLACE POLICIES AND PROTOCOLS**

In the context of labor laws in Cambodia, the Cambodian government has not yet adopted ILO Convention No 190 (Dip, 2021). ILO Convention No 190 is an international treaty recognizing everyone's free rights from sexual harassment and violence, especially gender-based violence and harassment, which is essential for employees' safety and well-being at work (Dip, 2021). The reason behind the delay is unknown. Furthermore, there are no specific national procedures regarding sexual harassment policies in the workplace, resulting in the management level

deciding the priority of sexual harassment prevention at their companies (“Equality and Non-discrimination at Work in Cambodia: Manual,” 2012). Some companies offer many promotions and activities to tackle harassment issues in the workplace. At the same time, some only mention it once when a new staff member first joins the company (“Equality and Non-discrimination at Work in Cambodia: Manual,” 2012). Additionally, no exact numbers of how many companies or non-governmental organizations have included sexual harassment in their human resources policies.

C. LACK OF EFFORTS TO ADDRESS SEXUAL HARASSMENT AMONG STUDENTS

While the government and related stakeholders have done activities and promotions to address sexual harassment, most of the work is focused more on the grassroots (factories) and legal levels. However, the lack of sexual harassment mentioned in the education curriculum is concerning, particularly given that sexual harassment occurs in school settings nationwide (Hunter, 2021). The United Nations International Children’s Emergency Fund surveyed one million youth across 160 across, including Cambodia. The survey showed that 87 young Cambodians from 15 to 25 years old were bullied and harassed online (Vojvoda & Meas, 2022). Also, sexual predators see younger people as easier targets because they lack the courage to speak up and are unaware of existing resources for seeking help (Hunter, 2021).

In 2018, the #WhyStopinSchool Campaign of CARE Cambodia published and distributed educational materials about sexual harassment in secondary schools across three provinces: Ratanak Kiri, Kompong Chhang, and Phnom Penh (Teaching ALL Young People in Cambodia That Sexual Harassment Is Unacceptable, 2018). Consequently, teachers and students responded well to the issue and how they reacted when facing sexual harassment. Later in 2022, the Ministry of Education and Youth (MoEY) mentioned that they were working on adding topics on cyberbullying, sexual exploitation, and harassment in primary to secondary education (Ayman & Ayman, 2022). Since then, there have been no further updates regarding that matter. It is hoped that the MoEY will process and implement this project soon.

Compared to the primary and secondary students, there needs to be more work done in universities. So far, the topic is not included in the university's education curriculum. Neither has any non-governmental organization initiated an approach to tackle the issue. Most importantly, there is a lack of media coverage and research on sexual harassment among university students. This is alarming because sexual harassment frequently happens to the population at the age of a university student. Mahtabul Hakim, UN Women's Coordinator of Ending Violence against Women, mentioned that sexual harassment should be added to the university's foundation year orientation and curriculum because all students must know about the issue (Bhagani, 2015). Hence, it is essential to prioritize university students' audience to address the issue.

In short, there should be more work to equip younger audiences, especially university students, with knowledge about the issue and its available resources.

D. MINISTRY OF WOMEN'S AFFAIRS HOTLINE SERVICE

As mentioned, the Ministry of Women's Affairs established hotlines for women and girls to report sexual harassment or violence issues and seek help. Each province in Cambodia has its hotline. Below is the hotline's processing of a case:

Main Steps	Detail information
Introduce the caller to the hotline	When a person calls in, a MoWA staff provides brief information about the hotline and how it helps the caller. Also, all the information is kept confidential. However, they will refer the caller to contact 119 if there is a life-threatening emergency.

Ask for the calling reason (Anonymous or non-anonymous)

- MoWA asks for the reason for calling. The caller can choose to remain anonymous.
- MoWA listens to the caller and takes notes.
- MoWA asks if the caller wants to file the incident for future investigation.

Support the Caller

- MoWA lets the caller know they are here to help them.
- MoWA asks what kind of support the caller needs.
- MoWA provides resources as follows:
 - a.** Counseling Services: Harassment victims have difficulty processing and healing from the event. MoWA will link the caller with the right resource (counselor, therapist, or psychiatrist) that is relevant to them.
 - b.** Legal Services: MoWA works with the caller and related departments shall the caller decide to report the event further and supports the caller in the following steps they will be taking.
 - c.** Gives advice for the next step (The caller is the one who decides what is next.)

The MoWA hotline offers different benefits for callers to process and heal from sexual harassment incidents. The service offers victims counseling, legal support, and general advice. If the victims call the service for counseling and mental support to process from the event, MoWA will connect them with a practical resource. Additionally, MoWA will work with them and relevant departments in more severe cases to provide legal support and assistance. Many victims make a call when they feel overwhelmed and unsure of what to do. However, there is still a limitation in promoting the hotline to the victims.

E. SWOT ANALYSIS

From the discussion above, university students are the primary audience that needs more attention regarding sexual harassment, while the MoWA hotline still requires more awareness activation. Cambodian traditional stigma significantly limits female students' freedom and makes it challenging to discuss sexual harassment and seek help (Wilwohl, 2015). Therefore, it is essential for them to know where to get support. The UN Women's Coordinator of Ending Violence Against Women emphasizes that having access to support services can provide female students with a sense of security and trust if facing any form of harassment (Bhagani, 2015). To sum up, promoting the MoWA hotline to female university students is the best option to provide them with support and resources.

There are 45 universities in Cambodia, with 35 located in Phnom Penh city. Among all the universities, the Royal University of Phnom Penh is Cambodia's oldest and most prestigious public university, established in the 1960s. There are 26,711 students enrolled, of which 15,100 are female (Rupp, n.d.). The university offers all levels of higher education, including undergraduate, graduate, and post-graduate (Rupp, n.d.). In 2014, The university showed interest in the issue by considering adding gender studies as the curriculum of the foundation year to promote the concept of gender studies (David, 2014). This demonstrates the school's interest in addressing the issue. Additionally, the school has not done much work except acknowledge the victims' complaint forms. The process is also not user-friendly. Due to bureaucracy, the victims must submit a formal document to the students' office, which takes a long time to investigate the case. Even after submitting the form, a follow-up action has yet to be initiated. Lastly, the university's credibility will make it easier to secure funding campaigns.

Given all these reasons, the Royal University of Phnom Penh is the perfect candidate for a pilot program to address this issue by promoting the hotline, especially for female university students. Here is the SWOT (Strengths, Weaknesses, Threats, and Opportunities) of the university:

STRENGTHS

- The Royal University of Phnom Penh is the first university that addresses sexual harassment issues by promoting the hotline. Also, it is a respected institution, making the campaign highly reliable and visible.
- The hotline is already well managed by the Ministry of Women's Affairs.
- The university may develop closer relationships with the students by offering support services.

WEAKNESSES

- Cultural stigma is still a significant barrier. Victims may choose to normalize staying silent to avoid being shamed and blamed.

Since the Royal University of Phnom Penh is a public university, getting the campaign authorization might take a long time.
- The campaign requires a massive budget for implementation. Hence, the university might need to outsource the funding.
- The university will need a team to manage the campaign since they only have one communication person.

THREATS

- If the hotline gets very busy, the Ministry of Women's Affairs may need additional staffing to handle the caseload.
- The university management might only approve of some of the proposals.

OPPORTUNITIES

- This campaign can be held annually for the students, and some of the materials produced can, and are encouraged to, be reused in future campaigns. The success of the campaign will be a model for other universities in Cambodia to follow.
- While this is an excellent first step, more will need to be done to ensure female students' safety.
- The campaign will show the public how crucial it is to make women feel safe and supported.
- Students can be inspired by the campaign to create an association that supports the cause and changes the culture in the long term.

IV. PRIMARY RESEARCH

Three focus group discussions were conducted to understand better the issue and the audience at the Royal University of Phnom Penh. A focus group is an effective method to gain insights by allowing participants to discuss their experiences (Social Research Update 19: Focus Groups, n.d.). The snowballing method was used to recruit participants. Due to limited time and resources, there were only 7 participants for the focus groups. The small group was kept between friends only to ensure the participants felt comfortable sharing their experiences and opinions. All participants are current female students at the Royal University of Phnom Penh aged 18 to 24. Their grades range from first to senior year. Below are details of the group:

Group 1

1. Chansophea
2. Darany
3. Chivin

Group 2

1. Srey Mach,
2. Sunny

Group 3

1. Keo Mony
2. Sreytouch

The focus group structure began with understanding their personalities and lifestyles to kick off the session, followed by questions regarding their experience with harassment issues. Lastly, the survey concluded with questions on how the campaign can help them support the victim.

RESULTS

SEXUAL HARASSMENT IS COMMON TO EXPERIENCE BUT NOT SPEAK ABOUT.

Out of the seven interviewees, six of them experienced all types of harassment. All of them experienced verbal harassment from strangers, acquaintances, or friends. Two participants had experienced physical harassment. When asked how they respond to the incidents, most preferred to keep it to themselves because they believed sharing negative information with others is not common. This aligns with a Cambodian stigma stating, "Do not bring external problems into the home. Do not take internal problems out of the home". Two of them told their sisters because they struggled to process the feelings and move on. Also, they wanted protection to feel safer.

TALKING ABOUT YOUR EXPERIENCE/ASKING FOR HELP AFFECTS THE VICTIMS AND THEIR FAMILY'S REPUTATIONS.

Earlier in the papers, Chhab Srey was mentioned as part of how it affects victims' behavior on how they respond to sexual harassment experiences. Girls in Cambodia are taught that physical interaction with men can bring shame to themselves and their families. Sophea, a computer science student, said, "We feel embarrassed about ourselves; if we tell it, we will even feel worse. It keeps us wondering why it happened to us. Once someone else knows, they would begin to talk badly about it. So, whenever it happens, it feels like we are exposing ourselves if we talk about it." Not only Sophea, but Danny, a participant from the same discussion group, agreed and said, "All females feel the same way. We feel embarrassed about ourselves, and if we tell it, we will even feel worse. Some people will judge us and our families if we randomly tell people." These examples show that female students still carry that perspective and do not normalize seeking help.

TRUST AND CONFIDENTIALITY ARE ESSENTIAL TO HARASSMENT VICTIMS.

Six people were interviewed for the project. They all stated that they only talk about harassment with people they trust. When they experienced harassment, they felt at their lowest point and blamed themselves. Therefore, trustful friends or families make victims feel safer and more comfortable sharing their stories. Sophea, one of the interviewees, said, "So my option is to keep it to myself. I will not tell anyone to get support or anything. I will keep it to myself unless I trust that person." Most importantly, those groups of people can keep their information confidential.

NO ONE KNOWS ABOUT SUPPORT RESOURCES, ESPECIALLY THE MOWA HOTLINE

Surprisingly, all participants are unaware of any supportive resources. None of them has encountered any activities or promotions about the hotline. In case, what would they do if they wanted to seek help? They remained silent. The only option they had was to call the police. Yet, since most of the proprietors are male, a gender barrier was created.

Additionally, they questioned how trustworthy and reliable the MoWA hotline is. They don't want to lose trust or time if it proves unreliable. They stated that they would use the hotline only if the campaign was widely known and used by their peers.

TYPES OF SUPPORT THAT VICTIMS NEED.

All the participants agreed they needed a trustful support line/resource they relied on. Many mentioned, "If there is a reporting line, I will report it. The question is, to what extent can they help us? Because sexual harassment happens at a particular place, and we don't know that person. What if it happens along the road? If we report, can we trust them to help us?". Her friend, Srey Touch, supported her and said, "As long as we can trust them. If they prove we can trust them to provide solutions, I will report without a second thought. Nowadays, the only reason that I did not report is trust."

When asked about the types of support they need, the participants mentioned a few things. Firstly, they wanted legal action against the harassers. Srey Mach said, "For me, I think the harasser should receive a consequence for their action. They should be responsible for it. I want the police to punish the harasser. That is all." Secondly, they wanted emotional support to help them recover from the event. One of them mentioned that the best was emotional support. Also, talking to others who have experienced similar situations would be helpful. It is like a domino effect. Some females don't want to share the experience, and we need someone to kick start and prove that they are not the only ones who face the situation.

CONCLUSION

The interview aims to understand the Royal University Students' perspective and behaviors regarding sexual harassment. The results revealed that all the participants share a typical pattern. Most of them experience sexual harassment in various forms, such as verbal, physical, and digital. However, due to the Cambodian stigma, none feel comfortable sharing the experience or seeking help. Some only asked for help from close friends or families when necessary. Also, they are unaware of any supporting resources, including the MoWA hotline.

Regarding the kind of support they preferred, participants who are outspoken about the issue want the harasser to be punished for their actions. Others said they only needed mental assistance to help them process and move on from the event.

V. INTRODUCTION TO HERSTORY, GOAL, AND OBJECTIVES

Because more work is encouraged to raise awareness of the MoWA hotline to priority audiences, HERStory is created. HERStory is a communication campaign designed to tackle sexual harassment issues for female students at the Royal University of Phnom Penh (RUPP) using various strategies such as social media, events, and print media. The goal of HERStory is to change the culture of how harassment victims, particularly at RUPP, respond to the incident and its trauma by seeking help from the MoWA hotline.

The following are the measurable objectives:

- 1.** Awareness Objective: To get 70% of RUPP female students (10570) aware of the MoWA support hotline within six months
- 2.** Acceptance Objective: To persuade 35% of female students at RUPP (3699) that MoWA hotline is a safe and supportive resource to contact within six months.
- 3.** Action Objective: Within six months, get 15% of female students at RUPP who experienced harassment to call the hotline.

VI. PRIORITY AUDIENCES

The campaign's primary audiences are female students currently enrolled at the Royal University of Phnom Penh. According to the insights from the focus groups organized by the Royal University of Phnom Penh students, they share similar values and concerns.

VALUES:

- **Trust:** It is essential that victims feel safe and comfortable sharing their stories with trustworthy people consisting including a friend, family, or a subject expert. Those individuals can provide the victim's consultation and comfort.
- **Confidentiality:** As discussed, social norms and stigmas may create barriers preventing victims from speaking up. The information they share must remain confidential to protect their privacy and identity.
- **Action Orientated:** When victims seek assistance from any person or support center, they need to know that the case will be taken seriously and that it will be followed up with real solutions and actions.

CONCERNS:

- **Reputation:** As learned in the focus groups, reputation is a big concern, especially after scrutinizing the country's influential culture. Speaking up about sexual violence or sexual harassment is not a common practice because it may negatively affect one's reputation due to victim shaming. This means that victims avoid seeking external support altogether, instead choosing to handle it by keeping the trauma to themselves.

Additionally, the insights from the focus groups enabled us to categorize sexual harassment victims into two general types. Below are the two generalized personas (all names have been fictionalized to represent the personas):

1. VOCAL/OUTSPOKEN FEMALE STUDENTS

Mech - 20 years old	
Personality	Mech is very outspoken. She is an International relations student at the Department of Foreign Languages. She enjoys discussions about social issues. In the future, she wants to work for a company or non-governmental organization that promotes positive changes for society.
Interests/Hobbies	She loves to try new activities and spend her free time volunteering. She would like to start traveling to different countries to learn more about the world.
Knowledge about Sexual Harassment	7/10
Experience with Sexual Harassment	She often gets called out by guys whenever she walks alone on the streets. She feels very uncomfortable every time but does not know how to respond. In a more severe case, it was her teacher who harassed her. She felt scared and could only tell her friends in order to get it off her chest, however, without awareness of existing resources, she did not know where to report the incident, in order to get legal support.
Motivation to contact Hotline	She will report any sexual harassment cases so the perpetrators will not get away and do it to her or others.
Communication Platforms	Facebook, Instagram, and TikTok

2. RETICENT FEMALE STUDENTS

Cheata - 19 years old	
Personality	Cheata is easy-going. She is currently pursuing her Bachelor of computer science. She is an ambivert and only talks about something she truly cares about. If it is not within her interest, she will only listen to learn.
Interests/Hobbies	She mostly spends time doing assignments with friends rather than enjoying her own company. She likes discovering new coffee shops and restaurants in town during her free time.
Knowledge about Sexual Harassment	5/10
Experience with Sexual Harassment	A stranger harassed her on Facebook messenger by sending her naked pictures. She blocked that stranger and only told her close friends about the incident. She has since tried to keep her profile low after that online harassment, hoping that would help avoid more unwanted attention.
Motivation to Contact Hotline	She wants to talk to someone who is unbiased to her case to process her feelings and furthermore, seek mental counseling to process the trauma of the incident.
Communication Platforms	Facebook and Instagram

Sonita - 20 years old student

Personality	Sonita prefers to keep quiet around her peers as she finds it difficult to socialize. She is studying at the Department of Media and Communications and wants to work in the communication sector in the future
Interests/Hobbies	She mostly enjoys her own company, usually reading or binge-watching TV series in her room.
Knowledge about Sexual Harassment	6/10
Experience with Sexual Harassment	None
Motivation to Contact Hotline	According to her, if it happens, she would like to have the option to talk to someone in order to process what has happened and get advice on what to do next.
Communication Platforms	Facebook and Tik Tok

COMMUNICATION PLATFORMS:

According to the focus group insights, students are unfamiliar with using websites or email to gather information or communicate with professors or peers. Instead, they use social media platforms such as Facebook, Instagram, and TikTok. Below describes how they use them:

- **Facebook** is the most used platform among students at the Royal University of Phnom Penh. They use Facebook for multiple purposes such as daily communication, school assignments, and education. Additionally, it is an online market platform and information hub.
- **Instagram** is more lifestyle-oriented for students. They use it sparingly for educational purposes. However, they usually share glimpses of their daily lives on the Instagram Story function.
- **Tik Tok** is their primary entertainment platform, with content focusing on self-care, safety tips, makeup and styling inspiration. Students may use it as a form of stress relief.

VII. CAMPAIGN THEME

The primary and secondary research conclude that female students at the Royal University of Phnom Penh face cultural and social barriers while seeking help or speaking up. Hence, it is crucial to change the culture of blaming and silencing the victims by making them feel seen and valued, so the campaign focuses on **#HERStorymatters** regardless of the size and form of the story. Every victim should speak up and seek help because every woman is worthy. They all deserve love, respect, and support.

VIII. MESSAGE PLATFORM

The campaign developed a messaging platform to align with the theme, which will be utilized across various strategies and tactics. The detail of the platform is outlined below:



IX. STRATEGIES AND TACTICS

The HERStory campaign aims to change the culture of victim-blaming by creating a sense of worth and love among the victims. The first crucial step is to raise awareness about the issue, core values, and the call to action outlined in the campaign's message platform. Social media offer a variety

of creative tools and give audiences exposure to the movement regardless of where they are. Additionally, the primary audiences rely on social media as their central communication platform. Hence, the campaign strategically utilizes social media to reach the priority audiences using both owned and paid tactics. For social media, it is essential to maximize their exposure to the campaign and its message and call to action.

Following the awareness stage, the next step is to get the audience to believe and act. The priority audiences mentioned that trust is their top value. Print media and events strategies are proven to build better trust and interaction because audiences can touch, see, and feel the campaign in person. Given the presence of promotional materials on campus, the campaign will leverage print media to establish credibility and action-oriented qualities of the campaign. At the same time, events will increase engagement between audiences. Both strategies ensure the campaign can create a trustful relationship with the priority audiences.

A. SOCIAL MEDIA STRATEGY

Social media marketing is crucial in reaching target audiences in today's hybrid world. To deliver our message more effectively, the campaign will use social media platforms such as Facebook, Instagram, and TikTok to provide accessibility for audiences. Additionally, when a sensitive topic is being spoken publicly in a highly informative way, it will help combat social stigmas and change the culture of blaming and silencing the victims. LICADO report also highlighted the importance of utilizing social media platforms to tackle this issue (LICADHO, 2021).

Facebook and Instagram will be the primary channels for this campaign due to their popularity among our target audiences. Also, these platforms will be cross-linked to help provide more visibility and engagement. It will also reduce the workload for the communication staff of the university. Additionally, the campaign will have dedicated pages because it is easier for the target audiences to recognize the page and find relevant information. The campaign will join hand with the university and Ministry of Women Affairs pages to increase the campaign's credibility. As mentioned above, the target audiences also use TikTok for entertainment. Hence, it will be the

secondary platform to increase the awareness of the MoWA hotline among the target audiences. Lastly, the campaign will use social media marketing tactics like owned and paid media.

TACTIC 1: SOCIAL MEDIA CONTENT MARKETING FOR FACEBOOK, INSTAGRAM, AND TIKTOK CHANNELS

- **Objectives:** Awareness and Acceptance
- **Evaluation:**
 1. The number of page likes and followers
 2. The number of reach and engagement

Social Media Content includes various elements such as posters, videos, reels, stories, and captions. The contents shall convince our main audiences that **#HERStorymatters** by conveying the values that every woman always deserves love and support or that women are worthy. The materials must include a clear message and call to action: Speaking up/seeking help matters because you are worthy. Call the MoWA hotline to get confidential support if you experience harassment! Additionally, the caption needs to be short but inspiring. It must start with catchy and exciting information about the presented asset and conclude with a compelling call to action that leads to the intended vision: The more we normalize calling the MoWA hotline to get the support needed, the more powerful we become in creating a safer environment for our female friends.

The audiences have been segmented into all priority audiences and two subgroups: All female students at the Royal University of Phnom Penh and the subgroups: Outspoken/Vocal Female Students and Reticent Female Students. Therefore, the campaign produces more personalized and relevant content for each group.

ALL FEMALE STUDENTS AT THE ROYAL UNIVERSITY OF PHNOM PENH

This tactic aims to create content to convince audiences that seeking support means initiating direction to love and respect themselves. It does not diminish their worth as human beings and will further call out the drawback consequences of victim shaming. Below are the topics:

Topic	Description
Main Message	The campaign creates the visual aids (posters and videos) to convey the message: Seeking help matters because you are worthy. You deserve the love and support.
MoWA Available Resources	It is crucial that the audiences are aware of the support resources that MoWA offers to the victims.
Storytelling	Storytelling is compelling in today's market. The campaign features voluntary interviews with the victims who contacted MoWA Hotline to share their harassment or MoWA-related experience. To make it more interesting, staff or volunteers behind the campaign can also share their stories.
Social Media Trends	Utilizing social media trends or tools such as texture videos, music lip sync, and dance challenges, the campaign can reach the priority audiences quickly and effectively.
Weekly Quiz	Engaging content is strongly recommended. The campaign can develop simple questions to interact with audiences. It can be either about sexual harassment or the MoWA Hotline. There will be a higher engagement or participation rate if the campaign is able to offer prizes for five to ten winners.

SUBGROUP 1: VOCAL/OUTSPOKEN FEMALE STUDENTS

Since subgroup 1 mentioned contacting the MoWA hotline to report the harasser, this content will provide information about MoWA legal services. While the message stays the same, the call to action is updated to emphasize the involvement of law enforcement: Let's be courageous and report the harasser to MoWA Hotline!

Topic	Description
The Importance of Reporting Harasser	The campaign creates products (posters and videos) to convey the messages and the call to action above: Let's be courageous and report the harasser to MoWA Hotline!
Process Explanation	Reporting a harassment case may sound daunting, because many are not aware of the steps they can take. To make audiences feel more comfortable, the campaign can create videos, reels, and posters to explain the process of reporting a harasser.
Law Explanation	There are different laws regarding sexual harassment in Cambodia. It is a great opportunity to produce content and educate audiences. It also creates necessary awareness of the sexual harassment and assures that the legal system will take proper action against the harasser.
Storytelling	The campaign features stories of the victims who contacted MoWA to report the harasser. It can either be a short interview video or a poster.

SUBGROUP 2: RETICENT FEMALE STUDENTS

This section highlights the mental support service that MoWA offers by creating various content. The contents below will persuade audiences to speak up about the incident and minimize mental harm. Also, the core message remains unchanged, but the call to action will be tailored to be more mental support to the victims: You are not alone. We are here for you. Call the MoWA hotline to talk it out!

Topic	Description
Mental Effects on Victims	Victims may not open up about the incident, because they may not be aware of the potential harm for their mental health while submitting to social stigma. Sexual harassment has both short and long-term effects on mental and psychological. An interview or animation narration from an expert can be shared to increase the credibility of the campaign.
Seek Help and Talk To Feel Better	The campaign creates assets (posters and videos) to deliver the same message but tailor the call to action to be more mentally and emotionally supportive as mentioned.
Self-Care	There is also supportive content such as <ul style="list-style-type: none">• Self-care (physical and mental) after a harassment incident• Positive affirmations for victims• Things to say and not to say to sexual harassment victims
Storytelling	Victims who will have used MoWA Hotline, can be asked to volunteer telling their stories to help process the harassment incident. It can either be a short reel, interview video, or a poster.

TACTIC 2: BOOSTED SOCIAL MEDIA CONTENT FOR FACEBOOK AND INSTAGRAM

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of reach and engagement

The campaign can better reach and impact target audiences by boosting social media content. It is recommended that the main product of each group should be boosted to ensure maximum reach and engagement. If there are any viral videos, they should be boosted to increase the reach and visibility of the campaign. This tactic helps with greater reach, engagement, and results.

TACTIC 3: INFLUENCER MARKETING FOR FACEBOOK AND INSTAGRAM

- **Objectives:** Acceptance and Action
- **Evaluation:** The number of reach and engagement from the influencer's pages

Social Proof Theory is a psychological effect in which people follow the behavior of the masses or the powerful (Roach, 2022). This theory is claimed to be an effective tool in the marketing and communication world. Social theory examples include reviews, recommendations from friends, and influencer marketing (Roach, 2022). Also, young adults often look up to specific individuals they respect and admire while they are growing up. Therefore, the campaign uses influencer marketing to influence priority audiences. Using the right influencers can be very effective in delivering the campaign message. In this tactic, three influencers are selected to discuss the issue.

1. Chet Kanhchna (*Followers: 122K*)

Chet Kanhchna, a singer/songwriter, bravely shared her stories about the sexual harassment incidents she experienced publicly. Although she encouraged other women and girls to practice caution, she didn't provide any information on the support resources. Given her experience with the issue, she is the perfect influencer to endorse the MoWA hotline for this campaign.

2. Srey Nea (*Followers: 1M*)

Sreynea is a lifestyle influencer. Her content mainly focuses on self-love, self-care (physical and mental), and women empowerment. This makes her an inspiring individual to female high school and university students that aligns with our target audiences.

3. PingAnn Oung (*Followers: 180K*)

PingAnn is a male influencer promoting a healthy lifestyle and women's healthcare. His expertise makes him influential in conveying health-related messages to the audience. Therefore, he is also a suitable figure to discuss sexual harassment and promote the MoWA hotline.

The three influencers are encouraged to promote the MoWA hotline in their style and creativity while ensuring the message is still delivered. To make the message more impactful, they can share their own stories. If they ever get harassed and contact MoWA, it is essential that they share their experiences. Another way they can do it is to discuss the issue and explain the value of asking for help and speaking up. The most important thing is to end it with a powerful call to action that reinforces the message: it is time we change how we respond to harassment by seeking support from the MoWA hotline because every woman deserves love and respect. Together, we create a safer environment for our female friends.

TACTIC 4: AUGMENTED REALITY FOR FACEBOOK AND INSTAGRAM

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of priority audiences using the AR filter

Augmented Reality is a powerful tool in today's communication campaigns. It offers audiences a modern and new way of connecting the audience with the issue or the brand. Most importantly, it links both digital and physical experiences. All the filters will be published on both Facebook and Instagram. There are two conditions to this filter:

- **Condition 1:** When the users close their mouths, the filter turns to black and white, with words such as “diminish your worth” or “bring shame to the families” covering the mouth area. This visual indicates they do not discuss sexual harassment due to social stigma/barriers. (See “creative” in appendix)
- **Condition 2:** When the users smile or open their mouths, the filter transforms into colors, displaying phrases like “You deserve all the love, respect, and support” or “HERStorymatters because she is worthy.” This presents the importance of speaking up/asking for help. (See “creative” in appendix)

TACTIC 5: SILENT STORIES FOR FACEBOOK AND INSTAGRAM

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of priority audiences joining the Silent Stories movement

Some victims have a support system and share their stories, while some are not so fortunate. Moreover, victims have difficulties opening up due to the topic’s sensitivity. To address this, the campaign offers options for victims to normalize talking about their experience and request help if needed. Silent Story is a platform where victims can submit stories anonymously in a simple and quick Google form. The process is concise and convenient. It includes:

1. Enter your preferred or made-up name.
2. Tell us your story.
3. Do you need any support?
4. Contact numbers (Only if you are comfortable)
5. Are you comfortable sharing the stories anonymously on social media platforms?

More importantly, sharing these stories with the public helps make the movement powerful. According to social proof theory, as one person speaks about their experience, it will likely inspire others to do the same and open

up (Roach, 2022). Also, the shared story can be included in the poster or the reel. The reel can be a video of a shadowed woman sitting without audio with subtitles telling the stories. Audiences might think the audio is not working, yet it is done purposely to represent the victims' silence. After the story, there will be a screen stating the issue: Talking about sexual harassment experiences diminishes the worth of Cambodian women and brings shame to their families. This results in most victims suffering in silence. Then it ends with a message and calls to action: Change this and call the MoWA hotline to talk or report because you deserve all the love and support #HERStorymatters.

RULES TO IMPLEMENT ALL SOCIAL MEDIA MARKETING TACTICS

- The campaign must publish three to five posts with weekly content from the three groups. Posting the general audience's content on Monday and Saturday is recommended, as these days have high traffic. On Tuesday, focus on sub-group 1, while Friday, focuses on sub-group 2. Please note that the schedule can be changed during the campaign for better reach and engagement.
- All the videos and content should be adapted to different digital sizes to post on three platforms: Facebook, Instagram, and TikTok (See creative frames in appendix).
- The videos must not last three minutes to maintain the audience's attention.
- Keep the caption lowercase and short (No longer than 15 sentences)
- The campaign's tone is soft, relatable and supportive.
- Include the hashtag #HERStorykh #HERStorymatters #sexualharrasment #rupp #femalevictims
- Post at peak time
- Post stories daily to keep the page active about the campaign activities
- No unrelated shared content on the page

B. PRINT MEDIA STRATEGY

While there is much distraction in digital, audiences see and feel print media better (Dornans Printers, 2020). Seeing and feeling can quickly earn the audience's trust and belief in the product (Dornans Printers, 2020). This is why print media is influential in promoting the hotline to female students at the Royal University of Phnom Penh. This strategy contains identification cards, posters, banners, and leaflets.

TACTIC 1: IDENTIFICATION CARD

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of ID cards distributed to the students

To ensure practical accessibility, the MoWA Hotline should be provided on the back of every student's identification card. It will be within reach and serve as a reminder that help and assistance are readily available. Additionally, the message on the student identification card should be short and precise, with a specific call to action: "If you are experiencing any form of sexual harassment, be courageous by calling the MoWA hotline and getting confidential support from us." (See "creative" in appendix)

TACTIC 2: POSTERS AND BANNERS

- **Objectives:** Awareness
- **Evaluation:** The estimated numbers of the priority audiences exposed to the posters and banners

The Royal University of Phnom Penh has an enormous campus with over seven buildings, three dining halls, parks, and study spaces. Given that the students frequently commute and hang out between locations on campus, it is ideal to utilize the campus ground to increase the campaign's visibility among the target audiences. Posters and banners will be strategically displayed around the school campus to increase the campaign's visibility. Every hall, classroom, and bathroom has campaign posters. Banners are best displayed in traffic areas such as the library, along the road, canteen, libraries, and other open areas.

This tactic aims to influence the priority audiences by delivering concise messages that capture their attention as they have limited time to read the lengthy content. The messages and call to action must be short, easy to read, and impactful, allowing the audience to read and understand the message with just a glance. There will be five artworks converted to fit different sizes. Below are the messages and call to action.

1. Speaking up and seeking help matters because you are worthy. You all deserve love, respect, and support. [#HERStorymatters](#)
2. Change how you respond to sexual harassment; Call the MoWA hotline if you experience/see harassment. [#HERStorymatters](#)
3. Let's be courageous and report the harasser confidentially to MoWA Hotline! [#HERStorymatters](#)
4. You are not alone. We are here for you. Call the MoWA hotline to talk it out! [#HERStorymatters](#)
5. If you experience sexual harassment, be courageous by calling the MoWA hotline and getting confidential support. [#HERStorymatters](#)

TACTIC 3: LEAFLETS

- **Objectives:** Awareness
- **Evaluation:** The number of priority audiences who received the leaflets

Leaflets are the essential product of the print media strategy as they contain detailed information about the issue for the priority audiences. They help students understand the problem, provide guidance on responding to such incidents, and access available support resources. Therefore, it is crucial to distribute the leaflets to the students at the Royal University of Phnom Penh. The leaflets should include information like:

1. What is sexual harassment? What are the different types of harassment?
2. Comforting information for the victims
3. Different support options are available to survivors
4. Other important resources

5. **Message and Call to Action:** The more we normalize calling the MoWA hotline to get the support needed, the more powerful we become in creating a safer environment for our female friends.

C. EVENT STRATEGY

The event strategy aims for in-person engagement with priority audiences because it encourages open discussions on the spot. These discussions allow audiences to ask questions they may have and give immediate feedback. Hence, event strategy is crucial to reach the outcomes.

TACTIC 1: PUBLIC STUNT (THEME AND STORIES EXHIBITION)

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The estimated number of people exposed to the public stunts

Public Stunts are an effective tool to get mass audiences' attention. They also create a buzz on social media or create discussions about the issue, especially when it is sensitive.

- The HERStory campaign will choose accessible locations to display the letter "**HERStorymatters**" and exhibitions at the Royal University of Phnom Penh. An enormous HERStorymatters sign will be placed in the middle of the university park to grab students' attention and promote the campaign. Also, it can be a photo-op location where students can take and share pictures on social media.
- The HERStory exhibition interviews and features the real victims' stories that contacted the MoWA hotline, along with their photographs (voluntarily provided), which will be printed on a giant board. The bottom of the board will present the campaign's message, vision, and call to action that aligns with the presented story. Here are the suggested options:

1. She shared her story. Change your response to sexual harassment and share yours with the MoWA Hotline! [#HERStorymatters](#)
2. She asked for help because she was worthy. She deserves love and respect. Get confidential support from the MoWA Hotline! [#HERStorymatters](#)
3. She talked it out and felt better. You can too, by calling the MoWA hotline. [#HERStorymatters](#)
4. She reported the harasser confidentially. You can too, by calling the MoWA hotline. [#HERStorymatters](#)

The goal is to create 20 stories around the campus, ranging from minor to serve harassment cases. This showcases the real stories while allowing audiences to connect with the experience and inspire them to access support services.

TACTIC 2: MONTHLY PANEL DISCUSSION

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of priority audiences joining the session

A panel discussion is a very effective tactic to provide the target audiences with new or complicated information. The campaign hosts monthly panel discussions holding simple conversations about sexual harassment. Not only is the panel discussion informative, but it also gives a platform for targeted audiences to engage on the spot. The panel should include critical individuals such as a moderator, mental counselor, legal specialist, police, and the victims. The panel discussion should not be formal or last longer than one hour to make it more exciting and engaging. There are the suggested topics.

1. Introduction to MoWA hotline
2. Legal Support that MoWA offers
3. Mental Support that MoWA offers
4. Self-care after sexual harassment incidents
5. Others

The moderator should be the harassment victim or female student representative to make the discussion more powerful and relevant to the audience. She should start the discussion by introducing the problem and values. Also, she should end with a powerful statement reinforcing the message and vision: Every woman is powerful and worthy. Change how you respond to sexual harassment; Call MoWA hotline if you experience/see harassment.

TACTIC 3: MONTHLY SUPPORT GROUP

- **Objectives:** Acceptance and Action
- **Evaluation:** The number of priority audiences joining the support group

It is common for harassment victims to suffer emotionally and mentally. Therefore, we must offer a range of support platforms to help them overcome it. The bi-weekly support groups for female students, including victims and non-victims, provide a safe space where they share personal stories, feelings, and coping mechanisms. This shows how all women come together to support each other. Most importantly, it helps normalize discussions about sexual harassment experiences.

The support groups will be hosted in hybrid mode to make them accessible and accommodate the current situation. Female students can choose to join either in person or online. Also, the information will be strictly confidential, and no recording will be made. A mental counselor or therapist will facilitate and guide to support the groups. She should end with an inspiring message, vision, and call to action: "Thank you for being brave, sharing your stories, and joining us in making it safer for our female friends. Remember that you are powerful and worthy. Call MoWA hotline to get confidential support!"

TACTIC 4: MONTHLY LIVE ACOUSTIC POP-UP

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of priority audiences watching the artists present the campaign

Addressing sexual harassment is essential but shouldn't be boring or dull. Since school is already stressful for students, capturing the target audience's attention with something fresh and fun is essential. One potential tactic is doing a monthly live band at various locations during break and after school. During the performance, the artists can raise awareness about sexual harassment, deliver the message, and promote the available resources. More importantly, they can promote the MoWA numbers before, during, and after their show. To make it more engaging, there can be a Q&A session where students can ask questions and receive campaign leaflets. The campaign should choose any acoustic band relevant to the target audience to make it more effective. Here are the suggestions:

1. Kanchna Chet
2. Kesor from Small World Small Band
3. Suly Pheng
4. SUFFER Band

Having the artist present to students makes it more influential. The speech shall end with a powerful, self-efficacy-revoking statement: Speaking up/ seeking help matters because you are worthy. You all deserve love, respect, and support. Change this and call the MoWA hotline to talk or report because you deserve all the love and support [#HERStorymatters](#).

TACTIC 5: SELF-CARE PACKAGE GIVEAWAY

- **Objectives:** Awareness and Acceptance
- **Evaluation:** The number of priority audiences who received the packages

HERStory cares for and supports priority audiences at essential and challenging times, such as after the semester starts, during the midterm, and before the final exams. To show our commitment, we give away female students' self-care packages. This package promotes MoWA numbers by including contact information on every item. The package shall include

- The campaign leaflet.
- Some sweets (Candies, chocolates, or juice)

- A Pen (with the contact numbers on it)
- A loving note that includes the campaign's message: Remember that you are powerful and worthy. So speak up and get confidential support from MoWA Hotline! [#HERStorymatters](#)

Lastly, the design and theme should be charming and appealing to get more attraction from the target audiences.

X. EVALUATION

AWARENESS OBJECTIVE:

The campaign aims to inform 70% of RUPP female students of the MoWA support hotline within six months. HERStory can measure the output in various metrics. Those include:

- **Social Media Strategy:**
 1. The numbers of priority followers and likes.
 2. The number of engagements, mainly from priority audiences
 3. The number of priority audiences using the AR filter
- **Events Strategy:**
 1. The number of priority audiences joining the panel group discussion
 2. The number of priority audiences watching the live performance, mainly when the artist presents the campaign.
- **Print Media:** The number of priority audiences having the ID card

Also, the outcome of the awareness objective of the campaign can be measured by looking at

- Activities/campaign on sexual harassment from students
- New policies change from the school management.
- The conversation around the topic on social media and in class

ACCEPTANCE OBJECTIVE:

The campaign aims to persuade 35% of female students at RUPP to believe that the MoWA hotline is a safe and supportive resource to contact within six months. For this objective, the campaign will use the before and after study survey method to evaluate the success of the acceptance objective. By using the survey, the campaign can better understand the real impact of the campaign, especially the perspectives and attitudes of the target audiences.

Before the campaign, the survey will be sent out to all the priority audiences and ask about their knowledge and trust regarding the MoWA Hotline as the project's benchmark. After implementing the campaign, it will send an after-study survey to assert its effectiveness. Also, the survey should be brief and straightforward to encourage more participation. Here are the main points of the survey.

Pre-Campaign Survey

- Personal Information
- Knowledge and Experience with Harassment
- Knowledge about available support resource, particularly the MoWA Hotline
- Exposure to campaigns about the MoWA Hotline

Post-Campaign Survey

- Personal Information
- Knowledge and Experience with Harassment
- Knowledge about available support resource, particularly the MoWA Hotline
- Exposure to campaigns about the MoWA Hotline impression about the MoWA Hotline
- Trust, Beliefs, and Feeling about the MoWA Hotline
- Experience with the MoWA Hotline
- Feedbacks and Recommendation

Additionally, the number of people joining the support group can count toward this objective—their participation in the support group reflects their trust and belief in the MoWA contact.

ACTION OBJECTIVE:

The measurable goal is to get 15% of female students at RUPP who have experienced harassment to call the hotline within six months. MoWA will be offering quantitative statistical data before and after the campaign so that RUPP can compare the benchmark to the number collected monthly, quarterly, or after the mission has reached the deadline.

It is of the utmost importance that we protect victims' privacy. Under confidentiality, each victim will be respected upon their decision to remain anonymous or to opt out of data collection.

XI. TIMELINE AND BUDGET

Activities	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
SOCIAL MEDIA STRATEGY																																
Hire and form a media team for videos and artworks																																
Produce the video assets for the campaign																																
Design the artworks for the campaign																																
Establish social media pages																																
Prepare monthly social media deck																																
Approve monthly social media deck																																
Implement Content Marketing tactic																																
Implement Boosted Content tactic																																
Implement Influencers Marketing tactic																																
Implement the AR filters																																
Implement Slit Stories tactic																																
EVENT STRATEGY																																
Design the logo display for Public Stunt																																
Set up the logo display for the Public Stunt																																
Launch the logo display for Public Stunt																																
Interview and collect the stories to display																																
Prepare the structure and set up the stories boards																																
Implement the stories board tactic																																
Work with the mental experts team																																
Activate the monthly support group																																
Organise the Monthly panel discussion																																
Implement the monthly panel discussion																																
Work on the plan with singers and bands for the pop up acoustic																																
Launch the Monthly Live acoustic pop-up																																
Design and prepare the logistics for the self care package giveaway																																
Launch the self care giveaway package																																
PRINT MEDIA STRATEGY																																
Design the ID Card																																
Distribute the ID Card to students																																
Design key visual and adapt to different formats																																
Print all the BTL materials																																
Place all the materials at school areas																																
Implement the BTL materials tactic																																

ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE	COMMENT
SOCIAL MEDIA STRATEGY				
Videographer	7 months	\$400.00	\$2,800.00	RUPP should hire and form a team to work on this project. It is cheaper and more stable.
Editor	7 months	\$400.00	\$2,800.00	
Designer	7 months	\$500.00	\$3,500.00	
Boosting	6 months	\$1,000.00	\$6,000.00	For all the social media content of the campaign.
Influencers	6 months	\$1,000.00	\$6,000.00	
Other		\$3,500.00	\$3,500.00	This is for extra expenses such as props or studio rental for the Videos and artworks production.
		SUBTOTAL	\$24,600.00	
PRINT MEDIA STRATEGY				
Poster	2000 Posters	\$0.50	\$1,000.00	
ID Card	26,711 Students	\$0.30	\$8,013.30	It is recommen to replace all students a new ID card for the new academic year.
Banners	One set (5 banners) x 50 locations = 250 banners	\$7.00	\$1,750.00	There are extra banners to replace the old ones.
Leaflets	15,000 Leaflets	\$3,500.00	\$3,500.00	
		SUBTOTAL	\$18,263.30	
EVENT STRATEGY				
Logo Public Stunt	8 Letters (HERStory)	\$150.00	\$1,200.00	This also includes set up and maintenance price.
Photo Exhibition	20 Backdrops	\$60.00	\$1,200.00	This also includes set up maintenance price.
Panel Discussion	6 months	\$300.00	\$1,800.00	For speakers and refreshment budget.
Support Group	6 months	\$150.00	\$900.00	For expect and refreshment budget.
Live Accoustic Performance	6 shows	\$500.00	\$3,000.00	
Self Care Package	3,000 x 2=6,000packages	\$3,500.00	\$3,500.00	Due to limited budget, we only giveaway 3000 packages per time
		SUBTOTAL	\$17,100.00	
		SUBTOTAL	\$59,963.00	

*Please note that the budget provided is based on the prices/experience of running campaigns in Cambodia.

XII. APPENDIX

A. FOCUS GROUPS GUIDELINES AND TRANSCRIPT

The structure of this focus group is intended to gather qualitative insights from university students who are friends and families of the harassment victims to understand how they react to hearing/seeing harassment. This will help to form better strategies and tactics to achieve the objectives.

The focus group is planned for 30-60 minutes. Participants may share as much as they are comfortable and are not required to answer any question. The focus group structure begins with understanding their personalities and lifestyles to kick off the session, followed by questions regarding their experience with harassment issues. Lastly, the survey concludes with questions on how the campaign can help them support the victims. These questions can be adjusted in order and content, and it is encouraged to allow participants to speak freely and shift the subjects around if the conversation naturally moves in that direction

QUESTION

- **Personalities/Lifestyles**

1. Name, Age, and three words that describe you
2. Two things you like/hate
3. A brief education background
4. Current daily routines

- **Experience with seeing/hearing harassment issues**

1. Do you know what sexual harassment is? How much do you know about that subject?
2. Give me an example of what you think sexual harassment is.
3. Have you ever seen something similar happen? If so, what was your reaction?
4. Do you know what to know whenever you see sexual harassment happen? Why and Why not? (cultural, mindset, etc.)
5. What is your motivation for reporting?/Why do you believe reporting is necessary?

- **Request/Expectation from the campaign**

1. If there is a service where you can report, will you do it? Why? And why not?
2. What kind of support do you generally need as victims' friends and families? And from school?
3. If there are campaigns that address the issue, will you volunteer?
4. Ask their opinion about the strategy and tactics to get ideas
For instance, will you message us if there is a silent confession?

What kind of activities do you want to see if a booth exists?

For content creation, what kind of posters do you want to see if there are posters?

[Link to Focus Group Recordings and Transcript \(Google drive\)](#)

B. LOGO GUIDELINE

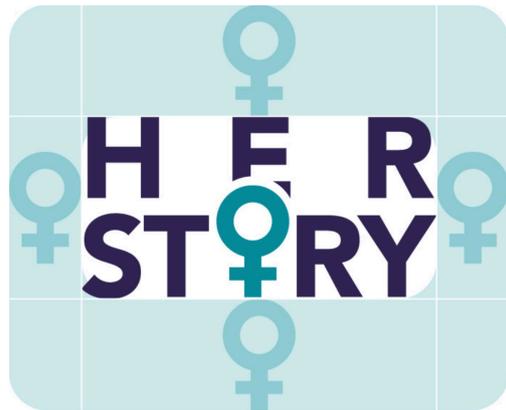
SUPPORT YOUNG WOMEN TO BE PHYSICALLY.

LOGO



The logo for HerStory combines a logotype and a symbol. We base the icon on the feminine gender sign and utilize the Aveir font family for the typography.

LOGO SPACE



Maintaining adequate space around the logo is critical to logo consistency. Always allow adequate clear space between logo and other element.

The margin of clear space is equal to Feminine gender icon.

COLOR USAGE



COLOR

The primary color palette should be used freely with only few restrictions indeed color.

#332256

R51 G34 B86
C91 M98 Y35 K30

#FFFFFF

R255 G255 B255
C0 M0 Y0 K0

#5B4793

R91 G71 B147
C78 M85 Y7 K1

#038795

R3 G135 B49
C84 M31 Y37 K3

LOGO IN COLOR



TYPEFACE

We using Avenir for our design system.

Avenir

Avenir Light

Avenir Book

Avenir Medium

Avenir Heavy

Avenir Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz.

1 2 3 4 5 6 7 8 9.

!@#\$%^&*()_+{}:"<>?

LOGO DON'T



Don't skew, rotate or stretch the logo.



Avoid stylizing the logo with outline, glow or any other techniques.



Don't change logo color different from color guideline.



Don't apply logo on a color without sufficient contrast.

C. SOCIAL MEDIA CREATIVE SAMPLES

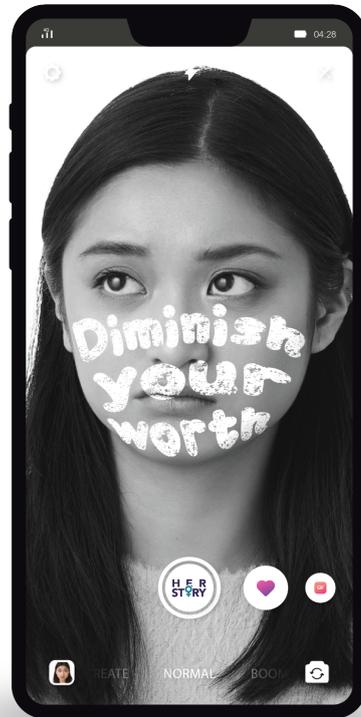
FACEBOOK/IG FRAMES



FACEBOOK/IG STORY FRAMES



AR FILTER



D. PRINT MEDIA CREATIVE SAMPLE AND MAP

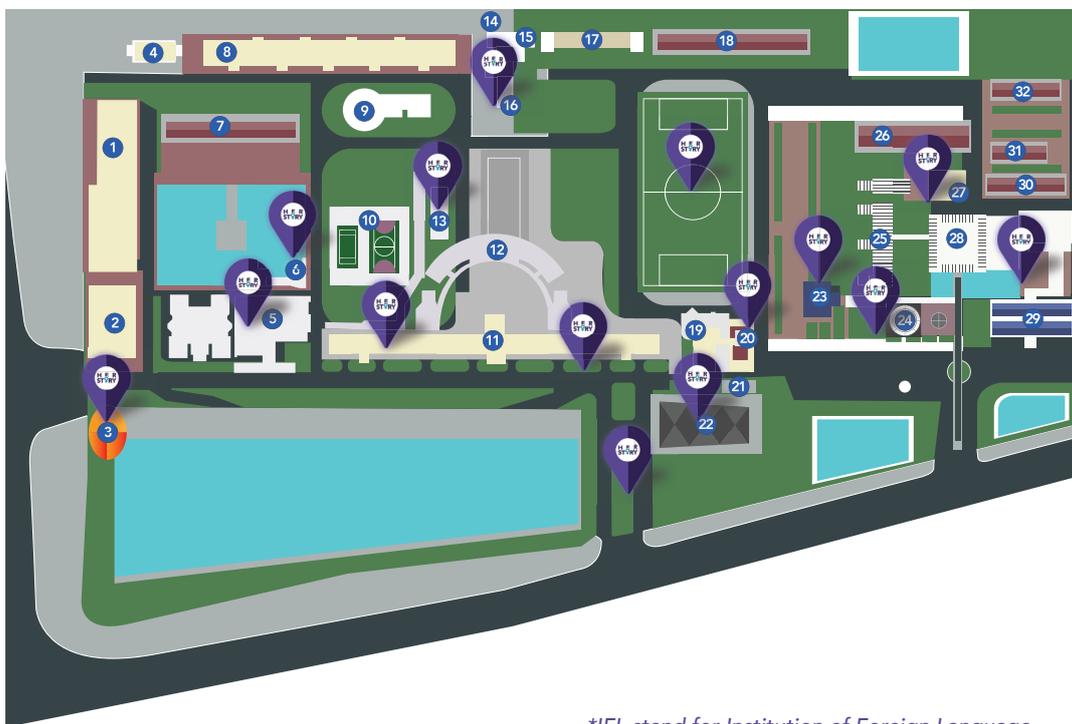
ID CARD

FRONT



BACK

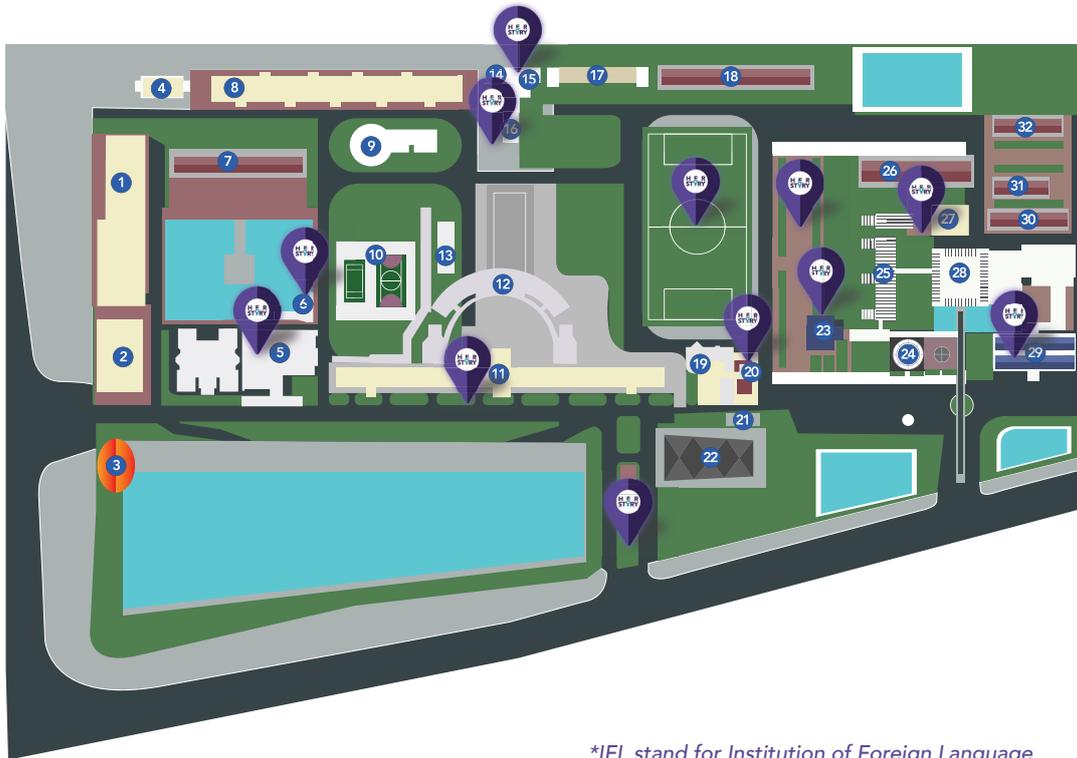
BANNERS MAP



**IFL stand for Institution of Foreign Language*

- | | |
|---|---|
| <ul style="list-style-type: none"> 1. The Cambodia-Korea Cooperation Center (CKCC) 2. Incubation Center 3. Khmer Silk Center 4. Students Dorm 5. Hun Sen Library 6. Neset Cafe 7. Building D 8. Building B 9. STEM Building 10. Football Court 11. Building A 12. Professor Building 13. Student Office 14. Sport Club 15. Students Club 16. Niset Eatery | <ul style="list-style-type: none"> 17. Building C 18. Building T 19. Communication and Enterprise Building 20. Blend Cafe 21. Techo Startup Center 22. Auditorium Hall 23. Department of Media and Communication 24. French Library 25. IFL Building D 26. IFL Building C 27. IFL Food Court 28. IFL Building E 29. Cambodia-Japan Cooperation Center (CJCC) 30. IFL Building G 31. IFL Building A 32. IFL Building B |
|---|---|

E. EVENT MAP



**IFL stand for Institution of Foreign Language*

- | | |
|---|---|
| <ul style="list-style-type: none"> 1. The Cambodia-Korea Cooperation Center (CKCC) 2. Incubation Center 3. Khmer Silk Center 4. Students Dorm 5. Hun Sen Library 6. Neset Cafe 7. Building D 8. Building B 9. STEM Building 10. Football Court 11. Building A 12. Professor Building 13. Student Office 14. Sport Club 15. Students Club 16. Niset Eatery | <ul style="list-style-type: none"> 17. Building C 18. Building T 19. Communication and Enterprise Building 20. Blend Cafe 21. Techo Startup Center 22. Auditorium Hall 23. Department of Media and Communication 24. French Library 25. IFL Building D 26. IFL Building C 27. IFL Food Court 28. IFL Building E 29. Cambodia-Japan Cooperation Center (CJCC) 30. IFL Building G 31. IFL Building A 32. IFL Building B |
|---|---|

F. CRISIS COMMUNICATION SECTION

The campaign involves addressing sensitive and cultural issues such as sexual harassment, Chhab Srey, and women's values. To ensure the campaign's credibility and impact, the campaign posts will be approved and co-posted by the Ministry of Women's Affairs page. Also, every promotional material must include the ministry post. However, there are still some expected backlashes from the public. The table below describes a few possible crisis communication situations and how the campaign shall respond.

Situation Description	Action
1. Inappropriate Comments from Public (Online and Offline)	The campaign manager monitors and sees how impactful the comments are. It is recommended to ignore or hide minor negative comments on posts. If it gets viral, the campaign responds with empathy and understanding.
2. Misinterpretation of the campaign message	The campaign shall clarify if there is misinformation about the campaign by releasing a poster or video to explain the priority audiences the facts.
3. Negative Press Coverages of Influential People	The campaign shall release a statement to ensure that the audiences will not be influenced by the information. Also, it helps to remind the priority audiences about the campaign's objective and message.

G. PRE AND POST SURVEY QUESTIONS

PRE-CAMPAIGN SURVEY QUESTIONS

1. To which gender do you identify?	Woman/Man	Non-binary/non-conforming
	Transgender	Prefer not to respond
2. Are you a student at the Royal University of Phnom Penh?	Yes	No (Please enter your university)
3. Which year are you in?	Foundation Year	3 rd year
	2 nd year	Senior year
4. Rate your sexual harassment knowledge.	Very low	Low
	Moderate	High
	Very high	
5. Have you experienced harassment?	Yes	No
6. Have you heard of any harassment-supportive resources?	Yes (please enter your answer)	No

7. Have you ever heard of MoWa hotline?	Yes	No
8. If you ever heard of MoWa hotline, what do you know about the hotline?	Please enter your answer.	
9. Have you ever been exposed to any sexual harassment campaigns that promote supporting resources?	Yes (please enter your answer)	No

POST-CAMPAIGN SURVEY QUESTIONS

1. To which gender do you identify?	Woman/Man	Non-binary/non-conforming
	Transgender	Prefer not to respond
2. Are you a student at the Royal University of Phnom Penh?	Yes	No (Please enter your university)
3. Which year are you in?	Foundation Year	3 rd year
	2 nd year	Senior year

4. Rate your sexual harassment knowledge.	Very low	Low
	Moderate	High
	Very high	
5. Have you experienced harassment?	Yes	No
6. Have you heard of the MoWa hotline?	Yes	No
7. How did you hear about MoWa hotline?	HERStory Campaign	Others, please enter your answers
8. Do you trust and believe MoWa hotline to support you?	Yes	No
9. How do you feel about the MoWa hotline?	Comfortable	Safe and Confidential
	Supportive	Not reliable
	Not all of the above	
10. If you get harassed, will you contact MoWa hotline?	Yes	No

11. Have you contacted of the MoWa hotline?

Yes

No

12. If yes, how was your experience?

Very Supportive and Useful

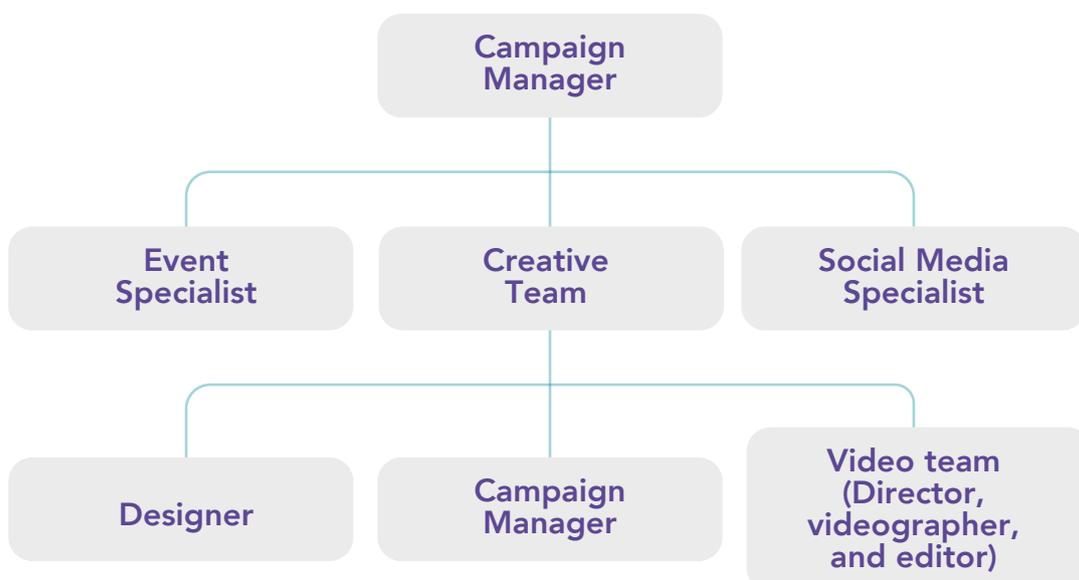
Supportive and useful

Not supportive and useful at all

H. TEAM ARRANGEMENT

ITEM	QTY	JOB DESCRIPTION
Campaign Manager (Internal)	1 person	<ul style="list-style-type: none"> • Manage the whole campaign • Work with the team to deliver the products and expected result • Work on the evaluation activities • Produce overall campaign results (Mid and post-campaign)
Social Media Specialist (Internal)	1 person	<ul style="list-style-type: none"> • Manage and ensure the whole social media strategy deliver the result • Plan and execute all the social media tactics • Work with external to launch the campaign • Handle social media's community engagement • Work with creative teams to produce the campaign assets • Copywrite the caption to ensure that it delivers the campaign message. • Produce monthly report of the campaign
Event Specialist (Internal)	1 person	<ul style="list-style-type: none"> • Handle all the events of the campaign • Work with external to run all the events • Work with a social media specialist to promote the events • Create events report for the team

Designer (External)	1 person	<ul style="list-style-type: none"> • Work with social media and events specialists to create all the artworks for the campaign • Work with printing house for all the below the line materials
Photograher (Volunteer)	1 person	<ul style="list-style-type: none"> • Work with social media and events specialists to create all the artworks for the campaign • Work with printing house for all the below the line materials
Video team (Director, videographer, and editor)	3 people	<ul style="list-style-type: none"> • Come up with the concept of all the videos for the campaign • Prepare the storyboard • Film, Edit, and Colorgrad all the videos • Make sure that the videos are in the high quality



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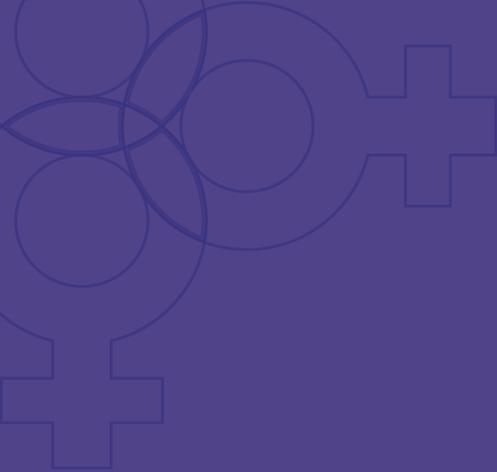
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