

# MALTA - VIDEO CLIPS ON SEXUAL HARASSMENT

National Commission for  
the Promotion of  
Equality



The NCPE launched a project between 2013 and 2015 entitled 'Forms of violence in Malta - a gender perspective' with the aim of raising awareness on the different forms of violence against women and what can be done to combat and prevent such violence. The objective of the project was to disseminate information on the importance of living life free from violence and to empower victims of violence to take action to combat such violence. The outcome of this project was to spread the message on **zero tolerance on violence against women and girls**, enhance the wellbeing of women and girls and as a result, sustain equal opportunities to women and men in society at large.

One of the ways in which the NCPE decided to disseminate this message was through video clips. **The series of video clips that were developed show various forms of violence, harassment, discrimination and bullying.**

Two of the videos focus on sexual harassment; the first video showcases two examples of harassment; sexual harassment at school and harassment in a social setting. The second video depicts sexual harassment at the workplace and sexual harassment when receiving a service.

The NCPE sought to create content which was impactful, sustainable and relatable. The video clips are not long so that the message comes across effectively and clearly. In order to have a wide outreach, the video clips were aired on TV, uploaded on YouTube, and disseminated via Facebook. The NCPE wanted to ensure long-term use of the initiative so that the video clips may keep being disseminated over time in order to raise awareness and to provide information. In fact, these videos are sometimes shown during training sessions, conferences and events.

Harassment, Violence Discrimination. These are not acceptable (NCPE Malta)



**Video: Sexual Harassment in the workplace and in the provision of goods & services**

**"1 in 2 women will experience sexual harassment in her life  
#BreakTheSilence"**

Violence against women (NCPE Malta)



**Video: Refuting Sexual Harassment**

## Impact

The adverts were aired on the top three local TV stations in December of 2015 and were also shared on NCPE's Facebook page. The video entitled **"Violence against women"** was watched **6,359** times and it reached **22,454** people. The video entitled **"Harassment, violence and discrimination"** was watched **9,310** times and it reached **36,532** people.

### More Info:

Visit our website [www.equality.gov.mt](http://www.equality.gov.mt) or check out our Facebook page National Commission for the Promotion of Equality for more information. Send us an email on [equality@gov.mt](mailto:equality@gov.mt) or else call us on +356 2295 7850



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