**Home Page Content**

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**Tagline:** Text placed above a background image.

Pink doesn't mean weak (Courgette, #40393a, center)

**Introduction**: Texts introducing what the campaign is all about.

TAKIP-MATA ADVOCACY CAMPAIGN (Anton, #ba4948, center)

on Women’s Clothing as a Cause of Sexual Harassment (Courgette, #cb9190, center)

Takip-Mata serves as an advocacy campaign that revolves around the topic on women’s clothing as a cause of sexual harassment where it will tackle the underlying stigmas concerning women’s clothing and the misconceptions surrounding sexual harassment. Through this, it will provide a wide range of audiences with a deeper understanding of the issue which in turn, address problems concerning the false belief that women should not act or dress provocatively and put themselves in danger of being sexually harassed. (Montserrat, #40393a, justify)

**Nature of the Issue**: Texts explaining the nature of the issue.

NATURE OF THE ISSUE (Anton, #ba4948, align-left)

In the Philippines, sexual harassment remains a serious problem despite the advancement of women in different fields. Not only this but also the myths and stigma surrounding sexual harassment have always been prevalent in society, including but not limited to women’s clothing. It is an area of concern that has been existing for a considerable period, yet many individuals still have conflicting perspectives about its existence and, more significantly, its causes. (Montserrat, #40393a, justify)

**Data & Statistics**: Texts citing factual data and statistics related to the issue or topic.

According to Stop Street Harassment, 81% of women worldwide have experienced sexual harassment at some point in their lives. (Courgette, #ffe8e2, align-right)

**Definition of Terms**: Texts defining relevant terms related to the issue in sliders.

SEXUAL HARASSMENT (Anton, #ba4948, align-left)

Any unwelcome sexual remark, gesture, or action that instills anxiety, fright, embarrassment, or humiliation (Courgette, #40393a, center)

**Campaign Objectives**: Texts highlighting the campaign objectives in sliders.

CAMPAIGN OBJECTIVES (Anton, #ffe8e2, align-left)

To raise awareness, especially among those Filipinos who are unaware of the prevalence of sexual harassment in the Philippines, regarding the underlying stigmas concerning women’s clothing and the misconceptions surrounding sexual harassment. (Courgette, #ffe8e2, center)

To educate Filipinos regarding the false belief that provocative clothing is the main reason for sexual harassment and have them benefit from the understanding that such stigmas and preconceptions should be abolished and listen to the victims while putting aside their prejudices. (Courgette, #ffe8e2, center)

To empower Filipino women and assist them in fighting misconceptions about sexual offenses by encouraging people to take action against sexual harassment towards women. (Courgette, #ffe8e2, center)