



SAFECITY TRINIDAD & TOBAGO

CAMPAIGN REPORT

The Safecity Trinidad and Tobago Team started as a collaborative initiative between members of the UWI Geography Department and Ms Brait TT. Soon after, they started working on the #PlayItSafe Campaign, engaging the UWI St. Augustine Campus by having a booth on campus for Anti- Street Harassment week. This set up included Safecity App demonstrations, mapping of unsafe areas on campus, and asking the student body to write how they would define harassment.



IMAGE 1: A PHOTOGRAPH DEPICTING THE SAFECITY TT'S ANTI-STREET HARASSMENT 2018



IMAGE 2: A PHOTOGRAPH DEPICTING THE APP'S AIM



IMAGE 3: A PHOTOGRAPH SHOWING THE SAFECITY TT TEAM AT THE ANTI-STREET HARASSMENT BOOTH



IMAGE 4: A PHOTOGRAPH SHOWING THE CAMPUS MAPPING EXERCISE.



The team's second campaign was geared towards promoting safety on campus and spreading the message of the #Playitsafe campaign. For this, the team executed and launched video in March, discussing the campaign and providing safety tips for students on campus and persons partaking in carnival. The campaign also included the Harassment and Violence Campaign, "A Carnival Free from Sexual Violence". Lastly, for Anti-Street Harassment Week 2019, the Buddy Up/ Play it Safe Campaign was developed which is geared towards encouraging students to be each other's keeper by taking interest in each other's safety on and off Campus. The team has also extended our services by creating a Buddy service where students can apply for a Buddy to be in or near the vicinity of study locations.



IMAGE 5: A PHOTOGRAPH ILLUSTRATING THE HARASSMENT AND VIOLENCE CAMPAIGN POSTER.



IMAGE 6: A PHOTOGRAPH DEPICTING OUR CARNIVAL CAMPAIGN POSTER.



IMAGE 7: A PHOTOGRAPH DEPICTING THE ANTI-STREET HARASSMENT 2019 CAMPAIGN POSTER.



IMAGE 8: A PHOTOGRAPH ILLUSTRATING OUR ON GOING BUDDY UP CAMPAIGN POSTER.