

Lift Her UP



#LiftHerUp is an ongoing ACWS campaign to support women leaders.

A survey was distributed to candidates and 74 responses were received. The results indicated that women experienced the electoral campaign differently than men.

Women were **4 times more likely** than men to note the overall tone of the election as mostly negative or sometimes negative, with **44%** of women incumbents noting the 2017 campaign as more negative than previous elections.



Nature of Criticisms

Women respondents were **4 times more likely** than men to report that the nature of criticisms received was always or almost always focused on themselves (choices of clothing, pregnancy or decision to have children, racial identity, religion, sexuality, etc.) as opposed to their political platform



Discrimination

Women were **3 times more likely** than men to report experiencing repeated discriminatory interactions with at least one individual, group, or media outlet.

Misogyny

63%

of women respondents reported at least one misogynistic or discriminatory attack, with **43%** reporting this as a regular occurrence.

ACWS invites you to Lift Her Up

Join us in lifting up our sisters in the legislature, boardrooms, classrooms, living rooms, and in women's shelters throughout our province—and holding them up, buffering them against bullying, belittlement, and intimidation.

Find out more at acws.ca/liftherup