How to use the news release in order to activate press locally:

In the news release, you will find some instructions in red helping you to adapt and localise the text based on your local needs. Please follow the instructions and enter your city/country, date of distribution, local facts and figures, local activities and quote(s) of spokesperson as well as a point of contact for the press at the very end.

- Decide on a strategic distribution date for the news release:
  A day and time when journalists are most likely to have time.

- Build a media list for the campaign:
  Identify relevant media outlets (printed newspapers and magazines, online media and blogs, radio and TV stations).

Learn as much as you can about the media outlets that you plan to approach – which topics do they cover, who is their target audience?

Which section of the newspaper or programme would be most interested in your news release/activities (e.g. local news desk, international affairs desk, women’s desk, etc.)?

Who is the person in charge of that section or programme? And what is the lead time for articles to be published?

- If possible, personalise your message to the journalist when sending the news release per fax, email or post.

- Call the journalist in charge to follow-up on the news release:
  Ask if he or she has received the news release and if he or she had time to look at it already. Provide a short overview of the campaign, details of your event (see next paragraph) and ideas for possible story angles. Convince them that your topic is newsworthy.

- Provide additional material depending on availability: e.g. high-resolution pictures, interview opportunities with spokesperson, videos, local research, other related news coverage that will support your story angle.

How to organise an event locally:

On the occasion of the YWCA Week Without Violence, you may consider organising a local event in order to generate media attention and attendance. Different types of events could be considered for the YWCA Week Without Violence, for instance:

- Media roundtable or podium discussion:
  A set-up, public discussion between high-level experts, (e.g. representatives from the community, government, NGOs, private sector).

- Press briefings:
  A media event during which the media is briefed.
Other activities/events:
A play, an art exhibition, a school programme, a workshop or a group of women doing the “X” gesture of the NoXcuses campaign.

Agree on the purpose:
Have a clear objective and make sure everyone involved knows the reason for the event. Choose which type of media event will be the best way to get coverage.

How to ensure media attendance:
Develop a short, effective pitch to reporters to grab their attention. Call the relevant journalist and quickly provide important details of the event, as well as ideas for possible story angles and convince them that it is newsworthy and worth attending (e.g. involvement of high-profile people, photo opportunities). Why would their readers find this interesting? Why is it timely?

Send a media alert one week before the event and a reminder a few days before. Make the alert as short as possible and to the point. Highlight what makes your event interesting and newsworthy. Will a speaker be saying something controversial? Is there a photo opportunity? What is the relationship of the local YWCA to a larger event happening around the world? Give all relevant information – who, what, where, when, why, how – and ensure there is a contact person listed (name, telephone, email address, mailing address). Include a catchy headline and leading sentence that will attract the attention of the person you are sending it to (you may need to change this for different media outlets and adapt it to their tone and style). You can also call the journalists again to confirm if someone will be attending. Make sure that the event delivers what was promised to reporters.

Explore all areas for free publicity such as public service announcements, bulletin boards, community radio and letters to the editors.

Location:
Use a location that is easily accessible but also visually interesting for the media, (e.g. a YWCA office, a local school, a hospital, etc.). Obtain a permit in advance, if needed. If the event is on your premises, clearly label no-entry areas.

Participants:
To maximise media attendance at your event, it is beneficial to have at least one high-profile personality participating (e.g. representatives of the community, police chief, mayor, etc.). A diverse mix of participants will demonstrate that the issue is a concern to everyone.

Timing:
Try to hold the news conference on a Tuesday, Wednesday or Thursday. Avoid Mondays and Fridays and don’t start before 10 in the morning so that reporters can make it to the venue on time.

Setup:
Ensure that you have the right equipment on site. Are you using a microphone? Is there electricity? Do you have/need a desk/podium? How many chairs will be needed? Make sure to have all participants behind the microphone or on the podium so that everyone is in the picture. Have your visuals near the scene.

Arrange a media table or press corner where the journalists can sign in and pick up materials (print outs of the press release, flyers). One person should be there to meet and greet the journalists and to facilitate interviews and answer questions.

Don't rely on good weather if it is an outdoor event. Have a plan for bad weather.

Record the event. Take digital photos and/or videos for use on CD/DVD, on the website, on social media or in presentations.

Media kit:

Media attendance at an event is a great opportunity not to be missed. Provide journalists with a media kit upon arrival, which includes a media release and a background sheet on the YWCA (what does it do locally and globally, what are some of its key achievements and impact, what is its outreach, who are its leaders, etc.).

Speaker order:

If you have different speakers, determine the order of speakers in advance. Have a moderator to announce speakers and to moderate podium discussions. Distribute the speaker list to the attending press in advance as well as to the speakers themselves.

Length: Keep it short and sweet. Each speaker should keep remarks short. The overall length of a press briefing should be only 1 to 2 hours. Control when the event ends.

Moderation of questions:

Often the press will want to ask questions. Have a moderator taking the questions and moderating the answers of the speakers. If questions cannot be answered, don't be afraid to say you're not sure you will get back to them later.

Post-event follow-up:

After the event, send printable quality pictures to the media. Also send them to the media that couldn’t attend the event. Include some basic information about the event. Highlight any special happenings and the outcome/successes. Attach background information, presentations if available.

If you know a woman who is in a situation of physical, sexual or psychological violence:

• Talk to her, show her that you recognise what’s happening without pressuring her, if she does not want to talk to you, try to find someone she might want to talk to (a friend, sister, local YWCA, etc.)
• Inform her on her rights and encourage her to call emergency numbers and give her the address of Associations where she can seek advice and shelter.

• Encourage her to see a doctor if she has experienced physical or sexual violence so that it is documented

• When possible, encourage her to seek help from the local authorities.

**World YWCA Global Fact Sheet:**

• Up to 71% of women have reported experiencing physical and/or sexual violence by an intimate partner at some point in their lives.

• Women and girls comprise 80% of the estimated 800,000 people trafficked annually with the majority (79%) trafficked for sexual exploitation.

• Over 60 million girls worldwide are child brides, forced into marriage before the age of 18.

• About 140 million girls and women worldwide are currently living with the consequences of female genital mutilation (FGM).

• Close to 90% of current war casualties are civilians, the majority are women and children, and rape is increasingly being used as a weapon of war.

• As many as 1 in 4 women experience physical and/or sexual violence during pregnancy, which increases the likelihood of having a miscarriage, stillbirth or abortion.

• The prevalence of forced first sex among adolescent girls ranges up to 48% globally.

• Violence and the threat of violence affect the ability of women and girls to protect themselves from HIV infection and/or to make decisions regarding sexual health.

• Between 40 and 50 per cent of women in European Union countries experience unwanted sexual advances, physical contact or other forms of sexual harassment at work.

• Women in urban areas are twice as likely as men to experience violence, particularly in developing countries.

**How to use social media:**

Main hashtag: #noXcuses

Other hashtags: #YWCA28, #WWV

Share the campaign, your local actions and encourage people to participate in the campaign with posts on Facebook and Twitter, but also by sharing pictures on Instagram using the hashtag #noXcuses

1. On the first day of the campaign, October 12th, share the videos of women who have decided to take a stand against VAW by sharing their own personal stories of violence.
Example of posts/tweets:

• There is no excuse for violence against women; there is no excuse for ignoring it. Share our video for the Week without Violence #noXcuses (link to video)

• Help end VAW. Share the videos of the women who were brave enough to speak out #noXcuses (link to video)

• Listen to xx’s story from Kenya #noXcuses (link to video)

• Listen to xx’s story from India #noXcuses (link to video)

2. Invite people to visit the website to know more about the campaign around the world and what they can do to help stop violence against women.

Example of posts/tweets:

• #noXcuses YWCA is mobilised for the Week without Violence. Discover our actions and what you can do on www.worldywca.org/noxcuses

3. Take a picture of yourself or members of your team crossing arms to create the “X” sign.

Example of posts/tweets:

• Help achieve a World Without Violence. Show there are #noXcuses for violence against women.

4. Show photographs of your local actions, events andstreet marketing efforts with #noXcuses attached.

Example of posts/tweets:

• Spread the “X” symbol all over your city to show there are #noXcuses for violence against women.

5. Encourage women who have experienced violence to share their story via social media with the hashtag #noXcuses

Example of posts/tweets:

• Violence against women can be stopped. Share your story using the hashtag #noXcuses

6. Share pictures of yourself or someone on social media holding up a sign or piece of paper with the exact words an attacker used as an excuse for violence. Use the campaign hashtag #noXcuses

Example of posts/tweets:

• Support women and girls to claim their rights. Encourage women to speak out against their abusers #noXcuses

• You too, share your story and help end violence against women. #noXcuses
7. Share the pictures / tweets / posts of famous ambassadors showing their support to the global initiative.

Example of posts/tweets:
• Thanks to @[INSERT ambassador/representative/leader] for your leadership & hard work to end #VAW #noXcuses

Other sample messages for Twitter:

Rallying messages for the Week Without Violence

• Globally #VAW affects all races, ages, and people resulting in dehumanisation, exploitation & deaths of women & girls #noXcuses @worldywca

• #VAW impacts us all, whether we see it or not, we must open our eyes & speak up! Enough is enough #noXcuses @worldywca

• There is no excuse for violence, there should be zero tolerance & no impunity #noXcuses @worldywca

• Women and girls who experience violence can be agents of change with support. #noXcuses

• The time is now to end #VAW! Encourage your Reps to support women and girls across the globe with #noXcuses (link to platform)

• Pls RT! Everyone deserves a life free of #violence. Tell your Reps to act now and support #noXcuses (link to platform)

For 160 years, #YWCA, in our diverse & local communities, have championed multiple actions, campaigns & programmes towards ending #VAW

Scope of violence against women, young women and girls

• 2 million women are trafficked across international borders annually, 98% are exploited as sexual slaves #noXcuses @worldywca

• #VAW is a serious global issue that transcends cultures, borders and language #noXcuses @worldywca

• Globally up to 71% of women experience physical or sexual violence from men in their lifetime #noXcuses @worldywca

• Every year, an estimated 10 million girls across the world are married before the age of 18 #noXcuses #childmarriage @worldywca

• 150 million girls have suffered some form of sexual violence in any given year #noXcuses @worldywca

The importance of putting an end to Violence Against Women
While there is gender inequality #VAW young women & girls will persist #noXcuses @worldywca

Ending impunity & ensuring perpetrators are brought to justice is essential for progress #noXcuses @worldywca

#VAW stops women from accessing their basic rights to safety, health, education & employment

Effective solutions to end Violence Against Women

#post2015 agenda must prioritise the elimination of #VAW & girls in all its forms #noXcuses @worldywca

Education is key in challenging gender stereotypes & culture of violence #noXcuses @worldywca

Women & girls need holistic support systems - legislation, shelters & safe houses, services & economic empowerment #noXcuses @worldywca

Preventing #VAW MUST include men & boys – targeted education & awareness initiatives #noXcuses @worldywca

#EndChildMarriage is key to empower women and girls & achieve #SDGs #noXcuses @worldywca

Petition to #EndChildMarriage http://tinyurl.com/mp3669d @worldywca wants 5000 organisations & individuals’ #noXcuses

Facebook posts

Globally, VAW and girls is a problem of pandemic proportions. Based on data compiled by the World Health Organisation, up to 70% of women experience physical or sexual violence from men in their lifetime. That’s one in every three women! YWCA is mobilised for the Week Without Violence, are you in? Check out World YWCA NoXcuses website: www.worldywca.org/noxcuses

What world are we living in when 150 million girls under the age of 18 have experienced sexual violence of which school-based sexual abuse was a major concern. Let’s end violence against women and girls in all its forms. YWCA is mobilised for the Week Without Violence, are you in?

Check out World YWCA NoXcuses website: www.worldywca.org/noxcuses

Child marriage often marks the beginning of a cycle of abuse and discrimination throughout girls’ lives. Girls who are married off before 18 are much more vulnerable to all forms of violence – psychological, physical and sexual – at the hands of their husbands or their in-laws. They are also more likely to contract HIV/AIDS and other sexually transmitted diseases.

Check out World YWCA NoXcuses website: www.worldywca.org/noxcuses
2015 Week Without Violence Toolkit
October 12-17

• Conflict and wars signify for women separation, loss of relatives, physical and economic insecurity, an increased risk of sexual violence, wounding, detention, deprivation and even death. The current and painful experience of women in Colombia, Sri Lanka, Palestine or Democratic Republic of Congo shows that this is an urgent human rights, health, peace and security and development issue. Check out World YWCA NoXcuses website: www.worldywca.org/noxcuses

Keep in mind the general guidelines for social media:

• Value social engagement: Understand people’s motivations and give them the opportunity to talk and share issues that matter to them.

• Create /inspire a conversation: Do not force a subject.

• Share content that adds value: Short status updates and video clips are best to stimulate considerable levels of conversation without losing people’s interest.

• Be prepared for awkward situations: Create a response procedure that ensures the right people can deliver the right reactions at the right time.

• Be responsive and adapt as you go: Social media can be dangerous if left to run on its own. Always be there to monitor and guide conversations to avoid them turning ugly. It is not for us at the World Office in Geneva to monitor and guide the conversations.


• Respect people’s right to privacy and don’t take photos or videos without their permission. Respect also copyrights and don’t use pictures without permission of their author.