Campaign Toolkit

WEEK WITHOUT VIOLENCE
17-23 October, 2016

WorldYWCA
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About

The YWCA Week Without Violence is an annual global campaign to end the scourge of violence against women and girls. Throughout the week activities focus on raising awareness, promoting attitude change and enabling individuals and organisations to begin positive actions towards ending violence in their communities. Every year during the third week of October, YWCAs from all over the world promote and encourage a Week without Violence – a week long series of community events promoting diverse approaches to creating a world free of violence. The YWCA Week without Violence encourages communities to think and act towards a world without violence.

World YWCA website: www.worldywca.org
Hashtags: #WWV16 #RiseUp
World YWCA Facebook: https://www.facebook.com/worldywca
World YWCA Twitter: https://twitter.com/worldywca?lang=en
Online kit: http://www.worldywca.org/week-without-violence-2016/

Communications

Boilerplate

This concise description can be used in press releases and other communications materials, and as an “elevator pitch” whenever needed.

Violence against women is a global pandemic. One in three women still experience physical or sexual violence by an intimate partner and at least 120 million girls worldwide have experienced forced sexual acts at one point in their lives. The YWCA’s Week Without Violence is a wake-up call addressed to the world leaders. It demands that the safety of women and girls worldwide must be put at the heart of the international agenda.

Key messages

This is language that can be used in your advocacy work, statements, media work or any time you want to communicate clearly about the issue of violence against women.

• In 2012, 1 in 2 women killed worldwide were killed by their partners or family. In stark contrast, only 1 out of 20 men were killed under the same circumstances.
• 2.6 billion women and girls live in countries where marital rape is not criminalized.
• For the first time since the refugees and migrant crisis in Europe, women and children on the
move outnumber adult men. UNHCR, the United Nations Population Fund (UNFPA) and Women’s Refugee Commission observed that women and girls face particularly high risks of certain forms of violence, including sexual violence.

- In the European Union, 45% to 55% of women have experienced sexual harassment.
- Over 60 million girls worldwide are child brides, married before the age of 18, primarily in South Asia (31.3 million) and sub-Saharan Africa (14.1 million).
- Half of countries in developing regions report a lifetime prevalence of intimate partner physical and/or sexual violence of at least 30%. Prevalence is generally high in Africa.
- 4.5 million of 21 million people in forced labor are also victims of sexual exploitation. 98% of them are women and girls.

Hashtags

People use hashtags (＃) before keywords to index social posts and give them prominence, both on Twitter and on Facebook. Using hashtags is extremely important, as they become a link that – when clicked – provides you with an overview of the social reach and share linked to that specific keyword. Please use relevant hashtags when posting on Facebook and engaging in a conversation on Twitter.

The official hashtags of the Week Without Violence 2016 are:

#WWV16
#Riseup
#noXcuses

You can also use other hashtags when discussing the issue of violence against women:

#girlsandwomen
#EndDVNow
#childmarriage

Sample tweets

These are tweets you can copy and paste. We have left some space for you to add pictures. Feel free to use them as they are or modify them.

During #WWV16 we demand that the SDGs must prioritize the elimination of VAWG in all its forms. #noXcuses @worldywca

We must #RiseUp and demand what is long overdue: It’s time to end VAWG once and for all #WWV16 @worldywca
Act during #WWV16 and make violence against women and girls impossible to ignore #noXcuses @worldywca

Violence against #girlsandwomen is a global pandemic. On #WWV16 demand change! @worldywca

2 million women are trafficked across borders every year, 98% are exploited as sexual slaves #noXcuses #WWV16

Every year, 10 mil girls are married before the age of 18. #RiseUp against #childmarriage

#VAW is a global pandemic. It transcends cultures, borders & languages #noXcuses

violence against #girlsandwomen must be stopped. #RiseUp against violence, share your story!

Digital assets

We have prepared a number of graphic material to help you in your outreach activities. This content can be shared on social media or accompany an article on your website.

Facebook and Twitter cover
Profile picture
Newsletter banner
Infographics
Logos

PLEASE NOTE: You can find all these elements on our website:
http://www.worldywca.org/week-without-violence-2016/

Sample Facebook messages

Violence against women and girls is a global pandemic. According to @WHO, up to 70% of women experience physical or sexual violence in their lifetime. That’s one in three women! It’s time to #RiseUp and say: Enough! Are you in? Join the movement, contact your local YWCA: http://www.worldywca.org/ywca-member-associations-list/

The first sexual experience of some 30 percent of women was forced. The percentage is even higher among those who were under 15 at the time of their sexual initiation, with up to 45 percent reporting that the experience was forced. #RiseUp and say: Enough! Are you in? Join the movement, contact your local YWCA: http://www.worldywca.org/ywca-member-associations-list/

Over 60 million girls worldwide are child brides, married before the age of 18, primarily in South Asia (31.3 million) and sub-Saharan Africa (14.1 million). Violence and abuse characterize married life for many of these girls. #RiseUp and say: Enough! Are you in? Join the movement, contact your local YWCA: http://www.worldywca.org/ywca-member-associations-list/
Media

Why should you engage the media?

- To put pressure on governments and hold officials accountable.
- To educate the public on the issues of violence against women that affect your community, and put an emphasis on YWCA’s work to empower girls and women.
- To spread the word and invite young girls to join YWCA’s trainings.

Map your story

Journalism is becoming faster. This change has pro and cons for us: on the one hand journalists are hungry for news, on the other hand the amount of news and news providers are increasing exponentially. As a result our message can get lost.

A key step in effective media communication is to create clear and concise messages that address questions and concerns.

Be clear in what story you want to pitch:

Who: _________________________
What: _________________________
When: _________________________
Where: _________________________
Why: _________________________

A good message is:

- Specific;
- It’s linked to something people care about
- It is believable
- Conveys a sense of urgency

PLEASE NOTE: If you are organizing an event, or you want to increase the chance to be published – always include high-resolution pictures. If you need high-resolution pictures please contact communications@worldywca.org
Message map

Below we have developed a message map that can help you reach out to journalists. In every communication with media – should this be an interview, a PR or a pitch call - you should have these messages at hand.

Concern: From October 17-23, 2016 the Week Without Violence aims at raising awareness on the stark reality of violence against women and girls and mobilize policy-makers to achieve sustainable change.

Key statement #1:

Violence against women is a global pandemic

Supporting statements:

- According to UN Women, one in three women have experienced physical or sexual violence.
- In some countries, up to one-third of adolescent girls report their first sexual experience as being forced.
- In the European Union, 45% to 55% of women have experienced sexual harassment since the age of 15.
- Over 60 million girls worldwide are child brides, married before the age of 18, primarily in South Asia (31.3 million) and sub-Saharan Africa (14.1 million).
- Half of countries in developing regions report a lifetime prevalence of intimate partner physical and/or sexual violence of at least 30 %. Prevalence is generally high in Africa.

Key statement #2:

According to WHO, violence against women - especially sexual violence and intimate partner violence - are major health problems

Supporting statements:

- Violence against women can negatively affect their physical, mental and sexual and reproductive health and may increase their women’s vulnerability to HIV.
- Violence against women can have fatal results like homicide or suicide.
- Intimate partner violence during pregnancy increases the likelihood of miscarriage, stillbirth, pre-term delivery and low birth weight babies.

Key statement #3:

World YWCA – a network working in more than 120 countries on women’s and girls’ empowerment and leadership – demands that the safety of women and girls worldwide must be put at the heart of the international agenda.

Supporting statements:

- At the national level, governments should pass sexual offence bills and laws and make sure that those legislations are implemented;
- At the international level, governments should implement international commitment made at CEDAW;
• At the national and international level mechanisms for supporting survivors should be established
• YWCAs around the world provide communities with safe spaces for women and girls, shelters for domestic abuse victims, sexual and reproductive rights information and referrals to medical and psychological services.

What you can do

• Change your profile picture on Facebook
• Change your YWCA Facebook cover with the cover we have provided
• Change your YWCA Twitter cover with the cover we have provided
• Organize a vigil to raise awareness on violence against women and invite other women/partner organizations to participate. Discuss the specific violence issues that are affecting your country;
• Organize an exhibition in a key area/square/monument in your city. A simple idea is to replicate this installation http://www.coppem.org/default.asp?hl=en&p=333
• Tweet your leaders about violence against women. You can find a full list of Twitter handles here: https://twitter.com/Twiplomacy/lists
• Want to do more? Check our advocacy material!

Resources

www.who.int/mediacentre/factsheets/fs239/en
http://www2.unwomen.org/~/media/headquarters/attachments/sections/library/publications/2013/12/un%20women%20evaw-thembrief_us_web_rev9%20pdf.ashx?v=2&d=20141013T121455
Advocacy

What national and community leaders need to know about violence against women?

Child Marriage

Of the world’s 1.2 billion girls, 22 million are already married and hundreds of millions are at risk. More than 700 million women alive today were married before their 18th birthday. About 250 million were married before the age of 15. Child marriage affects boys as well but girls are disproportionately affected. In Nigeria and Mauritania, more than half of young women aged 15 to 19 years old are married to men who are 10 or more years older. Almost half of the child brides worldwide live in South Asia; 1 in 3 are in India. Child brides are denied childhood and have limited opportunities for education and employment. They are also more exposed to domestic violence and they are often unable to negotiate safer sexual practices, this exposes them to sexually transmitted diseases and early pregnancies. In 2015 the international community agreed to a new set of development goals which include the elimination of all harmful practices such as child, early and forced marriage and FGM/C by the year 2030. (Unicef, 2014)

More info on: www.girlsnotbrides.org

Female genital mutilation

Female genital mutilation/cutting (FGM/C) is a human right violation that affects women and girls worldwide. The exact number of women and girls who have been subjected to it is unknown however, it is estimated that at least 200 million women and girls have undergone FGM/C. Of these 200 million 44 million are girls below the age of 15. The elimination of such practice is a global concern that needs to be addressed. In 2012, the United Nations General Assembly adopted a resolution that calls for the intensification of efforts to eradicate this practice and in 2015 the international community agreed to a new set of development goals which include the elimination of all harmful practices such as child, early and forced marriage and FGM/C by the year 2030. (Unicef, 2016)

More info on: http://www.unfpa.org/female-genital-mutilation

Violence against women and girls

Violence against women and girls is a grave violation of human rights. It has a great impact on the immediate and long-term physical and mental health of those affected. Sexual violence has a profound impact on women and girls subjected to violence but also for their families and their communities. Although a rising number of countries have developed laws against domestic and sexual violence, challenges remain when it comes to the implementation of these laws. Not enough is done to prevent violence and most of the times it goes unpunished. (UN Women, 2016)

More info on: https://www.wewillspeakout.org/
Refugees and Migrants

For the first time since the refugees and migrant crisis in Europe, women and children on the move outnumber adult men. UNHCR, the United Nations Population Fund (UNFPA) and Women’s Refugee Commission observed that women and girls face particularly high risks of certain forms of violence, including sexual violence. Many of these women flee countries, like Afghanistan and Syria, where they were subject to persecution or gender-based violence. However, when they escape their countries, they continue to experience human rights violations. Amnesty International has denounced the sexual exploitation of Syrian refugees women in Lebanon. It is also observed that women who flee their countries without an adult male face higher risk and had little protection or access to justice. Cases of sexual violence committed by guards in reception/transit centers have also been reported.


Who are your constituencies?

You probably already have a list of your key constituencies in mind. However, it can still be very useful to map your stakeholders at the national or community level to understand who can help you out to achieve your goal. These are some constituencies that we have identified for you.

YWCA Movement

The entire YWCA movement is a great resource for your advocacy and outreach work. Do not hesitate to contact the YWCA members in your region to organize joint campaigns or events.

What you can do:

- Reach out to women networks and partner organizations, make sure they participate in the Week Without Violence.
- Publish an article on the Members Forum on the World YWCA website to promote your national or regional activities and call for collaborations.

Religious leaders

Involving religious leaders is extremely important, especially when working within communities where religious beliefs are deeply rooted in the fabric of the society. Religious leaders’ voices have the power to change minds and hearts. Moreover, their authority can persuade policy-makers. Faith communities have a duty and responsibility to protect their members from sexual violence or any other violent behavior. For this reason, persuading religious leaders to speak against gender-based violence should be a key element of your advocacy work and outreach.

What you can do:

- Ask them to send a letter to the Prime Minister, the Minister of Justice, an MP or the Minister of Health.
- Suggest a sermon on violence against women and girls.
• Organize a vigil.

Medical associations

Working with national physicians organizations is key to put pressure on the Ministry of Health and more generally, the government. In 2010, the World Medical Association (WWA) adopted a resolution stating that the national medical associations should “Advocate for effective implementation of universal human rights”. This gives the YWCA members a great opportunity to get in touch with the national medical associations to inform them about the issues that women in the different community are facing, making sure that they listen from civil society working at the grassroot and have evidence-based information to put pressure on the government.

What you can do:

• Inform them about the week without violence campaign and invite them to raise awareness.
• Ask them to educate patients about the correct health protocols following violence, and inform them about the presence of the Safe Spaces.
• Invite them to give a talk in a Safe Space.

Parliamentarians

Working with elected representatives is an important way for us to ensure that the issue of violence against women is high up on the political agenda. Making the case for better national law on the protection of women can be an excellent way for skilled MPs to build their reputation and put the government under serious pressure to come up with a coherent stance or better law. In many parliaments, members are able to propose resolutions or motions to be adopted. These typically do not have legal weight but are nonetheless an important way to draw attention to a particular issue and demonstrate support for a certain course of action. Moreover, MPs are typically able to ask questions to the government, which have to be answered. This could be a great opportunity to open a discussion on a specific issue and involve the media to raise awareness.

What you can do:

• Research on MPs who have progressive stance on violence against women issues. Partner with other organizations that would like to push similar agendas to yours. Set a meeting with them MP.
• Inform the MP of the issues that women in your community are facing
• Suggest that the national legislation/implementation of the law should be strengthened; provide examples of other countries in the region where national legislation has made a difference.
• If you don’t succeed in setting a meeting with the MP, use the ‘letter to a Parliamentarian’ template and send a message to those MPs who have shown interest in violence against women issues. Make sure that the letter is signed by other organizations that have similar concerns to yours.

PLEASE NOTE: You can find a template letter to send to your MP at:
http://www.worldywca.org/week-without-violence-2016/
Red Cross/Red Crescent societies

The International Committee of the Red Cross and Red Crescent Societies adopted a multidimensional approach to identifying and addressing the specific vulnerabilities of women and girls in armed conflict and other situations of violence. The aim is to draw attention to the needs of those considered most vulnerable, including pregnant women, children, female-headed households and widows. Wherever possible, ICRC delegations work together across regions and cooperate closely with National Red Crosses to develop a better understanding and knowledge of the environment.

What you can do:

- Inform national red crosses about the week without violence campaign and invite them to raise awareness on social media;
- Inform national red crosses about the issues that women in your community are facing, especially if you are living in a fragile state.
- Explore possible opportunity of cooperation especially when it comes to SHRH.

Legal Associations

Legal association can be a useful audience to reach out to. They normally provide support to victims and help find ways so that communities can secure offenders to justice.

What you can do:

- Inform the legal associations in your community about the Week Without Violence.
- Invite them to an event and, ask them to give a speech on the challenges that prevent existing legislation from being implemented or new law from being adopted.

Other campaigns to end violence against women and girls you should support:

- #NoXcuses
- Thursdays in Black
  http://www.thursdaysinblack.com
- One Billion Rising
  http://www.onebillionrising.org
Digital assets

PLEASE NOTE: You can find all digital elements on the World YWCA website at: http://www.worldywca.org/week-without-violence-2016/

Banner blog/newsletter 600x120

Profile picture Facebook

Infographic 1

Infographic 2

Infographic 3
Facebook cover: Profile picture on the side

Facebook cover: Profile picture at the bottom

Logo: We have included a reverse version of the logo as well
WorldYWCA
EMPOWERING YOUNG WOMEN