Campaign Toolkit

WEEK WITHOUT VIOLENCE
17-23 October, 2016

World YWCA
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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 on 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

2million 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;
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
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