

# WEEK WITHOUT VIOLENCE 2017

Toolkit



WorldYWCA

## Week without Violence Toolkit

### 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](http://www.worldywca.org)

**Hashtags:** #WWV17 #youngwomenrise #RiseUp

**World YWCA Facebook:** <https://www.facebook.com/worldywca>

**World YWCA Twitter:** <https://twitter.com/worldywca?lang=en>

**World YWCA Instagram:** <https://www.instagram.com/worldywca/>

**Online kit:** [http://www.worldywca.org/ywca\\_news/es/ywca-week-without-violence-16-to-22-october-2017/](http://www.worldywca.org/ywca_news/es/ywca-week-without-violence-16-to-22-october-2017/)

## 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 2015, 2 in 3 victims of intimate partner/family-related homicides were women.
- 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.
- Worldwide, more than 700 million women were married as children (below 18 years of age). Of those women, more than 1 in 3—or 250 million—were married before 15.

- Child brides are often unable to effectively negotiate safe sex, leaving them vulnerable to early pregnancy as well as sexually transmitted infections, including HIV.
- If current levels of child marriages hold, 14.2 million girls annually or 39 000 daily will marry too young.
- Global estimates indicate that about 1 in 3 (35%) women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime.
- 4.5 million of 21 million people in forced labor are also victims of sexual exploitation. 98% of them are women and girls.

#### Sources:

<http://www.un.org/youthenvoy/2013/09/child-marriages-39000-every-day-more-than-140-million-girls-will-marry-between-2011-and-2020/>  
<https://www.rcog.org.uk/en/news/rcog-statement-16-days-of-activism-against-gender-based-violence/>

#### 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 for the **Week Without Violence 2017** are:

#WWV17  
 #youngwomenrise  
 #noXcuses

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

#girlsandwomen  
 #EndDVNow  
 #childmarriage  
 #StopVAWG

#EndVAWG  
#EndFGM  
#EndCyberVAWG

## 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 #WWV17, we demand that the #SDGs prioritize the elimination of #VAWG in all its forms. #noXcuses @worldywca

#youngwomenrise and demand what is long overdue: It's time to end #VAWG once and for all #WWV17 @worldywca

Act during #WWV17 and make violence against women and girls impossible to ignore #noXcuses @worldywca

Violence against #girlsandwomen is a global pandemic. On #WWV17 demand change! @worldywca

2 million women are trafficked across borders every year, 98% are exploited as sexual slaves #noXcuses #WWV17

Every year, 10 ML 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.

Infographics  
Photo Gallery

**PLEASE NOTE:** You can find all these elements on our website here:

[http://www.worldywca.org/ywca\\_news/es/ywca-week-without-violence-16-to-22-october-2017/](http://www.worldywca.org/ywca_news/es/ywca-week-without-violence-16-to-22-october-2017/)

On Monday October 16, check out our social media for banners and other graphics.

### 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/>

Worldwide, more than 700 million women were married as children, primarily in South Asia (45% or 31.3 million) and sub-Saharan Africa (39% or 14.1 million). Violence and abuse characterize married life for many. #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 pros 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 [worldoffice@worldywca.org](mailto:worldoffice@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 16-22, 2017 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.
- Worldwide, more than 700 million women were married as children (below 18 years of age) primarily in South Asia (45% or 31.3 million) and sub-Saharan Africa (39% or 14.1 million). Of those women, more than 1 in 3—or some 250 million—were married before the age of 15.
- Global estimates indicate that about 1 in 3 (35%) women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime.

### Sources:

<https://www.girlsnotbrides.org/region/sub-saharan-africa/>

<https://www.girlsnotbrides.org/region/south-asia/>

[http://europa.eu/rapid/press-release\\_IP-17-3306\\_en.htm](http://europa.eu/rapid/press-release_IP-17-3306_en.htm)

<http://www.who.int/mediacentre/factsheets/fs239/en/>

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 vulnerability to HIV.
- Violence against women can have fatal outcomes 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:

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

- 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 young women and girls, shelters for domestic abuse victims, sexual and reproductive rights information and referrals to medical and psychological services.

## What can you do to raise awareness?

- Use social media to raise awareness on the issues of violence against women and girls. Follow us to receive tips and articles to share and contribute to the discussion;
- 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!

### Sources:

<http://www.who.int/mediacentre/factsheets/fs239/en/>

[http://unstats.un.org/unsd/gender/downloads/Ch6\\_VaW\\_info.pdf](http://unstats.un.org/unsd/gender/downloads/Ch6_VaW_info.pdf)

<http://www.coe.int/en/web/commissioner/-/human-rights-of-refugee-and-migrant-women-and-girls-need-to-be-better-protected>

[http://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS\\_181961/lang-en/index.htm](http://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_181961/lang-en/index.htm)

[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](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 do 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 18<sup>th</sup> 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](http://www.girlsnotbrides.org)

#### **Female genital mutilation (FGM)**

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 includes the elimination of all harmful practices such as child, early and forced marriage and FGM/C by the year 2030. (Unicef, 2016)

Read more on <http://www.unfpa.org/female-genital-mutilation>

## **Violence against women and girls (VAWG)**

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)

Read more on: <https://www.wewillspeakout.org/>

## **Cyber Violence against Women and Girls**

The increasing reach of the internet, the rapid spread of mobile technology, and the widespread use of social media, has led to the development of a new form of violence, cyber violence against women and girls (VAWG). This has now become a growing global problem with potentially significant impact on the physical and mental wellbeing of young women and girls.

Research by the World Health Organization (WHO) shows that one in three women will have experienced a form of violence in her lifetime, and despite the relatively new and growing phenomenon of internet connectivity, it is estimated that one in ten women has already experienced a form of cyber violence since the age of 15.

One in 10 women in the European Union report having experienced cyber-harassment since the age of 15 (including having received unwanted, offensive sexually explicit emails or SMS messages, or offensive, inappropriate advances on social networking sites). The risk is the highest among young women between 18 and 29 years of age. One in three young women (aged between 18 and 29) had experienced some form of cyber bullying.

Access to the internet is a necessity, and is increasingly viewed as a fundamental human right; therefore, it is crucial to ensure that this digital public space is a safe, inclusive and empowering place for everyone, including young women and girls.

Learn more about Cyber Violence against Women and Girls here:

<http://www.worldywca.org/wp-content/uploads/2017/10/cyber-violence-against-women-and-girls.pdf>

For information on how to protect yourself and your friends from cyber violence:

**DIY ONLINE SECURITY GUIDE FOR EVERY WOMAN:**

<https://chayn.gitbooks.io/basic-diy-online-privacy/content/en/>

**Sources:**

<http://eige.europa.eu/rdc/eige-publications/cyber-violence-against-women-and-girls>

<http://www.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures>

<https://www.atria.nl/en/publication/violence-against-women-facts-and-figures>

**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 already subject to persecution or gender-based violence. When they escape their countries, they continue to experience human rights violations.

Amnesty International has denounced the sexual exploitation of Syrian women refugees 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.  
<https://www.amnesty.org/en/documents/mde18/3210/2016/en/>

## **Who are our 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 broad YWCA movement is a great resource for your advocacy and outreach work. Do not hesitate to contact the YWCA members in your region to organise joint campaigns or events.

#### **What you can do:**

- Reach out to the women networks and partner organisations, 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 behaviour. 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.
- Organise a vigil.

## **Medical associations**

Working with national physicians organisations is key to put pressure on the Ministry of Health and more generally, the government. In 2010, the World Medical Association (WMA) 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 grassroots 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 your 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 organisations 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 for a letter to an MP on the World YWCA website at:

[http://www.worldywca.org/ywca\\_news/ywca-week-without-violence-16-to-22-october-2017/](http://www.worldywca.org/ywca_news/ywca-week-without-violence-16-to-22-october-2017/)

## 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 we 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/ywca\\_news/es/ywca-week-without-violence-16-to-22-october-2017/](http://www.worldywca.org/ywca_news/es/ywca-week-without-violence-16-to-22-october-2017/)