

16 Days of Activism

'Happy and Healthy Relationships
are Violence Free!'





Overview

The 16 Days of Activism against Violence against Women is a global campaign that has run annually between November 25th and December 10th since 1991. The campaign provides an opportunity for activists and practitioners to draw attention to violence against women as a gross human rights violation, and to demand for change.

On the global scale, the campaign is coordinated by Center for Women's Global Leadership (CWGL). At the regional level since 2004 the Gender-based Violence Prevention Network has coordinated the campaign for its members in the Horn, East and Southern Africa. The Network tailors the global theme to create a regional theme. The 2009 regional theme was *'Happy and Healthy Relationships are Violence Free'*

The Network creates *Action and Advocacy Kits* full of materials for effective campaigning and community-based engagement. The materials used across the region foster cohesion, collaboration and increased activism within and among member organizations during the 16 Days.

Forty organizations from 16 countries¹ (Botswana, Burundi, DRC, Ethiopia, Kenya, Malawi, Mauritius, Mozambique, Rwanda, Somalia, South Africa, Southern Sudan, Tanzania, Uganda, Zambia, and Zimbabwe) in the Horn, East and Southern Africa, collaborated with the Network and received the Kits for their campaigns. Collaborating organizations used the materials to conduct various advocacy activities reaching out to a cross section of people including individuals, their communities and the broader society around them and having a huge impact in their countries.



To facilitate their campaign activities the 40 collaborating organizations received an Action and Advocacy Kit, with an assortment of materials for community based engagement and advocacy.

¹Full list of collaborating organizations, their acronyms and countries in Section 5

Action and Advocacy Kit²

To facilitate their campaign activities the 40 collaborating organizations received an Action and Advocacy Kit, with an assortment of materials for community-based engagement and advocacy. The participating countries were spread across a wide geographical area with diverse contexts and languages. The kits were produced in English which is spoken in most of the countries, using a simplified style to enable quick translation and/or comprehension by collaborating organization's staff and their stakeholders. The following were the materials provided in the kit.

Press Release

A Press Release provided a brief summary of the types of violence, regional statistics of violence against women, predisposing factors to violence in relationships and suggested actions for the prevention of violence in intimate relationships.

A Campaign Launch Guide

A leaflet providing guidance and suggestions for activities that the collaborating organizations could conduct in order to have dynamic and effective campaigns during the 16 Days.

"It is in Your Hands" Flyer

A flyer depicting a happy couple holding hands, with suggestions of how to have or foster violence free relationships based on love, trust, safety, and respect.

"Is Your Relationship Violence Free?" Poster

A full color poster depicting three happy families sharing household responsibilities, the poster included discussion questions on the back.

Session Guide

A one and a half hour session guide intended for NGO staff to better

articulate the benefits of non-violent relationships by emphasizing benefits of non-violence in their work with communities.

Drama Sketch

An outline of scenes intended for community dramas that depict non-violent relationships. Within the outline were suggested discussion questions following each scene which could be used to facilitate discussions with the audience around violence and the benefits of non-violence.

Drama Tips

A two pager in very simple language providing guidance for conducting effective and ethical dramas in a community.

Purple Ribbons

An annual tradition since 2004, purple ribbons and pins with the words 'Prevent Violence against Women' were provided in the Kit.



²All kit materials can be downloaded at <http://www.preventgbvafrica.org/content/16-days-activism-2009-regional-campaign>

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Activities Conducted in the 2009 Regional Campaign

The materials provided in the Action and Advocacy Kit were used for a variety of activities including; public events, training workshops, round table discussions, dialogues and media events.

Public Events

The bulk of activities during the campaign period were public events where large numbers of people were attracted to attend activities organized by the member organizations. Most of the public events were used by collaborating organizations to officially launch their 16 Days campaigns. This provided the opportunity to raise awareness the benefits of non-violence.

1. **Marches:** Twelve marches were held in Botswana, Burundi, Kenya, Rwanda, South Africa, Southern Sudan, Tanzania, and Uganda, involving approximately 50,000 people. During these marches campaign materials including posters, ribbons and flyers were distributed. The marches comprised of large processions through the towns led in most cases by a band or traditional music group with women men and youth participating.



The main impact of the marches was to draw the attention of large groups of people to the campaign and theme thereby increasing awareness of intimate partner violence as a human rights violation and the benefits of having happier and healthier non-violent family lives. Tubibe Amahoro a partner of Norwegian People's Aid in Rwanda observed *"The marches are still memorable to us, when surrounding people saw the march they asked questions and were given information about GBV thus raising awareness."* Collaborating organizations like Ajprodhi - Jijukirwaalso (Rwanda), Care Burundi, COVAW (Kenya), WiLDAF (Tanzania), and Women against Rape (Botswana) invited high profile guests from the government in order to generate government interest and commitment to preventing GBV.

2. **Community Dialogues:** Eleven community dialogues were held across five countries (Burundi, Mozambique, South Africa, Uganda, and Zimbabwe) reaching approximately 42,000 people. These dialogues mainly used the posters and flyers for discussions reaching out to a cross section of people. CEMO in Mozambique reached out to women in market places; CEDOVIP in Uganda held village discussions where couples that were violence-free were identified as role models to support families experiencing violence. CONCERN in Uganda held dialogues with men's groups, while Creative Center for Communication and Development in Zimbabwe held family days to dialogue with entire families, the rest of the organizations reached out to community leaders, women, men and youth.

These dialogues helped to focus detailed discussions using the 'Is Your Relationship Violence Free? Poster' on the benefits of non-violence to individuals, families and communities. There was a lot of debate in these dialogues about the feasibility of shared roles between husband and wife, and the possibility of having violence-free families, which is good for violence prevention work across the region. These debates help individuals to reflect upon their own lives and those around them and possibly take action to stop using or supporting violence. It was reported that many people in the discussions concluded that that change is possible. *"Most of the people reached said that it will take time to change attitudes that reinforce GBV but it is possible to attain the status of the families shown in the poster and there are many benefits"* CARE Burundi.

3. **Music, Drama and Film Shows:** Ten shows were held in Ethiopia, Mauritius, and Uganda.

Most of the organizations that had drama as part of their activities used the drama sketch that was provided in the Kit to create plays and songs for edutainment reaching out to over 10,000 people. Provision of the drama sketch ensured that there were quality dramas that did not undermine the dignity of women and focused on raising awareness about the benefits of non-violence. HIWOT Ethiopia translated and used the drama sketch in six of their campaign initiatives during the 16 days. HIWOT reported debates arising out of the discussion questions that followed each scene, noting resistance from men to some of the ideas involving shared gender roles. This has strengthened their resolve to reach out to more men especially at community level, as a strategy for longer term attitude and social change in their area.

4. **Rallies:** Four organizations reported holding rallies - large public events with speeches made by community leaders - these were mainly used to launch the campaigns of Women in Law and Development in Africa (WiLDAF- Tanzania), Ajprodhi- Jijukirwa in Rwanda, Institute for Promotion of Civil Society (IPCS) in Southern Sudan and HIWOT Ethiopia. The rallies attracted large crowds and government dignitaries, approximately 8000 people in total. The rallies contributed to mass awareness raising regarding GBV as a violation of human rights and to communicate the benefits of not using violence. IPCS in Southern Sudan reported that *"The rally reached the biggest number ever in this community, when we launched in Ibba, every government official was there to support us and the ideas presented in addition to community men and women."*

5. **Painting activities:** Two organizations organized painting events. HIWOT in Ethiopia prepared large banners where they had messages written in Amharic reading *"My Hands are Not for Hurting"* They conducted a public activity with 150 people who put hand prints on the banners as a sign of commitment to not using violence in their relationships. ACFODE in Uganda organized the painting of a community mural and used the event to discuss the campaign theme of happy and violence-free families.

6. **Sporting Events:** Four sporting activities were held in Southern Sudan and Uganda mainly comprising of football and volley ball matches that attracted large crowds. IPCS seized the opportunity of large crowds attracted by the peculiarity of a girls football match to discuss domestic violence and the benefits of non-violence.

Training Workshops

Collaborating organizations capitalized on the opportunity provided by the 16 Days campaign to host training workshops for a cross section of stakeholders including police, health workers, teachers, local government staff in provinces, councilors, community based groups, religious leaders the media and NGO staff, reaching out to approximately 6555 individuals.

Twenty two training workshops were held in five countries (Kenya, Mozambique, South Africa, and Zimbabwe), in some instances collaborating organizations used the session guide provided in the kit to build the skills of staff, media and other stakeholders to focus on a benefits based approach for violence prevention work. CEMO in Mozambique used the guide with all organizational staff including the president of the organization while CCCD used it with church pastors. Sexual Rights Center in Zimbabwe conducted a training workshop with men who have sex with men and women who have sex with women on sexual reproductive rights and intimate partner violence.

These workshops contributed to an increase in knowledge and in skills for NGO staff, police, healthcare workers and the media who address violence against women on a daily basis to be able to protect women's dignity and safety and also to create sustainable change in communities by focusing on the benefits of non-violence.

Round Table Discussions

Throughout the 16 days round table discussions were used as a strategy to have in depth discussions about violence against women particularly in intimate relationships with smaller formal groups and generate possible solutions regarding legislation, policy or practice. Twelve roundtable dialogues were held in Mozambique, Uganda and Zimbabwe reaching approximately 2000 people mainly legislators, policy makers, students, and health workers. Some organizations like CEDOVIP reported commitment from the Speaker of Parliament in ensuring ending gender based violence a priority for the 8th Parliament of Uganda. ICON reported a pledge by Anglican Youth Leaders to prevent violence against women and CEMO in Mozambique reported very positive responses from university students pledging to make the campus a safer environment for women.

Media Events

As a channel that has a very wide outreach and significant influence on communities the media was extensively used during the 16 Days period by collaborating organizations. Almost all of the collaborating organizations reported having a media component in their campaign, using the information from the press release that was provided in the Kit. Collaborating organizations media campaigns reached an estimated four million people in the region.



Nineteen interactive talk shows were held in Ethiopia, Tanzania, Rwanda and Uganda with resource persons discussing domestic violence, its consequences and the benefits of having violence free families. The shows provided an opportunity for listeners to call in share their views or ask questions and gain a deeper understanding of how to have a healthy and violence free family. HIWOT in Ethiopia reported that *"Using two popular stations Sheger FM and Fana FM ensured this year's campaign was able to reach the largest audience in Addis Ababa and its surrounding cities covering more than 250km radius."* Women against Rape in Botswana reported that *"The radio and TV station where news bulletins were featured covers the whole nation, therefore the message reached a lot of people as most Botswanans like listening to news."* Ajprodhi-Jjukurwa (NPA Rwanda partner) reported that *"The use of radio interactive talk show was the most successful as it gave the chance to people to ask questions and make contributions and suggestions for violence free families that ordinary people could relate to."*

Contributing to awareness raising about the campaign and the campaign theme were 112 news bulletins and

40 radio spot messages featured in Botswana, Ethiopia, Tanzania, Uganda, and 7 news articles written in major newspapers in Botswana, Mauritius, Tanzania, Uganda and Zimbabwe. These provided awareness about the campaign days, the theme and various activities, significantly increasing the momentum of the campaign across the region and generally increasing awareness of domestic violence and violence against women as a human rights violation. CEDOVIP reported that *"press coverage maintained pressure on government and legislators to take quick actions to prevent gender-based violence, the Speaker to Parliament signed the UN petition to end violence against women as a sign of commitment."* The Sexual Rights Center in Zimbabwe reported that *"media attention meant that people knew our calendar of activities and our workshops were attended by a good number of people, increasing our impact."* SOS Femmes published the poster in the main local press, L'Express, Le Mauricien and Le Defi and report that it reaches a large number of people with the simple but powerful message of *'Is your relationship violence free?'*

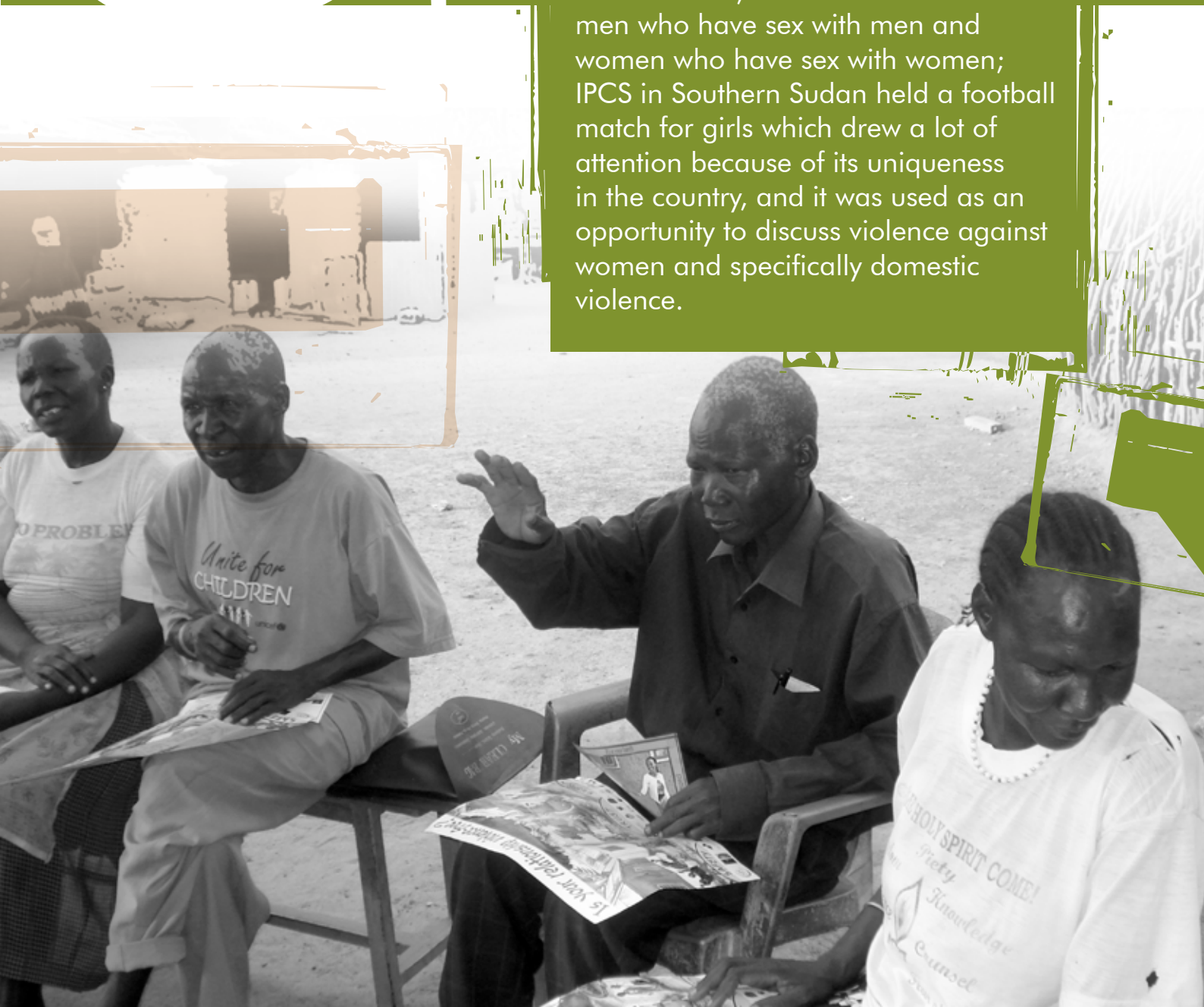


Twelve marches were held in Botswana, Burundi, Kenya, Rwanda, South Africa, Southern Sudan, Tanzania and Uganda, involving approximately 50,000 people.

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Lessons Learnt

In line with the regional theme, all activities conducted by member organizations during the 16 days emphasized the benefits of non-violence for women, men, children and communities. This greatly contributed to acceptability of the campaign ideas from the grassroots to policy level and opened up space for dialogue in many new forums. This year for the first time, we had one of the member organizations, Sexual Rights Center in Zimbabwe, conduct activities with men who have sex with men and women who have sex with women; IPCS in Southern Sudan held a football match for girls which drew a lot of attention because of its uniqueness in the country, and it was used as an opportunity to discuss violence against women and specifically domestic violence.



Throughout the region the Network members had increased participation and commitment from government institutions and legislators, who committed to actively take action in their various capacities towards the prevention of violence against women in their countries. Care (Burundi), CEDOVIP (Uganda), CEMO (Mozambique), COVAW (Kenya), SHARE (Uganda), IPCS (Southern Sudan), Women against Rape (Botswana), and WILDAF (Tanzania) dialogued with and involved government ministers, legislators and other critical policy makers in their activities who pledged in one way or the other to make prevention of violence against women a priority within their spheres of influence.

The 2009 regional campaign witnessed a significant growth in interest of member organizations in the campaign, including countries that had not participated before like Mozambique and Burundi. Members report that the campaign materials were very dynamic and enabled them to increase their activism in their communities. There was extensive use of the media ensuring the campaign stretched far beyond the geographical reach of the 40 collaborating organizations scope.

Challenges for the regional campaigns over the years have been similar: language barriers, inadequate funding and challenges in reaching out to men are predominantly reported by collaborating organizations. The Kit materials are produced in English with the expectation that collaborating organizations will translate the materials as they use them into the

various local and other official languages spread across the 16 countries within the region. This year some of the organizations translated the materials while they used them. Organizations like Creative Centre for Communication and Development in Zimbabwe utilized local activists for community engagement who were conversant in the local languages, to facilitate sessions.

Organizations in Burundi, Ethiopia, Mauritius and Mozambique where English is not one of the official languages would have preferred to have the Kit earlier to translate into the official and other local languages. As a result, for the 2010 campaign the Kit and soft copies of the designed materials will be delivered two months prior to the campaign period to enable collaborating organizations to translate, print more materials and to fundraise for activities.

Demonstrating increased commitment to the campaign and to GBV prevention in general, more organizations this year worked around the funding challenge and were able to conduct their activities as planned. CEDOVIP wrote a quick proposal to a funding partner, prior to the campaign which was funded. Other organizations developed innovative ways of working around limited funding to reach out. SOS Femmes (Mauritius) built on their existing relationship with the media to have the posters printed in the newspapers for free and UJCC (Uganda) ensured they had more materials to meet the high demand by photocopying and distributing more copies.

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Conclusions

The Gender-based Violence Prevention Network is committed to supporting quality 16 Days of Activism campaigning among member organizations. By supporting the simple and effective tools for community level engagement, create cohesion within and across countries. Additionally, the use of positive, rights-based ideas improves the quality and content of the campaigning. Joint use of materials also fosters collaboration and increased activism within and among members during 16 Days and beyond.





List of Collaborating Organizations

	Organization ¹	Country
1	Action for Development (ACFODE)	Uganda
2	AIDS Legal Network	South Africa
3	CARE INTERNATIONAL Burundi	Burundi
4	CARE INTERNATIONAL ZAMBIA *	Zambia
5	Ceasefire Campaign	South Africa
6	Center for Conflict Resolution (CECORE)	Uganda
7	Center for Domestic Violence Prevention (CEDOVIP)	Uganda
8	Centre for Mozambican and International Studies (CEMO)	Mozambique
9	Centre for the Study of Violence and Reconciliation (CSVR)	South Africa
10	Centre for Youth Development and Adult Education (CELA)	DRC
11	Charity for Peace Foundation	Uganda
12	Coalition on Violence against Women	Kenya
13	Coast Women In Development*	Kenya
14	Concern Worldwide Uganda	Uganda
15	Creative Centre for Communication and Development	Zimbabwe

16	Famsa Pietermaritzburg	South Africa
17	HARDO Organization*	Somalia
18	Hiwot Ethiopia	Ethiopia
19	Icon Women and Young People's Leadership Academy	Uganda
20	Institute for Promotion of Civil Society IPCS	Southern Sudan
21	International Rescue Committee, Kitgum	Uganda
22	Kamwokya Christian Caring Community	Uganda
23	Karimojong Community Child Welfare Initiatives (KACOCI)*	Uganda
24	Norwegian Peoples Aid (NPA), Rwanda Partners - Ajprodhi-Jjukirwa, and Tubibe Amahoro	Rwanda
25	Oxfam GB	Uganda
26	Rakai Health Sciences Program	Uganda
27	SAFAIDS	Zimbabwe
28	Sexual Rights Centre	Zimbabwe
29	SOS Femmes	Mauritius
30	The Diakonia Council of Churches	South Africa
31	TWIFUNDE	Tanzania
32	Uganda Joint Christian Council	Uganda
33	Uganda Muslim Women Association for Dawa and Development	Uganda
34	UNFPA Moroto*	Uganda
35	WiLDAF Tanzania	Tanzania
36	Women Against Rape	Botswana
37	Women in Politics Support Unit	Zimbabwe
38	Young Women's Christian Association*	Zambia
39	Youth Net and Counseling	Malawi
40	Zambia Association for Research and Development*	Zambia

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