

EVERY
ONE

EVERY
Day

EVERY
Way

prevent violence against women

A Guide to Planning a Public Mural Event for the 16 Days Campaign

Public events are a great way to around the interest of **EVERYONE** in your community and encourage them to take an active part in the 16 Days of Activism Campaign. There are many ways to get creative with your public event so that it is fun, informative, and inspiring! This year, we suggest one such unique way to engage with your communities around this year's theme: Create a Public Mural!

The idea of creating a mural is to attract public attention using a highly visual effect. The power of these images will help to keep the issue of violence against women prominent in the minds of people who see it. In the spirit of this year's campaign, we encourage **EVERYONE** to participate and create! You can foster ownership of the mural and the message that it will carry by organizing the event with a core group of staff and/or community members with whom you closely work on a regular basis. Here are some ideas to get you started:

Which Public Mural Event is Right for You?

There are two suggestions for creating a public mural. Decide which is best for your context:

1. Plan to paint the mural as the centrepiece of another public event, to encourage attendance by a large number of community members.
2. Create the mural in advanced and unveil it at a public event.

Create a Core Team to Help You Organize the Event!

1. Mobilize a core group of activists from the community with whom you work or through other organizations working in the field.
2. The core group can invite other members of the community who have demonstrated exemplary action in preventing violence against women to be part of the group.
3. The core group can work with an artist to co-create the mural.

Working With an Artist:

- You can work with an artist while still engaging a wide range of community members. Below are some important tips for working with an artist:
- Prior to the public event, brainstorm with your core group what specific issue you would like your mural to communicate.
- Draw a rough sketch in pencil of the image (Include basic layout on the page)
- Share it with a few other people who were not part of the initial process to get their reactions and hear their ideas.
- Consider their comments and decide which might make your mural stronger.



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what's **your** way?



- Show the artist/designer your pencil sketch and ask her/him to create another pencil sketch on paper from your rough sketch.
- Discuss in detail the style you imagine for your mural.
- In your core group, review the pencil sketch and give feedback to the artist/designer.
- Work together to finalize a rough draft until you feel it is the best you can make it.
- Make changes and continue refining until you are satisfied with your mural.

Have the artist paint the image* to the wall.

Additional Tips for Planning the Event:

- Have a painter clean and paint the wall in a neutral background colour in advance.
- If you can afford to, hire an artist to add your organization's logo and create a frame in which the handprints will go (for aesthetic purposes).
- Consider launching the campaign with a media event/press release ahead of time to generate interest
- Encourage people to bring along or supply plain white t-shirts that they can handprint similar to the mural that you have created.
- Distribute flyers to passers-by to communicate the purpose of your event.
- Have some form of entertainment to draw attention to your event and entice more people.
- Document your process with lots of pictures and videos that you can share with activists across the world!
- Consider combining this event with your traditional march. The march can culminate at the creation of the public mural.

Sample Idea: Preventing Violence Against Women is in Your Hands

- You can create a mural symbolizing each individual's pledge to prevent violence against women **EVERYDAY** in **EVERY WAY**. Here is one example:
- Create a mural publicly with the participation of community members and help from the core group.
- Invite members of the core group to dip their hands in paint and place their painted handprint on the wall.
- Ask individuals to write next to their handprints how they plan to prevent violence against women.
- Once the core group has started, encourage other members of the public to join in the activity.

*If you are adapting an existing material, make sure you have written permission and understand and can adhere to the terms of usage.