

QUESTION VIOLENCE AGAINST WOMEN

SMS CAMPAIGN MESSAGES

An SMS campaign is one of the most effective ways we can broadcast our ideas to a wide range of people spread over a large area. A number of people have mobile phones across the region and many more are getting connected. We can use that opportunity to inspire individuals to start questioning violence against women.

HOW TO PREPARE AN SMS CAMPAIGN

Preparing an SMS campaign is easy! Remember to make it interactive. Follow these steps and you are on your way:

1. Get in touch with an SMS service provider in your city or town.
2. Explain that you would like to send SMS messages to your partners and community members for each of the 16 days.
3. Discuss options with the service provider for making the SMS campaign interactive e.g. a toll free number where your participants would send responses to SMS messages they receive. In case that option is expensive you could ask participants to post their responses on your Facebook page or website to help bring the SMS campaign to life.
4. Use the suggested SMS messages below throughout the campaign, or make your own!

Day 1 (Two separate messages)

- Welcome to the 16 Days of Activism: Let's question violence against women (VAW) and promote positive change!
- How does VAW affect our community? Question VAW: Start asking, start changing!

Day 2

How does the unequal treatment of women and men lead to violence against women? Question violence against women!

Day 3

Can we treat women and men with equal dignity and respect in our community? Question violence against women!

Day 4

If we stay quiet when we witness violence against women, what are the consequences? Start asking, start changing!



Day 5

What can we do to make our families safer and happier? Start asking, start changing!

Day 6

How can we support others who are trying to make positive changes in their relationships? Start asking, start changing!

Day 7

What are the benefits of non-violence in relationships between men and women? Question violence against women!

Day 8

What are the common beliefs about the difference between women and men? How can we promote equality? Start asking, start changing!

Day 9

What are the benefits of speaking out against violence against women? Question violence against women! Start asking, start changing!

Day 10

Preventing VAW is a community responsibility. What can your community do? Question violence against women, Start asking, start changing!

Day 11

Why do we blame women who experience violence? How does this hurt our community? Question VAW!

Day 12

How can we support women experiencing violence? Question violence against women!

Day 13

How can we support people speaking out against VAW? Question violence against women!

Day 14

How will our community take collective action to prevent VAW? Start asking, start changing!

Day 15

What questions are you asking in your community to prevent violence against women? Start asking, start changing!

Day 16

What's your question? Question violence against women! Start asking, start changing!