

GBV PREVENTION NETWORK

16 Days of Activism against
Gender Based Violence 2017

Campaign Activity Guide

EVERY GIRL COUNTS!

WHAT ACTION WILL
YOU TAKE TO KEEP
GIRLS IN SCHOOL?

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We are glad you have joined hundreds of activists from across the region in the campaign to ensure education for girls. At this point you could be thinking about the activities you will be conducting. This document will help you identify and plan by giving you overview of some possible activities and the steps to prepare them. You will find a variety of community-based and media activities. We encourage you to adapt and add other aspects to the activities you select to make them fit your own context better. We hope you will have fun as you engage communities and claim education for girls. Please let us know how these activities go we can't wait to hear from you!

We suggest before you select the activities, everyone in the planning team reads the Campaign Overview document and the campaign worksheet found in this Action and Advocacy Kit to familiarize yourselves with the issues being addressed by the campaign.

SUGGESTED CAMPAIGN ACTIVITIES

Community-based Activities

Poster discussions: engage individuals and small groups in to discussions using the poster and poster discussion guide provided in this Kit. You, other staff and community activists or volunteers can engage people in your immediate sphere of influence (family members, friends, and neighbors), as well as other people in your community. You can strike a quick conversation with individuals; or organize and facilitate group discussions. In both cases, it is helpful to practice them beforehand. The aim of this discussion is to spark new ideas on how we can all support girls to stay in school. Questions are a great way of provoking thinking, please use them and strive to make this activity a discussion rather than a presentation or lecture – it will be more fun, interesting and engaging!

Community Dramas: support local drama groups to engage communities in dialogue on educating girls. Community dramas are tools use to break the silence and engage communities in discussing sensitive topics. The story acted in the drama also helps community members develop empathy and deeper understanding of the issue. As any form of folk art, it is powerful in inspiring community members to take action. Please consider the following points to increase effectiveness of the dramas: 1) interact with the audience and facilitate a discussion in between the scenes, using thought provoking questions; 2) organize music and dance before and after the drama, people engage and learn better when they have fun; 3) keep it to around 30 minutes so it remains engaging and people can participate throughout.

You can support the drama groups by reviewing the drama script and discussion questions, identifying a good facilitator, observing their rehearsal and providing feedback, and finding places in the community to do the dramas that is accessible to many people.

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Community dialogues: bring members of the community together to discuss ways on how to ensure girls stay in school. You can decide on the audience size depending on the location where the dialogue will be held (e.g., under a tree, in a local leaders office, at a local tea stand, a church hall, etc). It is recommended you invite diverse members women, men, girls, boys, community leaders, teachers, religious leaders, CBOs, service providers etc. By doing so you will have different voices represented and enriching the discussions. Please prepare for your dialogue well in advance by: setting time and place, sending out invitations, planning the agenda, discussion guide, identify and prepare the facilitator.

Open the dialogue with greetings, introduce the topic and purpose. Initiate the conversation by asking thought provoking questions. The facilitator should ensure inputs from the diverse voices, specially girls, in the room. If you can organize media coverage you can expand your reach.

At the end of the dialogue, summarize the key points from the discussion, highlight commitments and identify lead person for any follow up actions.

Games and sports activity: Organize games and competitions for children and/or adults. You can consider board games, netball, football, bicycle rides, arm wrestling etc. use this opportunity when everyone is relaxed and feeling positive to discuss the factors to ensure girls completion of higher level education. To mix it up, you can have girls play games that are traditionally considered for boys and vice versa. The idea is to break gender stereotypes and also to inspire girls and community members to believe that girls can dream big and do anything!

Community march: is a powerful way of calling attention to an issue. You could consider organizing the march on November 25th to highlight the start of the campaign and the theme for this year, or any other day that works for you. Invite and ensure participation of your staff, partner organizations, community leaders, students, teachers and other interested members of the community. Distribute purple ribbon to the participants to wear them during the march. Through the procession marchers could sing or chant the slogan of the campaign (Every girl counts! What action will you take to keep girls in school?). If possible invite a marching band or traditional drummers to lead the procession as it can easily grab the attention of community members.

Engaging Media in the campaign

The media is a powerful means to communicate important ideas and to large populations across wide geographical areas. It can have a profound influence on how people think and act. You can utilize radio, TV, print, mobile phone or the internet to enrich the 16 days campaign. Here are some possible media activities:

- **Press Conference:** Invite the media houses in your community, and share key messages on girl's education and a call to action for increased retention of girls in schools. Distribute a simple press release that describes the issue, why it is important, what is happening locally around the issue and simple suggestions for actions. Include a quotation from a girl, a supportive teacher or other activist. At the end of the press conference, make yourself available to answer questions from the journalists. Ensure that your announcement is newsworthy so you can receive enough media attention for this issue. You can also use this to promote your campaign and the planned activity. Note: campaigns are wonderful opportunity to collaborating with other like-minded organizations. Jointly organized press conference will add volume to the message.
- **Radio and Television talk show:** collaborate with radio or TV stations to organize a talk show on girls' education. The talk show host can moderate a discussion with a panel of experts (women's right activist, education expert and girls affected by the issue etc.). It could be broadcasted live where audience could also call in and engage in the discussion.

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- **Newspapers articles:** using the content of the Campaign Theme Announcement as a guide you could engage and support activist to write articles and get published in local newspaper. The media pieces could be Opinion Editorials, letters to the editor or featured article. You can also consider a news article around the campaign and highlight some girls who are in school and doing great. Ensure all writings bring out the message around girls' retention in school clearly.
- **SMS Campaigns:** Mobile phone services coverage is expanding; an increasing number of people own phones and are connected. An SMS campaign is one of the effective ways we can broadcast our ideas to a wide range of people spread over a large area. As text messages have a limited character allowance, keep your message clear and concise. Remember to use simple language and avoid abbreviations.
- **Social Media Campaigns:** Social media platforms are increasingly becoming popular mediums to share information and to mobilize communities around an issue. Use your social media platforms to mobilize and create awareness around girls' education, be sure to tag other social media pages that have a lot of traffic.

The GBV Prevention Network's 16 days social media engagement will peak on November 25th, December 1st and December 10th. Look out for the tweetathon and Network member's stories on the prevention of violence against women and girls that will be amplified during the campaign. Please send us current updates of your activities at info@preventgbvafrica.org so we can share them across the region.

Follow us @GBVNet and Facebook (the GBV Prevention Network)

Happy Campaigning!