



16 DAYS OF ACTIVISM 2023

SOLIDARITY! INVESTMENT! ACTION!

MEDIA ACTIVITY GUIDE

As we have witnessed the shrinking of spaces to advocate feminist social change, provide safety against, and eliminate Violence against Women (VAW), we invite you to join Solidarity in Action to highlight the situation and call for action.

The Media Activity Guide presents some possible actions that you could consider for your campaign.

1. Social Media

The GBV Prevention Network, will be launching the 16 Days of Activism social media campaign to inspire our members and communities to stand in solidarity against the persistent threats to women's rights, and call funders to invest more and better towards VAW prevention. In 2023, our focus is on building Feminist Solidarity and actively investing in ending Violence against Women (VAW).

We will be using our social media platforms, Twitter, Facebook, Instagram, and WhatsApp to connect, unite, and embrace our shared sisterhood and feminist values. Join the regional conversations. During the campaign, we will also share Social Media Campaign Memes that you and your organization can directly share with your networks. Remember to use the hashtags below to join and amplify the campaign.

#16DaysOfActivism

#SolidarityActionInvestment

#SolidarityInvestmentAction





Think about a time when you received feminist support during challenging moments. Share your stories and reflections on social media, celebrating the power of solidarity.

Join other activists from across the region in sharing your photos and stories with us on this platform). Follow us on Twitter @GBVNet, Facebook (The GBV Prevention Network), and Instagram @preventgbvnetwork, and we will follow you back! Don't forget to tag us in all your campaign-related activities.

2. Traditional Media

Radio and Television

If your organization has connections with media outlets, television, and radio, you can collaborate with them to organize programs that celebrate Feminist Solidarity and promote investing in VAW prevention. You could consider holding discussions with feminist activists in the community on the following:

- How have you experienced feminist support in your personal life to overcome a difficult time?
 - How can your organization amplify sisterhood and mutual support to counter the backlash that poses a threat to preventing VAW and achieving gender justice?
 - How can your organization strengthen solidarity to invest in the advocacy of the elimination of VAW?
 - How can you foster a safe space in your community for individuals to share their stories and experiences, fostering empathy and understanding?
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3. Press Release

There are a number of ways to engage with print media! Customize the press release below to your context and share with local news outlets and/or submit one of the 16 Days images representing feminist solidarity/movement to a local newspaper/magazine.

16 Days of Activism Campaign 2023

As part of the annual global campaign to eliminate violence against women (VAW), the GBV Prevention Network has been supporting a regional 16 Days of Activism campaign with its members throughout the Horn, East, and Southern Africa since 2004. In 2023, our focus for the 16 Days of Activism is on building Feminist Solidarity and investment in VAW prevention.

Violence against women (VAW) is a widespread social problem embedded in unequal power dynamics between men and women, that is strengthened by laws, policies, and deep structures and social norms often favor men. According to the World Health Organization, 1 in 3 women around the world are at risk of experiencing violence, a number that has stayed the same over the past decade. Efforts to address VAW have proven to be long and complex due to many factors, including lack of adequate funding and lack of attention to prevention. It is essential that we call for increased, flexible and long-term funding to enable ethical and effective VAW Prevention.

Recent years have seen a shrinking space for feminist advocacy and a dangerous backlash against women's rights. Anti-women rights actors have obstructed progress, reducing overall funding to gender justice campaigns and endangering the feminist ecosystem.

This calls for united action, urging governments to fulfill their commitment to gender equality, enact stronger laws, allocate budgets, and implement well-funded, community-driven VAW prevention strategies.

As we embark on this journey of 16 Days of Activism, we stand united against this backlash. We share experiences, connect, and offer support. We call out the resistance to change and advocate for investing in VAW prevention. Join us as we resist, unite, and create a powerful front against the backlash.