



16

Days of Activism 2024

Recommit! Be Accountable! Resource Prevention!

Campaign Activity Guide

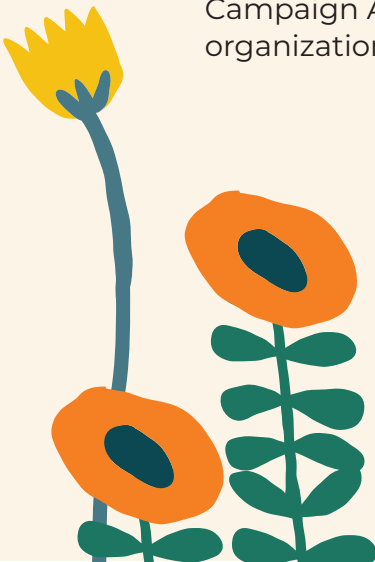


Introduction

In 2024, we unite for the 16 Days of Activism campaign by emphasizing our recommitment to the Beijing Platform for Action's vision to end Violence Against Women (VAW) through well-resourced, accountable mechanisms. This year's Action and Advocacy Kit includes several materials to support your campaign activities such as: Purple or White Ribbons, Campaign Documents, Posters, Decks of cards, Booklets, and materials to make Friendship Bracelets. Activities can be done at individual, organizational and community levels. Please join us in advocating for a safer world for all, as we recommit to ending VAW through well-resourced accountability mechanisms.

1. Familiarize Yourself with the Campaign Documents

The kit contains essential documents to support your preparation for the campaign. The Campaign Overview provides a comprehensive background, rationale, and goals aligned with the BPFA's critical area of concern regarding VAW. The Campaign Activity Guide offers suggested activities for individuals, organizations, and communities.





2. Learn about the BPfA's critical area on Violence Against Women.

This short booklet provides a deeper look into the the BPfA's critical area on VAW. It can help inform you and others about the key obligations that governments, civil society, the private sector, and other stakeholders have in achieving the strategic objectives listed under the VAW critical area. Carry the booklet with you as you conduct campaign activities, so that you can answer questions and guide conversations with members in your community.

3. Organize a Campaign Poster Discussion

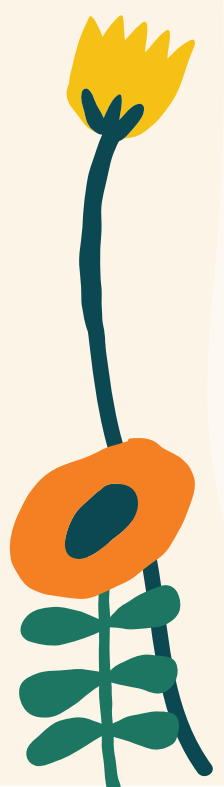
The campaign poster highlights the importance of accountability in addressing VAW. Use the poster to spark conversation and facilitate discussions with individuals or groups, that could take between 20-30 minutes, reflect on the necessity of resourcing and supporting effective mechanisms to violence.

Discussion guide:

- Invite participants to look at the poster and share impressions and reflections
- Facilitate a conversation by asking questions such as:
 - How can your community ensure that our governments recommit to the priorities laid out in the Beijing Platform for Action?
 - What initiatives can you support to strengthen accountability in VAW prevention?
 - What partnerships can you pursue to pool and enhance resources for VAW prevention?

Thank participants for their time and encourage them to share ideas from the discussion with other people.

You can also post and display the A3 poster in public places.



4. Get Creative by Making your own Friendship Bracelet

Friendship bracelets symbolize connection and commitment, representing the bonds of support and trust between friends who are committed to social change. They serve as a tangible reminder of shared experiences and the promise to stand by each other, reinforcing emotional ties and solidarity.



As you make your bracelets:

- Think about a sister/colleague who inspires you or has supported you, or you appreciate. What do you want to tell them?
- Is there one word that captures your appreciation which you can build into your bracelet?
- When you finish making the bracelet please present it to them, use the moment to express your appreciation.

Note: There is a separate guide on how to make the bracelet.

5. Unite by Wearing Ribbons

Distribute and wear the White or Purple Ribbons, which carry the message “Prevent VAW.” These Ribbons symbolize your commitment to advocating for effective accountability mechanisms for ending VAW, well-resourced initiatives to prevent VAW, and recommitment from policymakers to the ambitious vision set out in BPfA . Consider wearing the ribbons for the entire 16 days, or at least during key activities such as community marches.

6. Send a Postcard to a community member

Write and send a postcard to a friend, policymaker, community leader, or someone else you think has a role in accelerating action to achieve the BPfA. For example, you can remind a policymaker what obligations they have under their government’s commitment, invite a community leader to learn about responsibilities they have under the BPfA, or invite a friend to share information about BPfA on their social media.

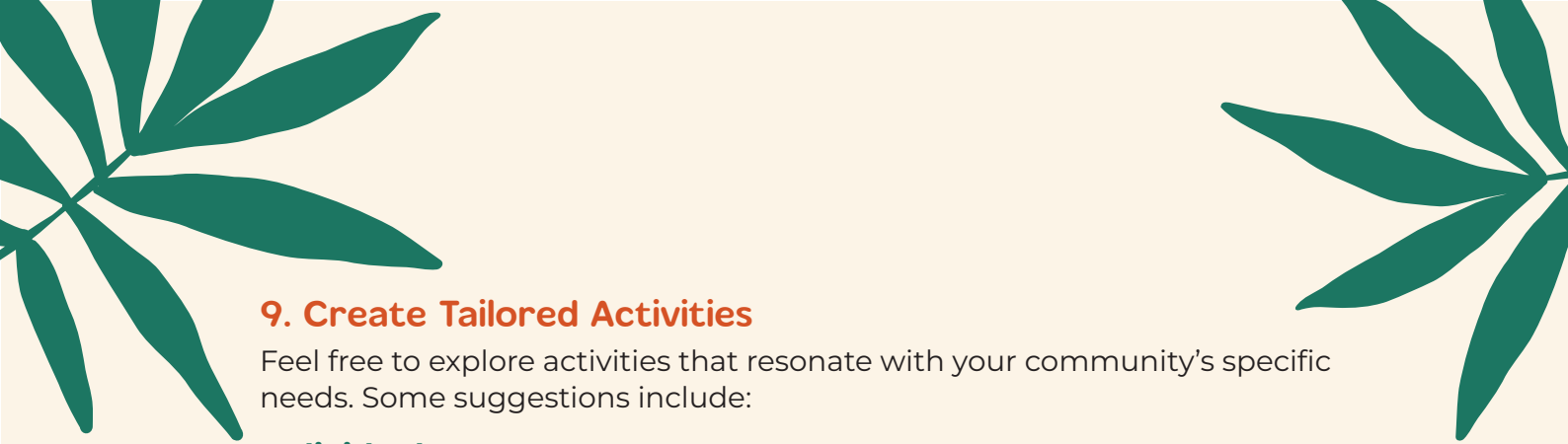
7. Play and Reflect with the Queens of Resistance Deck of Cards

This deck of cards highlights our feminist ancestors across the African continent. These “Queens of Resistance” have all played a significant role in advancing feminist action. Find a few friends, choose a card game of your choice and use the cards to spark conversation, learning more about the legacy of these women and their herstories. How can their stories inform our future activism to achieve BPfA? The deck includes six extra cards with discussion questions to prompt reflection.

8. Follow the Media Activity Guide

Utilize the Media Activity Guide to extend your reach and connect with various stakeholders. It includes a social media kit for sharing messages about the 16 Days of Activism on platforms such as Facebook, X (formerly Twitter), Instagram, and WhatsApp, as well as recommendations for engaging with local media.





9. Create Tailored Activities

Feel free to explore activities that resonate with your community's specific needs. Some suggestions include:

Individuals:

- ◉ Reflect on personal experiences related to accountability in addressing VAW.
- ◉ Journal your thoughts on how increased resources can improve the effectiveness of VAW prevention.
- ◉ Advocate for stronger support systems in your network.
- ◉ Initiate conversations with others using the deck of cards, reflecting on the legacies of African feminist trailblazers

Organizations:

- ◉ Host discussions on the importance of integrating well-resourced accountability mechanisms in VAW prevention strategies.
- ◉ Identify gaps in resources and propose actionable solutions for improvement.
- ◉ Collaborate with other organizations to share best practices and resources.
- ◉ Organize a postcard writing party where you can write personalized postcards to key stakeholders, such as other activists, organizations, and policymakers with suggestions on how to mobilize recommitment to Beijing Platform for Action.
 1. During meetings or on-line forums, you can draw a card, introducing the featured feminist activist. This can lead to discussions about the activist's contributions, followed by responding to the card's question, encouraging participants to reflect on the activist's impact and its relevance today.
 2. Each day of the 16 Days of Activism, share a card featuring a specific activist along with the related conversation prompt. You can engage by learning about the activist's legacy and answering the prompt, promoting both historical awareness and dialogue around current issues.
- ◉ Identify platforms or opportunities can you create for sharing stories and fostering dialogue

Communities:

- ◉ Organize workshops to educate community members about the Beijing Platform for Action
 - ◉ Initiate conversations around local policies and their effectiveness in supporting women's safety and wellbeing.
 - ◉ Foster community engagement to support accountability initiatives in VAW prevention.
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