



16

Days of Activism 2024

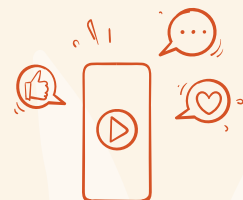
Recommit! Be Accountable! Resource Prevention!

Media Activity Guide

This media activity guide provides the framework to effectively promote the 16 Days of Activism Against Gender-Based Violence Campaign, focusing on the importance of recommitting to EVAW through accountability mechanisms and resource mobilization. It encourages diverse forms of media engagement, emphasizing the role of individuals, organizations, and communities in creating a violence-free world.

1. Social Media Campaign

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



#16Days
#RecommitToBeijing
#TrackThePromise
#Beijing30ActionNo

- Pledge Campaign: Encourage individuals to re-commit to realizing Beijing's agenda for example, by demanding governments to fully resource the commitments they've made or telling friends about Beijing's ambitious agenda.
- Join the #16Days movement! Share how you are helping to prevent/end violence against women. Let's recommit to building a safer world through accountability and support for survivors.



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- Engage Influencers: Partner with local, regional and international influencers to promote the campaign and mobilize action. Some suggested organizations and institutions include:
 - International Organizations and Agencies
 - UN Country offices
 - Multilateral development organizations
 - International human rights and humanitarian organizations working on VAW prevention and response
 - International women's rights funds and foundations
 - Regional Organizations and Networks
 - The GBV Prevention Network
 - Regional bodies focusing on gender equality (e.g. African Union, regional economic communities)
 - Regional women's rights coalitions and feminist networks
 - Regional human rights organizations
 - National Government Bodies
 - Ministries of Gender, Women or Social Affairs responsible for implementing national gender policies
 - Government agencies or departments tasked with addressing VAW
 - National human rights commissions
 - National legal aid services or justice bodies
 - Local Women's rights organizations
 - Organizational members of the GBV Prevention Network
 - Grassroots women's organizations focused on preventing VAW and changing social norms
 - Community organizations providing survivor services
 - Feminist organizations advocating for policy changes and legal reforms
 - Government ministries working to address VAW
 - Academic and Research Institutions
 - University or gender research institutes conducting studies on VAW prevention and response
 - Feminist researchers and networks advancing gender transformative and violence prevention initiatives
 - Think tanks focus on advocacy for stronger gender policy accountability mechanisms

2. Other Media activities

Radio & TV Broadcasts

- Partner with local radio stations to broadcast interviews, survivor stories, and discussions about the importance of VAW prevention.
- Use TV segments to highlight survivor services and explain how communities can support VAW prevention efforts
- Create a series of short public service announcements (PSAs) that emphasize BPfA's key messages, including a call to action for individuals and organizations to recommit to EVAW. Examples include:



"In 1995, Governments signed a pledge under the Beijing Platform for Action to take integrated measure to prevent and eliminate violence against women. Almost 30 years later, this remains unfinished business."

- "Violence against women cannot go unchecked. Policymakers and government institutions must recommit to ending violence against women under the vision outlined in the Beijing Platform for Action"
- "Ending violence requires action and resources. From safe shelters to legal support to programs that transform harmful gender norms, governments must fund the services that advance women's dignity and wellbeing. Together, we can end violence against women."
- "Speak up and demand accountability from your policymakers and community leaders. Every report of violence against women must be taken seriously. Together, we can make our communities safer!"

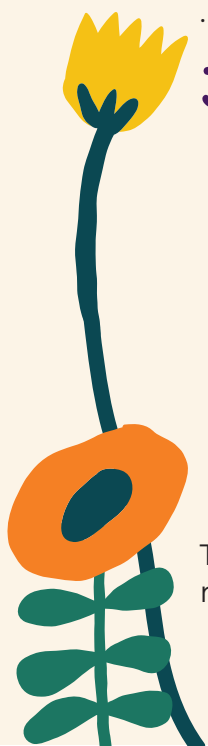


3. Press Release

- Arrange interviews with key stakeholders: local leaders, activists, and survivors.
- Highlight the campaign's goals and key messages, emphasizing accountability mechanisms under BPfA.
- Outline local and national policies that detail the obligations of government officials to implement VAW prevention and response efforts
- Issue press releases on significant milestones of the campaign, including success stories of progress in preventing VAW.



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.



Press Release:

Recommitting to Beijing's Vision to End Violence Against Women – A Call to Action

As we mark the 30th anniversary of the Beijing Platform for Action (BPfA), the world faces a pivotal moment to renew its commitment to ending violence against women and girls (VAW). The 16 Days of Activism Against Gender-Based Violence Campaign calls upon governments, organizations, and communities to stand together and take decisive action to protect women's rights and ensure their safety.

On this historic anniversary, we urge governments to recommit to the promises made under the BPfA by creating stronger accountability mechanisms and providing adequate funding for vital survivor services and prevention programming. These services include legal aid, healthcare, safe shelters, and prevention efforts grounded in feminist, evidence-based principles. We must allocate the necessary resources to end the violence that continues to harm women and girls globally.

This effort requires more than just words — it demands action. Governments must strengthen their implementation of laws that protect women and girls from violence and establish well-resourced accountability mechanisms to ensure these commitments are met. We call on governments to fulfill their commitments and create a world where every woman and girl can live without fear of violence.

Survivors deserve comprehensive support services, including legal aid, psychological assistance, and access to safe shelters. These services must be inclusive and culturally sensitive, addressing the needs of all women, including migrants, women with disabilities, young girls, and LGBTQ+ women. No survivor should be left without the care and protection they need to rebuild their lives and recover from their experiences.

Ending violence against women requires a fundamental shift in attitudes, behaviors and norms that address the root cause of VAW: men's power over women. We have an obligation to dismantle harmful gender norms that perpetuate inequality and discrimination, and advance gender transformative change at the individual, interpersonal, community and societal levels. Well-resourced women's rights organizations and grassroots movements are critical in achieving this change. These organizations, whose efforts are central to promoting gender justice and preventing and ending violence, need sustained funding and equitable partnerships to continue their vital work.

As we join together for the 16 Days of Activism, we stand in solidarity with women everywhere. We call on all stakeholders — from donors to governments — to recommit to a world where every woman and girl can live free from violence. The time for action is now. Together, we can end violence against women and girls.

