



16 Days of Activism 2025

Against Gender-Based Violence

Theme: Reimagining Feminist Futures: Rising in Solidarity, Thriving out of Crisis

Media Activity Guide

Introduction:

This media activity guide offers practical tools to support the 16 Days of Activism Against Gender-Based Violence Campaign. In today's world, overlapping crises; such as war, poverty, climate change, and the rise of online abuse, are increasing the risks women and girls face every day. At the same time, funding cuts are weakening the very feminist movements and essential services that support survivors and advocate for safety and lasting change. The tools include the following;

1. Social Media Campaign

Join the regional campaigns! We will use our social media platforms to amplify our voices. (Facebook, Instagram, Bluesky), connect, unite, and develop our shared vision for feminist futures. During the campaign, we will also share Social Media Campaign memes that you and your organization can share across your networks. Remember to use the hashtags below to join: @preventgbvnet.bsky.social, preventgbvnet (Instagram), GBV Prevention Network (Facebook) and amplify the campaign messages.

Use these hashtags:

- #16DaysOfActivism
- #FeministFutures
- #EndOnlineViolence





What You Can Do Online: Share your solidarity by posting how your group or community is helping end violence. Share messages of hope, strength, and support. Call on everyone to respect and protect the dignity and privacy of others. Do not share or forward private images or content without consent, once online, they can spread uncontrollably and contribute to violence against women. Let us break the chain and be part of a culture of respect, safety, and accountability.

Discuss About Funding Cuts: Amidst rising funding cuts, we are navigating shrinking resources alongside growing backlash against gender justice work, that threatens hard-won progress, silences frontline voices, and weakens the critical support systems that communities rely on. *Post simple graphics showing what happens when services lose funding. Share quotes or stories from people affected by underfunding.*

We are coping with current challenges by staying grounded in solidarity and collective care, drawing strength from our network, adapting our strategies with creativity and resilience, and continuing to center the voices and power of those most affected by VAW. Reflect on alternative ways of resourcing our movements.

Rising above Challenges: Amid the challenges, we see emerging opportunities in the growing momentum for feminist movements, digital organizing, and youth-led activism. By nurturing these spaces, investing in collective leadership, and reclaiming narratives, we can build a future rooted in justice, care, and lasting social change. The rise of intersectional advocacy is creating space for more inclusive, community-driven solutions. By listening deeply to diverse voices and building cross-movement solidarity, we can strengthen our collective impact and ensure no one is left behind.

Work with Local Influencers: Ask local community leaders, youth activists, or social media influencers to share campaign messages. Share tips on online safety for women and girls. Post information about what to do if someone is being harassed online. Organize or promote a short online session on digital self-defense.

2. Use Radio & TV to reach more people

Use radio and TV to amplify the 16 Days of Activism. Share survivor stories (with consent), feature local leaders and experts on issues like online violence and funding gaps, spotlight community groups supporting women and girls' rights, and promote campaign events to inspire action and solidarity.

Sample of Radio/TV Messages (PSAs):

- *"Violence against women is not just personal; it is a public issue. When support services lose funding, survivors pay the price. We must fund the future."*
- *"Survivors need safe places and support. From shelters to digital safety, we must act now."*
- *"In every crisis, women rise. Join us to create a world where care, safety, and justice are for everyone."*
- *"Ending gender-based violence is not the work of one, it is the work of all. Families, leaders, communities, together we can create futures of dignity, safety, and equality."*





3. Community and Group Activities

What You Can Do Together: Together, you can create powerful community moments during the 16 Days of Activism. Host a talk on online safety or ways to support survivors. Organize a local fundraiser to strengthen your group or support a women's rights organization. Set up a mural or art space for messages of hope and solidarity. Or gather for a storytelling event with survivors and elders to share wisdom, healing, and connection.

4. Work with Local News & Media

Media Tips: Partnering with local news and media can help spread your message widely during the 16 Days of Activism. Reach out to newspapers and local radio stations to cover your events and activities. Write short articles or opinion pieces on issues like online abuse or funding challenges. Share powerful local stories of resilience and change. Celebrate small victories to inspire and unite your community.

Press Release

For Immediate Release

16 Days of Activism 2025: A Call to reimagine the future of VAW Prevention. This year, the GBV Prevention Network rises with its members and the feminist movements across the region in resistance, solidarity, hope, and bold imagination. As the 2025 16 Days of Activism Against Gender-Based Violence kick off, we are called to envision feminist futures where justice is lived, healing is prioritized, and community is central.

The 2025 theme, **“Reimagining Feminist Futures: Rising in Solidarity, Thriving Out of Crisis,”** urges us to confront harsh realities and demand change. Across the globe, efforts to end violence against women and girls face shrinking civic space, deep funding cuts, and escalating digital threats. Harassment, doxing, deepfakes, and surveillance are not just virtual; they carry real consequences for safety, mental health, and public participation. At the same time, vital programs and safe spaces that support survivors are being dismantled, leaving those most vulnerable to bear the cost of inaction.

Violence Against Women persists at alarming rates across the world with 1 in 3 women subjected to physical and sexual violence throughout their lifetimes. In sub-Saharan Africa, 33% of women have experienced physical or sexual violence by an intimate partner, compared to 20% of women globally. One in five (20%) in the Horn, East and Southern Africa region have experienced past-year violence, compared to 13% globally (UN Women 2022, Briefs on Ending Violence Against Women).

Ending GBV requires deep and sustained commitment from every part of society; governments, institutions, communities, and individuals alike. It demands that we hold perpetrators accountable, transform harmful norms, and invest in prevention and protection mechanisms that work. We cannot afford complacency. The cost is too high, and the impact is too devastating.

