

GBV Prevention Network 16 Days of Activism Campaign: **Media Talking Points**

Background

Violence against women happens globally; it is often hidden, regularly ignored and often accepted as normal. One in every three women will experience physical and/ or sexual violence by a partner or sexual violence from someone other than a partner in her lifetime (WHO). The media plays a prominent role in shaping knowledge, attitudes and practices in our society. If we are deliberate in our interaction and engagement with the media during the 16 Days Campaign then we can use this influential force to initiate critical thinking and discussion to end violence against women and girls.

In addition to raising public awareness, the media plays an important role in holding leaders and policy makers accountable by providing information to the general public about legislation and government action or inaction on the issue of violence against women. During this 16 Days Campaign period we can inspire and challenge our leaders to use their voice and take action **now** to end violence against women in our communities.

What are Media Talking Points?

Media talking points are a good way to articulate the main ideas of the campaign clearly, concisely and with one voice. Use the talking points below to guide your (and other colleagues) interactions with the media, during the 16 Days Campaign. For example, if you are invited to a radio/TV talk show, are interviewed by a journalist or are writing a news article use these talking points to make a clear and compelling case. Share, review and choose points relevant to your context to maintain a clear strong theme!

How to Use these Media Talking Points

1. Localizing to your context

- a. Within the Action and Advocacy Kit there is a "worksheet" this worksheet should be used to help you contextualize the regional campaign to specific national or local level asks that are relevant to your context - it can help you decide how to most effectively and strategically engage your leaders for action.
- b. Before using these talking points please complete the worksheet in the Action and Advocacy Kit, this will ensure that the specific asks you make to your leaders, in the end section of these talking points, will be localized and relevant to your context.
- c. Make adjustments to the statistics indicated by researching and including information that is specific to your country/ region/ province/ district¹.

¹ Ensure the statistics are from credible sources e.g. demographic and health surveys or other national scientific studies conducted in your country

2. Refer to the worksheet and these media talking points. Then make additions in section A, B, and C as indicated below:

- a. Make additions to section B with national/ local level figures on the economic costs of violence if your country has conducted this study.
- b. Make adjustments to section c using the prompts in italics

Suggested talking points

We encourage you to use these talking points to inspire and challenge your leaders to use their voice and take action to address violence against women by speaking out against violence and allocating the needed resources to prevent and respond to violence against women and girls.

Section A

- VAW is “ any physical act of verbal or physical force, coercion, or life threatening deprivation, directed at an individual woman or girl hat causes physical or psychological harm, humiliation or arbitrary deprivation of liberty and that perpetuates female subordination”
- There are 4 types of violence against women:
 - Physical
 - Sexual
 - Emotional
 - Economical
- Violence against women and girls is a profound symbol of gender inequality and social injustice
 - Violence against women and girls happens globally, 1 in 3 women experience physical and/or sexual violence from an intimate partner (WHO).
 - Across the region we continue to have unacceptably high rates of violence against women and girls; 36.6 per cent of women experience violence (WHO 2013).
Insert relevant national or local level statistics you might find these in your Demographic and Health Survey, WHO Global Observatory etc
 - Women and girls experience VAWG as a result of gender inequality and discrimination.
 - Girls and women often live in fear in many settings - at home, at school, in their communities, in conflict and in times of peace.
 - Violence against women is systematic. Societies are shaped by patriarchal norms that give men more power than women. These norms allow men to control the actions and bodies of women sometimes resulting in violence.
 - Violence against women and girls has been normalized in our societies. This does not take away from the fact that it is unacceptable and an injustice.

Section B

- Violence against women and girls has profound consequences that last for generations. It is a gross human rights violation and a barrier to social and economic development.
 - Women and girls develop poor social functioning skills and social isolation and marginalization;
 - Women and girls reduce or lose educational, employment, social, or political participation opportunities;
 - Children who witness violence are more likely to have emotional and behavioral problems; they perform poorly in school and are at risk of perpetrating or experiencing violence in the future.
 - There are massive expenditures (at the level of individual, family and public sector budgets) on medical, protection, judicial and social services
 - Due to violence women lose workdays, have lower productivity and lower income;
- Violence against women and girls greatly increases a woman's vulnerability to a range of short and long-term health problems and can lead to a loss of life; violence against women is arguably the biggest threat to women's health

Please insert if available any statistics on the cost of VAW in your country/ region/ province/ district

Section C

VAW is an urgent issue that needs to be addressed now; everybody has a part to play in ending it. Our leaders have an important role to play to end violence against women. Therefore, we are calling upon our leaders (political, technical and opinion leaders) at all levels to:

- Demonstrate leadership by breaking the silence and joining the growing and loud outcry; publically condemning violence against women and girls and advocating for gender equality
- Develop a National Plan of Action and include specific operational actions, budgets and measurable targets for each sector
 - If you do not work at national level you can ask for a plan of action at local level (province, region, territory, district etc.)
 - (please check for and include specifics to your context e.g. if an action plan does not exist ask for a plan of action to address VAW or if it exists, ask for it to be strengthened etc)
- Strengthen existing National Plans of Action by
 - making the plans multi-sectorial, spanning health, social welfare, police, justice education and gender
 - including capacity-building and system-strengthening strategies and supporting community-based prevention and response
 - making the plans publically available and ensuring their implementation is regularly monitored
 - (please check for and include specifics that are relevant asks to your context e.g. if a

plan exists analyze it and ask for the items above that are missing from it or if you do not work at national level customize these asks for local level e.g. ask to strengthen regional/ territory/ province/ district plans)

- Establish a national coordinating mechanism with sufficient authority and budget to develop, implement and monitor actions to address violence against women and girls

If you work at local level consider a territory/province/region/district level

- Ensure resources are available to support implementation of the national/ local government plan within all relevant ministries, and for the engagement of women's movements/ women's organizations

If you have completed the worksheet, It will be easier to customize these advocacy asks to the context where you work

Section D

- We all can speak out and call upon our leaders to take action! Let's ask them to show leadership and lead the way to end violence against women now!