

## GBV Prevention Network

### 16 Days of Activism Campaign:

# Poster Discussion Guide

A poster is a powerful communication material. This is because it engages with a diverse range of individuals irrespective of their literacy levels. As a communication material for effective VAW prevention a poster can also be used as a community engagement tool. Before you display the poster you can engage small groups of people in discussions around the poster theme. Use the questions at the back of this card to guide your discussions around this year's 16 Days poster with the theme: Voice Action – Now! Leading the Way to end Violence against women.

### Poster Discussion Tips

1. A group discussion should have a maximum of 15 people to be meaningful. It can be conducted in any setting within the community where people can gather and talk, e.g. under a tree, outside someone's home, in a beauty salon, at a bar, etc.
2. Explain to participants that there are no right or wrong answers. Show appreciation for all contributions.
3. Remember that the questions are only a guide. You do not need to read them like a script or follow a precise order. Try to let the conversation flow naturally and probe for deeper discussion where appropriate.
4. Encourage responses from all participants, giving them equal opportunity to participate.
5. Remember not to tell participants what to think. Asking questions can be more powerful than giving messages.
6. After you complete the discussion, hang the poster in a location that is visible for that group.

### Suggested Discussion Questions

1. What do you see in the poster? What does it tell you?
2. How does violence against women and girls act as a barrier to social and economic development in your community?
3. How could you get your leaders (i.e. religious, community, traditional, political and technical) to publically condemn violence against women and girls?
4. What other actions do you think leaders in your community need to take to prevent and respond to violence against women and girls?
5. What actions will you take to ensure leaders take actions that you have described in 2 and 3 above?
6. How will you lead the way to end violence against women?