

16 DAYS OF ACTIVISM TO PREVENT VIOLENCE AGAINST WOMEN SOCIAL MEDIA CAMPAIGN

VIOLENCE
AGAINST
WOMEN

THE SILENT
EPIDEMIC
IS YOUR VOICE BEING HEARD?

A CALL TO ACTION!

Twitter and Facebook are great mediums to raise local, national and/or global awareness of an issue. For this year's 16 Days campaign we encourage all GBV Prevention Network members to make use of their social media platforms to call to action policy makers and citizens to recognize the serious health impacts of violence against women and to do something about it.

USING FACEBOOK FOR 16 DAYS:

On the GBV Prevention Network's Facebook page we shall be posting information and stories on the **Call to Action** as well as advocacy asks to policy makers, leaders and health workers to address the silent epidemic of violence against women (VAW) and the health impacts of violence against women. Please visit the [GBV Prevention Network](#) Facebook page during 16 Days. Like the Network page and share the posts with policy makers, health workers, colleagues, friends and family and call them to action!

TWEETING FOR 16 DAYS:

For this year's 16 Days campaign we have created tweets that can be used by GBV Prevention Network members to raise awareness on the adverse health impacts of VAW and what we can do about it. We also want to use Twitter to reach out to policy makers and health workers to **call them to action** to address the silent epidemic of VAW. If you use Twitter or have partner organizations and friends who do, please share this document with them and ask them to tweet on the assigned days so that we can create a really strong and resounding voice as we raise awareness about the silent epidemic of VAW. Let's see the hashtag **#SilentEpidemic** everywhere! Don't forget to follow us on Twitter [@GBVnet!](#)

HOW THE TWEETING WILL WORK:

Send the tweets out on the corresponding day (e.g. on DAY 1 send out the tweet/s listed below DAY 1). The tweets are 140 characters or less. Please note that some days have more than one tweet to send out. Some tweets are repeated for emphasis. Where it is possible please direct tweets to your local, national and/or regional health policy makers (ministers, parliamentarians etc.) and health workers.

We encourage you to send each tweet to more than five people and at least five institutions each day. If you create other tweets for the 16 Days campaign or if you are using Twitter to engage participants in your 16 Days campaign please use the hashtag **#SilentEpidemic** so we can build real momentum in the region about this year's campaign!

Have a great 16 Days! Let's lead the change!

16 DAYS TWEETS

1. Day 1 - Nov 25th

Tweet 1: Violence against Women & Girls #VAWG is a global health epidemic. We're calling you to action to end this #SilentEpidemic #16Days

Tweet 2: 1 in 3 women will experience physical &/or sexual violence by an intimate partner at some point in her life #SilentEpidemic #16Days

Tweet 3: Call to Action: Let's change national & local laws, policies & institutions that sustain inequality between women & men #SilentEpidemic

2. Day2 - Nov 26th

Tweet 1: Early exposure to violence can lead to other health risks - substance misuse & self-harm #SilentEpidemic #16Days

Tweet 2: Call to Action: Invest in programming for non-violent behaviours & effective non-stigmatising responses for #VAW survivors #SilentEpidemic

3. DAY 3 - Nov 27th

Tweet 1: The 2010 World Cup cost approx USD3.5 billion. Yet only 100\$ million available 4 violence programs by 2015 by UN Trust Fund #SilentEpidemic

Tweet 2: Call to Action: Include in post-MDG framework a stand-alone goal on gender equality, with a target to eliminate #VAWG - #SilentEpidemic

Tweet 3: Call for investment in violence prevention programming to promote the #empowerment of women & gender equitable social norms #SilentEpidemic

4. DAY 4 - Nov 28th

Tweet 1: 42% of women who have experienced IPV have experienced injuries as a result #SilentEpidemic #16 Days #VAW

Tweet 2: Call to Action: We need more research on the health impact of violence against women #SilentEpidemic#16Days #VAW

5. DAY 5 - Nov 29th

Tweet 1: Call to Action: Let's change national & local laws, policies & institutions that sustain inequality between women & men #SilentEpidemic

6. DAY 6 – Nov 30th

Tweet 1: 1 in 3 women will experience physical &/or sexual violence by an intimate partner at some point in her life #SilentEpidemic#16Days

7. DAY 7 – Dec 1st

Tweet 1: 15 to 71% of women (aged between 15-49) have experienced IPV at some point in their lives <http://bit.ly/1ze9niN> #SilentEpidemic#16Days

Tweet 2: Call for investment in violence prevention programming to promote the empowerment of women & gender equitable social norms #SilentEpidemic

8. DAY 8 – Dec 2nd

Tweet 1: Women exposed to intimate partner violence (#IPV) are twice as likely to experience depression #SilentEpidemic #16Days

Tweet 2: Call to Action: We need to support research & programming to learn how best to prevent & respond to VAWG #SilentEpidemic #16Days

9. DAY 9 – Dec 3rd

Tweet 1: Women exposed to intimate partner violence (#IPV) are 16% more likely to have low baby birth weight #SilentEpidemic #16Days

Tweet 2: 38% of all murders of women globally were connected to their intimate partners <http://bit.ly/1sY4mGm> #SilentEpidemic #16Days #IPV

Tweet 3: Call to Action: Strengthen the role of sectors (health, security, education, justice) as part of co-ordinated multi-sectoral response to #VAW

10. DAY 10 – Dec 4th

Tweet 1: In some regions women exposed to #IPV are 1.5 more times like to contract HIV #SilentEpidemic #16Days

Tweet 2: Call to Action: Policy makers need to create policies & implement systems to identify & support survivors of #VAWG - #SilentEpidemic

11. DAY 11 – Dec 5th

Tweet 1: Women exposed to #IPV are 1.5 more times like to contract syphilis infection, chlamydia or gonorrhoea #SilentEpidemic #16Days #STIs

Tweet 2: Call to Action: Let's support research & programming to learn how best to prevent & respond to VAWG #SilentEpidemic #16Days

12. DAY 12 – Dec 6th

Tweet 1: 38% of all murders of women globally were connected to their intimate partners
<http://bit.ly/1sY4mGm> #SilentEpidemic #16Days

Tweet 2: Call for investment in violence prevention programming to promote the empowerment of women & gender equitable social norms #SilentEpidemic

13. DAY 13 – Dec 7th

Let's invest in programming for non-violent behaviours & effective non-stigmatising responses for violence survivors #SilentEpidemic #16Days

14. DAY 14 – Dec 8th

Tweet 1: Women exposed to #IPV are almost twice as likely to have alcohol abuse disorders #SilentEpidemic #16Days

Tweet 2: Call for policy makers to integrate training & allocate budgets to identify & support survivors of #VAWG - #SilentEpidemic #16Days

15. DAY 15 – Dec 9th

Tweet 1: + 125 million women & girls alive have been cut in 29 countries in Africa & the Middle East <http://uni.cf/1Do7w8J> #SilentEpidemic#FGM

Tweet 2: We need to recognize #VAWG as a health & development barrier. Call for sufficient resources to prevent & respond to #VAWG #SilentEpidemic

16. DAY 16 – Dec 10th

Tweet 1: Together we can end violence against women. Let's keep up the momentum to end this #SilentEpidemic across the world. #16Days #VAWG

Tweet 2: Each one of us, wherever we are, whatever we do, can be part of the change to end violence against women #SilentEpidemic#16Days #VAWG

Tweet 3: Thank you for supporting all @GBVnet members, friends & partners during #16Days! #SilentEpidemic *(Feel free to add to this tweet the Twitter handles/names of all those who have retweeted and mentioned your tweets during this year's 16 Days campaign. Remember the 140 character limit!)*

Please Note:

Data and figures in these tweets is primarily from the 2013 WHO Report: **“Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence”** <http://bit.ly/1oTfGvG>

You can also find more information on violence against women [here](#)