

A 16 DAYS OF ACTIVISM

Launch Ideas

1. March and mobile van

- Gather many people to march to the launch through a busy part of town.
- Use catchy and popular music from the van so the marchers and bystanders can have dance and have fun!
- Use the van to get out information about non violence by having an entertaining person shout slogans and get encourage people to join in the march!
- Use banners, hand out flyers, ribbons so bystanders know what you are marching for!

2. Distribute the purple ribbons

- Explain that the purple ribbon is a symbol of commitment to preventing VAW.
- Ask people to wear this ribbon throughout the 16 Days of Activism to show their support to preventing VAW.
- Give each person several ribbons, ask them to share them with friends, family and colleagues.

3. My hands are not for hitting

- Have a commitment board or wall where community members make a personal commitment to being non violent by making a handprint in washable paint on a cloth. (Where it is difficult to get paint, people can write their names with markers on cloth).

- Make this activity meaningful by taking time talk about the benefits of non violence before community members make their handprint.
- Exhibit the cloth with the handprints or names in a public place so that it inspires more people to choose to be non violent.

4. Poster facilitation

- Engage people in a discussion about the benefits of non violence using the 16 Days of Activism poster.
- Foster deeper reflection about non violence by asking how their relationships would benefits if there was no violence.
- Challenge people to think about their personal relationships and what they can do to make them violence free.

5. Drama

- Draw crowds to the launch with an exciting drama that portrays real life situations in communities. Read the drama tips in the kit to create a positive drama.
- Use the drama to open dialogue about non violent relationships by pausing at the end of every scene to ask community members thought provoking questions.
- Ask people to reflect on their personal relationships and those around them and think of ways in which they could be have more safety, trust, love and respect.

Organizing Tips

1. **Be visible!** Choose a well known, accessible public place to hold the launch. Seek permission from relevant authorities.
2. **March to it!** Consider holding a march through busy areas – this can generate excitement and interest in the event. Map out a good route.
3. **Mobilize everyone you know!** Interest staff, NGOs, CBOs, groups and other community members to participate. Do publicity, send invitations through email, sms, telephone calls, hand out small announcements, and radio. Include where, when, what and who.
4. **Join forces!** Instead of different organizations organizing separate events – join together and make a bigger splash!
5. **Print simple slips** to hand over to people talking about what the launch is, where it will be, when it will be etc.
6. **Make noise!** Make catchy slogans to chant, get music groups, bring whistles, hand out flyers and make sure people who see you marching know why you are marching.
7. **Get Coverage!** Invite the media to the event – give a variety of ideas, set up interviews, discuss story options with them. and ask them to report and open discussions in the issue of non violence in communities.

A 16 DAYS Launch Guide

Make this 16 Days of Activism one to remember!

Consider organizing a large public event to create impact and draw attention to the 16 Days Campaign.





16 Days of Activism

Is your relationship violence-free?

Violence-free relationship is everyone's right!

Women's Lives are at Risk

Violence-free Home is for Everyone!

www.preventgbv africa.org

MY HANDS ARE NOT FOR HITTING!

A Home is of us Violence in a home

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