

EVERY  
**ONE**

EVERY  
**Day**

EVERY  
**Way**

prevent violence against women

## Suggestions for Introducing 16 Days within Your Organization

This document is intended to help organizations introduce *16 Days* within their organizations, to foster collective ownership of the process and organizational commitment to the ideals. These suggestions are specifically useful for medium-large organizations who maintain several different departments, programs or projects from different sectors at the same time.

Members of the GBV Prevention Network spend countless hours and tireless energy preparing activities for the '16 Days' campaign which raise awareness about violence against women (VAW) in the communities where we work. We don't always devote the same attention to our own organizations. There is much that we can do to foster commitment to preventing violence against women within our own gates, across sectors, programs, departments, and positions.

It is important to promote organizational commitment to '16 Days' to reflect that preventing violence against women is a priority for the entire organization, for which every person, sector, and program has a responsibility and role to play. Engaging with others internally can help to strengthen the quality, scope and impact of our work both during the 16 Days campaign and beyond. Here are some suggestions for introducing '16 Days' within your organization in a dynamic and compelling manner:

1. Draft a statement for the head of your organization (Executive Director, President, Director, etc.) to send to the entire organization expressing the organization's commitment to 16 Days and preventing violence against women. The letter may request each program/project to plan 1 special activity during the 16 Days campaign, highlighting the relevant links between their program and violence against women, and report on it within a specified amount of time after the campaign (give deadline).
2. Plan an all-staff meeting and activity on or before November 25<sup>th</sup> to launch 16 Days. Facilitate which help staff to reflect on the year's theme and their role in 16 Days and beyond. Sample activities for the launch meeting include:
  - a. Divide staff into groups (according to projects or sectors if large organization, smaller organizations may do in plenary). Give flipcharts and markers and ask staff to brainstorm how VAW relates to their project/sector. Ask each group to come up with 1-2 things they can do during *16 Days* within their programs to raise awareness on VAW.
  - b. Make a presentation (flipcharts, powerpoint, or any other means) about this year's theme "Everyone, Everyday, Every Way: Prevent VAW Your Way!" Brainstorm with staff examples of what ordinary people can do to prevent VAW.
  - c. Take 4 pieces of flipchart paper. Write "Everyone" at the top of the first, followed by "Everyday," "Every Way" and "Prevent VAW Your Way" on the next 3 flipcharts. Divide staff into groups (or in plenary depending upon size) and give them each one flipchart.



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what's **your** way?

Ask each group to discuss the meaning of the word/phrase on their flipchart in relation to *16 Days* and this year's theme. Ask them to write 2-3 key ideas to share with the community around this word during the *16 Days*. Present in plenary. You should end up with 8 -12 key ideas for all staff in your organization to include in their work throughout the *16 Days* and beyond.

3. For organizations with multiple projects, plan a meeting with project heads in your organization prior to *16 Days*. Facilitate discussions on how each program/project can do something special during *16 Days* to raise awareness (at least one per program/project). Create collective plan with clear responsibilities and dates. Create short reporting template and distribute to all program staff. Support each other in implementation and report according to deadline.
4. Give out purple ribbons to all staff and encourage them to wear them throughout the 16 Days.
5. Create fact sheets on the links between VAW and other programs in your organization, together with staff from those programs. Do this as an activity itself during 16 Days or create prior t the 16 Days. Distribute to all staff when complete.
6. Hold joint activities in communities with relevant programs such as youth, health, HIV/AIDS, psychosocial, human rights in your organization. Take photos and document the events for an organization report, newsletter, etc.
7. If your organization has a notice board, clear a space for 1 message per day to be posted during *16 Days* which reflects the theme. Prior to 16 Days, distribute paper and markers to each staff member and ask them each to come up with 1-5 messages (dependent on number of staff in your organization) and write them on the colored paper. Collect and select the 16 most relevant and engaging. Post one each day and cite the appropriate staff members who wrote them.
8. The above exercise can also be done with text messages, sending a text per day to all staff in the organization relevant to this year's theme.
9. Add this year's slogan and theme to your email signature (as allowed in your organization) and ask all staff to do the same.

what's **your** way?