The 16 Days of Activism against Gender Violence is an annual global campaign to bring attention to the problem of violence against women. For the past 11 years, the GBV Prevention Network has created an Action and Advocacy Kit that includes a range of quality communication materials relevant to the region, with a rights based theme that members can use to strengthen the campaign at organisational and policy level.

The Regional theme for the 2014 16 Days of Activism campaign was: Violence against Women: The Silent Epidemic Is Your Voice being Heard? The Campaign focused on the link between violence against women and negative health consequences that arise as a result of this violence.

The Action and Advocacy Kit had numerous materials one of which included a popularised Call to Action booklet adapted from the Lancet Series on Violence against Women that was published with 5 asks advocating for practical actions and commitment from leaders and policy makers in various sectors to show leadership in recognizing that violence against women is a human rights violation, how to prioritize it in their sectors and allocate needed resources to prevent and respond to violence.

In 2014, the Network worked with 117 member organisations within 14 countries in the Horn, East and Southern Africa to provoke critical thinking and discussion on the silence surrounding violence against women through numerous activities. These countries included; Botswana, Burundi, Democratic Republic of Congo, Ethiopia, Kenya, Malawi, Namibia, Rwanda, South Africa, South Sudan, Tanzania, Uganda, Zambia, Zimbabwe.

This report presents key highlights of the regional campaign and challenges us to take action to break the silence on violence against women.
Were distributed across the region to reach out to different community members, involve the media, take some time off for self-care, work with the health sector to understand the intersections between VAW and health and also demand leadership to take action to prevent VAW.

Advocacy kits were distributed and got people to think critically and talk about how they can be part of breaking the silence to prevent violence against women.

Over 100 member organizations took part in the campaign they reached and engaged millions of people in different events in order to get people discussing and thinking about what they can do to prevent violence.

Campaign reach:
- 3,982,706 people across the Horn East and Southern Africa spoke out against the silent epidemic.
- 117 Advocacy kits were distributed and got people to think critically and talk about how they can be part of breaking the silence to prevent violence against women.
- 117 Member organizations across the region went beyond holding community events; they demanded people in power to make concrete commitments towards VAW prevention.
- 23,000 posters distributed and got people to think critically and talk about how they can be part of breaking the silence to prevent violence against women.
The Action and Advocacy kit had engaging materials that included: The Call to Action booklet, full color posters, poster discussion guide, purple ribbons, purple ribbon stickers, powerpoint presentation, campaign press release, media talking points, social media campaign guide, and purple silicon wrist bands.
“Participants and the nation realized that all have the power to create change so every women and girl can live in a violence free society. Political leaders committed to strengthen the capacity of institutions that address violence against women and children and promote equality between women and men.”
Ecumenical Social Diaconate Action, Namibia

“Women and girls with disabilities were able to have true life story telling at the last day of the campaign. They also did some dramas that drew attention to the Ministry of Gender and Disabilities who later realized that there is a lot to do with regards to women and girls with disabilities in the community.”
Malawi Human Rights of Women and Girls with Disabilities, Malawi

“An article on the engagement of policy makers to end all forms of violence against women written by myself, Easter Achien Okech appeared on the national newspaper - The Standard on December 9, 2014.”
Kenya Female Advisory Organization, Kenya

“We found that there was an increased number of calls for assistance that usually began with “You gave me a purple ribbon yesterday and I just wanted to find out...” For us this is a great success.”
Optimystic Bikers against Abuse, South Africa

“Some church youth leaders committed to facilitating youth led sessions where they will educate other church members on the importance of speaking out and ending GBV in the church.”
Kagisano Society, Botswana

Community members, institutions, leaders and decision-makers were challenged across the region to speak up and take action to end the silent epidemic.
“As a member of the National committee coordination gender issues in the country, I was very proud of the Launch of the National GBV policy and the He for She campaign that was presided over by the President of the Republic of Kenya and a most of the materials from the GBV Prevention Network were used.”

World Vision Kenya, Kenya

“I am happy because my organization reached a community which was not reached before. During the 16 days we reached Mkuranga district to conduct a training to the pastoralists community.”

Tanzania Centre for Research and Information on Pastoralism, Tanzania

“Whenever we hear/see any acts of violence in homes or community, in newspapers (media) degrading the dignity of women, we have to stand up, speak out in community meetings, church etc. I want to see the world act to address this epidemic” (Religious Leader).

Center for Domestic Violence Prevention

“We received great feedback from our self-care workshops. The counsellors commented that they felt "energised" and that they would definitely implement this plan in their debriefing and self-care policies.”

Optimystic Bikers against Abuse, South Africa

“The response was positive and participants made commitment to the five Call to Action. For example, a health worker made a commitment to refer monthly to Women Against Rape about GBV cases. Magistrate committed that next year (2015) he will report on the number of rural courts that will be opened to assist GBV victims to access justice.”

Women Against Rape, Botswana

“Having our own staff appreciate that VAWG is a violation of human rights and getting them to voluntarily make commitments on what they will do to have their voices heard on VAWG was a great outcome.”

Concern Worldwide, Uganda

Some of the most outstanding moments throughout the region during the campaign period.
Beyond 16 Days

The 16 Days of Activism Campaign brings attention and inspires actions across the world. The GBV Prevention Network members lead the way in the Horn, East and Southern Africa through uniting ideas and collective action. Every year, the number of groups across the region grows – as does the commitment to making real change.

Beyond 16 Days, organizations throughout the region and around the world will be working on the five actions to end violence against women and girls. What will you do?

**SHOW LEADERSHIP**
Recognise violence against women and against girls as a human rights violation and a barrier to health and development

**CHALLENGE SECTORS**
Strengthen the role of sectors by integrating training in violence against women into curricula, allocating budgets, creating policies and implementing systems to identify and support survivors, as part of the coordinated multi sectoral response

**INVEST IN RESEARCH AND PROGRAMMING**
Support research and programming to learn how to best prevent and respond to violence against women and girls, inform policies and monitor progress

**CREATE EQUALITY**
Develop and enforce national laws, implement policies and strengthen capacities of institutions to address violence against women and promote equality between women and men

**CHANGE NORMS**
Invest in violence prevention, programming, to promote the empowerment of women, gender equitable social norms, non-violent behaviours, and effective non-stigmatising responses to violence survivors

**SAY IS UNACCEPTABLE**

SHOW LEADERSHIP

VIOLENCE AGAINST WOMEN AND AGAINST GIRLS AS A HUMAN RIGHTS VIOLATION AND A BARRIER TO HEALTH AND DEVELOPMENT

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BEYOND 16 DAYS

Beyond 16 Days, organizations throughout the region and around the world will be working on the five actions to end violence against women and girls. What will you do?
In order to end the silent epidemic, we need to continuously highlight that violence against women is a silent and hidden crisis, and we can take actions towards prevention. Here is what you can do to break the silence.

• Recognise that you have the power within you to break the silence on violence against women and act on it.
• Use this power positively to increase discussion, reflection and critical thinking about violence against women as a problem.
• Inspire individuals, communities and institutions to take action to address violence against women through primary prevention and response activities.

One by one, we can end the silent epidemic. How are you going to break the silence?