The GBV Prevention Network joins activists all over the world annually in commemoration of the 16 Days of Activism Campaign by developing and coordinating a regional campaign. In order to facilitate this campaign, the GBV Prevention Network develops an Action and Advocacy Kit that contains communication materials and campaign guides that are used to foster critical thinking among communities and leaders based on aspirations of the benefits of non-violence. The materials are also deliberately designed to inspire action among individuals and groups for effective prevention and response to violence against women.

16 Days of Activism Campaign, is an annual global campaign that takes place between 25th November and 10th December. It originated from the first Women's Global Leadership Institute coordinated by the Center for Women's Global Leadership in 1991.
The regional theme for the 2015 16 Days of Activism campaign was: Voice, Action-Now! Leading the way to end violence against women.

The campaign focused on demanding leaders of all types – policymakers, legislators, opinion leaders etc to use their voice, take action and show leadership in ending violence against women.

This campaign theme was inspired by one of the asks in the popularized Call to Action that was adapted from the Lancet Series on violence against women. The ask (Show Leadership) demands leaders to use their voice and power to speak out and publicly condemn violence against women and girls.
The number of countries taking part in the regional campaign increased from 14 countries in 2014 to 16 countries in 2015.


Members intensified their activism in 2015.

A total of 4,466,624 community members reached during the campaign while the 2014 campaign reached about 3,982,706 community members.

This increase in reach means that more people are not only aware about the 16 Days of Activism Campaign in the region, but they are also reflecting on what their role is in the prevention of violence against women.

Basing on the popularized Call to Action published in the Lancet series in 2014, members made deliberate efforts to engage leaders such as policy makers and local leaders in the 2014 campaign to break the silence and speak out against violence against women. This thoughtful process continued in the 2015 regional campaign. Members demanded leaders such as technical staff at ministry level, legislators/members of parliament at national level, religious and traditional leaders, take action by publically condemning violence against women, put in place national action plans, and allocate budgets to facilitate the implementation of these national action plans.

As a result of the increase in the reach both nationally and regionally, and the deliberate efforts to target leaders who are in position to put in place mechanisms that can help prevent violence against women, commitments were made by leaders such as traditional leaders and members of parliament on what they were going to do within their means in a bid to prevent violence against women. This report highlights some of the campaign events across the region thus showing our responsibility to take the lead in preventing violence against women.
The 2015 Action and Advocacy Kit materials included:

Full color posters, poster facilitation guide, purple ribbons, full color stickers, PPT presentation, powerpoint discussion guide, press release, training module for the media, media talking points, public event guide, guiding principles handout, and a preparatory worksheet. These materials are meant to not only raise awareness but also inspire action to prevent violence against women in communities.
**PURPLE RIBBONS**
“Ribbons attracted attention and generated discussion to the issue of VAW/G everywhere we went. It also drummed a spirited support and solidarity as women and young girls wore this ribbon and walked around the community and the market areas”. Initiative for the Transformation of Rural Women and Girls, Uganda

**MEDIA TRAINING MODULE**
“In most cases media reports unobjectively, they don’t know that if they reported about VAW in an ethical manner, what they report can amplify the voice of the women, curtail myths as well as support tracking of VAW cases while stimulating dialogue with in the community and action from the policy makers. However, the 9 ethical principles opened the eyes of both the media and the policy makers”. Coast Women In Development, Kenya

**POWER POINT**
“The presentation was quite useful. It helped us organize and structure our content for the event and it helped us focus on certain points without derailing” CLIMB Against Sexual Abuse South African Chapter, South Africa

**ACTION AND ADVOCACY KIT**

**POSTER**
“Even after the end of the campaigns the villagers [community members] still use them [posters], this ensures the sustainability of the campaign rendering it a process rather than an event.” Rural Communities Empowerment Trust, Zimbabwe

**CAMPAIGN WORKSHEET**
“The campaign worksheet was very useful as it guided the preparations for the campaign and ensured a network of organisations worked together in this campaign. For WAR we called in 10 organisations that we work with within Maun to plan and implement this campaign together... it assisted us to focus on policy and budget issues for the district and to identify the leadership that we should concentrate on for prevention and response to violence against women and girls in our district”. Women Against Rape, Botswana

**POSTER FACILITATION GUIDE**
The guide helped us to control the discussion and make sure that we achieved the desired impact during the discussions. This made us come up with action plans that we will implement in the community”. Trust for Indigenous Culture and Health, Kenya
Over 150 member organisations reached leaders such as policy makers, traditional/religious leaders and legislators, held dialogues with them and asked them to take the lead in the campaign against violence against women in their communities.

As a result of this reach some leaders made commitments by advocating for an increase in the budget to implement initiatives that help prevent and respond to women experiencing violence.
Community members in the Horn, East and Southern Africa were reached during the campaign to engage leaders in taking action to prevent violence against women.

Action and Advocacy kits were distributed to member organisations who used the materials to demand leaders take action and be practical about preventing violence against women.

Purple ribbons were distributed to be worn in solidarity to raise awareness about violence against women and spark conversations about taking action to prevent it.

Events like meetings with policy makers, rallies, media events were held during the campaign to demand people in power and influence to make concrete commitments towards prevention of violence against women.
Members interacted with legislators, policy makers, traditional/religious leaders and community members to demand leaders to use their voice, make commitments and take action to prevent violence against women and also community members to hold their leaders accountable. Just like the previous campaign, some members managed to get some concrete commitments from leaders during the campaign.

For example, one Member of Parliament from Uganda promised to have the Domestic Violence Act translated into her local language so that people can easily access it and know their rights.

There were some unique initiatives by members during the 2015 campaign that were reported by members. For instance community members took the lead in organising events during the campaign to demand leaders to take the lead in preventing violence against women. Some other organisations were strategic working with the media to not only increase awareness but also guide them in reporting stories without dehumanising women.
ACTIVISM
Community members went beyond speaking, they took action to address injustice during the campaign which yielded results.

“CEDOVIP with community activists petitioned the Uganda Communications Commission over inappropriate content in the media and the program was successfully banned for violating broadcasting standards including inciting domestic violence”. Center for Domestic Violence Prevention, Uganda

“The fact we were able to stand up to the media and get a positive response from them on matters of advocacy was spectacular. A local newspaper published an article by one columnist in which she appeared to promote the rape culture. We were able to engage the editors of the paper into dissociating themselves with the content by the columnist and they did so by publishing a notice to this effect.....It was amazing that this incident did not ruin the relationship between us and the media house”. Strategic Applications International, Kenya

COMMUNITY DIALOGUES
Members organised community dialogues involving leaders in order get commitments and action points.

“The dialogue session between women leaders and chiefs from different sites, they agreed that chiefs will call community meetings in their respective sites to encourage their community members to take their girls to school and to “Stop trading girls for cows”. These messages will be integrated in routine community meetings”. International Medical Corps, South Sudan

INCREASED AWARENESS
As a result of taking part in activities organised by members during the 16 days of activism campaign, more people learnt about violence against women and committed to taking action beyond the campaign.

“The artists from the Arterial Network Zimbabwe raised some interesting issues that have larger social impact. Specifically the fact that there is music in the public space that encourages gender based violence... They pledged to use their creativity to raise awareness on GBV”. Women in Politics Support Unit, Zimbabwe

TAKING ACTION
Community members took the lead in setting the pace for the 16 days of activism campaign.

“The planning and events was solely run by trained women in the community. With basic briefing provision of the material they were able to do so much with little or no extra funding. All the posters were put up on purely volunteer basis by the bodaboda operators in Kawangware and Biafra in Eastleigh. We feel this was such a good community buy in and taking ownership of issues of domestic violence in informal settlement areas”. CREA, Kenya
Some of the commitments made by leaders such as policy makers and traditional/religious leaders during the campaign are highlighted.

When leaders make commitments towards the prevention of violence against women during events such as rallies, meetings, matches, etc., it makes it easier for organisations and community members to follow up and also hold them accountable to the commitment they make which eventually contributes to the prevention of violence within communities.
During the campaign, several leaders made speeches and there were some concrete outcomes from those speeches.

“16 leaders in the Serengeti District committed to end violence against women and children in Serengeti District... [The] councillors are planning to put Anti GBV budget to support the safe house running costs and GBV Survivors”.

ACT Diocese of Mara, Tanzania

Meetings were held with different leaders in order to raise awareness about the campaign and also commit them to act.

“During the town hall meeting in Amuria district we had high political representation and all of them accepted to wear the badge[ribbon] for the 16 days of activism. The district chairperson LCV, the RDC, the CAO and district councilors. The meeting discussed how to end violence against women and drew their action plan”

Coalition for Action on 1325, Uganda

Political leaders were encouraged to publically condemn violence against women during their political rallies.

“The political leaders who were campaigning [for election] during that season were tasked to talk about VAW and they readily included VAW in their campaign messages”

Integrated Community Resilient and Development Organization, Uganda

There were efforts made by leaders to ensure that the existing laws on violence against women are strengthened.

“There were campaigns during the campaign, the Minister of Gender asked for more articles to be added on the existing clauses of the National law in favour of ending VAW so that more women are protected from violence”. The Province of the Anglican Church of Burundi, Burundi

Opinion leaders such as religious leaders and traditional leaders took the lead in ensuring that fellow leaders in their communities act about preventing violence against women.

“After the campaigns the traditional leadership has taken it upon themselves to continue educating the villagers [community members] about the effects of gender based violence their communities...The Headman for Lupane, King Ngwenya organized a series of meetings with village heads in his area of jurisdiction to educate them on gender based violence so that they can also disseminate the information to their subjects in their villages”.

Rural Communities Empowerment Trust, Zimbabwe
It is possible to have a successful campaign even when an organisation has no or limited funds during the campaign. Some organisations find their way around dealing with some of the challenges they encounter. This may require flexibility. For instance one member reported “We hosted a workshop where a few people showed up at the community hall. We decided to leave the hall and take the educational outreach to the street... some of the taxi operators started supporting our cause by helping us distribute the ribbons and putting some of the stickers on their taxis. That started the conversation about abuse [violence] and kept it going. I preferred the street outreach than the sitdown workshop session we have arranged and I am planning to do more of these in the future”

Coalition for Action on 1325, Uganda
Here are some other ideas on how to have a successful campaign when working with minimal resources:

- **Partner with other organisations** involved in the campaign and do some activities together in order to build momentum and also save on costs.
- **Continuously build rapport with leaders and media houses**. Most media houses have slots for social issues which can be utilised during the campaign.
- **Make use of the preparatory worksheets** sent by the Network prior to the campaign in order to contextualise the campaign to your region and align with your program activities.
- **Encourage communities to offer facilities** like community halls, school halls, church halls in order for them to fully be part of the campaign.
- **Promote the spirit of volunteerism**
- **Avoid day long activities** so as to save costs on meals/refreshments.
During the 16 Days of Activism period, all GBV Prevention Network members called upon leaders to show leadership by recognizing violence against women and girls as a human rights violation and a barrier to social and economic development.

You can continue the activism. In 2016, the GBV Prevention Network has several initiatives to keep everyone connected not only to each other and the Network, but also increase on their activism by taking the lead to end violence against women both at work and impersonal spaces. The Network will start an In Her Shoes Thematic Action group which will be solely based on the In Her Shoes Toolkit. We shall have speaker events in different cities in order to keep grounded in the violence against women work. Join us on social media and take part in discussions on patriarchy, VAW, and one specific for the 16 days of activism campaign. Stay connected! Follow us on Twitter (@GBVnet) and Facebook (www.facebook.com/GBVPrevNetwork)

Continue to use your voice and power to take action and lead the way to end violence against women and girls everyday!