



# Preventing Violence Against Women: A Feminist Agenda

## 2021 Social Media Campaign Overview

The GBV Prevention Network will run three social media campaigns in 2021 that focus on engaging members on preventing violence against women (VAW). The campaigns will explore key topics to support the vibrant activism in the region on VAW and strengthen a shared language and knowledge base among members about violence prevention.

Organizations across the Horn, East and Southern Africa are deeply engaged in supporting women experiencing violence and also changing the norms, policies and practices that allow VAW to happen. The campaigns in 2021 aim to support individuals, organizations and the broader movement to prevent VAWG.

### Why a focus on VAW prevention?

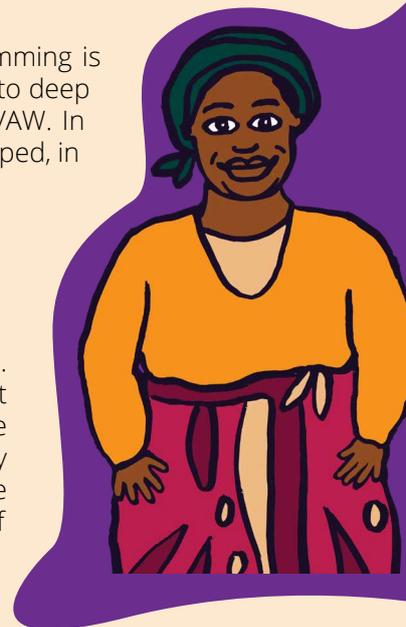
All work to address violence against women is critical. A full spectrum of programming is essential from life-saving services and response for women experiencing violence, to deep prevention efforts that seek to change the norms and systems that perpetuate VAW. In many countries in the region, the response mechanisms are robust and well-developed, in other places this remains a critical need.

### Why now?

Over the last decade, the interest and emphasis on VAW prevention has grown. During the COVID-19 pandemic, the Network held a series of webinars about prevention—the call was loud and clear—members wanted more grounding in the basics of prevention, more familiarity about the strategies and approaches commonly used, and deeper understanding in the key controversies in the field. This knowledge and exposure would strengthen member's programming, the capacity of their staff and organization, and their ability to meaningfully engage in national, regional, and global discussions on VAW prevention.

### What is VAW Prevention?

Prevention means stopping violence against women from happening, it can also mean reducing the severity and frequency of violence that women experience.



## Why is Prevention Important?

All people – women and men, girls and boys and non-binary folks—deserve and have a right to live free of violence. Activism and effective programmes can change the individual attitudes and behaviors, community norms as well societal structures that perpetuate or sustain violence against women.

## Goal of the Campaign

To strengthen GBV Prevention Network member's knowledge about VAW prevention—what it is, why it is important and what it takes to do impactful VAW prevention programming.

## Campaigns Schedule

### 19th - 30th April - VAW and Prevention: Breaking it down

*Explore the basics of VAW and prevention*

### 21st June - 2nd July - Prevention Programming: From Theory to Practice.

*Explore evidence-informed principles of good programming and learn about existing VAW prevention programming in the region and beyond*

### 16th - 28th August - Key Issues in VAW Prevention: Where do you stand?

*Explore issues facing organizations working on prevention and key controversies in the VAW prevention field*

## You can be involved in the Campaigns!

- Like, share, tweet, retweet and tag the Network on it's different social media platforms; Twitter; @GBVnet, Facebook: GBV Prevention Network and Instagram: @preventgbvnet.
- Share the graphics from the Social Media Kits on your social media handles or with your colleagues and friends.
- Look out for the various conversations that will be taking part on our social media handles.
- Spark conversations within your organisation, colleagues and friends about preventing violence against women.
- Contact us to write a blog, join a chat or share your story in preventing violence against women.
- Join the GBV Prevention Network (<https://preventgbvafrica.org/join/>)
- Don't forget to #PreventVAW and #FeministAgenda.



## Interested in reading more?

### Check out:

Preventing Violence against Women: A Primer for African Women's Organizations by Raising Voices and the African Women's Development Fund.