



WorldYWCA

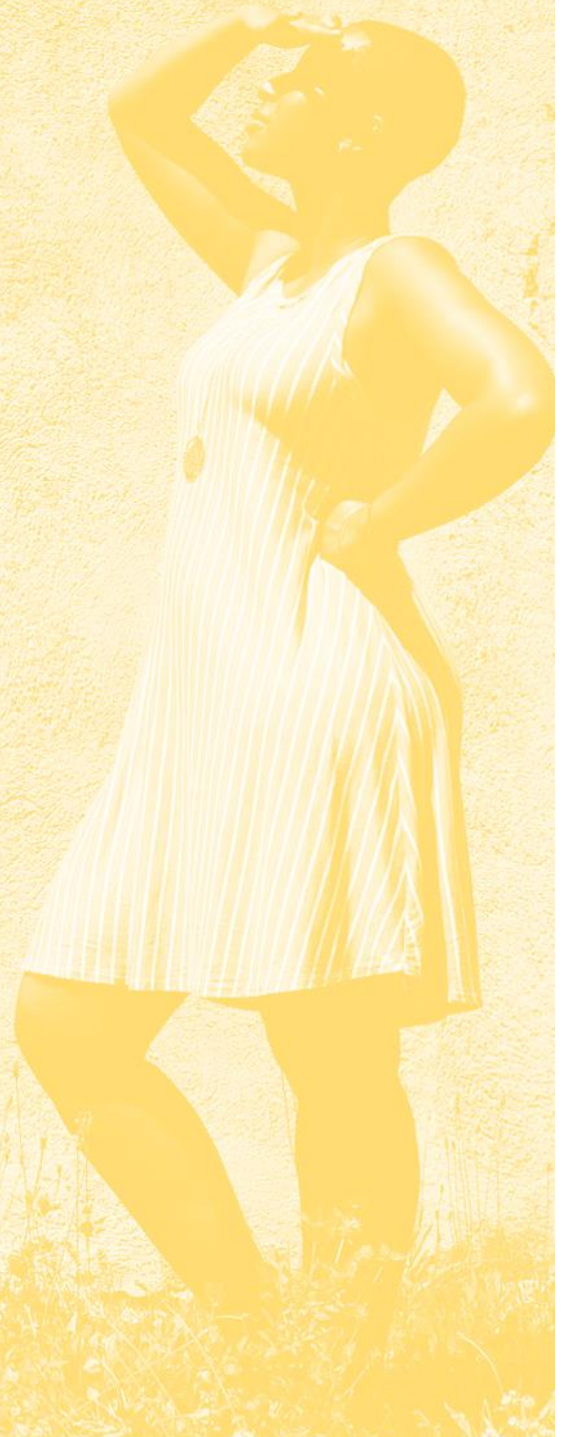
Week

Without

Violence

**15TH-21ST OCTOBER
2018**

**Campaign
Toolkit**





The World YWCA Week Without Violence is an annual global campaign to end the scourge of violence against women, young women and girls.

Throughout the week activities focus on raising awareness, promoting attitude change and enabling individuals and organisations to begin positive actions towards ending violence in their communities. Every year during the third week of October, YWCAs from all over the world promote and encourage a Week without Violence – a week-long series of community events promoting diverse approaches to creating a world free of violence.

At YWCA, we believe that this includes enhancing **women's voices in decision making, leadership and peace-building, promoting women's economic empowerment, ending violence against women, young women and girls**, and finding new ways for young women to connect, mobilise and inspire each other so they can take collective action.

The World YWCA Week without Violence encourages communities to think and act towards a world without violence.

World YWCA website: www.worldywca.org

#WWV18 #YoungWomenRise #WeekWithoutViolence2018

 <https://www.facebook.com/worldywca>

 [@worldywca](https://twitter.com/worldywca)

 [@worldywca](https://www.instagram.com/worldywca)



COMMUNICATIONS

Boilerplate

This concise description can be used in press releases and other communications materials, and as an “elevator pitch” whenever needed.



With the rise in #metoo movements across the world, voices of women against all forms of violence across different spaces have arisen. They have reinforced the growing need to address the issue with seriousness and urgency. 120 million girls worldwide have experienced forced sexual acts at one point of their lives. The World YWCA’s Week Without Violence demands that safety of young women and girls must be put at the center stage through meaningful representation, participation and decision making through young women. They lead, they rise, they decide for their safety.





Key Messages

This is language that can be used in your advocacy work, statements, media work or any time you want to communicate clearly about the issue of violence against women. It is a wake-up call addressed to the world leaders to listen to women, young women and girls voices against violence.



- Violence against women – particularly intimate partner violence and sexual violence is a major public health problem and a violation of women's human rights.
- Whether at home, on the streets or during war, violence against women and girls is a human rights violation of pandemic proportions taking place in public and private spaces.
- Estimated 12 million girls are still married each year.¹
- Around 120 million girls under the age of 18 –over 1 in 10 – have been raped or experienced other forced sexual acts at some point in life.
- Every year, over 20 million women and girls are bought and sold as sex slaves.²
- 2.6 billion Women and girls live in countries where marital rape is not criminalized.³
- Even when women do speak up, offenders escape punishment: a 11 country study across all continents found charges brought in only around 6% of physical and sexual assaults and led to convictions in only 1%-5% cases.⁴
- Almost one quarter of girls aged 15-19 worldwide (almost 70 million) report being victims of some form of physical violence since age 15.²
- While SDGs aim to end child marriage by 2030 (Target 5.3), even today 1 in 5 girls in the world is set to be married before 18 years of age.⁵
- In the majority of countries, less than 40 per cent of the women who experienced violence sought help of any sort.⁶
- Of the total number of people engaged globally in modern slavery, 71% have been women and girls.⁷ This is the socially acceptable form of violence given the social norms and the legal frameworks existing across nations.
- In 2016, **4.8 million** people were victims of forced sexual exploitation.⁸ More than 99% of these were women and girls. One in five of these victims were children.
- About 1 in 5 girls who have been subjected to FGM had the procedure performed by a trained medical professional. In some countries, this number is as high as 3 in 4 girls.⁹

¹"Child Marriage," UNICEF, March 5, 2018, https://www.unicef.org/protection/57929_58008.html

²<https://www.equalitynow.org>

³<https://www.unicef.org/publications/files/Hid->

[den_in_plain_sight_statistical_analysis_Summary_EN_2_Sept_2014.pdf](https://www.unicef.org/publications/files/Hid-den_in_plain_sight_statistical_analysis_Summary_EN_2_Sept_2014.pdf)

⁴<https://www.springer.com/us/book/9780387732039>

⁵UNICEF, State of the World's Children, 2017

⁶<https://unstats.un.org/unsd/gender/chapter6/chapter6.html>

⁷<https://www.alliance87.org/2017ge/modernslavery#!section=2;2017>

⁸<https://www.alliance87.org/2017ge/modernslavery#!section=5;2017>

⁹<https://www.unfpa.org/female-genital-mutilation>; 2018 updated



Hashtags

Use hashtags (#) before keywords to index social posts and give them prominence, both on Twitter, Facebook and Instagram. Using hashtags is extremely important, as they become a link that – when clicked – provides you with an overview of the social reach and share linked to that specific keyword. Please use relevant hashtags when posting on Facebook and engaging on a conversation on Twitter.

*The official hashtags of the **Week Without Violence** 2018 are:*

#WWV18

#YoungWomenRise

#YoungWomenLead

#YoungWomenVoices

#WeekWithoutViolence2018

You can also use other hashtags when discussing the issue of violence against women:

#HearMeToo

#EndDVNow

#ChildMarriage

#VAWG



Sample tweets

These are tweets you can copy and paste. Add pictures. Use the data from the messages section to post the information across all social media channels.

- During #WWV18 we demand prioritising elimination of #VAWG in all its forms. We demand leaders, champions and #youngwomen to continue the movement for safety from all forms of abuse and violence #WorldWithoutViolence @worldywca #WWV18
- #YoungWomenRise when they are safe and free. #YoungWomenLead when they can speak and are heard. We demand what is long overdue: time to end #VAWG once and for all #WWV18 #HearMeToo @worldywca
- Time to put #VAW at the center of #SDG implementation . Act during #WWV18 and help #YoungWomenLead the battle for a world free from #VAWG by listening to their voices #HearMeToo @worldywca
- This #WWV18, let us help #YoungWomen co-create, co-design and lead the way to better address the issue of all forms of #VAWG. It is time we pass the baton to the future. #HearMeToo @worldywca



Sample Facebook messages

- According to @WHO, up to 70% of women experience physical or sexual violence in their lifetime. That's one in three women! It is time that #YoungWomenLead to advocate for a world free from all forms of abuse. Are you in? Join the movement, contact your local YWCA: <http://www.worldywca.org/ywca-member-associations-list/>
- The first sexual experience of some 30 percent of women was forced. The percentage is even higher among those who were under 15 at the time of their sexual initiation, with up to 45 percent reporting that the experience was forced. #YoungWomenRise and say: Enough! Are you in? Join the movement, contact your local YWCA: <http://www.worldywca.org/ywca-member-associations-list/>
- Around 120 million girls under 18 – just over 1 in 10 – have been raped or experienced other forced sexual acts at some point in life. Not even half of them report in fear. #HearMeToo and let #YoungWomenLead towards safe space for engagement. Are you in? Join the movement, contact your local YWCA: <http://www.worldywca.org/ywca-member-associations-list/>

Instagram Posts

Instagram can be a great engagement tool for young women to share their thoughts and stories with photographs and infographics.

Use the infographics in the digital toolkit and share on your Instagram account to engage more young women.

Do not forget to tag opinion leaders, young women activists and groups in the post and use the hashtags.

#YoungWomenLead





Digital Assets

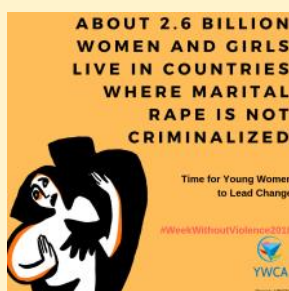
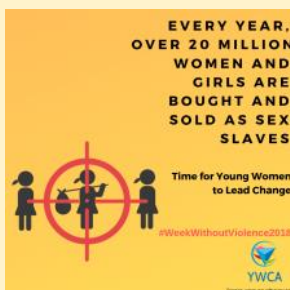
We have prepared a number of graphic materials to help you in your outreach activities. We also encourage you to cross post content from the different organisations working in the space. It is a global movement against VAW and there it is important we network across the different systems working for the same cause. This content can be shared on social media or accompany an article on your website.

PLEASE NOTE: You can find all digital assets on the link https://www.dropbox.com/sh/2hbx466ybo710hx/AABVyYpTmcpq_V0pp6TuO7sla?dl=0

COVER IMAGES (FACEBOOK, TWITTER)



INFOGRAPHICS (FACEBOOK, TWITTER, INSTAGRAM)





MEDIA

Engage the local media and national media in your network and share the YWCA vision of engaging young women in leadership and decision making roles to a world where young women challenge power structures for gender equality and a world with peace and justice. Interacting with media and engaging with them during this time will help:

- Put pressure on governments and hold officials accountable.
- Educate the public and media on the issues and realities around VAW that affect our community, and put an emphasis on YWCA's work to empower girls and women.
- Spread the word and invite young girls to join YWCA movement and engage in opportunities for intergenerational dialogues, leadership trainings and advocacy opportunities to make their voice heard.

PLEASE NOTE: If you are organizing an event, or you want to increase the chance to be published – always include high-resolution pictures. If you need high-resolution pictures please contact worldoffice@worldywca.org.





ADVOCACY CONTENT AND RESOURCES

Child Marriage

DESPITE RECENT DECLINES in the prevalence of child marriage globally, an estimated 12 million girls are still married each year. Additionally, there has been growing concern around reports of increasing child marriage rates among those affected by conflict or natural disaster where underlying drivers such as gender inequality, social norms, and lack of opportunities for girls are exacerbated, and new drivers related to protection concerns and extreme poverty arise.

Consequently, girls who are married young experience a violation of their human rights and suffer negative impacts on their education, economic prospects, social lives, mental and physical health, and the health and nutrition of their children. Effective interventions are urgently needed to address this critical issue.

According to UNICEF, given the impact of population growth, at the current rate of decline, countries are not on track to reach the Sustainable Development Goal of ending child marriage by 2030, and an additional 150 million girls will be married by that date.

Almost half of the child brides worldwide live in South Asia; 1 in 3 are in India. Child brides are denied childhood and have limited opportunities for education and employment. They are also more exposed to domestic violence and they are often unable to negotiate safer sexual practices, this exposes them to sexually transmitted diseases and early pregnancies. In 2015 the international community agreed to a new set of development goals which include the elimination of all harmful practices such as child, early and forced marriage and FGM/C by the year 2030. (UNICEF, 2014)

More information on <https://www.girlsnotbrides.org/wp-content/uploads/2018/07/>





Female genital mutilation

Female genital mutilation/cutting (FGM/C) is a human right violation that affects women and girls worldwide. The exact number of women and girls who have been subjected to it is unknown however, it is estimated that at least 200 million women and girls have undergone FGM/C. Of these 200 million 44 million are girls below the age of 15. The elimination of such practice is a global concern that needs to be addressed. In 2012, the United Nations General Assembly adopted a resolution that calls for the intensification of efforts to eradicate this practice and in 2015 the international community agreed to a new set of development goals which include the elimination of all harmful practices such as child, early and forced marriage and FGM/C by the year 2030. (UNICEF, 2016)

More information on <http://www.unfpa.org/female-genital-mutilation>

Violence against women and girls

Violence against women and girls is a grave violation of human rights. It has a great impact on the immediate and long-term physical and mental health of those affected. Sexual violence has a profound impact on women and girls subjected to violence but also for their families and their communities. Although a rising number of countries have developed laws against domestic and sexual violence, challenges remain when it comes to the implementation of these laws. Not enough is done to prevent violence and most of the times it goes unpunished (UN Women, 2016).

More information on: <https://www.wewillspeakout.org/>



Refugees and Migrants

For the first time since the refugees and migrant crisis in Europe, women and children on the move outnumber adult men. UNHCR, the United Nations Population Fund (UNFPA) and Women's Refugee Commission observed that women and girls face particularly high risks of certain forms of violence, including sexual violence.

Many of these women flee countries, like Afghanistan and Syria, where they were subject to persecution or gender-based violence. However, when they escape their countries, they continue to experience human rights violations. Amnesty International has denounced the sexual exploitation of Syrian refugees women in Lebanon. It is also observed that women who flee their countries without an adult male face higher risk and had little protection or access to justice. Cases of sexual violence committed by guards in reception/transit centers have also been reported.

More information on: <https://www.amnesty.org/en/documents/mde18/3210/2016/en/>





STAKEHOLDER ENGAGEMENT

You probably already have a list of your key constituencies in mind. However, it can still be very useful to map your stakeholders at the national or community level to understand who can help you out to achieve your goal. These are some constituencies that we have identified for you.

YWCA Movement

The broad YWCA movement is a great resource for your advocacy and outreach work. Do not hesitate to contact the YWCA members in your region or around the world to organize joint campaigns or events.

What you can do:

- The YWCA member associations can partner with each other and share content with each other, including stories of survivors, photographs and infographics.
- Reach out to the women networks and partner organizations, make sure they participate in the Week without violence.
- Publish an article on the **Members Forum** on the World YWCA website to promote your national or regional activities and call for collaborations.





Partners and Donors

We work as a movement with a number of local, national, regional and international level donors and partners for a number of critical issues around SRHR, Mental Health and Leadership. All of this is deeply linked to the VAW and safety of women, young women and girls across the globe. The YWCA movement believes in the value of safe space and therefore, it is pertinent we spread the messages across our network of partners and donors.

What you can do:

- Engage and involve them in this campaign. Send them emails, tag them in your social media posts and make sure to send a summary of the campaign to them at the end.
- Link the campaign to the larger mandate of safe spaces, SRHR and Human Rights work that YWCA does and make sure to send your donors some success stories from projects in line with the #WWV18

Religious and Traditional Leaders

Involving religious and traditional leaders is extremely important, especially when working within communities where religious and traditional beliefs are deeply rooted in the fabric of the society. Religious and traditional leaders' voices have the power to change minds and hearts. Moreover, their authority can persuade policy-makers. Faith communities have a duty and responsibility to protect their members from sexual violence or any other violent behavior. For this reason, persuading religious leaders to speak against gender-based violence should be a key element of your advocacy work and outreach.

What you can do:

- Ask them to send a letter to the Prime Minister, the Minister of Justice, an MP or the Minister of Health.
- Suggest a worship/reflection on violence against women and girls using a previous week of prayer booklet based on VAW
- Organize a vigil.

Legal Associations

Legal associations are a useful audience to reach out to. They provide support to victims and help find ways so that communities can secure offenders to justice.

What you can do:

- Inform the legal associations in your community about the campaign
- Invite them to an event and, ask them to give a speech on the challenges that prevent existing legislation from being implemented or new law from being adopted.





Medical Associations

Working with national physicians organizations is key to put pressure on the Ministry of Health and more generally, the government. In 2010, the World Medical Association (WMA) adopted a resolution stating that the national medical associations should “*Advocate for effective implementation of universal human rights*”. This gives the YWCA members a great opportunity to get in touch with the national medical associations to inform them about the issues that women in the different community are facing, making sure that they listen from civil society working at the grass root and have evidence-based information to put pressure on the government.

What you can do:

- Inform them about the week without violence campaign and invite them to raise awareness.
- Ask them to educate patients about the correct health protocols following violence, and inform them about the presence of the **Safe Spaces**.
- Invite them to give a talk in your Safe Space.

Parliamentarians/Local Leaders

Working with elected representatives is an important way for us to ensure that the issue of violence against women is high up on the political agenda. Making the case for better national law on the protection of women can be an excellent way for skilled MPs to build their reputation and put the government under serious pressure to come up with a coherent stance or better law. In many parliaments, members are able to propose resolutions or motions to be adopted. These typically do not have legal weight but are nonetheless an important way to draw attention to a particular issue and demonstrate support for a certain course of action. Moreover, MPs are typically able to ask questions to the government, which have to be answered. This could be a great opportunity to open a discussion on a specific issue and involve the media to raise awareness.

What you can do:

- Research on MPs who have progressive stance on violence against women issues. Partner with other organizations that would like to push similar agendas to yours. Set a meeting with them MP.
- Inform the MP of the issues that women in your community are facing
- Suggest that the national legislation/implementation of the law should be strengthened; provide examples of other countries in the region where national legislation has made a difference.
- If you don't succeed in setting a meeting with the MP, use the 'letter to a Parliamentarian' system and send a message to those MPs who have shown interest in violence against women issues. Make sure that the letter is signed by other organizations that have similar concerns to yours.





Other campaigns to end violence against women and girls

Thursdays in Black

<https://www.oikoumene.org/en/get-involved/thursdays-in-black>

One Billion Rising

<http://www.onebillionrising.org>

Ni una menos

https://en.wikipedia.org/wiki/Ni_una_menos

