



**INTERGENERATIONAL ACTION FOR GENDER-BASED VIOLENCE (GBV):  
Co-Creating the Future**

**Week Without Violence 2021**

**October 18-24**

**#WeekWithoutViolence2021**

**#YWCAleaders #WeekWithoutViolence2021**

An annual global campaign, held in third week of October every year for 25 years, to raise awareness, promote change and enable positive action towards ending violence against women, young women, girls and other marginalised genders.



**WorldYWCA**





# WHAT IS IN THIS TOOLKIT?

**2021 Theme.....3**

**It's 2021 and GBV is Only getting worse!.....5**

Here is What You Need to Know.....5

Child Marriage....5

Cyber/Online Violence.....5

Domestic Violence.....6

Femicide.....6

Sexual Harassment.....7

Violence Against Elderly Women.....7

**Let's Take Action!.....8**

Inclusive and Gender Sensitive Approach.....8

Engaging through Digital Media.....9

Templates Ready to be Downloaded and Customised!.....12

Social Beyond Social Media: Getting Together!.....14

Help Raise Voices Of Change! .....16

**Want to Know More?.....17**

Resources.....17





## Intergenerational<sup>1</sup> Action for Gender-Based Violence (GBV): Co-Creating the Future

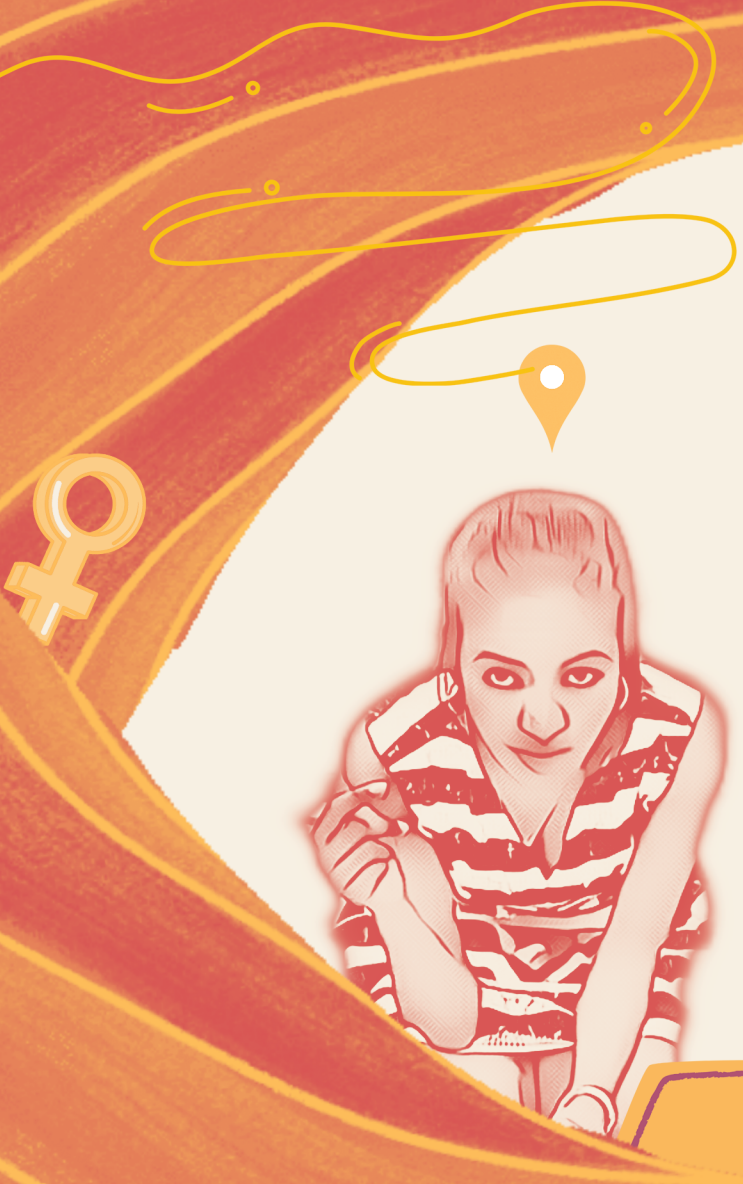
An inclusive and intergenerational approach that centres young women's leadership is vital to sustaining a bold, progressive, women's rights movement. While the future of our movement hinges on the development of young women leaders, it also depends on the engagement, know-how and participation of leaders from all generations. With this mind in and taking into account the current context - where the COVID -19 pandemic continues to increase challenges in the lives of women, young women and girls of all ages - the World YWCA invites all intergenerational leaders to join the Week Without Violence. Together, we can and we must raise awareness and take action, increase agency and demand accountability for our fight against GBV.

**Co-Creating solutions for the future** will enable us to think hopefully and to prevent violence in any form against women together, young women and girls in all their diversity. Our long-term approach is to ensure that our battle against GBV is not impacted negatively by any pandemic or global challenge in the way it was impacted during COVID-19.



<sup>1</sup> Describes the relationship between and across generations. An intergenerational approach is grounded in respect for the lived experience of each individual, independent of their age, and what we can learn from them. Source: <https://worldywca.org/glossary/glossary.html#entry-2>






Ahead of the Week Without Violence campaign, we conducted a social media consultation with women and young women online and it was evident that an approach based on relevant data and intergenerational spaces is key to counter GBV in the current context. In this toolkit, we provide important materials and guidelines for our partners and supporters to engage in this work.

We believe all women, young women, girls and marginalised genders should have the right to be safe and live free from fear and violence in all its forms, and that addressing violence must be a priority for all. Transformative leadership and collaborative action are key to end violence, once and for all, through local, national, regional, and international advocacy efforts, education programmes, resilience work and support services.

The following toolkit provides content, ideas and suggestions for organising and advocating during the Week Without Violence.





# IT'S 2021 & GBV IS ONLY GETTING WORSE!

## Here is What You Need to Know

In 2021, we continue to see the consequences of the COVID-19 pandemic in the lives of people globally. With regards to women, the pandemic has continued to create a context that increases GBV for young women (up to 30 years old) as well as women from other generations.

**10 million** more girls will be at risk of getting married during childhood due to consequences of the COVID-19 pandemic

**650 million** girls and women alive across the globe have faced marriage during childhood

### Child Marriage

- ⌘ According to UNICEF, half of the child marriages across the globe occur in Bangladesh, Brazil, Ethiopia, India and Nigeria;
- ⌘ Recent data affirms that the pandemic context is increasing the risk of girls being married as a child.



**25% of women** have been subjected to online abuse during the pandemic

**1 in 4 girls** abused online feels physically unsafe as a result

### Cyber / Online Violence

- ⌘ During the COVID-19 pandemic, mostly due to the lockdown, online violence against women and girls has increased exponentially;
- ⌘ Online violence is nowadays considered to be the new frontline for violence against women and girls. It is not only intersectional and intergenerational, but also compounding multiple forms of violence against this group (like human trafficking).
- ⌘ Click here and here to know more.



## 1 in 3

women worldwide are subject to physical or sexual violence caused by an intimate partner or non-partner

## 42% of women

who experience intimate partner violence report an injury as a consequence of this violence



### Domestic Violence

- ‡ Since the outbreak of COVID-19, cases of domestic violence have significantly increased globally;
- ‡ This remains an intergenerational issue, beyond class and race;
- ‡ Although cases have increased, life-saving care and support to women who have experienced violence, have decreased due to the high demands on health systems during the pandemic. Click [here](#) to know more.

### Femicide

- ‡ In many countries, femicides (murder of women only) are not treated separately, they are simply treated as homicides (all genders). This makes the data difficult to collect;
- ‡ Latin America has witnessed an increase in femicides in the last few years;
- ‡ Absence of segregated data from homicide makes it difficult to track the actual number of femicide cases.

## 7.1%

was the rate of increase in femicides in Mexico at the start of 2021

## 6 women per hour are killed

by men, mostly by men in their own family or their partners

A pressing issue in different regions, for different age groups:

## More than 1/3

of women who are intentionally killed are killed by a current or former intimate partner



## +50% of women

in Kenya affirm that they or a woman they know have experienced physical violence and verbal abuse since the start of COVID-19. Women who reported this are more likely to be aged 50-59 years

## 17% of women

in Thailand affirm they or a woman they know have faced verbal abuse. The group most likely to report these types of situations is aged 18-29

## 1 in 10

women in Ukraine have reported feeling unsafe in their household in the last six months, with more than one third of these women confirming they have suffered violence. The group of women who are most likely to experience this type of situation is aged 18-39



## Sexual Harassment

- ‡ Sexual harassment is not only faced globally by women of different ages, but can also occur in different places. In the workplace, at home, in hospitals and in the street: women can be subject to this type of violence in the most diverse contexts;
- ‡ Several countries across the globe do not have laws that provide the right justice to victims of sexual harassment and/or rape. Click [here](#) to know more.



## Almost 18%

of women and girls aged 15 to 49 years who have ever been in a relationship have experienced physical or sexual violence by an intimate partner in the last 12 months

## 15.5%

of sexual assault committed against women +65 years old is reported less than that committed against women between 25-49

## 2x more

are the number of times that women who have been sexually abused are likely to have an abortion

## 1.5x more

are the number of times that women who have been physically or sexually abused are likely to contract a sexually transmitted infection

## Violence against Elderly Women

- ‡ Concerning elderly women, violence is not only widespread, but mostly hidden;
- ‡ Data shows that ageing does not prevent sexual violence, but a tendency to underreported crimes.
- ‡ Click [here](#) to know more.

## 28%

of +60 year olds in Europe have experienced some form of abuse over one year



ME TOO



# LET'S TAKE ACTION!

## Inclusive & Gender Sensitive Approach

### Let's Make Sure Everyone is Included!

- ‡ When we say women, young women and girls, we must ensure we include everyone, no matter what their gender identity or sexual orientation is. This means we speak of those belonging to the LGBTIQ+ community as well, often facing severe GBV;
- ‡ We suggest using a blend of gendered and gender-inclusive language wherever possible;
- ‡ Ensure you include a "trigger warning" when you are posting aggressive imagery or stories. For example, when talking about Rape and Violence, we must issue a trigger warning;
- ‡ Consent is key. Do not share information, without asking for permission from the person to whom the information belongs;
- ‡ Ensure you reference the data you are sharing. It is key to authenticity in our advocacy;
- ‡ Safe spaces mean no judgement and what happens in a safe space, stays in a safe space. Do not publish any information on social media unless agreed upon by all present in the safe space;
- ‡ Avoid responding to too many trolls. They demand attention and take space while only distracting people. Being inclusive means listening and reacting right.





# Engaging through Digital Media

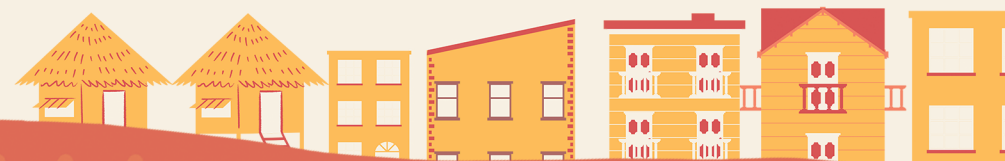
## Use Facebook & Instagram to Reach Different Generations

Facebook is a good platform for intergenerational engagement and Instagram works particularly well for young women. The data later can help you craft your messages.



## We Suggest These Posts!

- ‡ Since the outbreak of #COVID-19, cases of domestic violence have significantly increased across the globe. As the issue rises, the fight against #GBV requires more action every day from governments, institutions and society. We urge you to put women of all ages at the forefront of solutions. Donate to the World YWCA and contribute to the co-creation of a future without violence: <https://www.worldywca.org/donate/> #YWCALeaders #WeekWithoutViolence2021
- ‡ 2021 has underscored the need for exchange of knowledge between women of different ages in the fight against #GBV. We invite you to join us in the co-creation of intergenerational solutions to end violence against women. Download the toolkit, share and collaborate for action! #YWCALeaders #WeekWithoutViolence2021
- ‡ Did you know that young women's agency and action are key strategies to tackle #GBV? Women of all ages require information and knowledge on how to recognise and act towards different types of violence. This #WeekWithoutViolence2021, listen to all and collaborate for action against GBV. Let's spread the word to make this fight a reality. Join the YWCA movement. A better world is possible! <https://www.youtube.com/watch?v=cewGx7lh5io&t=11s> #YWCALeaders #WeekWithoutViolence2021



# Twitter Can Help You Push For Accountability

Twitter speaks to organisations and partners, more than to individuals. However, with governments and organisations on Twitter, individuals are demanding action and holding systems accountable. Tag your government leaders, UN agencies, advocates and demand action and accountability. Make sure you tag them in the images as well.

# We Suggest These Posts!

- ‡ @UNICEF estimates that 10 million girls are at risk of getting married during childhood due to COVID-19. Now is the time to co-create solutions to end #GBV. Muskan's story is a reminder that violence starts young. What is your government doing to end this?  
<https://www.youtube.com/watch?v=lsqt1xNBcZ0>  
**@worldywca #YWCAleaders #WeekWithoutViolence2021**
- ‡ Only 0.42% of foundation grants are allocated towards women's rights. 99% of development aid and foundation grants do not directly reach women's rights and feminist organisations. How can we tackle GBV without supporting feminist movements? Donate to the @worldywca and take action now: <https://www.worldywca.org/donate/>  
**@worldywca #YWCAleaders #WeekWithoutViolence2021**
- ‡ Data shows that no matter what age you are, you can be subject to GBV. It is worse for women and other marginalised genders. Share your thoughts on this and tag 5 intergenerational leaders to share their ideas. Let's co-create a world without #GBV by fostering intergenerational solutions.  
**@worldywca #YWCAleaders #WeekWithoutViolence2021**





## Get Personalised with Messenger Applications like Whatsapp, Telegram and Others

Personal messages add a personal touch to your advocacy and call to action. You can reach a wider community if you make best use of the groups of which you are part, while following groups' guidance that may exist. Make sure you are respectful of people's right to privacy. Do not share their contact details or spam them with too much messaging.



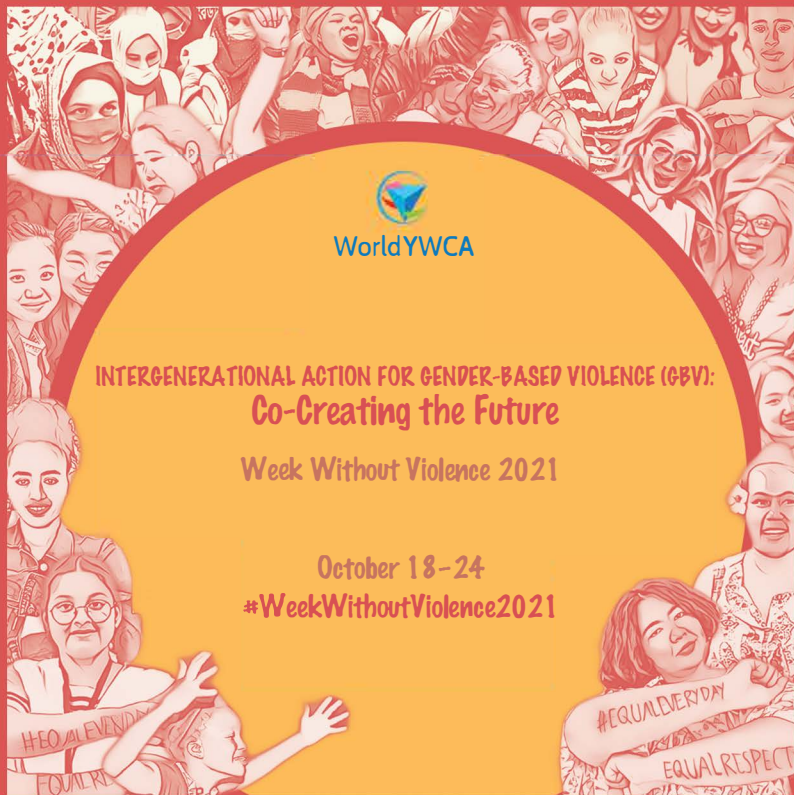
## Tips for Meaningful Use of Messaging Applications

- ‡ Send a text to your preferred contacts and/or groups;
- ‡ Make sure to add a clear call to action 'Download and share the toolkit';
- ‡ Add emojis as appropriate, but do not overuse and choose sensitive images - mostly to add attention to the most important information and call to action;
- ‡ Use bold letters to also draw attention to the most important parts of the message [add \* to the beginning and end of the sentence or word that you want to highlight];
- ‡ Always add one image to your WhatsApp or Telegram message - preferably a horizontal one. This grabs the attention of the reader and increases engagement with your call to action.



# Templates Ready to be Downloaded & Customised!

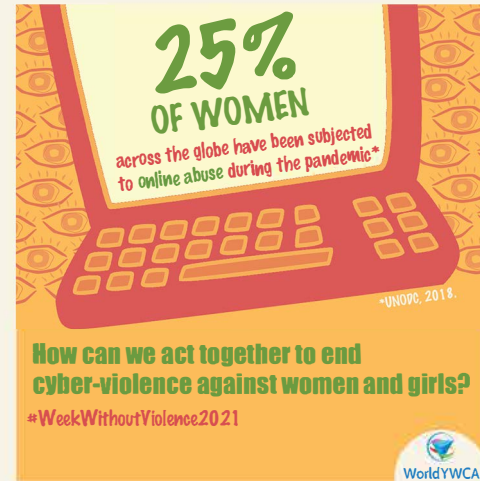
Insert a Cover Photo on Facebook, Instagram and Twitter to bring the Campaign to People's Attention



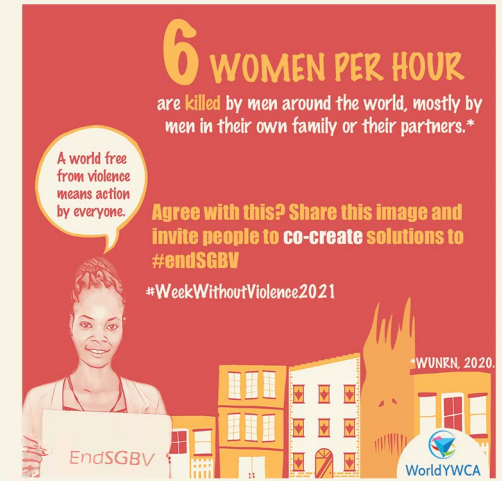
- FACEBOOK ENGLISH | SPANISH | FRENCH
- INSTAGRAM ENGLISH | SPANISH | FRENCH
- TWITTER ENGLISH | SPANISH | FRENCH

## Use these Cards to Complement your Post!

Post the cover as your profile cover (the large, background picture) before, during and after the campaign. To complement your post, you can use the cards with some of the data we have below or customise your own by using our editable template.



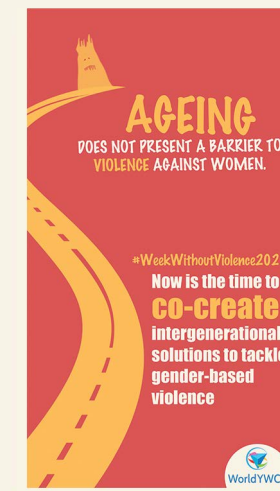
ENGLISH | SPANISH | FRENCH



ENGLISH | SPANISH | FRENCH



ENGLISH | SPANISH | FRENCH



ENGLISH | SPANISH | FRENCH

DOWNLOAD THE POSTS IN DESIRED LANGUAGE BY CLICKING ON THE LINK



# Customise your Cards!

DOWNLOAD THE POSTS IN DESIRED LANGUAGE BY CLICKING ON THE LINK

TEMPLATE 1 ENGLISH | SPANISH | FRENCH

TEMPLATE 2 ENGLISH | SPANISH | FRENCH

FOLLOW THIS LINK TO ACCESS SOCIAL MEDIA PRODUCTS AND MORE RESOURCES RELATED TO THE CAMPAIGN.



## TEMPLATE 1

- 1. INSERT QUOTE HERE
- 2. INSERT PHOTO HERE
- 3. INSERT LOGO HERE

## TEMPLATE 2

- 1. INSERT TIP HERE



# Social Beyond Social Media: Getting Together!

## Conducting Virtual or In-person Safe Spaces

Conducting a safe space is a good way to promote intergenerational dialogue on GBV issues and how to co-create solutions. Since we are still facing a pandemic, we advise you to analyse the best conditions to host the session in person or virtually, following safety recommendations for your local context.

Safe spaces are simple, engaging and trust-driven spaces which help listen without judgement, act beyond the space itself.

For Virtual safe spaces, watch [this video](#) to understand what a virtual safe space is and how to start to build one. You can also consult our [World YWCA Virtual Safe Spaces guide](#) to learn how to hold one during the Week Without Violence. If you host an online event, we also suggest you take a look at this [Guide to Feminist Cybersecurity](#).

If you are looking for inspiration, [here](#) is an example of a past event with two intergenerational #YWCALeaders.

## Suggested Platforms to Use During Your Virtual or In-person Safe Space

- ‡ With [Google Jamboard](#), you can brainstorm with the audience and ask them to fill in pages with notes and post-its;
- ‡ [Wooclap](#) allows you to survey and ask questions to those who participate in the training to understand public opinion and quickly identify trends;
- ‡ If you hold virtual events, [Zoom](#) enables you to schedule the call and also use polls, questions and divide the audience into groups. You can also create registration forms for your online events and approve the people that receive the link to the event (which increases your digital security).





## Steps to Create Your Virtual Safe Space

**STEP 1** Define the theme and objective of your event

**STEP 2** Prepare your guiding questions

**STEP 3** Identify and invite your moderators

**STEP 4** Invite participants and let them know who else will be joining. People are more comfortable if they know with whom they are speaking

**STEP 5** Set up guidelines and basic rules for conversation and respect. Agree on those with safe space participants to ensure that respect prevails at all times. Ensure anonymity (if required)

**STEP 6** Make sure that these rules are respected and that all participants are valued and respected

**STEP 7** Discuss speaking time for each person

**STEP 8** Make sure everyone speaks and give space to quieter people.

## Suggested Topics for Discussion

- ‡ What are the small steps and actions that we can implement within our community to prevent GBV?
- ‡ Given its sensitivity, how can we ensure that this topic is discussed openly?
- ‡ Which structure can we create as a community to assist those affected by GBV? What do you do when someone close to you faces this type of violence?
- ‡ What are the main benefits we can receive from intergenerational dialogue on GBV? How can other generations partner with young women in all their diversities to counter this type of violence?
- ‡ How can we unite to demand policies and effective action from our local governments regarding GBV?
- ‡ Who should be the main actors in tackling GBV against women and girls of different ages?



# Help Raise Voices Of Change!

## How to Take First Steps Towards Co-Creating the Future?

- ‡ Write a blog post for the [SheSpeaks](#) World YWCA platform. Make it personal and emotional and share a call to action - something easy that those who read your blog can do to promote solutions to GBV. You can use the suggestions included with the social media posts. Use simple, everyday language. Once it is posted, share through all your networks;
- ‡ Create spaces (virtual or in-person) where women of different ages can discuss how GBV affects them in different ways;
- ‡ Host a contest online or in-person to bring art and GBV together, asking people to share their voices and stories through innovative use of art - poetry, paintings, wall art and drama;
- ‡ Host a reading club and discuss how different types of GBV can be seen in the books mentioned;
- ‡ Host a movie night to discuss the different impacts of GBV in women of different ages. [Netflix Party Extension](#) allows you to watch a movie and comment about it virtually with other people online. If you don't have access to Netflix, search for other movie platforms in your region. You can also watch YouTube videos or listen to podcasts or radio programmes online. Search for the topic and see what comes up!
- ‡ Know your rights! Do an awareness event (online or in-person) focused on local legislation, support systems and institutions people in your region can count on when facing GBV;
- ‡ Create podcasts and intergenerational conversations around stories of intergenerational change. [Here](#) is a podcast with young women, conflict and GBV to help you;
- ‡ Host an intergenerational panel with women from different ages to speak about the different ways to counter GBV for women of different ages;
- ‡ Start a digital campaign on social media asking people to add a picture of them together with a tip about how they can prevent GBV in their daily lives.





# WANT TO KNOW MORE?

## YWCA Resources

### VIRTUAL SAFE SPACES

- English
- Spanish
- French

### GLOSSARY

### VIDEOS

- Apinya's story : Domestic Violence
- Muskan's Story : End Child Marriage
- Afia's Story: Female Genital Mutilation (FGM)
- ABC to CSE
- A Better World is Possible (English | Spanish | French)
- COVID-19: YWCAs are addressing the pandemic of GBV
- Youth Leadership Rooted in Intergenerational Exchanges: Beijing+25 and COVID-19

### COMICS

- Engaging with Consent
- More Inclusivity, More Power to All
- Safe Space

## External Resources

### DATA ON GENDER BASED VIOLENCE

- Facts and figures: Ending violence against women | UN Women
- Emerging Data on Violence Against Women Confirm a Shadow Pandemic | UN Women
- Interactive Platform on GBV | UN Women
- COVID-19 and Ending Violence Against Women and Girls | UN Women
- UK Femicide Census
- Devastatingly Pervasive: 1 in 3 Women Globally Experience Violence | World Health Organization
- Brazil Registers 1,338 Femicide Deaths in the Pandemic | Folha de São Paulo
- Mexico: Femicides Increase by 7.1% in the First Months of 2021 | Atalayar
- Violence Against Women and Girls Resource Guide - Brief on Violence Against Older Women | United Nations
- Prevalence Study of Abuse and Violence against Older Women | Universidade do Minho
- Crimes Against the Elderly, 2003–2013 | U.S. Department of Justice
- 10 Million Additional Girls at Risk of Child Marriage Due to COVID-19 | UNICEF
- COVID-19: A Threat to Progress Against Child Marriage | UNICEF
- Global Database on Violence against Women | UN Women
- Violence against women | WHO
- Free to be online? A report on girls' and young women's experiences of online harassment | Plan International
- Statement on Online Violence Against Women and Girls | WUNRN

### TAKE ACTION NOW!

- How to Support Survivors of GBV When a GBV Actor is not Available in Your Area | Humanitarian Response
- Take Action: 10 Ways You Can Help End Violence Against Women, Even During a Pandemic | UN Women
- 16 Ways to End Violence Towards Girls | Plan International
- 10 Ways Men Can Prevent GBV | Promundo Global

### PODCASTS

- UNICEF Podcast Series on GBV and COVID-19
- About Consent Podcast

### SHORT EDUCATIONAL VIDEOS ABOUT GBV

- What is Sexual Gender-Based Violence (SGBV)?
- Violence Against Women Throughout The Life Cycle
- Intergenerational Co-Leadership for Gender Equality (in Africa)

Support women's and young women's transformative leadership to fight GBV.  
Take action by donating to the World YWCA today! Scan the QR code to donate.



Contact the World YWCA for more information at [worldoffice@worldywca.org](mailto:worldoffice@worldywca.org)

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