

# I COMMIT TO PREVENTING VIOLENCE AGAINST WOMEN!

WHAT ABOUT YOU?



SPEAK OUT! REACH OUT!  
STAND OUT!

REGIONAL CAMPAIGN REPORT 2007





## ACKNOWLEDGEMENTS

The GBV Prevention Network appreciates the efforts of Winnie Amono, Heidi Brady, Deborah Ensor, Rose Muduwa, Gladys Rachiu, Mwaka Samson, and Jodie Stein for their assistance in putting together this year's Campaign and report.

We also thank American Jewish World Service, The Ford Foundation, and HIVOS for their financial support that made the Campaign possible.



GBV Prevention Network  
PO Box 6770 Kampala, Uganda  
Tel: +256 41 531186 / +256 71 839626  
Fax: +256 41 531249  
Email: [inquiries@preventgbvsfrica.org](mailto:inquiries@preventgbvsfrica.org)  
Website: [www.preventgbvafrica.org](http://www.preventgbvafrica.org)



The GBV Prevention Network is currently coordinated by Raising Voices.  
Email: [info@raisingvoices.org](mailto:info@raisingvoices.org)  
Website: [www.raisingvoices.org](http://www.raisingvoices.org)



## TABLE OF CONTENTS

<b>4</b>	Background
<b>5</b>	16 Days of Activism Regional campaign 2007
<b>6</b>	Action and Advocacy Kits
<b>7</b>	Posters
<b>8</b>	Ribbon Campaign
<b>10</b>	Post Cards
<b>12</b>	Press release
<b>15</b>	PowerPoint Presentation on Violence against Women
<b>16</b>	Overall out reach
<b>17</b>	Overall use and impact
<b>19</b>	Regional Campaign Successes
<b>25</b>	Challenges
<b>27</b>	Collaboration with the Network
<b>28</b>	Conclusion
<b>28</b>	Collaborating Organization Evaluation Summary
<b>29</b>	Appendix I; Press Release



## BACKGROUND

The 16 Days of Activism is an international campaign against violence against women that begins on November 25<sup>th</sup> (the International Day for the Elimination of Violence against Women) and ends on December 10<sup>th</sup> (International Human Rights Day). This campaign involves organizations and individuals across the world based on a global theme to raise awareness, strengthen networks and develop effective strategies to prevent violence and promote women's rights.

Members of the Gender-based Violence Prevention Network have since 2004 implemented a regional campaign in the Horn, East and Southern Africa during the 16 Days of Activism. Building on and localizing global theme the Network designs a regional theme that is more adapted to the context in order to increase awareness, action and advocacy on gender-based violence (GBV) in the region. Participating organizations in 2007 were spread out within 23 organizations in 9 countries from the Horn, East and southern Africa.



## 16 DAYS OF ACTIVISM REGIONAL CAMPAIGN 2007

In the year 2007 the international theme was “Demanding Implementation-Challenging Obstacles: End Violence against Women.” The Network created a regional theme: “I Commit to Preventing Violence against Women! What about you? Speak out! Reach out! Stand out!” All members were invited to submit applications to participate and 23 organizations representing nine countries were selected to participate in the regional campaign. Participation was well spread out within the region and generated a lot of interest and enthusiasm among different stakeholders utilizing new and innovative use of the traditional and non-traditional media including email and SMS campaigns.

### LIST OF ORGANIZATIONS THAT PARTICIPATED IN THE REGIONAL 16 DAYS OF ACTIVISM CAMPAIGN:

1. Agisanang Domestic Abuse Prevention and Training (ADAPT), South Africa
2. AIDS Legal Network (ALN), South Africa
3. Centre for Domestic Violence Prevention (CEDOVIP), Uganda
4. Centre for Rights Education & Awareness (CREAW), Kenya
5. Child and Youthcare Trust, Tanzania
6. Coalition on Violence Against Women (COVAW), Kenya
7. Focus On Rural Development (FORDE), Uganda
8. FriendlyHaven, Namibia
9. Kenya Female Advisory Organization (KEFEADO), Kenya
10. Kivulini Women’s Rights Organization, Tanzania
11. Lesedi-Lechabile Primary Care, South Africa
12. Liverpool VCT, Kenya
13. Malawi Human Rights Resource Centre (MHRRRC), Malawi
14. Men for Gender Equality Now Network (MEGEN), Kenya
15. Mifumi Project, Uganda
16. Oxfam GB, Uganda
17. Raising Voices, Uganda
18. Rakai Health Sciences Program (SHARE Project), Uganda
19. Rwanda Men’s Resource Centre (RWAMREC), Rwanda
20. Siiqqee Women’s Development Association (SWDA), Ethiopia
21. Southern Africa HIV/AIDS Information Dissemination (SAfAIDS), Zimbabwe
22. Women and AIDS Support Network (WASAN), Zimbabwe
23. Women’s Information Services and Networks Organization WINO, Ethiopia



## ACTION AND ADVOCACY KITS

Action and Advocacy Kits were developed by the Network to help members form one strong collective voice around violence prevention within the region during the 16 Days of Activism Campaigns. The materials were developed centering on the regional theme "I Commit to Preventing Violence against Women! What about you? Speak out! Reach out! Stand out!" The kits were designed to motivate stakeholders to take action against violence against women beginning with themselves as individuals. The Action and Advocacy Kits contained;

1. Full Color posters emphasizing member's commitment to preventing gender-based violence.
2. Purple ribbons wrapped with explanatory text to be used for the 16 days of activism campaign.
3. Sixty postcards depicting community member's commitment to the prevention of violence against women.
4. One press release on the 16 days of activism campaign to be used for print and electronic media.
5. One CD with a power point presentation detailing calling for action to prevent violence against women.

The materials in the kits were produced in English to serve the nine participating countries which all have numerous local languages spoken. While the Network is unable to produce the materials in local languages for the participating organizations, they were provided with the materials on CD to translate and print if they wished. These kits were highly appreciated by the collaborating organizations as they facilitated their campaigns, fostered their organization's visibility, initiated dialogue and commitment and even saved organizational resources including time and money. COVAW's comment about the materials was "The advocacy kit attracts more participation even from curious on-lookers and as a result the message is spread further and more widely."



## POSTERS

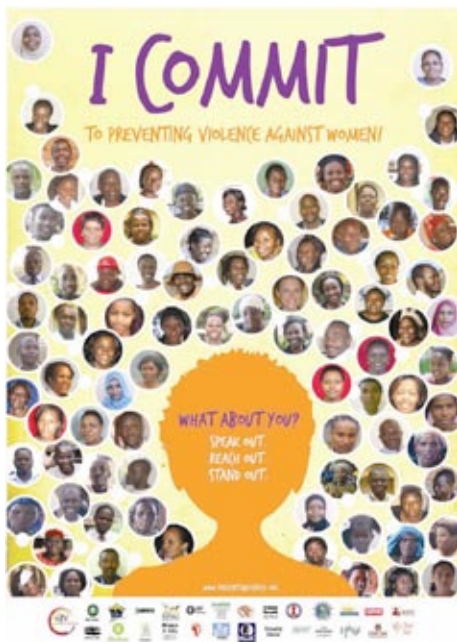
Full color posters were designed to appeal to the individual reading the poster. They featured the faces of members and other activists around the region and affirmed their commitment to preventing GBV, the posters also appealed to individuals to create awareness about GBV, support other activists involved in GBV prevention and affirm their belief in the prevention of GBV without fear of isolation using the words “Speak out! Reach out! And Stand out!” In addition at the bottom of the poster were all the logos of collaborating organizations and the Network logo.

The collaborating organizations reported they were very happy with the posters. They distributed them to a cross section of stakeholders including NGOs, community members, healthcare service providers, government officials, police officers, prison wardens, army officers, school communities, community leaders at grassroots, members of the media, religious leaders and community members. ADAPT went further to specifically target men as recipients of the posters. CEDOVIP, MEGEN, ALN, and KEFEADO reported an overwhelming demand for posters exceeding the supply they had.

and took the posters home as a reminder of their commitment. Oxfam GB enlarged the poster and held sessions where their staff and spouses signed the enlarged poster affirming their commitment to the prevention of GBV, while Lesedi-Lechabile Primary Care, organized a men’s march where they distributed the posters to local leaders, health care workers and community members in general and drew a lot of interest where one community member admitted that “I have been taking things for granted with regard to GBV but now I am better informed.”

In addition the feature of collaborating organization’s staff and other stakeholders photos and the logos for the collaborating organizations created a sense of ownership to the Network and its cause, SHARE project reported that “our recipients were happy to see our logos, pictures of our staff and other partners in the district on the poster.” While ADAPT noted that “our logo was inserted on the poster which acknowledged us as being a partner in the Network and GBV prevention.” Yet, RWAMREC wished “the partner logos on the poster would have been larger.”

It is apparent that the posters and the messages within stimulated contemplation and action at individual level, this is a small but very significant action towards change of attitude towards GBV and enhances GBV prevention efforts, this provides us with learning regarding the design of IEC materials, posters for a collaboration of various actors should acknowledge all those actors about also it is important to design messages and visuals that appeal to a person to take action at individual level especially for prevention programs that are mainly seeking to create attitude change for issues that are considered private..



Collaborating organizations used the posters to initiate discussions with community members and in some instances get commitments from various stakeholders notable among whom are men who attended the men’s conference facilitated by ADAPT where they committed to prevent GBV



## RIBBON CAMPAIGN

**I COMMIT**  
TO PREVENTING  
VIOLENCE AGAINST WOMEN!

WHAT ABOUT  
**YOU?!**



Wear this purple ribbon during the  
16 Days of Activism Campaign  
(November 25th - December 10th)  
to show your support in  
preventing violence against women.

Purple ribbons with the words “Prevent Violence against Women” were included in the Action and Advocacy Kits, they were wrapped (in bundles of 100 each) with a leaflet that encouraged individuals to wear the purple ribbon during the 16 Days of Activism as a means of showing support to the prevention of violence against women in line with the Speak out!, Reach out! Stand out! Theme each organization was provided with a minimum of 200 ribbons in order to reach out to many people.

The ribbons were distributed by collaborating organizations among NGOs, Community Leaders, Government Officials, and community members. Within their outreach program Oxfam GB distributed the ribbons to Uganda Media Women’s Association who distributed them to community members and highlighted their significance during a road show, and community dialogue. CEDOVIP reached out to new stakeholders including leaders and members of the Bahai faith while both CEDOVIP and ADAPT reached out to prison officials, KEFEADO distributed them to all their CSO partners, and Kivulini, FORDE, COVAW, Mifumi Project distributed the ribbons during the marches they organized.

SWDA involved men in their ribbon campaign by having all male staff put the ribbons on their shirts introduce and explain the idea behind the ribbons to other males in the community then wear the ribbons on their shirts for sixteen consecutive days. This initiated discussions on GBV within their community. This year the ribbon campaign involved the media as well, television media in Malawi and Uganda put on the ribbons during news hour spear headed by MHRRC and CEDOVIP.



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

Collaborating organizations reported that the purple color of the ribbon was visible and attractive therefore stakeholders engaged were content to wear the ribbon. ADAPT reported that "The color purple was also significant as it is a feminist color." While SWDA noted that "Every body enjoyed the purple color of the ribbon and the message written on it." RWAMREC observed that their community felt the purple color was relevant since to them it symbolized, mourning for the victims of GBV.

The ribbon attracted attention and discussion on issues regarding violence against women and fostered feelings of solidarity and partnership among community members. COVAW comments that "Ribbons were good as they helped one to be identified from a distance, and then people wanted to know what the ribbon was all about, initiating dialogue on GBV." Mifumi Project adds "The community appreciated the ribbons and their messages; they have continued wearing them up to date now." SHARE observed that, "Individuals felt part of the GBV prevention team in the district by wearing the ribbons." CEDOVIP reports that "some students from the Bahai community said that the taxi drivers did not ask them for the usual exorbitant fares when they had

the ribbons on." MHRRC reported that the purple ribbons made their launch of the 16 Days of Activism campaign very colorful especially since the ribbons carried appropriate messages that sparked off discussions about GBV.

The ribbon campaign is a strong advocacy tool to be used not only in the 16 Days of Activism Campaign period but also for other campaigns around prevention of GBV. The strength of the ribbon lies in the attention that it attracts through its color and text; this often leads to discussion between individuals. The discussion may begin with curiosity about the ribbon and once the individual wearing it explains the text, he/she can initiate dialogue even in unexpected places like social gatherings or public transport. The choice of color, which is different from most ribbon campaigns, can also lead to deeper discussion as the color purple is linked by some to feminism or mourning, this could initiate discussion on the feminist analysis of gender-based violence (that forms a core component of the Network's beliefs) and the lives that have been lost as a result of GBV. These discussions help the Network and other stakeholders to work towards creating change at an individual level across the region within the same period.



## POST CARDS

Sixty postcards were included in each Action and Advocacy Kit appealing to four different categories of people i.e. communities, young people, women and men. All of the cards featured pictures of these different critical groups to engage within the region and suggested actions for each group in the prevention of violence against women.

The cards were distributed by collaborating organizations to NGOs, health workers, members of parliament, school communities, legal aid recipients, counseling clients, police, and local government leaders.



Oxfam GB reported one of their partners, providing health care services, used the suggestions from the postcards during counseling sessions for HIV/AIDS clients. Oxfam GB also used the prevention messages during a gender role-play in a GBV prevention session with staff during the campaign period. WINO reported that the postcards, which they distributed to officials in the Addis Ababa Women's Affairs office, where very interested and encouraged commitment against violence against women by reading and internalizing the suggestions. MHRCC distributed the postcards to schools and one of the schools pledged to keep the postcards, depicting young people, on the school notice board to remind students to commit to preventing GBV and to continuously reflect on the practical solutions to violence prevention suggested within the post card text.

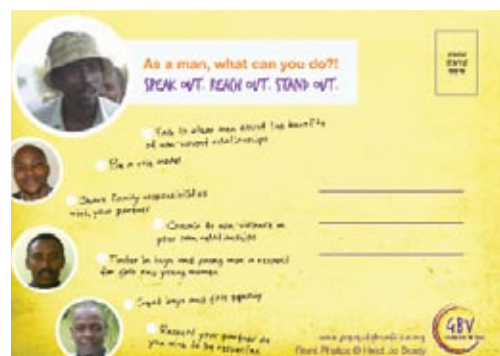
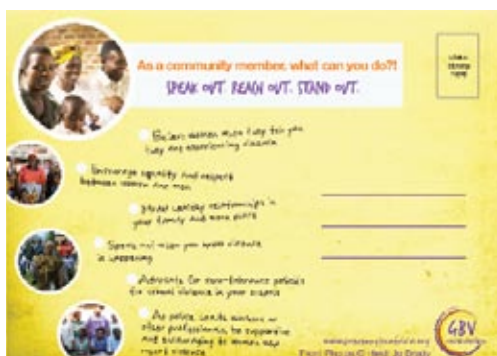


## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE



Malawi Human Rights Resource Centre appreciated the use of postcards and noted that “The post card is a new strategy to the network, there was general appreciation for such an innovative idea among the partners who received the cards.” While ADAPT reported that the messages on the postcards were powerful although post cards may not have a wide circulation since the coming of the internet.

Postcards are a valuable source of awareness creation and provision of practical hands on information; they last longer and can be passed on to several individuals making them an asset for the Network’s advocacy efforts.





## PRESS RELEASE

A press release was included in the kit for collaborating organizations to reach out to a large number of people using various types of mass media including radio, television, print media and the less traditional media like e-mail campaigns and SMS campaigns. The press release provided information about violence against women in the region, detailing the regional campaign and ending with actions for individuals, professionals, communities and nations to take to prevent GBV.

Organizations sent the release to both print and electronic media including radio stations, television stations and newspaper media houses. Some of the outlets used the story directly while others extracted the information and used it to write stories. Some other organizations used the information from the press release to design, press statements that they sent to media houses. Other media houses picked interest in the organizations that sent the press release and attended and covered their events giving them more visibility and sending their messages to a wider audience. One organization decided to disseminate the information by producing

and distributing copies of the press release to community members. Below are illustrations of the collaborating organizations use of the press release:

The Sun and Bua newspapers received information about the campaign from the press release and decided to cover ADAPT's campaign events including the men's conference. MHRRC had articles published in the Nation and the Daily Times Newspapers; in addition Television Malawi covered and broadcast the launch of their 16 Days of Activism Campaign.



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

Lesedi-Lechabile Primary Care had an article written about their men's march by in one of their daily newspapers (see clipping below). FORDE hosted two radio talk shows on Radio Palwak where they used information from the press release as opening statements

SWDA sent the press release to a local radio which used the information in their news broadcasts; in addition they made several copies of the press release which they distributed among community members in Sebeta town.

COVAW beefed up the press release to suit the then Kenyan context and reflect issues of electoral gender-based violence Daily Nation, Daily Metro and The Standard all wrote articles about the 16 days of activism campaign as a result of the press release they sent and other initiatives from their partners

The weekly observer wrote an article, "Why I wear the purple ribbon" informed by the press

release they received from CEDOVIP. While In addition, The Uganda Women Members of Parliament issued a press statement using the information from the press release provided by CEDOVIP. The press statement was printed in The New Vision. In addition in the Daily Monitor an editorial for the weekly 'Full Woman Magazine' was produced basing on information from the press release that was sent.

In a creative use of the press release, Oxfam GB and Women of Uganda Network (WOUGNET) used email campaign messages based on the regional theme and text from the press release to inform and register members and other stakeholders of their up coming SMS campaign. The initial SMS messages sent out were also based on the theme of the regional campaign. Participants received a violence prevention message every day for 16 days. The SMS campaign attracted 170 participants from 13 countries in Africa, South America, Europe and North America.





Collaborating organizations appreciated the availability of the press release which facilitated their campaigns. CREAM reported that "The press release was well done and it helped create a good response from the print media "Friendly Haven adds "The press release provided messages to every category like the community, individual, women and men, and this was excellent"

The media is an important component of GBV prevention activities mainly because of their role of influencing public opinion and presenting issues on the agenda for discussion in various forums. It was therefore important to develop a press release to encourage activists to involve the media in their campaigns. The media attention that was attracted during this period set the issue of GBV on the agenda not only of the communities where the collaborating organizations are working. This should be used as a precedent for creating strong relationships with the media for longer periods of activism that stretch beyond the 16 Days of Activism period.



## POWERPOINT PRESENTATION ON VIOLENCE AGAINST WOMEN

To increase member's knowledge base regarding violence against women, each kit was furnished with one CD containing a PowerPoint presentation that detailed key issues pertaining to violence against women globally and regionally and called for action to prevent violence. The information was carefully researched from credible sources and references listed. The presentation highlighted statistics, definition of key concepts, types of violence, causes and triggers of violence against women, consequences, justification for preventing violence against women, suggested actions and information regarding the 16 Days of Activism Campaign.

The presentation was used by collaborating organizations during conferences, or community meetings to address NGOs, government officials and service providers. Some organizations printed and used the information for discussions where they were unable to use projectors, while others extracted the information and used it to add to their own presentations during conferences or dialogues. KEFEADO and FORDE printed and used the information to conduct community dialogues. CEDOVIP used the information to prepare a presentation which they used to address over 200 members of the Bahi faith at their temple and While MHRRC incorporated the information within their training for district leaders on the domestic violence law. COVAW has planned to incorporate the information from the presentation into their programme sensitization activities on gender-based violence, for the rest of the year.

Oxfam GB used the presentation in its form to address 200 Oxfam, and Oxfam Partner staff and their spouses in three districts in Uganda. While SWDA used the presentation to address, students, teachers, and members of the parent committees in seven different schools in Sebeta town in Ethiopia. Friendly Haven used the presentation to address 100 NGO and government officials in Namibia at a conference organized by The White Ribbon Campaign.

Facilitating activists with well researched information is an important aid to advocacy for GBV. It is at times difficult for advocates to access credible information which they can use within their advocacy efforts. Often program staff are overwhelmed with implementation of activities and it may be difficult for them to find the time or other resources to search for vital information that would form the evidence base of their activities. As a result some of their advocacy efforts may be challenged by technocrats or even community members who are not convinced that GBV is a problem that needs to be addressed immediately.



## OVERALL USE AND IMPACT

Collaborating organizations reported using the post cards, posters, ribbons, PowerPoint presentation and press release in the following ways:



- 1 Create mass awareness of GBV within various stakeholders
- 2 Get commitment from various actors to prevent GBV
- 3 Initiate dialogue and action for GBV prevention among various stakeholders
- 4 Facilitate partners own 16 Days Campaign (especially grassroots partners)
- 5 Create visibility for collaborating organizations and the GBV prevention agenda
- 6 Deliver messages to policy makers and implementers
- 7 Information used during counseling sessions
- 8 To reach out to men

## IMPACT

One of the significant impacts of the materials provided in the Action and Advocacy Kits was the commitment that was drawn from various stake holders at community level to prevent GBV or to stop GBV within their relationships. ADAPT reported that during the men's conference they held for 84 people, most of whom were men, they were able to have men commit to GBV prevention and take the posters home as a reminder of their commitment. Siiqgee reported that "We got promises and commitments from community members to stop violence." Shirega Minuye of WINO informed us that "we had a wide geographical coverage in distribution of materials provided and we stimulated a lot of interest and commitment to stop violence against women from the community."



Some organizations also involved their own staff and drew commitments from them basing on the 'I commit to Gender-based Violence' concept in the theme. Oxfam GB enlarged the poster and had their staff and spouses sign their commitment to the prevention of GBV and also denounce GBV in all forms.

Another notable immediate impact is the interest and appreciation of GBV information from various sectors. CEDOVIP noted an increase in reporting on issues of GBV during the 16 Days of activism within the Ugandan media, they also reported that "News readers on Nation Television and Record TV wore the purple ribbon during the 16 days period to show solidarity with the campaign." In Malawi, MHRRC reported that "since we started participating in 16 Days of activism for the past 7 years and also with the GBV Network, people slowly have started appreciating GBV messages." Also with regard to the messages, Mifumi project reported that the march they held and awareness campaign using the materials had some positive comments from men "Mifumi has helped us to appreciate our wives."



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

Distributions of materials to CSOs helped participating organizations enhance their partnerships with other organizations. Some organizations like CEDOVIP broke into new ground by collaborating with the members of the Bahai faith while, KEFEADO reported the formation of 20 grassroots community based networks for the prevention of GBV. COVAW reported that "distribution enhanced collaboration with other women's organizations, with which a calendar of events was developed and even shared among different media houses." While the SHARE Project reported that "we reached out to all our partners with materials and strengthened our working partnerships"

The materials also created increased demand for information MEGEN reported that "there was a high demand for materials about the campaign and any literature on gender-based violence." In addition, Liverpool VCT reported that "more departments requested for talks on GBV and the training department has included it as a module in the trainings for the diploma class." AIDS Legal Network also reported that "many of the participants in the Second National Roundtable on Stigma and Discrimination held by ALN requested additional material to take back to their provinces so as to use these in their own activities"

Of interest is the outreach of the regional theme "I Commit to Preventing Violence against Women! What about you? Speak out! Reach out! Stand out!", the theme was used by print media houses and also creatively using new media technology Oxfam GB collaborated with WOGNET who conducted an SMS and internet campaign based on this theme. The campaign stretched to participants in 13 countries (Brazil, Ethiopia, India, Kenya, Malawi, Nigeria, South Africa, Sweden, The Netherlands, Uganda, UK, USA, and Zimbabwe). This was the first SMS campaign for WOGNET and from the response generated they have since sustained technical support for SMS campaigns which will continue to run till September 2008 with technical support

DAILY MONITOR  
SATURDAY, DECEMBER 1 2007

### Speak out, reach out, stand out

Today marks the World Aids day. On such a crucial day, the devastating fact that more than half of the people living with HIV/Aids are women weighs heavily on one's conscious. According to data released by UNAIDS and WHO, in Sub-Saharan Africa, approximately 61 percent of the people living with HIV/Aids are women. The prevalence of the epidemic among women in this region of which we are part, over the last years has led to the proclamation that women are the face of the epidemic. It's rather heartbreaking to think about the disturbing impact HIV/Aids has had on the lives of women. Many women find themselves at the mercy of their male counterparts because they don't have control over their sexual health. In a society where the women are subordinates, they don't have the bargaining power or ability to influence decisions towards prevention and control for instance protected sex, testing and demanding faithfulness from their partners. Our main feature explores these perspectives. Gender violence (physical, sexual and psychological assault) plays a big part in the HIV situation. Therefore, World Aids day is part of the 16 days of Activism against gender violence which is meant for an international campaign to prevent violence against women. It started on 25 November and runs until 10 December driven by the regional (East and South Africa) theme, I commit to prevent violence against women! What about you? Speak out, Reach out, Stand out!

Join the rest of the world in this campaign by wearing a purple ribbon the symbol of the campaign and adding your voice to condemn violence against women and report it, be it in your personal relationships, families or communities. Campaign materials are available at Centre for Domestic Violence Prevention in Kariwokyia.

Flora Aduk



from Hivos through use of the BulkSMS tool hosted by KPN (a telecommunications company) in the Netherlands

Collaborating organizations were very satisfied with their collaboration with the Network and expressed an interest in stronger collaboration and partnership. The impact created by the Action and Advocacy Kits material contributes to the achievement of the Network's objective. The kits are able generate solidarity, reinforce partnerships among organizations working to prevent violence in the region, provide members with information on GBV, strengthen the capacity of organizations to prevent GBV and advocate for the prevention of GBV within the region.



## REGIONAL CAMPAIGN SUCCESSES

Activities conducted with the Action and Advocacy kits resulted in many positive outcomes as outlined above. More specifically however, the collaborating organization's highlighted areas of success include the following:

### AGISANANG DOMESTIC ABUSE PREVENTION AND TRAINING (ADAPT), SOUTH AFRICA

ADAPT organized a men's conference where men pledged to prevent violence against women. This conference was held on the 27<sup>th</sup> of November 2007 and was attended by eighty four participants most of whom were men. All the participants took home some posters to remind them of their commitments to prevent GBV. The theme of the conference was "Men Linking Reproductive Health, HIV/AIDS and Gender Based Violence: Creating a better life for Women and Children" ADAPT also held a 16 Days of Activism awareness day at Leewukop Prison. Three men who were outstanding during the year with regard to GBV prevention were recognized during an awards ceremony.



### AIDS LEGAL NETWORK (ALN), SOUTH AFRICA

ALN hosted the second National Roundtable Discussion on Stigma and Discrimination which was attended by 82 participants representing 51 provincial and national civil society organizations. The discussion focused on experiences, needs and lessons learned from stigma mitigation programs and interventions. The round table generated lively debates across sectors and stakeholders committed to mitigate HIV-related stigma, discrimination and violation of rights.



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

### CENTRE FOR DOMESTIC VIOLENCE PREVENTION ((CEDOVIP), UGANDA

CEDOVIP together with their partners for the first time involved stakeholders in the western, and northern regions of Uganda, they distributed material to six of their partners who held several activities with the communities including radio talk shows. In the central region CEDOVIP sensitized the members of the Bahai Faith and they managed to influence media houses where two articles were written in two of Uganda's leading daily newspapers.

### CENTRE FOR RIGHTS EDUCATION & AWARENESS ((CREAW), KENYA

CREAW introduced the 16 Days of Activism concept into their community forums. In Kamukunji they distributed materials to participants in the community workshops. In addition they reached out to their legal aid and counseling clients to whom they distributed the materials.

### CHILD AND YOUTHCARE TRUST, TANZANIA

Child and Youthcare Trust, distributed posters, ribbons, and postcards to a cross section of stakeholders including secondary school students, teachers, community members and some members of the general community in Dar-es-salaam. They also held awareness activities where they used the PowerPoint presentation to sensitize municipal staff in their area.

### COALITION ON VIOLENCE AGAINST WOMEN ((COVAW) KENYA



COVAW adapted the press release to their context, as they were having electoral campaigns at the time coupled with electoral gender based violence. The two leading dailies printed articles that were greatly influenced by the press release. They distributed purple ribbons and posters in their rural program areas of Taita, Kajiado and Laikipia and generated a lot of enthusiasm as people wanted to be identified with the purple ribbons which they said "can be identified from a far and generate dialogue as one asks what it is about." COVAW facilitated community dialogues, legal aid workshops, edutainment activities including poems, plays, music and they held a street procession to sensitize the public on GBV issues.



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

### FOCUS ON RURAL DEVELOPMENT (FORDE), UGANDA



FORDE conducted a march which attracted an estimate of 1000 people in Pajule sub-county in Northern Uganda. There were several stakeholders that participated in the march including; local leaders, women groups, youth clubs, and primary school children. After the march FORDE was able to discuss with community members in various forums issues pertaining to GBV from the PowerPoint presentation and data from recorded cases of GBV within Pajule sub-county.

### FRIENDLY HAVEN, NAMIBIA

Friendly Haven initiated a march against GBV and this involved three media agencies, two educational institutions, five women's organizations, churches and community members. This march helped Friendly Haven sustain the momentum of the movement and to profile activist's against GBV. In addition Friendly Haven were among the main presenters at a conference organized by the white ribbon in Namibia, where they presented the PowerPoint presentation to 100 CSO and government officials.

### KENYA FEMALE ADVISORY ORGANIZATION (KEFEADO), KENYA

KEFEADO conducted various activities which included a cultural and exhibition day for 23 like-minded organizations to showcase their work and distribute materials from the action and advocacy kits 300 individuals attended this event. They held community discussions where information from the PowerPoint presentation was broken down and shared with grassroots communities. One of the main outcomes of these activities was the voluntary formation of twenty new community based networks of gender based violence prevention. These groups will monitor and report abuse in communities.



### KIVULINI WOMEN'S RIGHTS ORGANIZATION, TANZANIA

Kivulini organized several activities during the 16 Days of Activism. They trained 30 local activists as paralegals to reach more women and men in their settings from 26<sup>th</sup> to 30<sup>th</sup> November 2007. In addition they had a young people's conference for 500 youth in and out of school to discuss GBV and a conference for community members including leaders and activists. They also organized a public march on the world AIDS day and 1000 participants were facilitated with ribbons.



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

### LESEDI-LECHABILE PRIMARY CARE, SOUTH AFRICA

Lesedi-Lechabile Primary Care started their activities earlier, on the 17<sup>th</sup> November they held a men's march. Most of the marchers were male and from community members and government officials which have encouraged them in their work. One community members commented that he realized he used to take so many things for granted especially after receiving information on HIV and GBV, and a government official wished the messages delivered could be passed on to more men and boys.

### LIVERPOOL VCT, KENYA

Liverpool VCT held sessions with a total of 150 political aspirants, staff and college students of a graduating class. Politicians were targeted because it was a campaign year and they made general commitments to address GBV issues once voted into office. At organizational level, more departments within Liverpool VCT requested for information dissemination on GBV, the training department has included it as a module in trainings for diploma classes offered by Liverpool VCT.

### MALAWI HUMAN RIGHTS RESOURCE CENTRE (MHRR), MALAWI



MHRR held a ribbon campaign with the media where all announcers/reporters wore the purple ribbons during the 16 Days of Activism period while appearing on national television. TV

Malawi went ahead to make a documentary on GBV for MHRC at the launch of the 16 Days of Activism hosted by MHRRC. MHRC held a launch of the 16 Days of Activism where they invited a representative of the State President, Minister of Youth and Sports Development fostering deepened collaboration between government, development partners and civil society during the 16 Days of activism.



### MEN FOR GENDER EQUALITY NOW NETWORK (MEGEN), KENYA

MEGEN conducted a Men's Traveling Conference where they campaigned in various town centers, market places and bus parks sensitizing people on GBV and creating more awareness through the distribution of material from the Action and Advocacy Kits. This year MEGEN decided to reach out to new areas where they had not been operating before in western Kenya. This led to the creation of new partnerships and networks including the police. In addition, with the new partnerships initiated a new follow up sensitization program for the community was developed. MEGEN also tailored the press release to suit their context including issues of electoral violence against women and sent the press release to media houses which utilized it.

## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

### MIFUMI PROJECT, UGANDA

Mifumi distributed the purple ribbons and posters within five districts in the Eastern region of Uganda. These had a tremendous effect on people and they still wear them beyond the 16 Days of Activism. In addition they have received various demands for more ribbons from their target communities in those districts. The campaign and materials provided has enabled the project to strengthen her links with the police which is an opportunity for survivors of GBV that are seeking justice.

### OXFAM GB, UGANDA



Oxfam distributed the material to communities in Northern, Western and Central Uganda through their partners including Health Care workers Kyetume in Mukono, Good Hope Foundation for Rural Development in Kasese, Women and Child Network in Apac, Lucia Youth development in Wakiso, Uganda Women's Media Association and WOUGNET in Kampala. In addition they had awareness creation sessions using the PowerPoint presentation to 200 staff and enlarged the posters and asked staff and their spouses to sign their commitment to prevention of GBV and to denounce GBV. Staff sessions involved lighting candles to symbolize the denouncement of violence against women and to pray for the souls of women who had lost their

lives to violence. Furthermore with their partner Women of Uganda Network they conducted an SMS campaign based on the regional theme, 170 activists from Brazil, Ethiopia, India, Kenya, Malawi, Nigeria, South Africa, Sweden, The Netherlands, Uganda, UK, USA, and Zimbabwe, participated in the campaign. Participants registered their phone numbers and sent advocacy messages on the WOUGNET website. WOUGNET sent the initial messages based on the regional theme and encouraged participants to send their own messages as well. Messages were sent every day of the 16 days and can still be viewed on the WOUGNET website.

### RAKAI HEALTH SCIENCES PROGRAM (SHARE PROJECT), UGANDA



To commemorate the beginning of the 16 Days of Activism The Share Project held a community walk and staged two drama shows that attracted approximately 500 people where they distributed materials from the Action and Advocacy Kits. In addition the SHARE project held meetings with 38 of their partners where they discussed GBV Prevention and distributed materials, these meetings helped them to strengthen their working collaboration with partners. In addition they held discussions with 48 male activists, and 40 local leaders. These activities helped the SHARE Project to reach out to all their partners and strengthen their partnerships. In addition they were able to share information about their project and what they do.



## 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

### RWANDA MEN'S RESOURCE CENTRE (RWAMREC), RWANDA



RWAMREC conducted workshops with communities in Gatsibo District in Rwanda, where they raised awareness about GBV; they also organized sensitization workshops for community leaders and mayors. In their outreach strategy for the materials in the Action and Advocacy Kits RWAMREC focused on the army and local defense forces among other stakeholders. They also reached out to refugee camps and other CBOs sensitizing them on GBV and GBV Prevention. RWAMREC also conducted an electronic campaign where men were asked to pledge their commitment to prevent GBV. One of the main outcomes was the high involvement and interest of men and local leaders pledging their commitment to fight GBV. any public statements/ quotes to this effect?

### SIQQEE WOMEN'S DEVELOPMENT ASSOCIATION (SWDA), ETHIOPIA



SWDA visited seven schools where they have a girls education program and at these schools they held discussions with 237 people using the PowerPoint presentation. In addition they hosted a panel discussion which involved local leaders and government officials discussing GBV prevention. They also had some edutainment activities where they staged a drama and had poem's read out all with GBV prevention messages. They reported success with the purple ribbons which SWDA said "had an impact on men who were happy to keep it on their shirts continually for sixteen days"

### WOMEN'S INFORMATION SERVICES AND NETWORKS ORGANIZATION (WINO) ETHIOPIA

WINO distributed the materials in the kit to various partners involved in GBV prevention, and also distributed the PowerPoint presentation to organizations who deal with violence against women in Ethiopia by email. In addition WINO distributed the materials to government offices in Ethiopia including the Addis Ababa Women's Affairs Office.

The varied and creative utilization of materials indicates the value of the Action and Advocacy Kits that facilitate activities against GBV within the region and specifically for the 16 days of activism campaign. Drawing out commitment from various stakeholders including men is an achievement that was greatly facilitated by the materials in the Action and Advocacy Kits. As materials that are meant to engage men often focus on them as perpetrators and not as thoughtful, non-violent men who are also concerned about GBV. This was quite a new perspective that organizations felt not only helped them in the 16 days campaign but also will influence their future work with men. This year's campaign saw a higher involvement of men who are key partners in GBV prevention. Posters and ribbons were very instrumental in outreach and bringing more men on board. Member organizations have called for more campaigns of this nature throughout the year where practical materials are provided in order to have continuous engagement with their stakeholders.



## (CHALLENGES)

While engaging in the 16 Days of Activism Campaign, collaborating organizations faced a number of challenges the major constraints being, lack of funding for planned activities, activities by NGOs & government departments implemented at the same time within the same geographical location, and a higher demand for materials than what was available. A few organizations mentioned insufficient planning on their part which impacted on the kind of activities they implemented however, this could be tagged to the budgetary constraints faced by most of the collaborating organizations. In addition members shared that working in coalitions helps create positive impact. For example, all organizations working in an area on 16 Days could make a joint calendar of events for the campaign period in order to avoid replication from NGOs and help to reach out to more stakeholders over a wider geographical coverage. Details of challenges faced by the collaborating period are outlined below:

### LACK OF JOINT PLANNING BY NGOS AND GOVERNMENT:

ALN and ADAPT reported that a number of NGOs carried out similar activities at the same time which impacted on mobilization of participants and also affected the quality of events. In addition Liverpool VCT was unable to get free airtime from media houses because there were too many activities from other organizations that the media had to cover. Government departments in participating countries also carried out activities within the 16 Days of Activism and were reported by ALN to “pose a risk of taking over the spaces and voices of civil society campaigns”

In some of the countries highly publicized parallel public events captured the attention of the public for example in Uganda CEDOVIP reported the Commonwealth Heads of Government Meeting (CHOGM) overshadowed the first five days of the campaign. MHRRC also missed some key government dignitaries they had invited to the launch because they had gone to Uganda to attend the CHOGM. In Kenya the political campaigns that were on going at the time took a lot of public attention while in Uganda FORDE reported an attempt by political leaders to hijack the events for their own publicity.

### HIGH DEMAND FOR MATERIALS:

Some of the collaborating organizations faced challenges in distribution of materials because they reached out to several stakeholders and of these they had to select who would receive the materials from the Action and Advocacy Kit. MEGEN reported that the “Demand for materials far outstretched the supply, forcing us to distribute to only a few strategic people.” CEDOVIP, SHARE Project and Oxfam GB also reported a higher demand for materials than what they had in the Action and Advocacy Kits. KEFEADO distributed the materials to their partner organizations in Kisumu and reported “many more of our intervention community wanted the materials but we were unable to provide them because we had given them to a few organizations.”





### FUNDING CONSTRAINTS

COVAW, Mifumi Project, Child and Youthcare Trust, KEFEADO, Friendly Haven Rwanda Men's Resource Centre, SWDA, WINO, MHRRC, FORDE all reported experiencing funding constraints. While Child and Youthcare Trust, FORDE, COVAW, MHRRC and Friendly Haven were only able to raise a proportion of their budgets for the 16 Days Campaign which meant they had to cut out planned activities. Rwanda Men's Resource Centre, KEFEADO and SWDA faced challenges in meeting logistical costs for planned activities including, hall hire, transport refund and refreshments. KEFEADO reported the inability to have a print media campaign due to budgetary constraints.

### PLANNING CONSTRAINTS

COVAW, Mifumi Project, and MEGEN all cited having encountered planning challenges in the in some cases activities were planned for late, impacting on their quality and the time of staff involved. In other cases distances involved to carry out activities and availability of infrastructure in target communities were underestimated impacting on budgetary provisions. MHRRC faced the challenge of poor road conditions in the rural areas and were therefore unable to reach out more within rural areas in Malawi.



## COLLABORATION WITH THE NETWORK

Participating organizations were very satisfied with the collaboration with the Network as a whole for the 16 Days of Activism Campaign and beyond this particular campaign. The most significant benefit from this collaboration was the increased visibility for participating organizations coupled with increased collaboration and sharing between organizations brought about by sharing materials in the Action and Advocacy Kits and feature of member organizations in the Newsletter posters and other material produced by the Network. This was reported by COVAW, Child Youth Care Trust, ADAPT, CEDOVIP, RWAMREC, KEFEADO, Share, SWDA and Oxfam. ADAPT commented that "The advocacy Kit was useful and being a member of the Network gave credibility to the work done by the organization."

CEDOIVIP and Friendly Haven reported to have had their program implementation strengthened from the collaboration with the Network through materials and information they receive not only limited to the 16 Days of Activism. Friendly Haven reports "Information sharing through the website has given us the ability to do our work effectively regarding gender based violence and it has assisted our organization reach out to different people using materials sent from the Network" while KEFEADO feels that the collaboration has enhanced their focus on GBV prevention.

ALN affirmed the usefulness of the materials provided for the 16 Days campaign and pledged to continue utilizing and incorporating ideas and materials from the advocacy kit in various organizational activities throughout the year. Lesedi-Lechabile Primary Care commented that, "materials facilitated our campaigns and helped us create forums for dialogue and sharing." While Liverpool VCT felt the collaboration had saved the organization resources "the collaboration helped save the organization time and resources because we didn't have to develop materials for use during the 16 days campaign."

Other organizations, including COVAW and CREAM, noted that the consistency in the materials provided to all collaborating organizations in the region meant that the same message was being sent to a wide range of stakeholders which created solidarity and one voice with regard to GBV prevention in the region. CREAM commented that, "the fact that more organizations had the same material meant that the same message was being sent out and the same voice was being heard." ADAPT summarizes their satisfaction in the following comment "I wish the network all the best for 2008. Let it grow from strength to strength. I am happy with the present communication."

Suggestions for future collaboration with the Network involve call for more facilitation of more campaigns that is not limited to the 16 Days of Activism period, and more thematic collaborations where Network members can share and learn from each other.





## CONCLUSION

The regional campaign spearheaded by the GBV Prevention Network for the 16 Days of Activism facilitated dialogue, action and commitment within the region with regard to GBV prevention. Through this campaign various people have been sensitized and engaged and some organizations have been able to draw commitment from individuals at household level. Stakeholders that have been able to commit include individuals within communities i.e. men who have made open pledges and taken posters home, staff in of collaborating organizations who have to deal with their own violence issues before pushing for prevention within the community, and to politicians aspiring for candidacy and government technocrats at municipal level all this falls in line with this year's regional commitment theme.

Through the regional campaign 23 organizations from nine countries within the Horn, East and Southern Africa have directly engaged 46,000 people through dialogue meetings, material distribution, community discussions, edutainment activities like drama and involvement in marches. Several others have been reached through radio and television broadcasts, newspaper articles, posters, post cards SMS and email campaigns. This year's regional theme had a significant impact in the region as it inspired action and

led to creative campaigns that included a diversion from traditional media mechanisms to include SMS and email campaigns inspired by the regional theme. Although collaborating organizations engaged in different activities that involved stakeholders at various levels, the consistency in materials and message from Ethiopia to South Africa promoted one strong voice against GBV within the region during the 16 Days of Activism.



## APPENDIX I

Summary of the responses from the evaluation survey for collaborating organizations

	Excellent	Very Good	Good	Fair	Poor
Postcards	5	9	5	1	
Poster	8	6	4	2	
Press release	6	11	3		
Process of application	7	13			
Ribbons	13	5	2		



## APPENDIX II

### Press Release

#### 16 Days of Activism Campaign urges everyone to commit to preventing violence against women

Every day, individuals, families, communities and organizations around the world are taking action to end violence against women. But for 16 days of each year, our collective voices are put together in a worldwide campaign to prevent such violence.

The 16 Days of Activism Against Violence Against Women takes place annually from 25<sup>th</sup> November to 10<sup>th</sup> December. The regional and international campaign, undertaken by women's organizations and other stakeholders, spans some very significant dates in the women and human rights movement.

The first day of the campaign, November 25<sup>th</sup>, is officially recognized by the UN as the International Day for Recognition of Violence Against Women. This date commemorates the assassination of three sisters, who were political activists opposed to the government of Trujillo in the Dominican Republic. These sisters were murdered on November 25<sup>th</sup> 1960.

Also within the 16 Days of Activism is World AIDS Day on December 1<sup>st</sup>, an annual campaign to prevent the spread of HIV and remember those we have lost to AIDS. This day is significant since violence against women greatly contributes to the spread of HIV. The activism period ends with the International Human Rights Day on December 10<sup>th</sup> and on this day the whole world commemorates the adoption of the Universal Declaration of Human Rights that affirms every human beings rights, freedoms and entitlements.

Consequences of violence against women affect every member of society, and yet violence against women continues with impunity despite

the coming into force of the African Protocol on Rights of Women which was adopted by the African Union Heads of States and Government on 11<sup>th</sup> July 2003.

This year in the Horn, East and Southern Africa various organizations and individuals from Zimbabwe, South Africa, Namibia, Kenya, Uganda, Ethiopia, Rwanda, Tanzania under the regional Gender-Based Violence Prevention Network will join together to advocate for the prevention of violence against women. The regional theme this year is "I Commit to Preventing Violence Against Women! What about you?! Speak out, reach out, stand out!" Organizations will hold marches, rallies, conferences, dramas, talk shows, community outreaches, media events and a host of other activities.

Every individual is urged to add your voice and your efforts and commit to preventing violence against women in your own personal relationships, extended families, communities and nations as a whole. Professionals like police and health workers are also urged to prevent and respond to violence against women within your daily work practices. Communities and nations are urged recognize and confront violence against women within their communities, and to treat it as a violation of women's human rights that fuels the spread of HIV and has dire economic consequences on families, communities and nations. What about you? What will you do? Speak out! Reach out! Stand out! Commit to preventing violence against women!

For more information about how you can get involved, please contact:

