

16 Days of Activism Against Gender-Based Violence 2026

Media Activity Guide

In 2026, we unite for the 16 Days of Activism campaign under the theme **"Renewing our power: Collective action to prevent Violence Against Women"** and the slogan *"Empower. Act. Shape the future."*

Purpose of This Guide

This guide is designed to provide practical ways to communicate, organize, mobilize, and expand the reach of the campaign. It provides tools, ideas, and suggested activities to amplify feminist voices, strengthen solidarity, and inspire collective action to VAW prevention. It also encourages members and partners to use diverse communication platforms and creative approaches to engage communities, share campaign messages, and sustain feminist action beyond the campaign period.

Use this guide flexibly: choose actions that fit your context, adapt the language for your community, and combine online and traditional media, and community activities where possible. The guide includes four main tools:

a. Social media campaign actions and hashtags

b. Traditional media engagement through radio and television

c. Community and group activities

d. Local news and press engagement, including a sample press release

1. Social Media Campaign

Join the regional campaign by using your social media platforms to amplify feminist voices, strengthen solidarity, and build a shared vision for feminist futures. As part of the soft copy of the 16 Days of Activism Advocacy and Action kit, we will share social media memes and other campaign materials you can use and adapt to engage your networks, spark conversations, and inspire collective action to prevent VAW.

As you create and share content, prioritize the dignity, privacy, and safety of everyone involved. Avoid sharing identifying details, images, quotes, or stories of survivors, children, or community members without their informed consent. Let us use our digital platforms responsibly to foster a culture of respect, solidarity, and safe online spaces.

Follow and tag @preventgbvnet.bsky.social on Bluesky, preventgbvnet on Instagram, and GBV Prevention Network on Facebook.

Use these hashtags:

#16DaysOfActivism #RenewOurPower
#EmpowerActShapeTheFuture

What You Can Do Online

i. Share how your group or community is working to prevent violence against women.

ii. Post messages of hope, strength, solidarity, and support.

iii. Encourage respect for dignity, privacy, consent, and online safety.

iv. Never share or forward private images or content without consent.

v. Use your platforms to interrupt online harm and promote respect, safety, and accountability.

vi. Use and engage with the campaign hashtags to help amplify and disseminate global and regional campaign messages

Messages to Amplify

i. Start conversations about how funding cuts and shrinking resources affect feminist movements, essential services, and community-based prevention work.

ii. Share simple graphics, stories, or quotes that show the impact of underfunding.

iii. Highlight how movements respond through solidarity, collective care, creativity, and resilience.

iv. Work with local leaders, youth activists, and influencers to share campaign messages and promote online safety.

v. Offer information on responding to online harassment and host short sessions on digital self-defense.

2. Traditional Media

Radio television, newspaper engagement

If your organization has connections with radio or television stations, use these platforms to amplify feminist voices, celebrate collective action, and raise awareness about the importance of investing in VAW prevention. Collaborate with media partners to organize talk shows, interviews, panel discussions, coverage of the campaign activities and other programmes that highlight feminist initiatives, share experiences, and inspire action.

When organizing community activities or media engagements, establish basic safety and care practices in advance. These should include confidentiality, informed consent, access to referral information, and clear guidance on responding to anyone who may need support. Ensure that all engagements uphold the dignity, privacy, and safety of participants.

Consider using these platforms to:

i. Host discussions with feminist activists, community leaders, and experts.

ii. Share survivor stories only with informed consent, appropriate safeguards, and a clear plan to protect privacy and dignity.

iii. Explore issues such as online violence, shrinking civic space, and funding gaps.

iv. Spotlight community groups advancing the rights of women and girls.

v. Promote 16 Days activities that inspire action, solidarity, and collective power.

3. Community and Group Activities

Create meaningful community moments during the 16 Days of Activism. You could:

i. Host a conversation on online safety or supporting survivors.

ii. Organize a local fundraiser to strengthen your group or support a women's rights organisation.

iii. Create a mural or art space with messages of hope, resistance, and solidarity.

iv. Bring people together for a storytelling event where survivors, elders, and community members can share wisdom, healing, and connect.

4. Work with Local News and Media

Partnering with local news and media can help spread your message widely during the 16 Days of Activism. Consider these media tips:

i. Before contacting media, prepare the key message, spokesperson, event details, consent requirements, and any photos or quotes that can be shared safely.

ii. Write short articles or opinion pieces on issues such as online abuse or funding challenges.

iii. Share powerful local stories of resilience and change.

iv. Celebrate small victories to inspire and unite your community.

Why Collective Action Matters

The theme **"Renewing our power: Collective action to prevent Violence Against Women"** recognizes that VAW is rooted in unequal power relations, harmful social norms, and systems that enable and sustain violence. Effective prevention therefore requires more than awareness raising it requires communities and movements to organize, challenge harmful norms, strengthen accountability, advance equality, and transform the conditions that allow violence to persist. Above all, it calls us to collectively shape the future.

"Renewing our power means recognizing that lasting violence prevention requires collective work. We must protect the spaces where people organize, invest in feminist movements and violence prevention, care for those doing violence prevention work, and create the conditions for communities to lead lasting change."

The GBV Prevention Network also emphasizes radical care as essential to sustaining movements. Care extends beyond individual self-care to include collective practices that protect wellbeing, strengthen solidarity, prevent burnout, and enable activists and practitioners to continue long-term work for social change.

The 2026 campaign therefore, will bring members and partners together through dialogue, advocacy, community action, media engagement, and regional collaboration. These efforts will amplify prevention voices, strengthen solidarity, and advocate for the resources and enabling environments needed to build stronger, and more resilient violence prevention movements.

Sample Press release

There are many ways to engage in print media. Customize the press release below for your context and share it with local news outlets. You may also submit one of the 16 Days images representing collective power and feminist solidarity to a local newspaper or magazine.

For Immediate Release

PRESS RELEASE

16 Days of Activism Against Gender-Based Violence 2026

Theme: Renewing our power: Collective action to prevent Violence Against Women
Slogan: Empower, Act, Shape the future

Campaign Call

As the world marks the annual **16 Days of Activism Against Gender-Based Violence**, the **GBV Prevention Network** calls on activists, communities, governments, civil society, feminist movements, donors, media, and allies to renew collective power protect civic space, and invest in sustained action to prevent VAW.

The 2026 campaign comes at a time when the conditions necessary to prevent VAW are increasingly under pressure. Across the region, activists and practitioners are navigating shrinking civic space, political instability, online harassment, misinformation, anti-rights narratives, and declining resources. These pressures threaten the collective spaces, voices, partnerships, and organizing efforts needed to sustain violence prevention and advance gender equality.

Yet, across communities, women's rights organizations, feminist movements, and grassroots initiatives continue to demonstrate resilience, creativity, leadership, and solidarity. The efforts remind us that preventing violence against women is not the responsibility, and sustained action to transform the unequal power relations, harmful social norms, and systems that facilitate violence .

Through the 2026 campaign, the GBV Prevention Network calls for collective action that goes beyond the 16 Days of Activism. Governments must strengthen their commitment to preventing violence against women through policies, implementation, and sustained funding. Donors must provide flexible, long-term resources that support women's rights organizations and feminist movements. Civil society, communities, and allies must deepen collaboration, challenge harmful norms, amplify feminist and community-led voices, and stand together against efforts that undermine women's rights. This collective power must be strengthened not only during the 16 Days, but throughout the year.

END

#RenewOurPower | #EmpowerActShapeTheFuture | #16DaysOfActivism