



UNITE!

Activism to end Violence
Against Women and Girls



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Introduction to the 16 days campaign

THE CAMPAIGN

The 16 Days of Activism against Gender-Based Violence begins each year on 25 November, the International Day for the Elimination of Violence against Women and end on 10 December, International Human Rights Day.

THE GOAL

This global campaign seeks to challenge violence against women and girls.

THE CONTEXT

This year's campaign takes place against the backdrop of escalating violent conflict, war and displacement and the associated increase in violence against women and girls.

Campaign objectives

- Raise global awareness on the extent of violence against women and girls (VAWG) and the need to step up prevention and response efforts.
- Strengthen local work, action and commitment around ending violence against women within the church and in society.
- Challenge governments and duty bearers to honour their commitments to ending VAWG.





Campaign theme

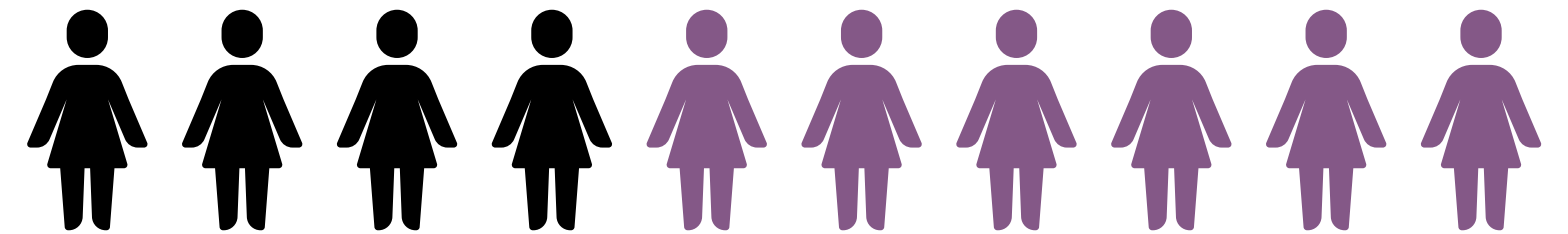
LWF will join the global UN Women 2022 campaign theme:

"UNITE! Activism to end Violence Against Women and Girls."

"Violence against women and girls (VAWG) is one of the most widespread, persistent and devastating human rights violations of our time and it remains largely unreported due to the impunity, silence, stigma and shame surrounding it," according to the United Nations (UN).

Key facts

- Globally, an estimated 736 million women—almost one in three—have been subjected to physical and/or sexual violence at least once in their life.
- Most violence against women (38%) is perpetrated by current or former husbands or intimate partners.
- Less than 40 per cent of the women who experience violence seek help of any sort.
- Violence can negatively affect women's physical, mental, sexual, and reproductive health.



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Practical campaign ideas

- We urge LWF Member Churches and Country Programs to creatively engage with the campaign.
- Let us UNITE! to end violence against women and girls globally.
- By investing in response and prevention initiatives now, we can save the lives of women and girls today, and build a brighter, more peaceful future.
- Use one, several, or all of our ideas to adapt to your own country and context.



1. Join our first event

TITLE

United to end violence against women

WHEN

24 November 2022

WHAT

Ecumenical partners launch the 2022 16 Days campaign in Johannesburg, South Africa. Attendance is in-person and online.

HOW

Find registration [details linked here.](https://www.lutheranworld.org/events)
or <https://www.lutheranworld.org/events>

2. Join our tray-lunch

TITLE

Strengthening global mechanisms to end violence against women

WHEN

28 November 2022
12:30 - 2pm

WHAT

Faith and civil society partners explore strategies to end violence against women

WHERE

Salle II and III, Communion Office





Webinar

3. Join our webinar

TITLE

Faith in Protection: Religious Engagement in Gender-Based Violence in Forced Displacement

WHEN

7 December 2022

WHAT

Faith actors and civil society come together to discuss violence against women and girls in the context of forced migration

HOW

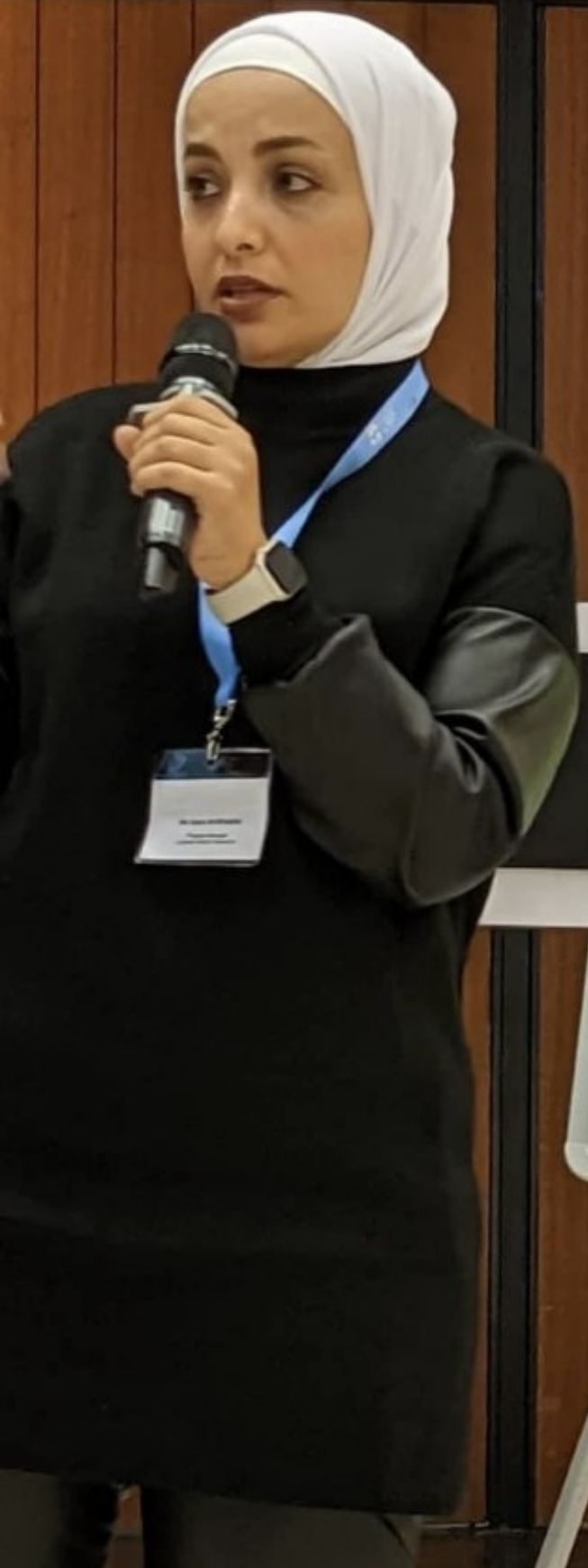
Find registration details here

<https://www.lutheranworld.org/events>

4. Issue a press release

- Raise awareness through a press release.
- Provide key statistics on violence against women in your country and region.
- Share some of your key campaign activities.
- Be inspired and adapt this [LWF press release](#) for your context.





Awareness-Raising and Mobilization for change

inter-agency
collaboration
to conduct
National Campaign
or Awareness

Utilise
Convening
power of
women

The strength of
Faith based Organi-
zation
Structure & Community
(characteristics) access to
+ Sustainability Community

- Actively engage
faith actors to
enhance awareness
and social trans-
change.
- Use media
- Collaborate & create
language

Mobilization to
Prevent & respond

5. Be part of the conversation

- Join the campaign by sharing on Facebook, Twitter, Instagram, LinkedIn and YouTube.
- When sharing photos or news of 16 Days events in your country, add hashtags and handles to connect you to the global campaign. Refer to page 25.
- Make use of these social media resources.
- Join the conversation on the LWF Youth Facebook and Instagram pages at @LWFyouth.

6. Turn your building lighting to orange

- Change your office lighting to Orange for the duration of the 16 days.
- This bold colour will shine a spotlight on violence against women and girls and your commitment to ending violence.
- Orange is the official colour for the UN UNITE! campaign.





7. Hold a prayer service

- Use this opportunity to pray together for an end to violence against women and girls.
- Choose from our suggested prayers, bible readings and reflections for services during these 16 Days.
- Or simply adapt the liturgies for use in your own congregation.

8. Hold a Bible study on VAW

- Hold bible studies and use the 16 days as a discussion starter.
- Reflect on the ways and means to reduce violence and find possibilities of supporting survivors.
- Identify 16 biblical characters who were advocates of human dignity and discuss.





9. Hold a community dialogue

- Community engagement is a key tool in addressing patriarchal attitudes and practices that subordinate women and girls.
- Involvement of community leaders/duty bearers is essential.
- Create a conducive environment for women and girls to participate.
- Use this [16 days PPT](#) to lay the foundation for the discussion.

10. Update your website

- Visibility is a key part of advocacy and awareness raising.
- Share information, photos, updates and outputs from the campaign on your home page.
- Follow the [LWF website](#) for more information regarding the campaign.



<https://www>



11. Make use of the symbolic red chair

Place a red chair in your lobby/entrance hall for the duration of the 16 days as a symbol for the women who are 'absent' murdered, missing or have been silenced.



12. Participate in a peaceful march

- You can organise a peaceful March by obtaining clearance from local authorities.
- Ensure that your organization and law enforcement agents have endorsed the event to ensure legitimacy.
- Make use of some of the LWF messaging.





13. Deliver a petition to government

- Write a petition to your local government to raise concerns about VAWG and ask for urgent action to address the issue.
- A petition is an effective tool in garnering support for a cause and asking government for support or favour for a change in policy.
- Include statistics on VAWG in your community and the country at large.
- Highlight your suggested policy changes and call to action.

14. Make pledge cards

- Pledge cards can set the tone to highlight different actions needed to end SGBV.
- Show your commitment to end SGBV by creating pledge cards.
- Use our handy examples or create your own.
- Take photos and share them on social media.





15. Visit a shelter for survivors of violence

- Visit a shelter for survivors of gender-based violence as a mark of solidarity.
- Before the visit, have a discussion with shelter management on their rules to ensure compliance.
- Have a clear outline of objectives and activities associated with the visit.
- Where possible, and if your budget permits, consider catering for some of their practical needs like sanitary ware.

16. Create special visibility materials

- Visibility materials increase the effectiveness of your campaign.
- These could include logos, fliers, banners, stationery, mugs or t-shirts.
- Think of your target audiences and the different languages they may use.
- You can utilise available LWF banners.





International laws and instruments

- Convention on the Elimination of All discrimination against women.
- Declaration on the Elimination of Violence.
- Special rapporteur on Violence Against Women.
- The Beijing declaration and Platform for Action (1995).
- Generation Equality GBV Action Coalition.
- Protocol to Prevent, Suppress and Punish Trafficking in Persons especially Women and Children (2000/2004).

Let's stay connected

Follow and tag us at:

 @lutheranworldfederation

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 @LWFAdvocacy, @lutheranworld,
@lwfyouth

HASHTAGS

#16days

#16days2022

#LWF16days

#LWFwomen

#Genderjustice

#GenderEquality





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