

RAISING AWARENESS (CAMPAIGNS) OF VIOLENCE AGAINST WOMEN/GENDER-BASED VIOLENCE

Raising awareness of the different forms of violence against women is important in the prevention of violence against women. This heightened awareness is a first step in changing attitudes and behaviour that perpetuate or condone the various forms of violence against women.

From 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day, the 16 Days of Activism against Gender-Based Violence Campaign is a time to galvanize action to end violence against women and girls around the world.

International

The 16 Days of Activism Against Gender Violence

This is an international campaign originating from the first Women's Global Leadership Institute coordinated by the Center for Women's Global Leadership in 1991. It starts on 25 November, International Day for the Elimination of Violence against Women and ends on 10 December, Human Rights Day, in order to symbolically link violence against women and human rights and to emphasize that such violence is a violation of human rights. This 16-day period also highlights other significant dates including December 1, which is World AIDS Day, and December 6, which marks the Anniversary of the Montreal Massacre.

The campaign hopes to raise awareness about gender-based violence as a human rights issue at the local, national, regional and international level. The 16 Days of Activism is a time to both reflect on violence against women and to take action to end it.

UNiTE to End Violence against Women, United Nations

This was launched in 2008 by the United Nations Secretary-General Ban Ki-moon. It is a multi-year effort aimed at preventing and eliminating violence against women and girls around the world. It is working to mobilize individuals and communities. In addition to supporting the longstanding efforts of women's and civil society organizations, the campaign is actively engaging with men, young people, celebrities, artists, sports personalities, private sector and many more. *UNiTE* calls on governments, civil society, women's organizations, young people, the private sector, the media and the entire UN system to join forces in addressing the global pandemic of violence against women and girls.

The campaign builds on existing international legal and policy frameworks, and works to synergize the efforts of all UN offices and agencies working to end violence against women. It sets out five key outcomes to be achieved in all countries by 2015:

- Adoption and enforcement of national laws to address and punish all forms of violence against women and girls, in line with international human rights standards.
- Adoption and implementation of multi-sectoral national plans of action that emphasize prevention and are adequately resourced.
- Establishment of data collection and analysis systems, on the prevalence of various forms of violence against women and girls.
- Establishment of national and/or local campaigns and the engagement of a diverse range of civil society actors in preventing violence and in supporting women and girls who have been abused.
- Systematic efforts to address sexual violence in conflict situations and to protect women and girls from rape as a tactic of war, and the full implementation of related laws and policies.

Orange Day Campaign, United Nations

The UN Secretary-General's UNiTE to End Violence against Women campaign has proclaimed 25th of every month as "Orange Day" – a day to take action to raise awareness and prevent violence against women and girls. Activists from around the world, governments and UN partners have organized Orange Day actions calling for safety from violence at homes, schools, work places and public spaces.

Orange YOUR Neighbourhood

In 2014, the United Nations Secretary-General's Campaign UNiTE to End Violence against Women invites individuals to "Orange YOUR Neighbourhood." Orange YOUR Neighbourhood is part of UNiTE to End Violence against Women campaign. The theme will carry through related events during the 16 Days of Activism against Gender-Based Violence, which run between 25 November and 10 December (Human Rights Day). People across the world were encouraged to take the UNiTE campaign to local streets and organize "Orange Events" in their own neighbourhoods between 25 November and 10 December 2014.

They were also encouraged to reach out to their neighbors, local stores, food-sellers on the corner of your street, gas stations, local cinemas, barbers, schools, libraries and post offices. They were encouraged to project orange lights and hang orange flags onto local landmarks, tie orange ribbons wherever they are allowed, and organize local "orange marches" on 25 November to raise awareness about violence against women and discuss solutions that would work for their community.

The UN International Day for the Elimination of Violence against Women is 25 November

"Everyone has a responsibility to prevent and end violence against women and girls, starting by challenging the culture of discrimination that allows it to continue." Secretary-General Ban Ki-moon

The UN International Day for the Elimination of Violence against Women is United Nations' annual effort to raise awareness about the women around the world who fall victim to gender-based violence. This International Day to End Violence against Women is an opportunity for all people to recommit to preventing and halting all forms of violence against women and girls. This Day also raises awareness on the severity of gender-based violence such as rape, domestic violence and other forms of violence perpetrated against women. The Day marks the start of the "16 Days of Activism" that precedes Human Rights Day on December 10.

The International Day for the Elimination of Violence against Women was designated in 1999 by the United Nations General Assembly. The date of 25 November was chosen to commemorate the Mirabal sisters, three political activists from the Dominican Republic, who were brutally assassinated in 1960 during the Rafael Trujillo dictatorship (1930-1961). Each year on this day, governments, international organizations and NGOs are invited to organize activities designed to raise public awareness of the problem.

World Day against Trafficking in Persons, United Nations, July 20, 2014

This first World Day against Trafficking in Persons is a call to action to end this crime and give hope to the victims, who often live unrecognized among us. To stop the traffickers, we must sever funding pipelines and seize assets. I urge all countries to ratify and fully implement the United Nations Convention against

Transnational Organized Crime and its Protocol on Trafficking in Persons."
Secretary-General Ban Ki-moon.

The first UN *World Day against Trafficking in Persons* was 30 July, 2014. The day is aimed at raising awareness around this global issue and to highlight the plight of the millions of women, men and children who are victims of trafficking from all corners of the world, as well as at encouraging people to take action against this crime. Being the inaugural World Day, the UN planned a number of public information materials and activities using both traditional and social media. It used the existing Blue Heart as the core of its ideas as well as branding, since it is fast-becoming the internationally recognized symbol in the fight against human trafficking as campaign gains support throughout the world.

For that day, the United Nations Office on Drugs and Crime (UNODC) developed the following materials for the World Day against Trafficking in Persons Campaign:

- World Day Campaign website which houses the materials - www.endHT.org
- World Day logo in various languages
- Leaflet on the World Day with facts about human trafficking
- Messages from Secretary General and UNODC Executive Director (Forthcoming)
- Social Media Outreach Campaign: #igivehope through Facebook and Twitter

UNODC also decided to engage people and civil society organizations to participate actively via social media to mark the World Day. With the insight that human traffickers prey on hope, the social media leg of the campaign requested people around the world ahead and on 30 July to 'give hope' to show their solidarity with victims of human trafficking. They were encouraged to use the hashtag #igivehope, to share pictures of themselves and members of their organizations, and to make the internationally recognised gesture of two hands forming a heart. These were to be collected and used in a video on the website - www.endHT.org.

UN International Day of Zero Tolerance to Female Genital Mutilation, February 6

The International Day of Zero Tolerance to Female Genital Mutilation is a global observance. The UN first officially commemorated the International Day of Zero Tolerance to Female Genital Mutilation on February 6, 2003. It continues to fight against FGM through a range of activities in addition to the observance. Various activities and events are held on February 6 each year to promote the UN's campaign to raise awareness and educate people about the dangers of Female Genital Mutilation (FGM). Public conferences and forums often feature FGM survivors who are invited to share their personal experiences. Other activities include photo essays and round-table discussions on making policies and laws to end FGM.

According to the World Health Organization (WHO), about 120 to 140 million women have been subject to FGM and 3 million girls are at risk each year. FGM relates to all procedures that involve partial or total removal of the external female genitalia or other injury to the female genital organs for non-medical reasons. This practice is an abuse of human rights and causes serious health complications, including fatal bleeding.

The International Campaign to Stop Rape & Gender Violence in Conflict

This campaign unites organizations and individuals into a powerful and coordinated effort for change. It is the first ever global collaboration between Nobel Peace Laureates, international advocacy organizations, and groups working at the regional and community levels in conflict. The Campaign demands urgent and bold political leadership to prevent rape in conflict, to protect civilians and rape survivors, and call for justice for all - including

effective prosecution of those responsible. These three pillars of the Campaign— PREVENT, PROTECT, PROSECUTE— signal a comprehensive effort to stop rape in conflict. It includes four countries namely, Burma, Colombia, the Democratic Republic of Congo, Kenya.

International Anti-Street Harassment Week

On March 20, 2011, more than 2,000 people from at least 13 countries participated in International Anti-Street Harassment Day. In 2012, it was expanded into a week, and more than 100 groups from over 20 countries co-sponsored the week and tens thousands of people participated through online activism, rallies, marches, events, and sidewalk chalk parties. International Anti-Street Harassment Week aims to change that by setting aside a week to spread awareness, share stories, and ask men to join women in solidarity against the problem. Tens of thousands of people worldwide mobilized to speak out against street harassment.

Take Back the Night

Take Back the Night is an international event and non-profit organization with the mission of ending sexual violence in all forms. Hundreds of events are held in over 30 countries annually. Events often include marches, rallies and vigils intended as a protest and direct action against rape and other forms of sexual violence. In 2001, a group of women who had participated in the earliest Take Back The Night marches, came together to form the Take Back The Night Foundation in support of the events throughout the United States and the world.

Events typically consist of a rally followed by a march and often a speak-out or candlelight vigil on violence against women. Early marches were often deliberately women-only in order to symbolize women's individual walk through darkness and to demonstrate that women united can resist fear and violence. The organization differs as each event is organized locally. The women-only policies caused controversy on some campuses; activists argued that male allies and sexual assault survivors should be allowed to march in support of women and male victims of sexual violence. As a result, most marches at the present include men; t.

United States

Presidential Proclamation -- National Slavery and Human Trafficking Prevention Month, 2014, United States

The President of the United States of America, Barack Obama, proclaimed January 2014 as National Slavery and Human Trafficking Prevention Month, culminating in the annual celebration of National Freedom Day on February 1. He has called upon businesses, national and community organizations, faith-based groups, families, and all Americans to recognize the vital role they can play in ending all forms of slavery and to observe this month with appropriate programs and activities.

Human Trafficking Awareness Day

Human Trafficking Awareness Day is dedicated to raising awareness of sexual slavery and human trafficking worldwide. It started in 2007, when the U.S. Senate designated January 11th as National Human Trafficking Awareness Day. Although it is a U.S. initiative, the United Nations has begun to highlight this topic and working towards global awareness. The average age of a girl being forced into the US domestic sex slavery market is 13. The average cost of a slave around the world is \$90.

Domestic Violence Awareness Month

Domestic Violence Awareness Month evolved from the first Day of Unity observed in October, 1981 by the National Coalition Against Domestic Violence (NCADV). The intent

was to connect battered women's advocates across the nation, who were working to end violence against women and their children. The Day of Unity soon became a special week when a range of activities were conducted at the local, state, and national levels. These activities were varied and diverse but have common themes: mourning those who have died because of domestic violence, celebrating those who have survived, and connecting those who work to end violence. In October 1987, the first Domestic Violence Awareness Month was observed. That same year the first national toll-free hotline was begun. In 1989 the first Domestic Violence Awareness Month Commemorative Legislation was passed by the U.S. Congress. Such legislation has passed every year since with NCADV providing key leadership in this effort. The Day of Unity is celebrated the first Monday in October.

Clothesline Project

The Clothesline is a visual display that bears witness to the violence against women. During the public display, a clothesline is hung with shirts. Each shirt is decorated to represent a particular woman's experience, by the survivor herself or by someone who cares about her. The original project started in Hyannis, Massachusetts in the fall of 1990 with 31 shirts hung. Since that time, projects have begun in communities all across the country and in other countries as well. The purpose of the project is four-fold:

- To bear witness to survivors and victims of domestic violence.
- To help with the healing process for people who have lost a loved one or are survivors.
- To educate, document, and raise society's awareness of the issue.
- To provide a nationwide network of support, encouragement and information for other communities starting their own Clothesline Projects.

The shirts are color coded in the following way:

- WHITE for women who have died of violence;
- YELLOW or BEIGE for women who have been battered or assaulted;
- RED, PINK or ORANGE for women who have been raped or sexually assaulted;
- BLUE or GREEN for women survivors of incest or child sexual abuse;
- PURPLE or LAVENDER for women attacked because of their sexual orientation;

Sexual Assault Awareness Month, April

In the United States April marks Sexual Assault Awareness Month (SAAM). During SAAM activists raise awareness about sexual violence and educate communities and individuals on how to prevent it. The 2014 Sexual Assault Awareness Month (SAAM) campaign focuses on campus sexual violence prevention and taking action to create safer campuses and brighter futures for all.

Canada

National Day of Remembrance and Action on Violence Against Women

December 6 is the National Day of Remembrance and Action on Violence Against Women in Canada. Established in 1991 by the Parliament of Canada, this day marks the anniversary of the murders in 1989 of 14 young women at l'École Polytechnique de Montréal. They died because they were women.

As well as commemorating the 14 young women whose lives ended in an act of gender-based violence that shocked the nation, December 6 represents an opportunity for Canadians to reflect on the phenomenon of violence against women in our society. It is also an opportunity to consider the women and girls for whom violence is a daily reality, and to

remember those who have died as a result of gender-based violence. It is also a day on which communities can consider concrete actions to eliminate all forms of violence against women and girls. November and December are important months for raising awareness of gender-based violence in Canada and around the world.

Other Campaigns

One Billion Rising

On 14 February 2013, one billion people in 207 countries rose and danced to demand an end to violence against women and girls. ONE BILLION RISING FOR JUSTICE is a global call for an end to violence, and for justice and gender equality.

Project Unbreakable

The mission of Project Unbreakable is to increase awareness of the issues surrounding sexual assault and encourage the act of healing through art. Since the project's conception in October 2011 by the then nineteen year old Grace Brown, it has featured over two thousand images of sexual assault survivors holding posters with quotes from their attackers. It is aiming to give a voice to survivors of sexual assault, domestic violence, and child abuse. Project Unbreakable has been featured in media outlets such as Glamour, TIME, BuzzFeed, and The Guardian.

Posto Occupato (Occupied Place):

This is an idea dedicated to women victims of gender violence: in a cinema, a theater, a train, on the subway or at school, the aim is to occupy a place, with a newspaper, a bag, a bunch of keys, a hat, for those women victims of male violence.

Ferite a morte (Wounded to Death)

Serena Dandini, Italian writer, journalist and host of several successful television programmes, with the collaboration of Maura Misti, a researcher at CNR, has written a theatrical piece aimed at make aware, through the language of drama, of gender based violence. **Wounded to Death** has been performed in Italy and abroad.