



Campaign Ideas

FOR GOVERNMENTS AND LOCAL AUTHORITIES

- Adopt national and local plans of action for ending violence against women, including **allocating funds and resources** for prevention and awareness-raising programmes and activities.
- Review existing legislation and identify gaps and areas to be strengthened, working with civil society groups. Develop policies and regulations to implement legislation at all levels, including by **health, police and justice officials**.
- Ratify relevant **international treaties** to which your country is not already a party.
- Improve data collection on violence against women and girls, including through **population-based surveys**.
- Inaugurate an **annual award** to recognize women and men working locally or nationally to end violence against women.
- Create **cross-sectoral coordinating committees** to address the issue of violence against women, working with civil society groups.

FOR CIVIL SOCIETY

- Work with **government officials** at the local and national levels to establish legislation to help end violence against women in your country or community. You can consult the violence against women database at: www.un.org/womenwatch/daw/vaw/v-database.htm to find out about your country's legal framework, policies and programmes on the issue, as well as data and statistics.
- Initiate an **SMS/text message** campaign to create awareness about gender-based violence in your country or community.
- Produce a compilation of **real-life stories** of women and men working to end violence against women, and send it to government officials, NGOs and media.
- Organize **seminars and speaking events** that focus on issues such as national legislation on violence against women and the role of men in stopping violence against women in local communities.
- Ask local artists to create a piece on violence against women and **organize an exhibit** to display the work.

Use International Women's Day (8 March) and the International Day for the Elimination of Violence against Women (25 November) as opportunities to arrange events and activities on the theme of violence against women.

- **Screen a film** which highlights the issue, and follow it with a panel discussion or question and answer session with the filmmakers.
- Run a workshop for local journalists to sensitize them to issues of gender and reinforce the importance of the **role of the media** in ending violence against women.

Ending violence against women is everybody's responsibility.
Be sure to engage women and men – of all ages and backgrounds
– in your events and activities.

FOR BUSINESS

- Hold mandatory **gender awareness workshops** for all employees in your company.
- Implement a **zero-tolerance policy** towards gender discrimination and harassment in your workplace.
- Ask staff to nominate a **women's representative** for your employees.
- Select a local NGO which is working to end violence against women as your company's **chosen charity** for the year.

FOR SCHOOLS AND UNIVERSITIES

- Hold **conferences, seminars and workshops** to ensure that educators at all levels are trained in gender and women's issues, including recognizing and addressing violence against women.
- Organize **panel discussions, symposia and debates** for students on the issue of violence against women, inviting experts from local NGOs, the government, academia or the private sector to participate as guest speakers.
- Include activities to raise awareness and promote prevention of violence against women in your **curriculum**.
- Organize a **public speaking contest** on the issue, targeting male students in particular.
- Run an **essay-writing contest** on the topic of violence against women. Winning entries could be posted on your website or offered to a local newspaper for publication.
- Organize an art/poster contest, asking students to **conceptualize the issue**.
- Ask students to create a **flash animation** presentation or e-postcard to highlight the problem of violence against women, especially in a local context.

What's happening? Let us know what you are doing to end violence against women by using the online form at <http://endviolence.un.org/index.shtml>

For more resources, visit <http://endviolence.un.org>

