



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE
16 DÍAS DE ACTIVISMO CONTRA LA VIOLENCIA DE GÉNERO
16 JOURS D'ACTIVISME CONTRE LA VIOLENCE DE GENRE

16 يوم من مكافحة العنف القائم على النوع الاجتماعي

25 November – 10 December

<http://16dayscwgl.rutgers.edu>



A Guide to Planning Your Campaign

"Education is a human right and an essential tool for achieving the goals of equality, development and peace."

If you are new to the 16 Days Campaign, this document offers a few suggestions on how to get started. No matter which actions you take on for this year's Campaign, please remember to report your activities and send photos and samples of your campaign materials to Center for Women's Global Leadership (CWGL) for inclusion in the 2015 International Campaign Calendar and 16 Days Campaign archives. Thank you!

1. Choose an Issue that is Meaningful to You

Begin by reading through the campaign theme announcement. Reflect on which issues are most interesting or relevant for you. Before you begin planning your campaign, consider:

The Human Right to Education

- How is the right to education relevant to your context?
- How does GBV hinder the right to education locally and nationally?
- On whose behalf is safe and equal access to education available and who is left out?
- What is the impact and who is impacted by current policies and practices in relation to education?
- What types of violence do women and girls, people who are disabled, migrants, indigenous, or those who identify or are perceived to identify with a gender or sexuality different from the status quo in your community face? Are there any policies or laws in place to protect individuals from these forms of violence and discrimination with respect to the right to education?
- Who is (are) the violator(s) to the right to equal and non-discriminatory, safe and secure education?

Consider the Local, National, and Global

- Consider the links between what happens at local, national and global levels. Since gender-based violence knows no boundaries of nation, culture, community, race, sexual orientation, or religion, what is similar about this violence from different levels?
- What are civil society groups, including NGOs, human rights activists, education advocates as well as parents, the community, and policymakers doing (or not doing) to support the universal right to education?
- Are there other organizations or individuals working on these issues that you can partner with on the campaign? Create clear goals for your campaign activities: Who do you want to reach? What changes do you want to make (e.g., changes in or support for laws or policies, funding dedicated to a particular issue, changes in people's perceptions and attitudes, support for survivors of violence)? What are the needs of those affected by violence?

International Human Rights Instruments and the Right to Education

Universal Declaration of Human Rights (UDHR) (1948) Article 26
Convention against Discrimination in Education (CADE) (1960)

Articles 1, 2, 5

International Convention on the Elimination of Racial Discrimination (1965) Articles 5, 7

International Covenant on Economic, Social and Cultural Rights (1966)

Articles 13, 14

Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) (1979) Articles 10, 14

Convention on the Rights of the Child (1989) Articles 28, 29

World Declaration on Education for All (1990) Articles 1, 3, 6, 10

Beijing Declaration and Platform for Action¹ (1995)

The conference determined **six main strategic objectives** to address gender equality and non-discrimination in education: 1. Ensure equal access to education; 2. Eradicate illiteracy among women; 3. Improve women's access to vocational training, science and technology, and continuing education; 4. Develop non-discriminatory education and training; 5. Allocate sufficient resources for and monitor the implementation of educational reforms; 6. Promote lifelong education and training for girls and women.

Convention on the Rights of Persons with Disabilities (2006)

Articles 3, 6, 7, 24

Sustainable Development Goals (2015)

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. The Post 2015 Sustainable Development Goals are meant to be universal, inclusive, and indivisible, and address the economic, social and environmental dimensions of development. They call on all States to work in collaborative partnership towards eradicating poverty and achieving sustainable development based on their national capacities and realities. The targets in Goal 4 recognize the intersecting challenges that children and young people face, including discrimination due to disability, gender, ethnic, racial, or indigenous identity, prevalence of violence, lack of equal access, and ineffective learning environments. There is connection made with the enjoyment of economic, political, and cultural rights: Goal 4 makes it clear that education will lead to skills and knowledge for employment, decent jobs and entrepreneurship, as well as gender equality, culture of peace and non-violence, and appreciation for cultural diversity. The post-2015 development agenda, including 17 Goals and 169 targets, were recently finalized in negotiations by UN Member States and will be up for adoption during the September 2015 meeting of the General Assembly.

2. Organize an Event or Activity

Once you determine the issue you would like to focus on with your campaign activities, you might consider planning an event or activity this year. Consider what you want: Do you want to raise awareness? Do you want to advocate on a particular issue with particular people or groups? Do you want to hold an institution or group to account? The possibilities are many – just make sure to be creative and strategic with your campaign! Here are some suggestions on how to get started:

2015 Theme-Specific Campaign Activities

- Organize a march or rally with young people, parents, other community members, and local policymakers who are allies in securing safe and equally accessible education in your area. Demand better policies and stronger implementation where possible!
- Convene a discussion with young people, parents, other community members, and local policymakers discussing challenges and ways to improve the situation of education and gender-based violence. Advocate for an action plan based on this!
- Find out what your government is doing to implement its obligations toward the universal human right to education: Hold your government accountable in ending gender-based violence and discrimination against girls and other marginalized groups in places of education and learning!

3. Spread the Word

Print, radio, television and online media sources continue to play a major role in shaping opinions and in communicating issues of importance to audiences. It is essential for activists to engage with the media both as a target and also as a conduit for carrying campaigning messages and knowledge about human rights. Working with women's, youth, and community-based media networks to develop your campaign media strategy is a great way to get started and build partnerships. For a sample letter and further suggestions on how to engage online, see the *Sample Press Release Template* and the *Social Media Kit* in the 2015 Take Action Kit. Some ways you can actively engage with and help shape media coverage on gender-based violence include:

Talk to Local Media

- Approach media outlets to ask if they would be willing to run a special series on the 16 Days Campaign. You can also see if they are willing to do a special program on one of the significant dates, such as International Day to Eliminate Violence Against Women, World AIDS Day, International Women Human Rights Defenders Day or Human Rights Day.
- Target mainstream news sources that cover local, national and global news as well as media outlets that are not strong on communicating about women's rights and those popular culture media outlets that are listened to by youth.
- Write to media outlets that you feel are biased in their reporting on gender-based violence and encourage them to take on a more gender-sensitive approach.

Traditional Media

- Write opinion pieces for local newspapers on incidents of violence that have occurred or on state policies and procedures that have a direct impact on the prevalence of gender-based violence, discrimination against women, girls, the disabled, and other marginalized groups in being able to access education in safe and equal manner. It is important to critique bad policies and reactions as well as to write in support of good measures and best practices. (Note: if you face any risk of threats or harassment you can write in anonymously or use fictional names).
- Call radio talk shows or create and share podcasts.
- Write a press release, inviting the media to cover events you plan during the 16 Days to publicize your work and raise awareness about why ending gender-based violence is important.

Create a Buzz Online

- If you are a member of a social networking site, change your profile picture to the 16 Days logo (available for download from the 16 Days website) and post status updates about the campaign. (Check out the *Social Media Kit* in the 2015 Take Action Kit for more ideas on how you can join the 16 Days Campaign online!)
- Join an online discussion group or create webpage to discuss your campaign and share relevant information. Write blog articles, opinion pieces, and personal reflections for websites and online information sources.
- Share, forward, or re-post interesting articles related to gender-based violence and militarism. Tweet with hashtag #16days.

4. Create and Use Art

Integrate activism with visual art, performance art, music, or dance. Bring awareness and encourage action on the particular issue with which you are concerned.

5. Document and Reflect

Make sure to document your action with pictures, summaries of the events, and a commentary on how people reacted or participated. Documentation is useful for media, future campaigning activities, and fundraising.

Questions to Consider

- Did you achieve the goals you set in the beginning?
- Did you reach your audience? And what was the impact of your actions?
- What would you do differently next time?
- What tools or resources do you require to improve your participation in the campaign?
- Share the summary of your campaign activities by posting it on the web, sending it to other local or national organizations, or publishing it in a newsletter. Remember to send a copy to CWGL, as well!
- Complete the 16 Days Campaign Questionnaire in this kit or online – let the Center for Women's Global Leadership know how we can improve the campaign resources we provide!

¹ The UN Fourth World Conference on Women, Beijing Platform for Action, Chapter 4, Critical Areas of Concern, Section B, Education and training of women, 69. <http://www.un.org/womenwatch/daw/beijing/platform/educa.htm>