

16

DAYS OF

ACTIVISM

FOLLOW OUR ADVOCACY STEPS FOR TIPS ON HOW YOU CAN USE YOUR VOICE TO ADVOCATE FOR THE RIGHTS OF WOMEN AND GIRLS



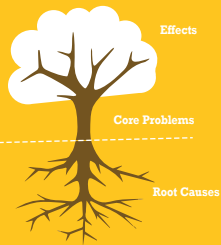
WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS

STEP 1



IDENTIFY THE PROBLEM

What form of violence are girls and women in your community experiencing that you want to stop? Think about the form of violence that you want to address. You can do the PROBLEM TREE exercise to get to the roots of the problem. Think about the root causes, the core problems and the effects and consequences.



CASE STUDY

SRI LANKA:

The Sri Lanka Girl Guides Association (SLGGA) were concerned about wide-spread gender-based violence in their communities but decided to focus on the most pervasive forms: domestic violence and sexual harassment in public spaces

MALTA:

Malta Girl Guides (MGG) decided to tackle violence against girls and women because they felt that it was a problem that no other organization was dealing with.

Legislation and policies in Malta did not reflect the reality that girls and women were facing so they choose to tackle:
Teenage dating violence
Domestic Violence
Female Genital Mutilation

Forms of Violence

Domestic violence, Dating violence,
Emotional abuse, Sexual assault,
Sexual abuse, Harassment,
Stalking, Trafficking,
Harmful practices, Verbal abuse

STEP 2



DO YOUR RESEARCH



Try to understand the bigger picture.

- What has already been done to tackle this issue?
- What has worked?
- What hasn't worked?
- What is missing?

Find out about organizations and individuals working on this issue in your community and in your government.

What do they say about this form of violence, its causes and consequences? What have they done to address this issue?

Explore the services that are being offered to girls and women in your community affected by this issue.

CASE STUDY

SRI LANKA:

SLGGA initially carried out online research reviewing reports and articles on their chosen forms of violence.

They gathered data from books and articles to understand the scale of the problem.

They then identified experts in the field and interviewed them.

MALTA:

MGG conducted a survey on dating violence amongst high school and university students to get a better understanding of the issues they wanted to tackle and the impact these issues were having.

MGG held sessions where information was gathered on the existing forms of violence in Malta through discussions where people were able to share their

STEP 3



WHAT IS YOUR OBJECTIVE?

Make it SMART:
(specific, measurable, achievable, realistic and time-bound)

Getting your objective right is the foundation for an effective campaign.

What is the specific objective you want to achieve?

CASE STUDY

SRI LANKA:

SLGGA's objective was to create awareness, educate and empower young people with skills to speak out and take action against gender based violence.

To amend legislation on FGM and violence by influencing decisionmakers through lobbying

MALTA:

To amend legislation on FGM and violence by influencing decision makers through lobbying.

If you would like to know more about the Stop the Violence campaign or the Voices against Violence curriculum visit
www.stoptheviolencecampaign.com
or email stoptheviolence@waggs.org



STEP 4



WHAT IS YOUR MESSAGE?

Your key message should be simple, clear and consistently communicated. You should adapt the key message for different audiences and target groups.

Create clear messages for your campaign:

- Be specific about what you want
- Tell compelling stories to enhance people's understanding of the issue
- Share inspiring stories of what stopping the violence will mean for women and girls
- Provide data and stats to strengthen your case for change

CASE STUDY

SRI LANKA:

SLGGA message: all girls and boys should speak out and take action to stop violence against women and girls. Society needs to overcome the culture of ignorance, acceptance and silence.

MALTA:

MGG message was that everyone can contribute to stopping violence against women and girls.

STEP 5



IDENTIFY TARGET GROUPS

Based on your research you can identify those with the power to tackle the issue. These can be split into:

Primary targets – those who have the power to make the desired change happen. These can typically include political leaders, national and community leaders, elected officials, legislators, Headteachers, businesses groups, service providers, etc.

Secondary targets – those who have access to the decision-makers and who can influence them. These can be officials in a government, opinion leaders, media, other women's organizations, leading alliances, religious groups, parent groups, public at large, etc.

Be strategic when selecting the target of your advocacy. By identifying these target groups you can learn more about their priorities and start developing effective messages and channels of communication.

CASE STUDY

SRI LANKA:

SLGGA identified that the Ministry of Women and Child Affairs and the Ministry of Justice were working on ending violence against women and girls as their primary target. They met with the Attorney General of Sri Lanka and the Chair of the National Committee on Women.

SLGGA contacted NGOs and Civil Society Organizations (CSOs) working to end violence against girls and women as their secondary target to establish a relationship where they could begin to work together.

MALTA:

MGG identified and approached NGOs and government ministries working on violence against girls and women and requested that they partner with them. These partners included the Malta Youth Agency, the National Council of Women and a women's shelter, the Ministry of Health, the Ministry of Social Dialogue and the National Council of Women.

STEP 6



TAKE ACTION

Forms of action:

Protests, Petitions, Lobbying decision-makers, Influencing policy, legislation, Social media action, Awareness raising campaign, March, Building or joining alliances and groups, Media action - share stories of those impacted, Organizing roundtables with key stakeholders

Decide what form of action will best aid you in achieving your objective. **ARE THERE ANY RISKS** to you or the people experiencing this form of violence if you take action? How will you manage this?

TIPS

Be creative! Organize events involving artist and musicians, use photography as a tool to share stories

If you meet with decision-makers be ready to:

- Discuss the issue you identified and provide evidence. Back it up with statistics and facts
- Be clear about what you need from them
- Share what is currently being done.
- Share photos, videos, media coverage of the action you have taken and its impact
- Make a case for change, why should something be done about this issue
- Offer solutions

CASE STUDY

SRI LANKA:

SLGGA decided that lobbying and awareness raising campaign were the best strategies to reach their objective. They wanted to build a network with decision-makers that would be long lasting. Here is a snapshot of their actions:

Sep 2012 – Meeting with Attorney General of Sri Lanka

Feb 2013 – Meeting with Chairperson of National Committee on Women

October 2013 – Event in parliament and launch of 'Letters to Fathers' project

Jan 2015 – Meeting with State Minister of Child Affairs

April 2015 – Launch of project with UNICEF Sri Lanka and State Ministry of Child Affairs

Sep 2015 – Deputy Speaker of the Parliament of Sri Lanka invited to the opening ceremony of Stop the Violence campaign to deliver a speech and commit to support the initiative.

Sep 2015 onwards – delivery of the Stop the Violence campaign and Voices against Violence curriculum

MALTA:

MGG

- Organised a silent march to raise awareness of violence in relationships
- Published a report with the findings from their survey amongst high school and university students about violence in relationships which they presented to Parliament
- Launched a comic book on violence in dating relationships with their partners
- Submitted resolutions to have current laws amended on gender-based violence and domestic violence
- Organised a seminar on FGM
- Trained teachers on the Voices against Violence curriculum.
- Submitted recommendations to the National Commissioner of Domestic Violence
- Held meetings once a month along with other NGO's to tackle the Police Force, Judicial system and Policy makers

STEP 7



MONITORING & EVALUATION

What was the outcome of your action? Is this the result you were aiming for? Who did your action impact?

- Create tools to measure your outcome
- Surveys
- Evaluation Forms
- Interviews
- Stats from social media
- Amount of media coverage – number of interviews, references to your work etc.

SRI LANKA:

SLGGA received Government support, created initiatives and secured funding to support their work on tackling violence against girls and women. **10,000 young people have been trained** on the Stop the Violence campaign and Voices against Violence curriculum so far.

MALTA:

Laws that have been changed due MGG campaign: **Female Genital Mutilation is now illegal**
MGG has presented resolutions for The Immediate Regularisation of Gentlemen's Clubs in Malta. They were able to change the laws by presenting resolutions to parliament through the National Council of Women.

MGG has been actively training young people on prevention of violence against girls and women through the Stop the Violence campaign and Voices against Violence curriculum.