



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



Speak out
for girls' rights

16

DAYS
OF

ACTIVISM

25 November - 10 December 2016

16 days of activism against gender-based violence

@waggs_world www.stoptheviolencecampaign.com

#16Ways in #16Days



16 Days of Activism against Gender-Based Violence 2016

Communications Pack
#16Ways in #16Days

Introduction: 16 Days of Activism

16 Days of Activism against Gender-Based Violence kicks off on 25 November, the International Day for the Elimination of Violence against Women, and culminates on 10 December, Human Rights Day.

16 Days of Activism is used as a point in the year for individuals and organizations around the world to call for action to end violence against women and girls and for the protection and promotion of the rights of women and girls. Violence against women and girls is a flagrant human rights violation. Worldwide up to 50 percent of sexual assaults are committed against girls under 16. Over 60 million girls worldwide are child brides having been married before the age of 18. Women and girls are 80 percent of the estimated 800,000 people trafficked across national borders annually, with the majority (79 percent) being trafficked for sexual exploitation. Against this backdrop 16 Days of Activism is a critical time in the year where we can focus attention on the experiences of women and girls.

The campaign is supported by the UN Secretary General's campaign UNiTE to End Violence against Women. This has resulted in huge international engagement during 16 Days of Activism from organizations and individuals. The World Association of Girl Guides and Girl Scouts (WAGGGS) committed to fight against gender-based violence by starting our campaign Stop the Violence: Speak out for Girls' Rights in 2011. The initiative is unique in that it addresses the root causes of violence against girls and sets the groundwork for real social change.

Contents

In this pack you will find:

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- Downloadable posters with 16 actions
- Information about WAGGGS

STOP
THE
VIOLENCE



Campaign Theme

For 16 Days of Activism 2016, WAGGGS will be launching the **#16Ways** in **#16Days** campaign.

Violence against women and girls is not inevitable. Everyone can take action to end violence against women and girls. Through the campaign we will show that individual action can go from small personal steps to action at the national level. For 16 days starting from 25 November we will share one action per day that individuals can take to end violence against women and girls. We want to use 16 Days of Activism to tell people that everyone has the capacity to take action to stop the violence.

Through our practical steps on how to take action, we will also share the stories of the courageous, bold and inspiring Girl Guides and Girl Scouts who are actively working in their countries, and globally, on our Stop the Violence campaign and delivering the Voices Against Violence curriculum developed in partnership with UN Women to reinforce the critical importance of education as a tool for social change. Through their efforts they are taking strides towards ending violence against women and girls in their communities.

Campaign Schedule

Date	Action
20 Nov	Social media activity building up to the launch of the campaign
25 Nov	Campaign launch and start of social media activity Add Your Voice video launch Twitter chat 3pm GMT U-Report Poll results to be published across global and social media Campaign planning tool launch
25 Nov -10 Dec	One action and story per day Social media activity Sharing of messages of support
1 December	World Aids Day
10 December	Human Rights Day

Campaign Messages

Our overarching message for the **#16Ways** in **#16Days** campaign is:

We don't have to live in a world where violence against women and girls exists. Everyone can take action to end it.

Following on from the overarching message, key messages for different audiences have been developed:

- To engage with a general audience and raise awareness of WAGGGS' brand - WAGGGS: Empowering Girl Guides and Girl Scouts to speak out and take action to end violence against women and girls
- To engage with potential donors, to raise funds – Support WAGGGS' today and help more girls globally to take action to end violence against women and girls.
- To engage girls and young women in the campaign - You can make change happen! Across the world Girl Guides and Girl Scouts are taking steps to end violence against women and girls, you can too.

You too can make a difference! Join the **#16Days #16Ways** campaign to help stop the violence

How To Get Involved

Join in to make a difference

- Take one of our 16 suggested actions
- Share the stories
- Learn more about what your country is doing to end violence against women and girls and Use the Campaign planning toolkit to speak out and call for change
- Become a U-reporter to speak out
- Show us the actions you have taken or are planning to take by sharing your photos and videos with us using **#16Ways** in **#16Days**

Spread the word about #16Ways in #16 Days

We invite you to be part of **#16Ways** in **#16 Days** by:

- Encouraging your Girl Guides or Girl Scouts to take one of the 16 actions to end violence against women and girls
- Promoting community action projects that they have been working on to end violence against women and girls
- Supporting WAGGGS' media outreach, including sharing the actions and stories

Support #16Days of Activism by:

- Adding your voice to the campaign at <https://www.waggggs.org/en/what-we-do/stop-the-violence/get-involved/raise-awareness/add-your-voice/>
- Buying Stop the Violence T-Shirts, bags, stickers, pins, button badges, wristbands or temporary tattoos <http://www.waggggs-shop.org/en/products/stop-the-violence>
- Fundraising for WAGGGS – your donations mean we can reach more girls and young women <https://cafdonate.cafonline.org/2694#/DonationDetails>



Social Media Messaging

The following is a selection of social media messaging that can be adapted to suit individual Member Organizations and groups:

- **Launch – 25 November**

- **Twitter**

- Everyone everywhere can take action to end violence against girls. Learn **#16Ways** in **#16Days**! <https://www.wagggg.org/en/what-we-do/stop-the-violence/>

- **Twitter**

- Don't miss the **#16Ways** you can take action to end violence against girls this **#16Days** <https://www.wagggg.org/en/what-we-do/stop-the-violence/>

- **Facebook**

- Everyone everywhere can take action to end violence against girls and women. This **#16Days** of Activism, we'll be sharing **#16Ways** you can take action to stop violence across the globe.
How many actions can you take? Together we can and we will stop the violence.
#StoptheViolence <https://www.wagggg.org/en/what-we-do/stop-the-violence/>

- **Fundraising**

- **Twitter**

- Your support is vital to help Guides & Girl Scouts end violence against girls. Donate at <http://bit.ly/2fdM3zB>

- **Twitter**

- Your donations mean we can reach more young people worldwide. Help end violence against girls & women <http://bit.ly/2fdM3zB>

- **Facebook**

- Your support is vital to end violence against women and girls worldwide. Your donations mean that girls can benefit from training, education programmes, international events, advocacy programmes, and so much more. These opportunities give girls and young women the chance to fulfil their potential as responsible global citizens and take action to end violence against women and girls.
Support our campaign to Stop the Violence today at <http://bit.ly/2fdM3zB>

- **Add Your Voice**

- **Twitter**

- Add your voice to our global call to stop the violence against women and girls at stoptheviolencecampaign.com

- **Twitter**

- Take action against violence against women and girls – add your voice at stoptheviolencecampaign.com

- **Facebook**

- We need your help to make noise and stop violence against girls across the globe. The time for silence is over. Add your voice to our global call to end violence against women and girls. www.wagggg.org/addyourvoice



Social Media Banners & Graphics

Download all the banners and graphics from our website at www.wagggg.org/resources

Facebook Cover Photo and Twitter Banner

16 Actions poster

About WAGGGS

There are 10 millions Girl Guides and Girl Scouts across 146 countries. It is the only global movement geared entirely to girls.

As the World Association of Girl Guides and Girl Scouts (WAGGGS), we keep the movement lively, united and growing.

