

**16 Days of
Activism Against Gender Violence:
Analytical Summary**

November 25-December 10, 2011

**Center for Women's Global Leadership
March 8, 2012**

Introduction and Background



The Center for Women’s Global Leadership (CWGL), as global coordinator of the 16 Days of Activism Against Gender Violence Campaign, led the coordination of activities worldwide to promote the elimination of gender-based violence. Advocating under the theme, ***From Peace in the Home to Peace in the World: Let’s Challenge Militarism and End Violence Against Women!***, diverse organizations engaged in multiple activities under specific themes. Building on the [global meeting of experts CWGL convened in June 2011](#), initiatives ranged from advocacy around domestic violence to film screenings on political violence.

This summary provides an analysis of the scope and depth of the 2011 Campaign, highlighting regional participation, popular themes, and collaborative activities. The analysis reflects information collected through the 2011 16 Days Post-Campaign survey, posted events on our [online Global Campaign Calendar](#), emails from participating individuals and organizations, and Google Alerts. Note: The following analysis is based on documented evidence and does not reflect the entirety of events organized under the 16 Days Campaign.

Thematic Focus

Continuing our multi-year focus on the **intersections of violence against women and militarism**, organizations ranging from grassroots to intergovernmental and governmental institutions participated in the Campaign under the theme ***From Peace in the Home to Peace in the World: Let’s Challenge Militarism and End Violence Against Women!*** **Five core priority areas** were highlighted within this theme:



- Political violence against women
- The proliferation of small arms and their role in domestic violence
- Sexual violence during and post-conflict
- The role of state actors as perpetrators of sexual and gender-based violence
- The roles of women, peace, and human rights movements in challenging the links between militarism and violence against women

Substantive Support

Take Action Kit

As global coordinator of the Campaign, CWGL produced the 16 Days Campaign Take Action Kit (TAK) and made it [available for download](#) and in hard copy by request from the Campaign website and email. The aim of the TAK was to provide activists with knowledge products and tools on violence against women, militarism and the 16 Days Campaign to facilitate organizing and advocacy. This year’s Take Action Kit included detailed information on the five priority areas, including theoretical framing, statistics, and suggested actions; historical background information about the Campaign; an activity planning guide; and suggested resources. Promotional items—scarves, stickers, and posters—were also provided with the hard copies. CWGL received 158 requests for hard copies of the TAK, and **electronic Campaign Kit documents were downloaded approximately 11,300 times**.

CWGL is grateful for the supporters and donors, who help sustain the Campaign and make it possible for CWGL to provide materials to 16 Days Campaign participants.

The Campaign Kit was made available in 26 languages: Arabic, Bosnian, Bahasa Indonesian, Bulgarian, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Italian, Japanese, Lingala, Mandarin Chinese, Polish, Portuguese, Romanian, Russian, Shona, Spanish, Swahili, Swedish, Turkish, and Urdu. The [downloadable 16 Days Campaign logo](#) was also available in the above languages, as well as in Albanian, Catalan, Hebrew, Hindi, Kikongo, Mongolian, Nepali, Persian, Somali, Tshiluba, and Uzbek. Thank you to all our volunteer translators!

Overview of the 16 Days Campaign

Participation

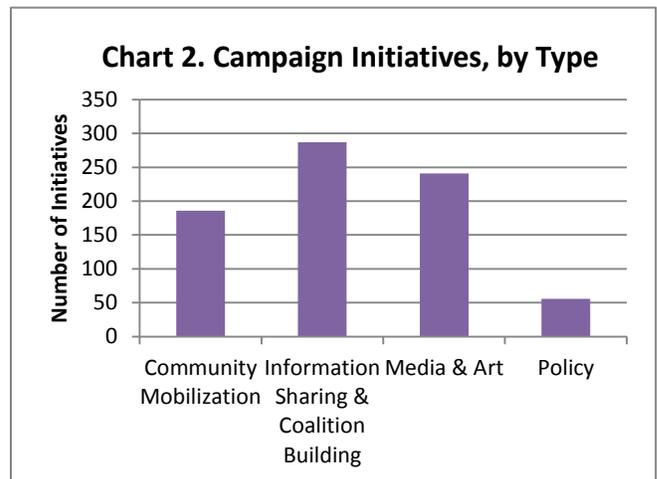
Throughout the 2011 Campaign CWGL was directly in touch with approximately 500 organizations in 106 countries. To date, the Campaign has been in direct communication with 4,114 organizations in 172 countries in every region of the world; an increase of 10% just over the last year! More specifically, 26 countries in Asia and the Pacific organized activities during the Campaign, along with 29 countries in Europe, 15 in Latin America and the Caribbean, 7 in the Middle East and North Africa, 2 in North America, and 27 in Sub-Saharan Africa (see Chart 1). Participating organizations varied in scale and size: individual bloggers; local grassroots organizations, like the Cambodia Defenders Project; regional groups, such as Project Keshar in Eastern Europe; and global organizations and institutions, including Women’s International League for Peace and Freedom, all participated in the Campaign. Diverse types of groups and organizations also participated, including nongovernmental organizations (Persons Against Non-State Torture, WOREC Nepal); intergovernmental institutions (UN Women); university-based centers (California State University San Marcos Women’s Center, Punjabi University Women’s Studies Centre); social media sites (The Gender Wire, Take Back the Tech); and government bodies (Belize Ministry of Health, Jordanian National Commission for Women, USAID).



Types of Initiatives

Of the approximately 500 groups and organizations participating in the 2011 16 Days Campaign, we were able to track the focus areas and activities for 334 organizations. As Chart 2 shows, four broad categories were used to organize and analyze these activities:

- **Community Mobilization:** Initiatives in this category aimed to organize communities around a particular issue related to gender-based violence. Actions included flash mobs on sex selection in Armenia, and a national march against gender-based violence in Chile.
- **Information Sharing and Coalition Building:** Many

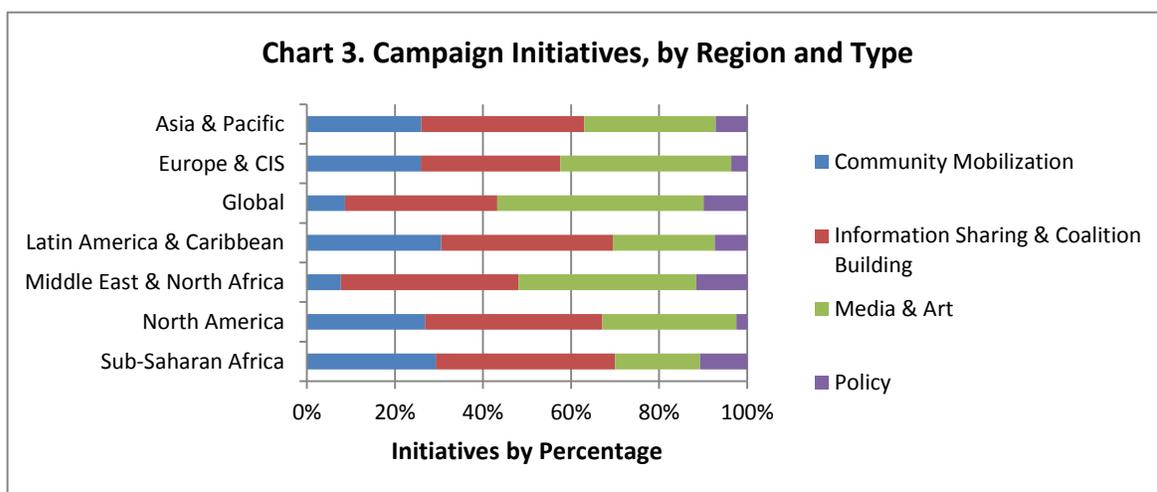


organizations utilized knowledge sharing as their primary means of advocating to end gender-based violence, often providing new resources to community members and dialoguing with key partners. Examples of initiatives within this category include workshops with incarcerated males and police officers on violence against women in Kenya, and pamphleting on college campuses in the United States.

- **Media and Art:** Both traditional arts and new technologies were used by organizations as their primary means of advocacy. Initiatives ranged from media spots on ending domestic violence in Lebanon, to the production of a 16 Days Campaign-themed music album in Australia.
- **Policy:** Some groups specifically focused their advocacy on influencing government policy, mostly through petitions and drafting reforms. Examples of policy-focused initiatives include meetings with government officials in Egypt, to making public reform recommendations on domestic violence laws in Mongolia.

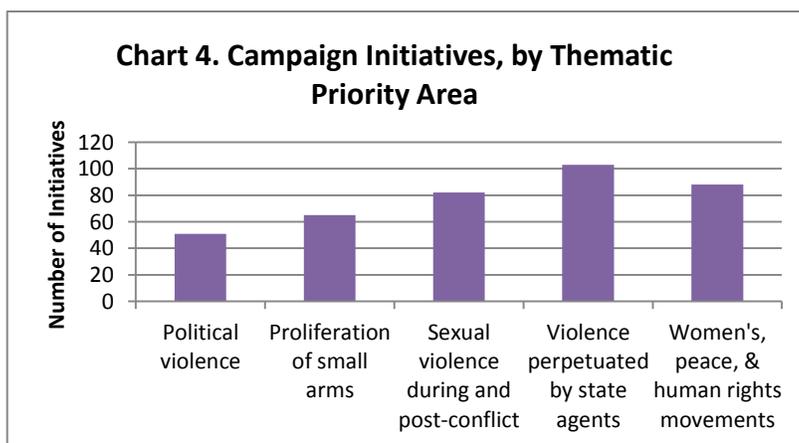
Regional Distribution

As Chart 3 illustrates, the type of initiative undertaken varied across regions. Notably, the use of media was strongest in the Middle East and North Africa, where several national media campaigns were launched. Amongst global organizations, social media was specifically key to reaching their broad constituencies. Community mobilization was highest in Latin America and the Caribbean, particularly amongst rural communities who often organized to affect local and regional change.



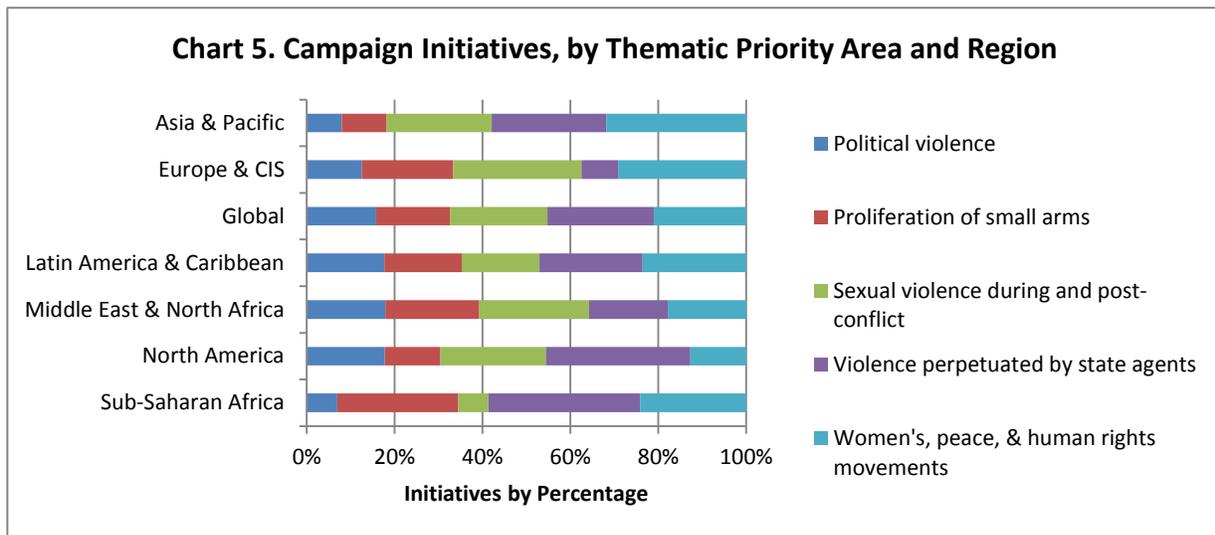
Thematic Priority Areas

As Chart 4 illustrates, from our documented evidence there were approximately 400 initiatives focused on the Campaign theme. Over 100 concentrated on violence perpetuated by state agents, often examining the role local law enforcement plays in propagating violence and the effects of the presence of the military on local communities. In addition, focus on the proliferation of small arms often intersected



with work on domestic violence. Many groups advocated for the control of the trafficking in small arms based on the use of these weapons in the perpetuation of domestic violence.

Actions related to specific priority areas varied regionally, e.g., in Sub-Saharan Africa violence perpetrated by state agents and the proliferation of small arms were the focus of most initiatives, including the launch of the African Movement Against Small Arms in Senegal. In Europe, North America, the Middle East and North Africa, increased attention was given to sexual violence during and post-conflict, though initiatives varied as to whether they focused on violence within or outside of the region. In Asia and the Pacific the emphasis was most commonly on bridging peace movements, while several organizations focused on the perpetuation of violence by members of the military during past wars.



Raising Awareness Among the Youth: CWGL’s Collaboration with Stardoll

For the second year in a row, Stardoll (www.stardoll.com), the virtual social media site for girls aged 9-17, partnered with CWGL to feature the 16 Days Campaign on its site. This collaboration included the sharing of information, links to CWGL’s social media sites, Peace Pledges, design tools, and a 16 Days Campaign quiz. It offered the opportunity to raise awareness and educate members about gender-based violence, and peacebuilding. Members communicated in Q&A sessions on violence, abuse and healthy relationships, with Radhika Balakrishnan, Executive Director of CWGL; Sharon Bhagwan Rolls, Executive Director of FemLINKPacific; and Nyaradzayi Gumbonzvanda, General Secretary of the World YWCA. **Stardoll’s 16 Days Campaign site garnered over 1 million page views by approximately 850,000 visitors,¹ with over 224,000 members participating in the informational quiz.**

The Use of Social Media

Throughout the 16 Days Campaign, CWGL utilized social media to spread awareness about the Campaign and advocate for the elimination of gender-based violence.

¹ The number of visitors reflects the total number of unique individual visitors, not returning visitors to the site.

- [CWGL's 16 Days Campaign website](#) was **visited approximately 44,000 times** in the weeks of the Campaign, **by about 37,000 visitors in 194 countries and territories**. The site received **over 77,000 page views** while hundreds of events were posted to our [Online Campaign Calendar](#).
- The [Official 16 Days Campaign Facebook page](#) **surged by 30% to over 18,000 fans**. There were **over 350,000 post views** by over 11,000 active users during the weeks surrounding the Campaign.
- CWGL, coordinating with Inter Press Service, organized a **global, multi-lingual 16 Days Campaign Tweet-a-thon** on November 25th. Hundreds of organizations participated with the hashtag #16days, which trended on Twitter in many cities, including Amsterdam, Cairo, Johannesburg, Karachi, Rome and Singapore.
- CWGL received over **800 photos from participants** around the world, some which are highlighted on [CWGL's 16 Days Flickr page](#).
- CWGL published several e-Updates with resources, photos, and activities via [CWGL's Issuu page](#).

The 16 Days Campaign at Rutgers University

CWGL, located in the School of Arts and Sciences at Rutgers University, worked with faculty, staff and students to coordinate nine campus related events. CWGL co-hosted **“Java & Justice Coffeehouse: Expressions Against Gender Violence”** with the Human Rights House, a living-learning community of Douglass Residential College. The evening also featured Christine Ahn, Senior Policy Analyst at the Global Fund for Women. Ahn hosted her *Fashion Resistance to Militarism* show to increase awareness about the pervasiveness of militarism in society through fashion. The event also mobilized resources for a local organization working on issues related to domestic violence, Manavi. Additional campus events included a **Scream Against Gender Violence**, a seminar on healthy relationships and dating violence, a **16 Books for 16 Days** exhibit at the Mabel Smith Douglass Library, film screenings, and information sharing sessions.

Lessons Learned and Moving Forward

Building on the 2011 Campaign, CWGL will aim to do the following for the 2012 16 Days Campaign:

- In 2011, organizations connected with the five priority areas in diverse and distinct ways. CWGL will aim to further strengthen the focus on the multi-year theme on militarism by producing materials that will speak to the regional specificities of the ways in which gender-based violence and militarism intersect, manifest and can be eliminated.
- With increased access of participants to our website, CWGL will focus on increasing the number of translations for the Take Action Kit.
- CWGL will update the 16 Days Campaign website to better transmit information and attract new participants.

It is our hope that by strengthening our work, the 16 Days Campaign can increase its breadth and depth, strengthen advocacy efforts worldwide, and in doing so, work toward an equitable world free of gender-based violence.