

## Brief Summary of the 2010 Campaign

Organizing under the international theme *Structures of Violence: Defining the Intersections of Militarism and Violence Against Women*, more than 1,000 organizations and individuals in 115 countries participated in the 2010 16 Days Campaign. Regarding the specific thematic areas that organizations worked on within the campaign, out of the 276 organizations for which CWGL had detailed information, 82 groups related their work directly or indirectly to the international theme on violence against women and its intersections with militarism. Within the work on violence against women and militarism the following broad issues were identified as primary areas of focus:

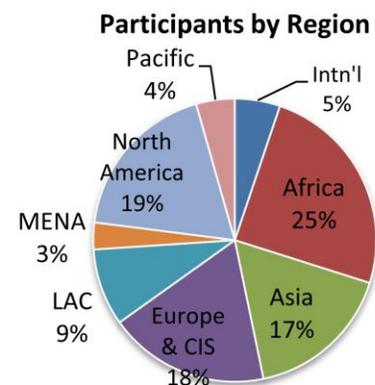


- 1) Women, Peace and Security agenda – including genuine security, women as peacemakers, UNSCR 1325, etc;
- 2) Proliferation of small arms and their role in domestic violence;
- 3) Sexual violence in and after conflict;
- 4) Pre/During/Post election violence and other forms of political violence against women; and
- 5) Sexual and gender-based violence committed by uniformed personnel (i.e. the police or military) in times of peace.

The next most popular focus areas were on various forms of violence: domestic violence (76), violence against girls and children (70), and sexual violence (52). Other key areas of work were: education and empowerment, working with men and boys, legislation on violence against women, women's health, harmful practices, HIV/AIDS, media & technology, women's economic rights, and working with faith-based organizations.

## Statistics and Survey Results

Region	# of contacts	# of countries	In Calendar	Countries Represented in Calendar
International	27	n/a	12	n/a
Africa	129	28	46	13
Asia	88	13	52	11
Europe & CIS	96	28	61	26
Latin America & Caribbean	46	18	20	11
Middle East/ North Africa	16	9	8	7
North America	97	2	35	2
Pacific	23	8	8	4
<b>Total</b>	<b>522</b>	<b>106</b>	<b>241</b>	<b>74</b>



- CWGL received 258 requests for hard copies of the Take Action Kit, and the website tracked hundreds of downloads of the electronic version of the kit.
- The 2010 Theme Announcement was translated into 17 languages – the most ever in one year! [English, Spanish, French, BHS (Bosnian/Croatian/Serbian), Italian, Korean, Arabic, Farsi, Chinese, German, KiSwahili, Dutch, Japanese, Polish, Portuguese, Russian, and Bahasa Indonesia] A special thank you to all of our volunteer translators!
- According to 84 survey responses, 56% of respondents downloaded the Take Action Kit materials while 33% received a hard copy by mail. 44% of people used the kit materials, 20% gave a mixed response, and 34% did not use the kit. Of those that did not use the kit, the most common responses were that they didn't know about the kit or that their campaign had a different focus.
- CWGL was directly in touch with 479 organizations and individuals leading up to and during the 16 Days Campaign.

- Funding remains the primary challenge to campaigning each year (81% of survey respondents). Groups also specified that their campaigning could be enhanced with: more connections with other local, regional, or global networks (61%); additional materials and resources on both thematic issues and campaign planning (58%); and assistance with media outreach (53%) and technical skills building (49%).
- At the regional and national levels, the most popular methods of outreach based on 84 responses to the campaign questionnaire remain: talking to people (80%); Handing out campaign materials (76%); and Disseminating information by e-mails or listserves (65%). Higher-tech outreach including: blogs (30%), social networking sites (51%), YouTube (12%), or texting (20%) still remains relatively less accessible or utilized.



Life Savers & Health Association, Nigeria

### Additional Highlights

- CWGL launched a new website for the 16 Days Campaign, and it received over 38,000 hits during the campaign from every country around the world.
- The website also included a new online calendar entry submission system, which received 245 submissions representative of 74 countries.
- The 16 Days Campaign [Facebook page](#) surged from 3,000 fans prior to the campaign to more than 14,000 fans this year, thanks in part to our collaboration with the Stardoll website for girls.
- We received more than 200 pictures from groups around the world, and many of the photos have been posted on the 16 Days Campaign Flickr album (<http://www.flickr.com/photos/16dayscampaign/>).

*If you haven't had a chance to submit your feedback, reports, or pictures yet, please be sure to send them to [16days@cwgl.rutgers.edu!](mailto:16days@cwgl.rutgers.edu)*



Shirkat Gah, Pakistan



APROFAM, Guatemala



KAFA, The White Ribbon Campaign, Lebanon



Fondacija CURE, Bosnia & Herzegovina