

Young Women's Christian Association of Kenya



Empowering women and girls



16 Days

OF ACTIVISM AGAINST

GENDER-BASED VIOLENCE



UNiTE: “Activism to End Violence against Women & Girls”.

25TH NOVEMBER – 10TH DECEMBER 2022

SOCIAL MEDIA TOOLKIT

What is the 16 Days of Activism Against Gender-Based Violence campaign?

16 Days of Activism Against Gender-Based Violence (“16 Days of Activism”) is an annual global campaign that mobilizes action to end Gender-Based Violence (GBV). The 16 Days of Activism campaign provides an important platform each year to focus the world’s attention on the common goal of ending violence against women and girls.

Kenya Context: Why the 16 Days?

Like many other countries around the world, Kenya keeps experiencing an increase in reported cases of physical and sexual violence, including domestic violence, against women and girls. Taking note of all the prevalent issues, we shall be uniting to raise our voices and create awareness through our social media channels to bring out the fact that;

- ◆ Most survivors do not report the abuse to the authorities for fear, culture of mistrust with the authorities and the lack of belief that they would receive assistance. Those who did report the abuse received inadequate responses from law enforcement and inadequate access to health and legal services.
- ◆ Government policies lack a strong focus on gender-based violence and have little impact on survivors. Human Rights activists found that due to corruption and lack of transparency, those most in need do not receive support. The government needs to build a solid rights-based framework to anticipate how future emergencies will affect women and girls.
- ◆ Survivors note that access to Kenya’s already severely limited supply of shelters is difficult. The few shelters that exist have staff shortages. Organizations working with survivors report that many women feel they have no choice but to stay home with their abusers, rather than seek help and face the heavy-handed police or other security officials enforcing the curfew.

During the 16 Days we shall recognize efforts made by the National and County Governments in Kenya such as enacting several laws to respond to gender-based violence and establishing guidelines for police, specialized medical staff, and justice officials to respond to such SGBV violence.

We shall also be amplifying the voices of our **YWCA, YW4A, SRHR, Climate and Inclusion Champions** with one aim: To Orange the World, and call for everyone to; UNiTE: “Activism to End Violence against Women & Girls”

How can you be involved?

Over the 16 Days, join us on social media and come up with messages that revolve but not limited to focusing on;

- i) Creating awareness and highlighting all forms of sexual and gender-based violence (GBV) including digital violence facilitated by technology, linking local advocacy to global advocacy;
- ii) Raising awareness at the local, national and international levels regarding violence against girls and women and strengthening local networks;
- iii) Focus on survivors of SGBV and providing online forums for dialogue and strategy-sharing;
- iv) Amplify the voices, appreciate the efforts of those who work to end SGBV in our societies, demonstrating the solidarity of activists around the world to end GBV.
- v) Focus on innovations in GBV prevention and response measures, such as combining art and activism (artivism) to disrupt violence in both the real and virtual worlds;
- vi) Amplifying the voices of change-makers we work towards our goal of ensuring that women and girls can exercise their inalienable right to feel safe, thrive and flourish wherever they find themselves.;
- vii) Pressuring governments to implement the commitments they have made in national and international legal instruments;

Key Dates during the 16 Days:

25 November - International Day for the Elimination of Violence against Women

1 December - World AIDS Day

3 December - International Day of Persons with Disabilities

6 December - International Day To End Femicide

10 December - Human Rights Day

Simple Steps to get involved:

Step I: Get Informed

Learn about the 16 Days of Activism through this toolkit and other resources;

Download the World YWCA Toolkit: https://www.worldywca.org/wp-content/uploads/2022/11/16-Days-Activism_2022.pdf

Step II: Listen/Believe/Support

Listen to survivors' stories without judgment. Believe their experiences and encourage survivors to believe their own voices. Support survivors when they speak up. Let all survivors know: We see you. We hear you. We believe you.

Step III: Take Action

Use your social media pages (Twitter, Instagram, Facebook, LinkedIn, TikTok) and other resources you have to mobilize your community to end gender-based violence. If you find yourself or someone else in a vulnerable situation and in need of assistance, seek help! Share the available hotlines.

Step IV: Join the Campaign

Follow the Hashtags:

#YW4A #EndSGBV #SRHR4ALL #Inclusion4ClimateJustice #YWCALeaders

Global Hashtags:

#16Days #16DaysOfActivism #OrangetheWorld #PushForward

Tag the following and follow events across the YWCA branches at:

Twitter: @KenyaYwca

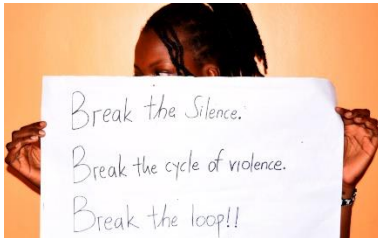
Facebook: @ywcaKenya

Instagram: @ywca_kenya

Follow our global YWCA Movement and tag: @worldywca

Examples of Posts:

Develop posters with brief impactful messaging against Sexual and Gender Based Violence



Messaging Examples:

Join us this **#16Days** of Activism to push forward on a world free from violence. This year's theme is "UNITE! Activism to end violence against women and girls". **#16DaysOfActivism #OrangeTheWorld #EndSGBV**

Tag: @KenyaYwca @worldywca

Women & girls living with disabilities experience GBV at higher rates than other women. During this **#16Days**, let us reimagine a feminist future where ALL women & girls are free from discrimination and violence. **#InternationalDayofPeoplewithDisability #16Days**

Tag: @KenyaYwca @worldywca

World AIDS Day is an opportunity to recognize our achievements in HIV prevention, renew our commitment to stopping new HIV infections, support those affected by HIV, and remember those who have lost their lives to HIV-related diseases. **#WorldAIDSDay2022 #16Days #OrangeTheWorld!**

Tag: @KenyaYwca @worldywca

#DYK! The legal and policy instruments addressing GBV in Kenya are essentially the Constitution of Kenya 2010, the Sexual Offences Act 2006, the Penal Code and the United Nations Committee on the Elimination of Discrimination against Women (CEDAW). **#16Days #EndSGBV #YW4A**

Tag: @KenyaYwca @worldywca

STOP

Violence Against Women

CONTACTS

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We are Social:

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