



16 Days of Activism to end Gender-Based Violence

Campaign Pack for Member Churches and Country Programs



THE
LUTHERAN
WORLD
FEDERATION

Table of Contents

- Introduction to 16 Days
- Theme for 2020 Campaign
- 16 Ideas for 16 Days: use one, several, or all of our ideas to adapt to your own country and context
- Global Links

Introduction

- 16 Days is an annual campaign to raise awareness and act for an end to Gender-Based Violence. Alongside international partners and faith-based organizations, we work to bring “life in its fullness” for all women and men.
- The 2020 campaign takes place in the context of the COVID-19 pandemic which has exacerbated gender inequality and exposed other forms of discrimination and violation of women and girls' human rights.
- We urge LWF Member Churches and Country Programs to creatively engage with the campaign and suggest 16 different ways to do so.
- Between 25 November (International Day for the Elimination of Violence Against Women) and 10 December (International Human Rights Day), let us stand together to promote gender justice and dignity for all.

Theme

- The 2020 campaign reflects the UN theme: **Orange the World: Fund, Respond, Prevent, Collect!**
- Nationwide lockdowns have both curtailed individual freedoms and reversed huge gains made in the last decade to reduce gender inequality.
- Domestic violence, rape, child marriage, teenage pregnancies have increased.
- Psychosocial and economic support, as well as sexual and reproductive health services, have decreased drastically during lockdowns.
- The pandemic has caused job losses and business collapse, with women as the most affected, as they make up the majority of those in informal trade.
- By investing in response and prevention initiatives now, we can save the lives of women and girls today, and build a brighter, more peaceful future.



1. Join our first webinar

- TITLE: The Shadow Pandemic: Faith actors preventing, responding and advocating to end gender-based violence
- WHEN: 25 November at 9am (CET)
- WHAT: Message from LWF General Secretary and stories from partners working together for gender justice in Uganda
- HOW: Find registration details here: www.eventbrite.co.uk/e/uganda-online-spotlight-session-the-shadow-pandemic-tickets-127499348985

2. Join our second webinar

- TITLE: Transformative Masculinities: becoming fully (hu)man in a world of violence
- WHEN: 26 November at 4pm (CET)
- WHAT: Exploring masculinities and patriarchal systems in the church, engaging men and boys in gender justice work
- HOW: Find registration details here: lutheranworld-org.zoom.us/meeting/register/tJloceisrT4pHdYqSnpVx7OVI6qzTsdX0zZa





3. Share a video

- Watch and share this message from the LWF General Secretary Rev. Dr Martin Junge about the importance of working to end Gender-Based Violence in our churches and in our societies
- <https://vimeo.com/474607608/c17a567e23>

4. Join the conversation

- Do you follow LWF news and activities on social media? If not, make sure you join us now!
- Find us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#) (see also [Global Links](#))
- When sharing photos or news of 16 Days events in your country, add hashtags and handles to connect you to the global campaign

#16Days
#16Days2020
#OrangeTheWorld
#GenerationEquality
#Beijing+25
#GenderJustice
#GenderEquality
#ShadowPandemic
#OtherPandemic
#SDG5

#LFWWomen
#LWF16days



5. Hold a prayer service

- Prayer is at the heart of our lives as Christians so use this opportunity to pray together for an end to gender-based violence.
- Choose from our suggested prayers, songs, bible readings and reflections for services during these 16 Days. www.lutheranworld.org/content/16-days-2020-campaign-online-media-kit#files
- Or simply adapt the two Sunday liturgies for use in your own congregation.
- Why not invite members of other Christian churches or organizations working towards the same goals?

6. Update your website

- Visibility is a key part of advocacy and awareness raising so think about how to highlight the campaign on your own website.
- Your home page is the first port of call for anyone who is interested in your work so use it to share information, photos, updates and outputs from the campaign.

Key information to include on website:

- Campaign title
- Objectives
- Partners
- Upcoming events
- Campaign materials and resources
- News



7. Find out the Facts

- Did you know that 1 in 3 women and girls worldwide experience physical or sexual violence in their lifetime?
- Read our fact sheet to find out more about the problem of SGBV worldwide.
www.lutheranworld.org/sites/default/files/2020/documents/20201112_-_16_days_-_gbv_key_facts_-_en.pdf
- See if you can discover what the situation is like in your country, region or area.



8. Watch a film

- SEMA is a film created by the National Movement of Survivors of Sexual Violence in the Democratic Republic of Congo.
- SEMA ('Breaking the Silence' in Swahili) is available in French with English subtitles.
- Use it to start a conversation about how you can support survivors in your own context.
- Click the link to watch the film:
www.youtube.com/watch?v=prHyALts56Y





I will engage with
men and boys
to end **Sexual and
Gender Based
Violence**

9. Make a pledge card

- Pledge cards can set the tone to highlight different actions needed to end SGBV
- Show your commitment to end SGBV by creating pledge cards featuring the 2020 global theme
- Use our handy examples or create your own www.lutheranworld.org/sites/default/files/2019/documents/16_days_pledge_cards_2019.pdf
- Take photos and share them on social media

10. Start a WhatsApp group

- Join together with others working to end SGBV in their churches and communities
- Set up a WhatsApp group and keep in touch by sharing photos and news
- Share stories from LWF's website and social media platforms, as well as news of what your church or community is doing to mark the campaign
- Most importantly, discuss ways of keeping this work going beyond the end of the campaign





11. Make your mark

- Depending on your context and budget, consider creating special visibility materials for any events you organize during the campaign.
- These could include logos, fliers, banners, stationery, mugs or t-shirts.
- Think of your target audiences and the different languages they may use
- If you have good ideas but limited funds for increasing visibility, we may be able to help: send an email to: sikhonzile.ndlovu@lutheranworld.org

12. Use a Zoom backdrop

- Since the start of the COVID-19 pandemic, a lot of us spend more time online, communicating via Zoom and other platforms
- Using backgrounds with key messages is a good way of communicating your commitment to end SGBV.
- Use our suggested templates or create your own designs
www.lutheranworld.org/sites/default/files/2020/images/zoom_background_16_days_blue.png
- www.lutheranworld.org/sites/default/files/2020/images/zoom_background_16_days_purple.png





13. Funding for SGBV

- Discuss with your community how you could raise money to support organizations working with survivors.
- Find out about funding for SGBV prevention and response at your local and national level.
- Read LWF's analysis paper on SGBV funding trends and see how you can mobilize donors to find more resources for this vital work.

www.lutheranworld.org/content/16-days-2020-campaign-online-media-kit (coming soon)

14. Get creative

- Use your talents to write a blog or a poem, design a poster or other artwork reflecting the 16 Days campaign
- Be inspired by these poems written by SGBV survivors and members of SEMA's global network www.facebook.com/page/374206039834405/search?q=poetry
- Don't forget to share on social media with hashtags to inspire others through your ideas





15. Create a safe space

- Find out what safeguarding structures have been set up in your church or community to prevent SGBV
- Make sure that information is clearly visible and accessible to everyone
- Find out and share information on local laws regarding prevention and response
- Compile and make available a list of helplines and other useful contacts

16. Celebrate Human Rights Day

- Celebrate UN Human Rights Day on 10 December marking the close of the 16 Days campaign
- Check our website and join our third webinar (4pm CET) on the need for faith actors to engage in human rights advocacy www.lutheranworld.org/events
- Don't forget to share photos and news about the ways your community has been part of the 16 Days campaign!



Global Links

- www.lutheranworld.org
- twitter.com/lutheranworld
- facebook.com/lutheranworld
- www.instagram.com/lutheranworldfederation
- linkedin.com/company/lutheranworldfederation
- youtube.com/c/TheLutheranWorldFederation

Campaign Media Kit online:

- www.lutheranworld.org/content/16-days-2020-campaign-online-media-kit

“Liberated by God’s grace, a communion
in Christ living and working together for a
just, peaceful, and reconciled world.”



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