

Picturing a Life Free of Violence: Media and Communications Strategies to End Violence Against Women

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This publication is dedicated to women's organizations throughout the world who generously shared their materials for this endeavor, and whose incredible creativity inspires us all. It would not have been possible without the enormous support of the dedicated team at UNIFEM Headquarters and Field Offices and the Media/Materials Clearinghouse at the Johns Hopkins University Center for Communication Programs. Special thanks are owed to Noeleen Heyzer, Joanne Sandler, Rema Nanda, Roxanna Carrillo, Micol Zarb, Rabya Nizam and Ruchira Gupta at UNIFEM for their encouragement and invaluable advice and to Susan Leibtag, John Harbold, and Aaron Brady at the Johns Hopkins University for their expertise and patience. UNIFEM would like to express gratitude to the United Nations Foundation whose grant supports continued efforts to use media and communications to end violence against women.

Jenny Drezin, Editor

A monsoon in the desert. Through heavy wind and swirling sand, we see the image of a baby. The image changes into that of a girl, a young and then elderly woman. The woman stares into our eyes as the narrator asks: “All over the world there are more women than men. In South Asia over 74 million women are missing. . . Why?” The image is striking; the statistics chilling. And in thirty seconds, the Public Service Announcement (PSA) poignantly highlights the scores of South Asian women who do not live a full life cycle, the victims of gender-based violence.



The PSA underscores the potential power of media and communications to spotlight pressing issues of violence against women, changing attitudes, providing critical information, and ultimately encouraging action to eradicate such violence from our homes, our neighbourhoods, and the larger global community. While such violence continues to devastate lives and shatter communities, media and communications can become a powerful partner for transformation. Strategies reaching mass audiences have helped break the stigma and change the culture of quiet acceptance surrounding gender-based violence. Timely and targeted media and communications materials touch the heart as well as the mind, impact on people in profound ways, and support and empower them to create change.

UNIFEM encourages the transformatory power of media and communications in amplifying its own advocacy efforts. Our partnership with media in coordinating inter-agency regional campaigns to end violence against women, in orchestrating a global video conference, and in supporting media and communications strategies through our Trust Fund in Support of Actions to Eliminate Violence against Women have all yielded critical lessons and much sought-after materials.

Similarly, media and communications materials and strategies have been successfully used in local, regional, and global campaigns around the world to end violence. Like UNIFEM, our partners—other women’s groups and alliances, government agencies and a host of other organizations—have produced and conceived powerful and innovative communications materials as strategies for specific campaigns and as part of ongoing awareness-raising efforts.

The motivation for this publication, and the electronic database accompanying it, was to consolidate and highlight a selection of successful strategies and media materials created and used around the world. This publication showcases the wealth and variety of global strategies through reproductions of these materials and descriptions of communications methods for awareness raising. It is an attempt to facilitate information sharing between organizations working on similar issues of violence against women, so strong and effective strategies can be replicated in other regions and contexts. While by no means an exhaustive set of communications tools and strategies, it contains select geographically diverse materials employing powerful themes with cross-cultural appeal. And because it is accompanied by a much larger electronic database containing thousands of materials available via the Internet (www.endvaw.org), this collection can be increased, constituting an updated communications resource base.

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As we continue the struggle to eradicate gender-based violence, we have more and more opportunities to utilize such resources. It is significant that this publication is being launched on November 25, designated by the United Nations as International Day for the Elimination of Violence against Women. As the international community increasingly recognizes the scope of this pandemic, we can benefit from the creative vision and guidance of our partners and benefactors. UNIFEM has been fortunate to receive generous support from the United Nations Foundation (UNF) to undertake the considerable work required to put this collection together. We express our appreciation to UNF and other donors to the Trust Fund, as well as the hundreds of groups that generously shared their creativity and collections for this endeavour.

Noeleen Heyzer
UNIFEM Executive Director

Example of adaptation of materials:



This poster from the Zero Tolerance Campaign in Scotland...



...was adapted for use by the Center for Women War Victims in Croatia. Text from the poster reads "From 7 to 77 women can be raped."

How Materials and Strategies in this Publication Were Chosen

Understanding what kinds of messages truly affect people is no easy task. Nor is the answer the same across countries and cultures. What serves as a powerful symbol in one country may not be recognized in the next. The use of photos versus drawings, actors versus animation, abstraction versus realism are particularly important and sensitive issues when working to end violence against women.

Furthermore, social, economic, and political inequities within different cultures reflect varying access to media and communications technologies. PSAs aired on television are virtually useless in areas relying on radio as the main source of information. Striking print slogans miss entire segments of illiterate populations. Packaged materials, posters, or information kits may fail to communicate their intended message if the media and message are not pre-tested with their intended beneficiaries beforehand. Careful creation, distribution and dissemination can mean the difference between a radio programme that no one remembers, and one that becomes part of the popular culture.

Recognizing that the creation of strategic communications materials and strategies is a complicated and sometimes subjective process; that there is no such thing as a perfect material or model strategy; and that thousands upon thousands of awareness-raising materials have been created around the world, how did we go about the task of choosing the materials included in this publication?

The first step was to identify existing media and communications strategies. After looking at resources created as part of Trust Fund projects, a call was put out through UNIFEM's "end violence discussion list", an 18-month electronic working group involving 2,500 activists and advocates. We received posters, videos, PSAs, cassettes, CD-ROMs and information kits from around the world to add to our already existing collection at UNIFEM headquarters and at the Johns Hopkins Media/Materials Clearinghouse. All of the materials featured fit the definition of violence against women adopted by the UN in the Declaration on the Elimination of Violence against Women and restated in the Beijing Platform for Action at the Fourth World Conference on

Careful creation, distribution, and dissemination can mean the difference between a radio programme that no one remembers, and one that becomes part of the popular culture.



This message appeared on buses throughout South Africa as part of a campaign launched by the NISAA Institute for Women's Development.

Women in 1995: “ Any act of gender based violence that results in, or is likely to result in physical, sexual, or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary detention of liberty, whether occurring in public or private life.”

Scanning these hundreds of materials and campaigns, we chose materials on the basis of strength and consistency of message (both visual and text), innovation and creativity, and potential for replication within other countries and contexts. We also took into account theme, geographic diversity and intended audience.

Practical Use of the Catalogue

With the objective of “ idea sharing” in mind, we structured the materials in this catalogue thematically, rather than geographically or by medium. For the purposes of this publication, we used the following definitions/classifications: Domestic Violence refers to acts of violence perpetrated within the domestic sphere such as battering, incest, dowry-related violence, marital rape, etc.; Sexual Assault refers to rape, sexual abuse, sexual harassment and intimidation at work and other violent acts occurring within the general community; Harmful Traditional Practices are perpetrated in the name of culture and tradition such as female genital mutilation and so called “ honour killings” or femicide; Trafficking and Commercial Sexual Exploitation refer to the buying and selling of women and children for commercial sexual exploitation; the HIV/AIDS and Violence chapter contains materials illustrating how HIV/AIDS is a gender issue, and references women’s ability to negotiate safe sex. Materials in the section “ A Life Free of Violence” refer to resources which emphasize the overall scope of gender-based violence and the general nature of the problem without referring to one particular type of violence.

We also defined communications broadly, taking a deeper look at organizations that used a unique approach to conveying their message. Understanding the strategies behind the materials included here, how they were conceived, distributed and evaluated to measure their impact provides a much richer look at the creation of effective communications. Organizations profiled here used various kinds of creative communications from interactive theatre to training packages on CD-ROM to the use of travelling caravans to bring information to rural communities. These “ in-depth” looks appear as spreads throughout the publication.



Winner of youth poster competition held by UNIFEM Caribbean Office.



Poster designed for Instituto Social y Politico de la Mujer, Argentina. Text reads "No more marks of violence on a woman. Violence against women is a crime".

Each material shown here has been catalogued and digitized at the state-of-the-art facilities at the Media/Materials Clearinghouse (M/MC) of Johns Hopkins University's Center for Communication Programs. Most profiled materials are available from the M/MC, which has been set up specifically to provide reproductions of materials to requesting organizations in developing countries free of charge.

NGOs, government agencies and other associations throughout the developing world working on strategies to end violence against women can thus contact the M/MC directly to request reproductions of print and broadcast materials. They can use the ideas contained within this catalogue to design their own communications strategy for eliminating violence against women. This collection can continually grow as part of the electronic database. Armed with these resources, UNIFEM staff, grantees and partner organizations will have the tools to most powerfully and effectively focus the global spotlight on ending violence against women.

Arrangement of Materials

The materials in this catalogue are arranged by subject area (see Table of Contents). This illustrates the variety of strategies used around the world to raise awareness about a particular type of gender-based violence.

Highlighted Projects

In addition to individual materials, throughout the catalogue we have included detailed descriptions of selected projects that use innovative communication strategies. You can find information on the origins of the campaign or awareness-raising work; the overall objective; the target audience for the materials; how the materials were developed and disseminated; and the overall impact of the work. While some organizations had the capacity to undertake detailed monitoring and evaluation efforts to statistically measure attitudinal, behavioural, and policy change, others offered testimonies and anecdotes as progress indicators.

Language

Materials featured in this catalogue were produced in a variety of languages, and campaigns took place all over the world. Wherever materials were produced in a language other than English, we have included an English translation. Wherever materials were produced in more than one language, we have indicated its availability in these languages.

Availability of Materials

Many of the materials in this catalogue can be seen on the End Violence Against Women: Information and Resources website, www.endvaw.org, which was developed by UNIFEM and the Johns Hopkins University Media/Materials Clearinghouse.


Each material contains an item number for easy reference purposes. This code refers to the type of material (poster, video, etc.), the country where it was produced, and the identification number. For example, ITEM # PO BKF 29 refers to poster number 29 from Burkina Faso. Individuals or organizations wishing to obtain reproductions of the materials showcased in this catalogue may contact the Media/Materials Clearinghouse (M/MC) of the Johns Hopkins University Center for Communication Programs (see below). The M/MC provides *one copy* of each sample material, **for educational purposes only**, to professionals in or working on behalf of developing country agencies (governmental and non-governmental). These sample materials are provided for advocacy, training, and/or materials development. It is up to the requestor of the sample to obtain permission from the original producer if further use is desired.

To request a reproduction, stating clearly which item number you need, or if you would like any further information, contact:

Violence Against Women Resource Center

Media/Materials Clearinghouse
 Johns Hopkins Center for Communication Programs
 111 Market Place, Suite 310
 Baltimore, Maryland 21202 USA
 Phone: 410-659-6300, Fax: 410-659-6266, E-mail: endvaw@jhuccp.org

How to read the item descriptions in this catalogue:

<p>Country →</p> <p>Title or Main Message →</p> <p>Type of Material →</p> <p>Date, Language →</p> <p>Producer(s) →</p> <p>Size →</p> <p>Brief Description →</p> <p>Item Number →</p>	<p>VENEZUELA</p> <p>Mujer, dile no a la violencia. La violencia en el hogar es un delito. [Woman, say no to violence. Domestic violence is a crime.]</p> <p>Poster</p> <p>1998, Spanish</p> <p>Consejo Nacional de las Mujeres (CONAMU)</p> <p>40 x 60 cm</p> <p>Describes the effects of denouncing violence on both men and women.</p> <p>ITEM # PO VEN 10</p>	
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Picture of Item

