

**Organization:** Zero Tolerance Charitable Trust

**Campaign:** Zero Tolerance Campaign

**Country:** Scotland

When they say no,  
they mean no.  
Some men don't  
listen. Whoever,  
wherever,  
whenever — male  
abuse of power is a  
crime.

Poster  
English  
30 x 21 cm  
ITEM # PO UKD 104



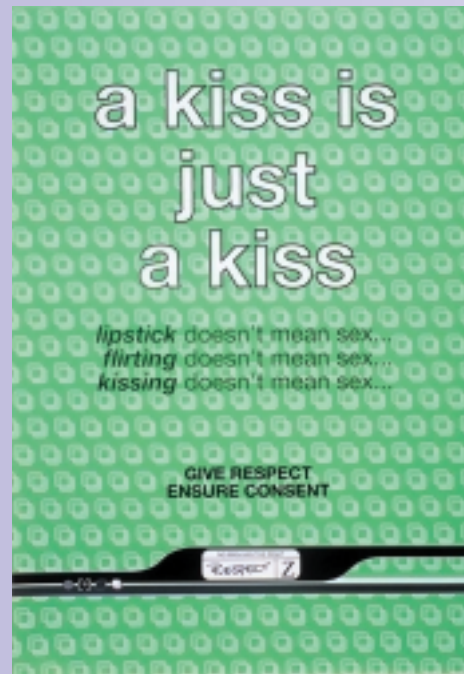
campaign. Campaigns can run from 3-9 months depending on the local area. Campaigns often include complementary events, such as training, conferences, seminars, debates, stalls and exhibitions in addition to the mass media formats mentioned above to keep the profile of the campaign high and respond to interest in the issues.

### Print

- The campaigns use a mixture of billboard, bus (rear, side, interior), and other outdoor advertising. There is also mass distribution of posters to doctors, dentists, shops, restaurants, students unions, libraries, community centres, police stations, hospitals and courts.
- Campaigns usually work in partnership with the local media to ensure posters are reproduced in local press/newsletters/magazines.
- Partnerships with local basketball, football and rugby teams have resulted in advertising in sports programmes and in sports stadiums

### Miscellaneous Materials

- Posters have been reproduced in a variety of forms, such as bookmarks, beer mats, exhibitions, parking ticket advertising, flags and car stickers.



A kiss is just a kiss:  
lipstick doesn't  
mean sex...flirting  
doesn't mean  
sex...kissing doesn't  
mean sex...Give  
respect, ensure  
consent. No man  
has the right.  
Respect.

Poster  
English  
30 x 21 cm  
ITEM # PO UKD 101

Posters and other materials are often used in education and training packs. Other merchandise such as badges and T-shirts has been used to raise the profile.

- Some areas have planted floral displays in city centres in the shape of the "Z" logo for cheap and effective advertising.

### Impact

Many of the campaigns using "Zero Tolerance" strategies have been independently evaluated and have been considered successful in creating public interest and debate. They have garnered attention from the media as well as interest from politicians. While precise statistics have not been tabulated, the number of women reporting and disclosing violence to organizations, police and other agencies has risen dramatically following a Zero Tolerance Campaign. Zero Tolerance has placed the issue of violence against women and children further up the public and political agenda, both at a local and national level, and campaigns have acted as a catalyst for significant changes in practice and policy.

*(See more materials from the same campaign in the "Sexual Assault Section," p. 27)*



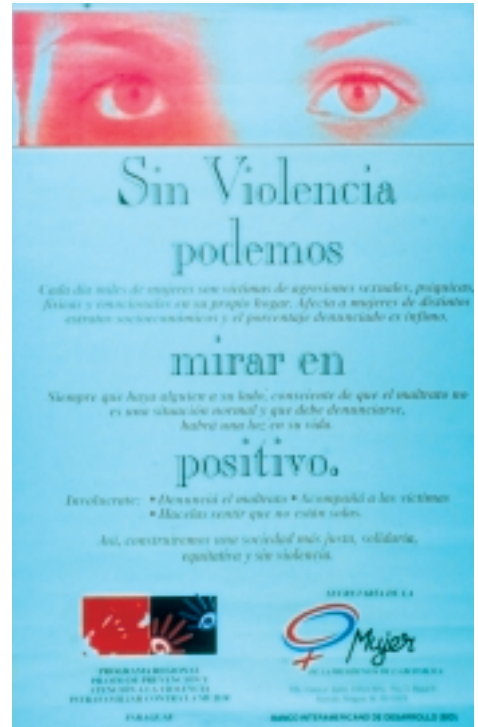
**Alto a la violencia. [Stop violence.]**

Poster  
Spanish  
Milenio Feminista  
61 x 90 cm  
ITEM # PO LAC 34

**PARAGUAY**

Sin violencia podemos mirar en positivo. Cada día miles de mujeres son víctimas de agresiones sexuales, psíquicas, físicas y emocionales en su propio hogar... [Without violence we can have a positive look. Each day thousands of women are victims of sexual, psychological, physical and emotional abuse in their own home...]

Poster  
Spanish  
Paraguay Secretaría de la Mujer, Paraguay Plan Regional Piloto de Prevención y Atención a la Violencia Intrafamiliar contra la Mujer, Banco Interamericano de Desarrollo  
56 x 40 cm  
ITEM # PO PAR 21



**NIGERIA**

**Violence against women. Stop this inhumanity to women.**

Poster  
1997, English  
Women, Law and Development Centre Nigeria  
62 x 44 cm  
Poster text reads: Say no to...childhood marriage, wife beating, sexual harassment, female child labour, rape, female circumcision, negative cultural attitude, violence from law enforcement agency, denial of female education, trafficking in women, degrading traditional practices, discrimination in employment  
ITEM # PO NGA 173

**PERU**

**Confianza.** Esta municipalidad apuesta por erradicar la violencia contra la mujer. [Trust. This municipality's bet is to eradicate violence against women.]



Poster  
Spanish  
Flora Tristán, Centro de la Mujer Peruana  
69 x 49 cm  
ITEM # PO PER 117

**Tienes Derecho a Una Vida Sin Violencia.** [You have the right to a Life Without Violence.]

Poster  
Spanish  
Peru  
Defensoria del Pueblo  
Defensoria Especializada en los Derechos de la Mujer  
82 x 60 cm  
ITEM # PO PER 107



## Multi-Media Approaches to End Violence

**Organization:** Instituto Social y Politico de la Mujer (ISPM)

**Campaign:** Mass Campaign to Educate Citizens on Preventing Violence against Women

**Country:** Argentina

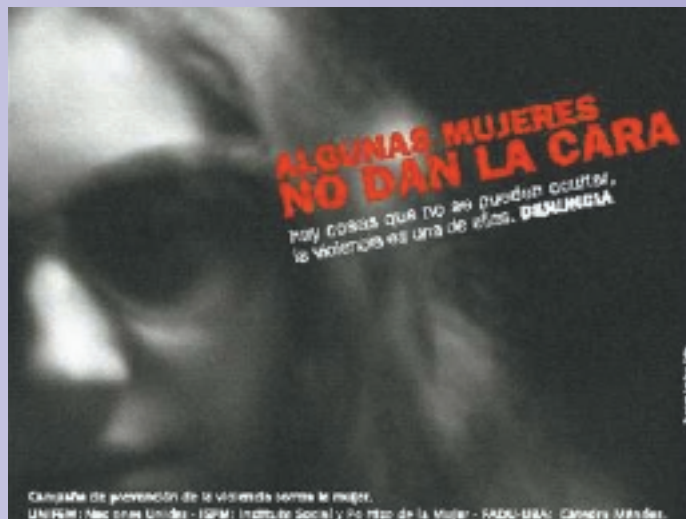
**La desvalorización verbal es una forma de violencia contra la mujer. Pedí ayuda, no esperes a que sea tarde. [Verbal abuse is a form of violence against women. Ask for help, don't wait until it is too late.]**

Poster  
1998, Spanish  
Instituto Social y Político de la Mujer  
60 x 42 cm  
ITEM # PO ARG 22



**Algunas mujeres no dan la cara. Hay cosas que no se pueden ocultar. La violencia es una de ellas. Denúnciala. [Some women don't show their face. There are things you cannot hide. Violence is one of them.**

**Report it.]**  
Poster  
1998, Spanish  
Instituto Social y Político de la Mujer  
60 x 42 cm  
ITEM # PO ARG 2



### Background

Instituto Social y Politico de la Mujer (ISPM) aims to create public consciousness about the problem of violence against women. During the first phase of their awareness-raising campaign — which focused on raising awareness about domestic violence and sexual abuse — more than 600 journalists and broadcast reporters were enlisted to strategically cover issues of violence against women and promote them as a priority on the national political agenda. Campaign posters were created by students of the Communication and Design School of Buenos Aires University. Student designers worked in consultation with ISPM to design a series of powerful ads dealing with issues of violence against women. ISPM thus gained the services of a group of talented young

artists, sensitizing them to issues of gender violence in Argentinean society, while the students gained experience and exposure for their work. The year-long phase two of the campaign involved extensive use of press materials and publicity events such as a mass postcard mailing to parliamentarians urging them to support reform of the sexual crimes criminal code. The target audience for these media materials included politicians, reporters, journalists, women's NGOs, gender experts and the general population.

### Campaign Materials

#### Posters/Print

A variety of striking posters created by the graphic design students were viewed by over 20,000 people



#### ARGENTINA

Ver que hay violencia hacia la mujer. No cierres los ojos... [See the violence against women. Don't close your eyes]

Poster

1998, Spanish

Instituto Social y Político de la Mujer

60 x 42 cm

ITEM # PO ARG 7

Los de afuera no son de palo. La violencia contra la mujer es un problema de la sociedad. Tu indiferencia te convierte en cómplice. [It's NOT none of your business. Violence against women is society's problem. Your indifference makes you an accomplice.]

Poster

1998, Spanish

Instituto Social y Político de la Mujer

60 x 42 cm

ITEM # PO ARG 23

Los de afuera  
**NO** son de palo

LA VIOLENCIA CONTRA  
LA MUJER ES UN PROBLEMA  
DE LA SOCIEDAD

Tu indiferencia te convierte en cómplice

Campaña de prevención de la violencia contra la mujer  
INSTITUTO SOCIAL Y POLÍTICO DE LA MUJER • C/ Recoleta 1000 • 1000 • BUENOS AIRES



Golpear marca, insultar marca, patear marca, humillar marca. Denunciar marca el cambio. La violencia contra la mujer es responsabilidad de todos...denúnciela. [Beating marks, insulting marks, kicking marks, humiliating marks. Reporting marks a change: violence against women is everyone's responsibility. Report it]

Poster

1998, Spanish

Instituto Social y Político de la Mujer

60 x 42 cm

ITEM # PO ARG 10

at the Recoleta Cultural Centre in Buenos Aires, as well as in other cultural centers around the country and abroad. ISPM displayed these posters on public billboards and transportation in a systematic way in the year 2000, with the aid of a well-known Argentinean advertising agency. The posters are available online on the ISPM website ([www.ispm.org.ar/violencia](http://www.ispm.org.ar/violencia)) which receives up to 12,000 visitors per month, 43% of whom view the section on violence against women.

#### Broadcast

During the campaign in 1998, ISPM produced 4 television programmes on domestic violence, sexual harassment, rape and prostitution. These were broadcast for half an hour, three times a week, on

cable stations that reach approximately 15 million viewers in Latin America.

Stories about the organization have been broadcast on various cable TV stations and ISPM has also been profiled on commercial radio and on Radio América AM, reaching Argentina and neighbouring countries.

#### Impact

Significant changes to sex crime legislation in Argentina took place shortly after the ISPM campaign. ISPM campaign materials have been widely replicated and are being used by other NGOs in the region, such as the Latin American Network against Domestic and Sexual Violence. Furthermore, between 1998 and 2000 ISPM was able to mobilize more than half a million dollars for its campaigns.

**SOUTH AFRICA**

Abusive speech is a deadly weapon. Name calling, mocking, accusing, swearing, lying, put downs, intimidation, death threats and racial or religious slurs are all acts of abuse and will kill a relationship.



Sticker  
English  
NISAA Institute for Women's Development  
5 x 25 cm  
ITEM # TD SOA 27

**You can't beat a woman.**

Sticker  
English  
NISAA Institute for Women's Development  
5 x 25 cm  
ITEM # TD SOA 29

**SWEDEN**

De värsta ärren sitter på insidan. Våld mot kvinnor är ett brott. Bekämpa det! [The worst scars are on the inside. Violence against women is a crime. Fight it!]

Poster  
Swedish  
Operation Kvinnofrid  
70 x 50 cm  
ITEM # PO SWE 60

**SWITZERLAND**

Violence against women is a public health problem. It can be prevented.

Poster  
English  
World Health Organization  
42 x 59 cm  
ITEM # PO SWI 228



# 16 Days of Activism against Gender Violence: Global Campaign for Women's Human Rights



**Imagine a world where all women enjoy their human rights : Take action to make it happen/Imaginemos un mundo en el que todas las mujeres gocen plenamente de sus derechos humanos/Imaginons un monde où toutes les femmes jouissent pleinement de leurs droits humains.**

Poster

1998, English, Spanish, French

Center for Women's Global Leadership

71 x 51 cm

ITEM # PO USA 1388

**Organization:** Center for Women's Global Leadership (CWGL)

**Campaign:** 16 Days of Activism against Gender Violence

**Countries:** Global

## Background

This annual campaign, taking place from 25 November to 10 December, has been used as an organizing strategy by individuals and groups from around the world to call for the elimination of all forms of violence against women. Growing out of the Center's first Women's Global Leadership Institute in 1991, the campaign links violence against women and human rights, emphasizing that all forms of violence, whether perpetrated in the public or private sphere, are a violation of human rights. The dates that participants chose for the campaign symbolically make this link: 25 November marks the International Day for the Elimination of Violence Against Women and 10 December is International Human Rights Day. The 16-day period also highlights other significant dates including 1 December, World AIDS Day, and 6 December, anniversary of the Montreal Massacre in which 14 Canadians were murdered by a gunman targeting only women.

## Campaign Materials

In coordinating the campaign, the CWGL assists individuals and organizations in planning activities which focus on developing and calling for the implementation of local, national and global policies to eliminate violence against women. The Center sends names, fax numbers and e-mails of individuals and organizations coordinating 16 Days activities to

enable campaign participants to exchange letters of solidarity and support and to work together in the future. The Center develops and publicizes the theme of the campaign in collaboration with activists from around the world. Resources available for the 16 Days Campaign include an international calendar of campaign activities, a "Take Action Kit," and an interactive website instrumental in promoting the campaign on a global scale.

## Impact

More than 800 organizations in over 90 countries have participated in the 16 Days Campaign since its launch in 1991. Many of the campaigns listed in this catalogue were conceived as part of the 16 Days of Activism. Because the campaign has grown into a global movement, precise statistics and indicators cannot adequately express its impact. However, on the global scale, these campaigns have succeeded in: raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels; strengthening local work around violence against women; making a clear link between local and international activism; creating a method to share and develop new and effective strategies; demonstrating the solidarity of women around the world organizing against violence against women; and creating tools to pressure governments to implement promises made to eliminate violence against women.