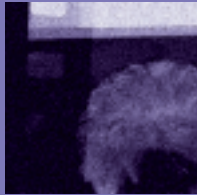


6



A LIFE FREE OF VIOLENCE

Violence against women means 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 deprivation of liberty, whether occurring in public or private life.⁴ Such violence, whether it occurs on the streets or in homes, affects women of every nation, belief, class, race and ethnic group. It is perpetrated by men, silenced by custom, institutionalized in laws and state systems, and passed from one generation to the next. The materials in this section address both the prevalence and universality of violence against women.

⁴United Nations Declaration on the Elimination of Violence against Women (GA Resolution 48/104, 20 December 1993)

UNIFEM Spearheads United Nations Inter-Agency Campaign to End Violence against Women

Break the silence...say no to violence against women and girls.

Poster
1998, English
United Nations
Development Fund for
Women
60 x 42 cm
ITEM # PO AFR 61



Background

In 1998 and 1999, UNIFEM launched a series of UN Inter-agency regional Campaigns to Eliminate Violence against Women in Latin America and the Caribbean, Africa, and Asia and the Pacific. The campaigns shared the goals of: raising public awareness about violence against women as a violation of human rights; celebrating women's rights achievements; and bringing together the efforts of the United Nations system to end gender-based violence in a comprehensive and coordinated manner.

Africa Highlights

The Africa campaign, launched to coincide with the Pan African Women's Day, focused on advocacy and catalytic efforts to transform public attitudes and put in place legislation, policies, programmes and practices to ensure a life free from violence for women and girls. Extensive media coverage was a central feature of the inter-agency campaign in Africa that linked explicit concern about violence against women with broader issues of human development. Reporting by mainstream local and international print and audiovisual media reached very large audiences, opening the doors to a new relationship between UNIFEM and media journalists. The theme song created for the campaign, "A New Day is Here", was played on a regular basis on radio and recorded on CD, audio, and video tape, reaching approximately 10 million listeners. In all countries, mainstream



Una vida sin violencia: Un derecho nuestro [A life without violence: Our right].

Folder
1999, Spanish
31 x 22 cm
Folder contains 12 pamphlets concerning the United Nations Campaign on Women's Human Rights.
ITEM # PL ECU 256

media efforts were complemented by street theatre and dramas, art competitions, the launching of the first Court of Women in Africa and other creative awareness-raising efforts.

Latin America and the Caribbean Highlights

Nineteen governments in Latin American and the Caribbean supported the regional campaign, while hundreds of non-governmental groups saw their advocacy efforts amplified by the movement. Media coverage throughout the region was extensive, as was the demand for information and materials. The campaign produced and disseminated a series of public service announcements on gender-based violence which were broadcast on 6,500 radio stations throughout the region. An award winning documentary tracing the history of women's struggles for their rights was broadcast throughout the continent. A historic first regional tribunal on violence against women in the anglophone Caribbean was captured on video. Campaign materials bearing the message "A Life Free from Violence: It's Our Right" included posters, magazines, flyers, buttons, matches and t-shirts. One example of a particularly creative outreach strategy was the placement of this slogan on the monthly paychecks of law enforcement agents in El Salvador and public servants in Brazil.

Asia and the Pacific Highlights

Campaigns in Asia and the Pacific reached diverse audiences by linking violence to women's

Organizations: Spearheaded by UNIFEM in coordination with the United Nations Development Programme (UNDP), the United Nations Population Fund (UNFPA), the United Nations Children’s Fund (UNICEF), UN/AIDS, the United Nations High Commissioner for Human Rights (HCHR), the United Nations High Commissioner for Refugees (UNHCR) and the United Nations Centre for Human Settlements (UNHCS-Habitat).

Campaigns: UN Inter-agency Campaigns for the Elimination of Violence against Women



▲ **Campaign for Eliminating Violence against Women: Information Kit.**

Kit

1999, Arabic, English

UNIFEM Western Asia Office

Folder 23 x 30 cm

Kit contains fourteen information sheets on the “Campaign for Eliminating Violence Against Women” in Western Asia:

- 1) UNIFEM in Western Asia;
- 2) UNIFEM’s Human Rights Programme;
- 3) Global Campaign;
- 4) Definition of Violence Against Women;
- 5) Forms of Violence Against Women;
- 6) Women’s Human Rights and the UN System;
- 7) Campaign for Eliminating Violence Against Women: A life free of violence: It is our right.

ITEM # KT JOR 2

marginalization in economic, political and social decision-making processes and by highlighting salient issues such as AIDS, “honour-killings” in Western Asia, dowry and bride-burning in India, and the significant growth of trafficking in women and girls in South and Southeast Asia. Throughout the region, a variety of creative methods and materials broadcast the anti-violence message. The South Asian campaign created innovative posters, public service announcements, and radio spots — addressing pressing issues such as domestic violence, missing women, trafficking, female foeticide and staged multiple plays, theatrical performances, art contests and other events, even hoisting a hot air balloon with the campaign slogan over Delhi! The Western Asia campaign also created materials such as posters, calendars, pens, T-shirts and umbrellas bearing the campaign slogan, an information kit, and innovative television and radio spots addressing gender-based violence within Arab societies.

▼ **A life free of violence : It’s our right : UNIFEM 1998 global campaign for the elimination of gender-based violence in the South Asia Region.**

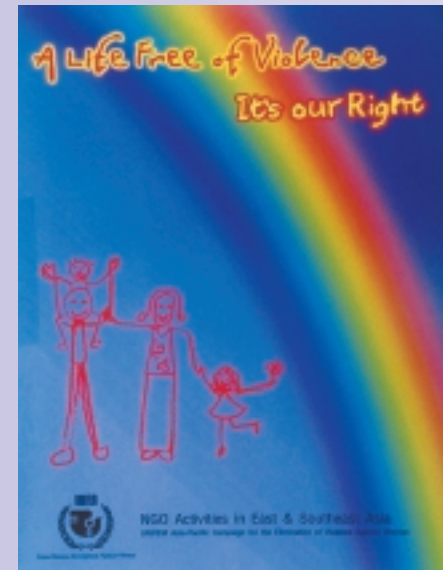
Pamphlet

1999, English

30 x 21 cm

The pamphlet provides highlights of the South Asia campaign in Pakistan, India, Bangladesh and Nepal.

ITEM # PL IND 367



▲ **A life free of violence: It's our right.**

Kit

1998, English

22 x 30 cm

Provides information about the efforts of NGO's working in Thailand, China, Malaysia, Mongolia, Thailand, The Philippines, Indonesia and Cambodia toward the elimination of violence against women.

ITEM # KT THA 3

Impact

In all countries, campaigns were characterized by extensive media coverage and endorsement by a wide range of governments. In Africa, the campaign catalyzed a number of legislative reviews and the passage of new bills such as adaptation of a law prohibiting FGM in Senegal, and forged a male initiative to combat violence against women. In Latin America and the Caribbean, campaign efforts contributed to the passage of laws against domestic violence in Venezuela, Bolivia and Antigua; in Brazil the National Congress earmarked \$10 million for the creation of women's shelters. In Asia, campaign efforts led the government of Jordan to announce plans to build a shelter for women victims of honour-killing, while in India the police made gender sensitization training mandatory for police officers. In all regions, campaigns activated resources, mobilized citizens, and fostered community discussion, reinforcing coordination and networking amongst women's groups.



AFRICA
 Une vie sans violence. La clef pour un développement durable en Afrique. Campagne visant l'élimination de la violence contre les femmes et filles en Afrique. [A life free of violence is key to sustainable development in Africa. Campaign for the elimination of violence against women and girls in Africa.]

Poster
 1999, French
 United Nations Development Fund for Women (UNIFEM)
 59 x 42 cm
 ITEM # PO AFR 68

Campagne Africaine contre les violences faites aux femmes: Brise le silence...dis non a la violence. [African campaign against violence against women: Break the silence...say no to violence]

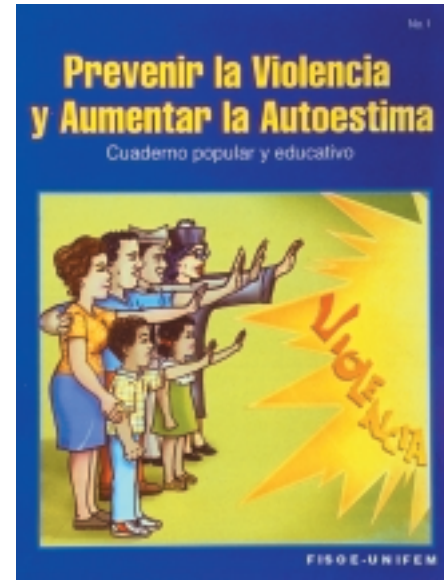


Poster
 1999, French
 United Nations Development Fund for Women (UNIFEM)
 60 x 40 cm
 ITEM # PO AFR 62

DOMINICAN REPUBLIC

Prevenir la Violencia y Aumentar la Autoestima. Cuaderno Popular y Educativo. [Prevent Violence and Increase Self-Esteem. Popular Education Booklet.]

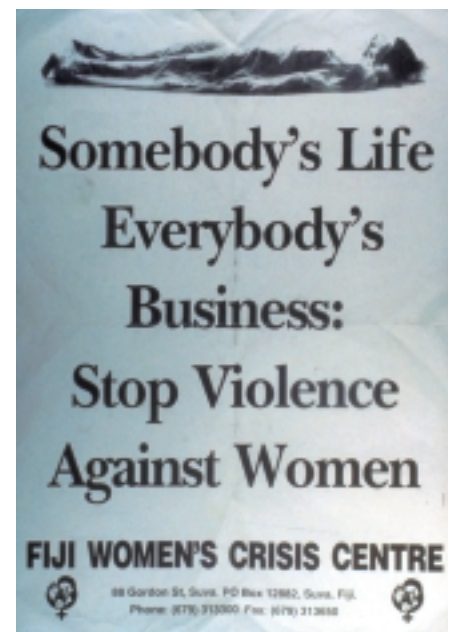
Pamphlet
 1999, Spanish
 Fundación para la Integración Social y Educativa Inc. (FISOE)
 28 x 21 cm, 16-page strip
 Popular education booklet intended to socialize viable alternatives to gender violence and to promote self-esteem in the family.
 ITEM # PL DRP 153



FIJI

Somebody's life, everybody's business: Stop violence against women.

Poster
 English
 Fiji Women's Crisis Centre
 55 x 42 cm
 ITEM # PO FIJ 3



Real men don't hit women.

Sticker
English
Fiji Women's Crisis Centre
6 x 22 cm
ITEM # TD FIJ 2



Non-violence – Equality – Non-violence.

Coaster
English
Fiji Women's Crisis Centre
10 x 10 cm, 2-sided coaster
Coaster identifies characteristics of violence and non-violence. On one side characteristics of violence are listed: economic abuse, coercion and threats using emotional abuse, isolation, intimidation, etc. On the other side

(shown) are the characteristics of non-violence: fairness, non-threatening behaviour, sharing family responsibilities, trust and support, honest communication, responsible parenting, respect and sharing family income decisions.

ITEM # TD FIJ 3



INDIA

Our rights: Women's rights related to police...

Poster
1998, English, Hindi, and 12 additional Indian languages
UNIFEM, UNICEF, UNFPA, UN Resident Co-ordinator's Office and Multiple Action Research Group, New Delhi

90 x 57 cm
ITEM # PO IND 223



NEPAL

Until when... social exploitation, economic exploitation, domestic violence, religious oppression, legal discrimination, educational discrimination.

Poster
English, Nepali
Women Acting Together For Change (WATCH)

34 x 50 cm
ITEM # PO NEP 90



Wearing a White Ribbon as a Pledge Never to Commit or Condone Violence

"Why" [30 seconds]

Public Service Announcement

English, French

White Ribbon Campaign

This public service announcement illustrates the contradictions between a society which glorifies violence but does not adequately address or acknowledge violence against women.

ITEM # VT USA 837



1. Spot begins with the sounds and images of a violent game of hockey. Fans cheer loudly as two players fight and the narrator speaks: "Why is it that when a man hits another man..."



2. "...it's OK to make a lot of noise..."



3. The scene changes to that of a man punching a woman who falls to the floor: "...but when a man hits a woman..."



4. "... it's OK to stay silent?"



5. The logo of the White Ribbon Campaign appears on the screen: "Add your voice. Wear the ribbon. Join the White Ribbon Campaign."

Organization: White Ribbon Campaign

Campaign: White Ribbon Campaign

Country: Canada

Background

On 6 December 1989, 14 women were murdered in Canada at Montreal's École Polytechnique by a lone gunman. Although this event and other terrible acts of male violence against women were continually reported in the Canadian media, few men spoke out against this type of violence. In 1991 a handful of men decided that they could not remain silent any more and initiated the White Ribbon Campaign (WRC). Wearing a white ribbon — particularly in the weeks leading up to 6 December — would represent a man's public pledge never to commit, condone or remain silent about violence against women. The WRC is composed of men who serve as positive role models for other men and boys and emphasizes men's responsibility to end violence against women.

Campaign Materials

WRC's materials include posters, an education and action kit, as well as the public service announcement shown here. The posters have been displayed on bill-

boards and in public spaces, public transportation, and in the offices of NGOs and police stations. WRC's Education & Action Kit has been distributed to over 1000 schools across Canada and the United States. The PSA entitled "Why" was broadcast across Canada and played just before the kickoff of the Superbowl and immediately following. While the majority of materials are created in-house, a professional ad agency was used to create the TV spot. The materials were created for White Ribbon Week (25 November - 6 December) as well as year round activities and events.

Impact

The White Ribbon campaign has become the largest effort in the world of men working to end men's violence against women. After only six weeks' preparation, when the initial campaign began, as many as 100,000 men across Canada wore a white ribbon. Many others were drawn into discussion and debate on the issue of men's violence. Today thousands more men around the world wear the ribbon for a week, starting from 25 November, International Day for the Elimination of Violence against Women. In Canada, the ribbon is worn until 6 December, the anniversary of the Montreal massacre.

Documenting Women's Roles in Armed Conflict



1. Ruth Ojiambo Ochieng, Director of ISIS-WICCE, explains both the goals of the organization and women's unique position in situations of armed conflict.



2. Some women serve in the army and are actively involved in the conflict. However, after the war many of these women are not recognized among the heroes!



3. Other women are innocent civilians and suffer from gender-targeted war crimes such as gang rape. Here two women explain the atrocities they endured during the conflict.



4. Here we see a woman who was burnt and tortured during the conflict.

A Lingering Pain. The Experiences of Ugandan Women in Armed Conflict.

Video [24 minutes]

1997, English, Kiswahili and two major local languages

ISIS-WICCE

This video explores women's roles in armed conflict as combatants and civilians. The power of the film comes from the direct testimonies of women's experiences of gender-based violence. By documenting the physical as well as psychological abuses, there is no denying that women suffer disproportionately during periods of armed conflict.

ITEM # VT UGA 30

Organization: ISIS-Women's International Cross-Cultural Exchange (ISIS-WICCE)

Campaign: A Lingering Pain: Information and Sensitization Campaign in Uganda

Country: Uganda

Background

ISIS-WICCE is an action oriented resource centre committed to empowering women by providing them the opportunity to share experiences, access information, and establish support networks. In keeping with this mandate, ISIS undertook the project of preparing two video documentaries on women's experiences in armed conflict in Uganda. Documenting women's experiences during the wars is critical both to raise awareness of the atrocities committed, and to encourage appropriate mechanisms of redress both at the community and the governmental levels.

Given the low literacy rate in Africa, ISIS-WICCE wanted to ensure that data collected about African wars could be presented in a format understood by the majority of the Ugandan population. Video was seen as a medium to reach a large number of African women who could view the film in local community centres. Such documentation could both sensitize the public at large in Africa and abroad, and contribute towards a healing process for the women affected. By telling their stories, these women shared common experiences and moved towards obtaining justice for war victims.

Campaign Materials

Two versions of the documentary were created. The first was a thirty minute version containing personal testimonies and data detailing the ways in which women have been affected by the conflict, and giving some coping mechanisms used by women. This was aimed at a general audience both inside and outside Uganda. A twenty minute version highlights some experts (i.e. human rights, political scientist, health experts) analyzing the women's situation. This was produced to lobby policy and decision makers to effect change. The version will also be used for mass media and seminars. The first version was produced in two local languages (Luganda and Luo) with English subtitles, and will be translated into Kiswahili for the Great Lakes region. ISIS-WICCE plans to make versions in French for French speaking Africa.

Impact

The documentaries should increase awareness of the effects of war on women, and sensitize policy makers on the needs of women victims of armed combat. Exposing the atrocities of war should also encourage greater accountability for perpetrators of violence.

Prevalence, Excuses, Justice, and Respect: Targeting Communities in the Fight against Violence against Women

She lives with a successful businessman, loving father and respected member of the community. Last week he hospitalised her. Emotional, physical, sexual — male abuse of power is a crime.

Poster
English
30 x 21 cm
ITEM # PO UKD 93



From three to ninety three, women are raped: husband, father, stranger — male abuse of power is a crime.

Poster
English
30 x 21 cm
ITEM # PO UKD 108

Background

The Zero Tolerance Charitable Trust is an independent NGO working towards the prevention of male violence against women and children. Zero Tolerance is committed to ongoing public awareness-raising/education and the production of mass media campaigns. Throughout the last five years the Trust has produced over 100 campaign packages which have run in major cities, towns and some rural areas throughout Britain, as well as in South Australia. The concept of “Zero Tolerance” and the campaign strategies behind it have been adopted for use in a variety of countries and cultural contexts. Zero Tolerance has four distinct campaign packages: “Prevalence”, “Excuses”, “Justice” and “Respect”. While each campaign package has different objectives and target audiences, all campaign materials aim to dispel myths and stereotypes about violence against women.

Campaign Materials

Zero Tolerance's pioneering “3Ps” approach to campaigns, PREVENTION, PROVISION and PROTECTION, are essential components of any strategy to combat male violence. All Zero Tolerance campaigns and materials are developed, from concept through to delivery, in-house by staff. The *Prevalence campaign* (6 posters) is geared towards

the general public, stressing the extent and nature of violence against women and children in all sectors of society and placing the issue of violence against women high on the public and political agenda. The *Excuses campaign* (6 posters and cinema ad) is geared towards men, exploring the concept of power and control, and the excuses commonly made by men to avoid taking responsibility for their violence. The *Justice campaign* (6 posters) challenges criminal justice personnel to take responsibility for reform needed to deliver equality and justice to women and children. The *Respect campaign* (2 posters, 4 postcards, educational CD-ROM) targets young people, promoting a gender equality/anti-discrimination message and highlighting the issue of consent in personal relationships.

Each local campaign chooses its own print, broadcast or other media to ensure a high profile for the issue.

The medium picked depends upon the particular campaign as well as characteristics of the local area being targeted, such as whether it is urban or rural. For example, Excuses is primarily conceived as a bus campaign, while Respect uses convenience advertising to specifically target young people.

All campaigns have been conceived to run in a phased way, i.e. one poster at a time, to allow cumulative effect. Posters usually run from 2-6 weeks each, with an average of 4 posters used in each