

Picturing a Life Free of Violence

Media and Communications Strategies to End Violence Against Women



Picturing a Life Free of Violence: Media and Communications Strategies to End Violence Against Women showcases a wealth and variety of media and communications strategies and materials used around the world to end violence against women. A collaboration between UNIFEM and the Media Materials Clearinghouse of the Johns Hopkins Center for Communication Programs, the publication highlights materials and campaigns, providing descriptions of innovative communications methods for awareness raising. It is an attempt to facilitate information sharing between organizations working to end violence against women, so that strong and effective strategies can be replicated in other contexts.

The publication is accompanied by a larger electronic database containing thousands of materials available via the Internet (www.endvaw.org) so that the collection of accessible materials can be increased, constituting an updated communications resource base. 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.

About the United Nations Development Fund for Women (UNIFEM)

www.unifem.org

UNIFEM is the women's fund of the United Nations that promotes women's human rights, their economic and political empowerment, and gender equality in more than 100 countries. UNIFEM's Trust Fund in Support of Actions to Eliminate Violence Against Women was created by the United Nations in response to the urgent calls for action on gender violence at the UN Fourth World Conference on Women (Beijing 1995). The Trust Fund's primary goal is to identify and support local, national and international initiatives to prevent and eradicate violence against women. Since it was established in 1996, the Trust Fund has disbursed more than \$7 million to programmes around the globe in 85 countries.

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