



Say NO – UNiTE to End Violence against Women

Say NO – UNiTE to End Violence against Women is a global call for action, launched in November 2009, on ending violence against women and girls. It is presented by UNIFEM as a contribution to advance the objectives of UN Secretary-General Ban Ki-moon's campaign *UNiTE to End Violence against Women* through social mobilization. UNIFEM Goodwill Ambassador Nicole Kidman is the Spokesperson of **Say NO**.

Based on country data available, up to 70 percent of women experience physical or sexual violence from men in their lifetime. It happens everywhere — at home and at work, on the streets and in schools, during peacetime and in conflict. Violence against women and girls has far-reaching consequences, harming families and communities, stunting human development, and undermining economic growth. Everyone has a role to play in combating this global pandemic; the time to act together is NOW.

Say NO aims to trigger and highlight actions by individuals, governments and civil society partners. Actions can range from reaching out to students at schools, to volunteering at local shelters, advocating for legislation or donating funds towards programmes that protect women and girls from violence. Every action will be counted to showcase the global groundswell of engagement that exists on the issue. The initial target is to reach 100,000 actions by March 2010 and 1 million actions in one year.

Say NO builds upon the momentum generated during its first phase when 5,066,549 people signed on to a global call to make ending violence against women a top priority worldwide. Heads of State and Ministers from 69 governments and more than 600 parliamentarians have added their names to **Say NO** since then.

Working through traditional as well as online networks and social media, **Say NO** will engage participants from all walks of life. A range of web-based and other tools available on saynotoviolence.org will support partners in their advocacy efforts, highlight their work to a global audience and inspire others.

In line with the Secretary-General's campaign framework that calls for an increase in funding for the multi-lateral UN Trust Fund in Support of Actions to Eliminate Violence against Women, **Say NO** encourages donations for the UN Trust Fund, which supports local and national programmes catalysing change on the ground.

Say NO – UNiTE to End Violence against Women is an expanding global coalition of individuals, organizations, governments and the private sector to realize a vision that is ambitious, but must never be impossible — a future that is free from violence against women and girls. **Let us count you in** — take action to end violence against women now.