

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

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Acknowledgements

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.

...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...

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.

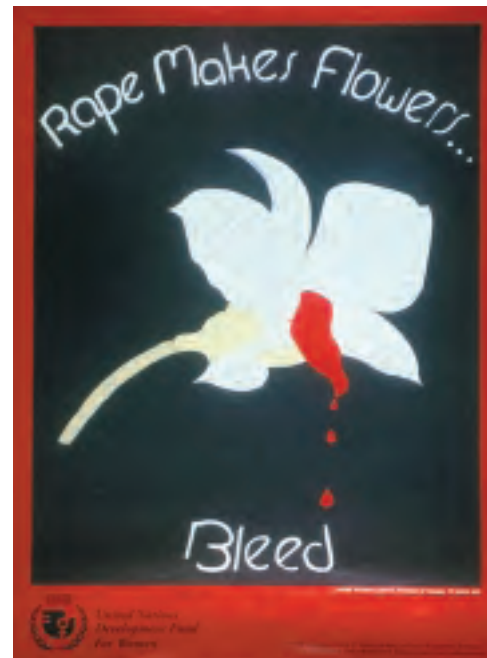
Women in 1995: “ Any act of gender based violence that results in, or is likely to result in physical, sexual, or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary detention of liberty, whether occurring in public or private life.”

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

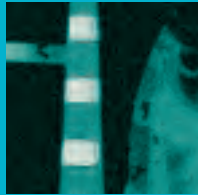
Media/Materials Clearinghouse
 Johns Hopkins Center for Communication Programs
 111 Market Place, Suite 310
 Baltimore, Maryland 21202 USA
 Phone: 410-659-6300, Fax: 410-659-6266, E-mail: endvaw@jhuccp.org

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

1



DOMESTIC VIOLENCE

Around the world at least one in every three women has been beaten, coerced into sex, or otherwise abused in her lifetime, often by a husband or family member.¹ Domestic violence refers to acts of violence perpetrated against women and girls within the domestic sphere. Such violence can take many forms, such as wife battering, marital rape or incest. The vast majority of such abuse is perpetrated by men against their female partners. Materials in this section demonstrate the physical and psychological effects of violence against women, as well as the cycle of domestic violence and its effects on children.

¹Heise, L., Ellsberg, M. and Gottemoeller, M. Ending Violence Against Women. *Population Reports*, Series L, No. 11. Baltimore, Johns Hopkins University School of Public Health, Population Information Program, December 1999.



ARGENTINA
 Violencia + 'Amor' = Violencia: la violencia contra la mujer es un delito. [Violence + love = Violence: violence against women is a crime.]
 Poster
 1998, Spanish
 Instituto Social y Político de la Mujer

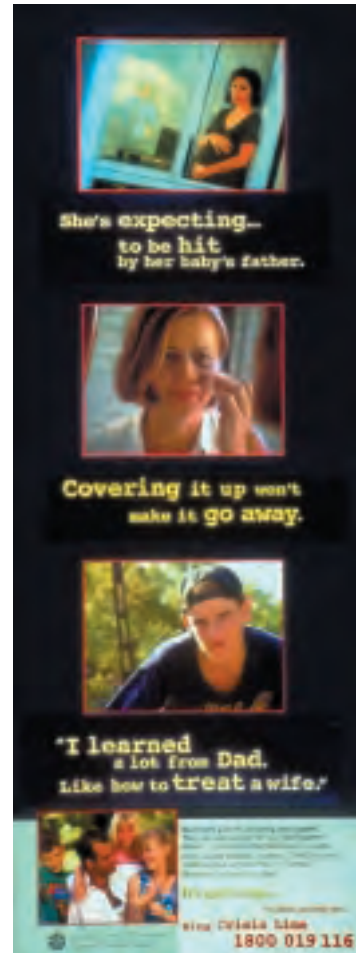
Político de la Mujer
 60 x 45 cm
 ITEM # PO ARG 8

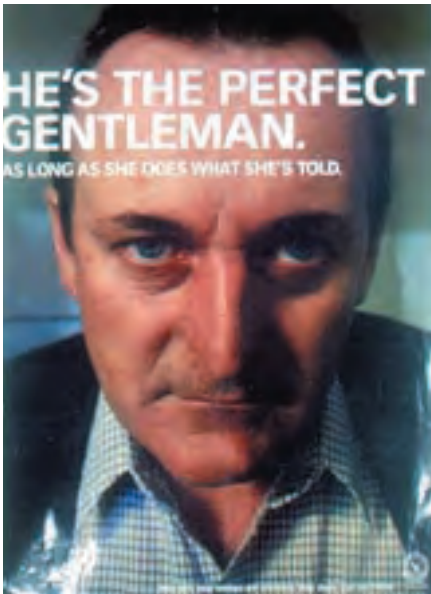
Una sola cosa nos diferencia. El 95% de las personas que sufren violencia conyugal son mujeres. [Only one thing differentiates us. 95% of victims of spousal abuse are women.]
 Poster
 1998, Spanish
 Instituto Social y Político de la Mujer
 60 x 45 cm
 ITEM # PO ARG 18



Hasta que la muerte nos separe. Un 51% de víctimas son asesinadas por sus parejas. [Till death do us part... 51% of female victims are murdered by their partner.]
 Poster
 1998, Spanish
 Instituto Social y Político de la Mujer
 60 x 45 cm
 ITEM # PO ARG 20

AUSTRALIA
 She's expecting...to be hit by her baby's father; Covering it up won't make it go away; "I learned a lot from Dad. Like how to treat a wife."
 Poster
 English
 Northern Territory Government Domestic Violence Strategy
 60 x 21 cm
 ITEM # PO AUS 223





He's the perfect gentleman. As long as she does what she's told. Men who beat women are criminals. Stop them. Call the police.

Poster
English
New South Wales Police Service
84 x 59 cm
ITEM # PO AUS 224



He's a wonderful husband. Until he unwinds with a few beers. Men who beat women are criminals. Stop them. Call the police.

Poster
English
New South Wales Police Service
84 x 60 cm
ITEM # PO AUS 222

"We Call it Love"

[30 seconds]
Public Service Announcement
English
Northern Territory Government Domestic Violence Strategy
Spot begins with images of a happy family of four at a park. The scene changes, and the father is arrested for murdering his wife. Following the PSA, individuals are encouraged to 'Ring Crisis Line', a hotline operating in the Northern Territory, for help concerning domestic violence. A series of PSAs were produced and images were also used in print media. (See PO AUS 223, p.2.)
ITEM # VT AUS 23



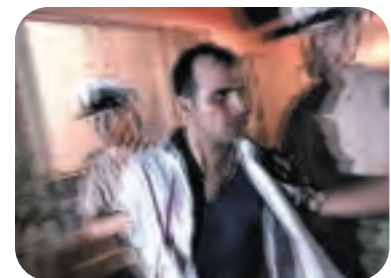
"We call it love, and it's like nothing else on earth. With loves comes trust, respect, partnership. It's as natural as breathing, as precious as life itself..."



[Sounds of sirens, images of husband beating his wife interspersed with happy family scenes]



"And yet every year nearly one half of the people murdered in the Northern Territories die at the hands of the people who SAID they loved them."



"That's not love, it's domestic violence...and it's got to stop."



Cover of the CD-ROM

BELGIUM
European campaign against domestic violence.

CD-ROM
 1999, English, Spanish, Danish, German, French, Italian, Portuguese, Swedish, Finnish, Dutch, Greek
 European Commission

This CD-ROM is part of the Zero Tolerance for Violence against

Women campaign conducted by the European Commission in 1999. It provides information in eleven languages about the European Campaign against Domestic Violence, including galleries of posters, logos and stickers, and links to the Commission's website and other websites.
 ITEM # SO BEL 3



The CD-ROM provides campaign materials in many different languages.



Campaign posters can be downloaded directly from the CD-ROM. See posters on this page and next.



A variety of logos and stickers with campaign messages can also be downloaded.

Breaking the silence: European campaign against domestic violence.

Pamphlet
 2000, English
 European Commission
 23 x 16 cm, 15 pages

This pamphlet is part of the Zero Tolerance for Violence against Women campaign conducted by the European Commission in 1999. It contains information pertaining to the campaign, and European attitudes towards domestic violence.
 ITEM # PL BEL 4



If you're looking for help, you won't find it in here: Domestic violence, break the silence!

Poster
 1999, English, Spanish, Danish, German, French, Italian, Portuguese, Swedish, Finnish, Dutch, Greek
 European Commission
 60 x 45 cm
 ITEM # PO BEL 25





A man who cannot control his rage is in need of help. Domestic violence is a crime.

Poster
1999, English, Spanish, Danish, German, French, Italian, Portuguese, Swedish, Finnish, Dutch, Greek
European Commission
60 x 45 cm
ITEM # PO BEL 32



Real strength is in the mind, not the fist: Remember that when you go home tonight. Domestic violence is a crime.

Poster
1999, English, Spanish, Danish, German, French, Italian, Portuguese, Swedish, Finnish, Dutch, Greek
European Commission
60 x 45 cm
ITEM # PO BEL 37



For many women, home is a prison: Help them break the silence surrounding domestic violence. Domestic violence is a crime.

Poster
1999, English, Spanish, Danish, German, French, Italian, Portuguese, Swedish, Finnish, Dutch, Greek
European Commission
60 x 45 cm
ITEM # PO BEL 36



Me, I'd never hit a woman: I wish I could say the same about my dad. Domestic violence is a crime.

Poster
1999, English, Spanish, Danish, German, French, Italian, Portuguese, Swedish, Finnish, Dutch, Greek
European Commission
60 x 45 cm
ITEM # PO BEL 38



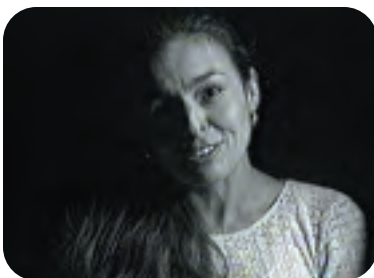
“We lived through a period of many fights. We were unable to communicate.”



“The arguments always ended in blows.”



“I was scared. I did not dare leave.”



“But, I learned to value myself; to assert my rights. We still have arguments, but now we solve them through conversation; because a life free of violence is our right. It's time for a change. United Nations Campaign for Women's Human Rights.”

CHILE

“The Wife” [30 seconds]

Public Service Announcement
1998, Spanish
United Nations Development Fund for Women (UNIFEM) and Cambio Creativo

This spot, entitled Esposa (Wife) was produced by UNIFEM as part of the Hagamos un Nuevo Trato (“It's Time for a Change”) series. María Beltrán, a 38-year-old Colombian woman, discusses the abuse that she endured from her husband. She explains that by improving her self respect, she realized that she has a right to live a life that is free from violence.

ITEM # VT CHI 3

“Incest” [30 seconds]

Public Service Announcement
1998, Spanish

United Nations Development Fund for Women (UNIFEM) and Cambio Creativo

This PSA was part of a series created for the United Nations Inter-Agency Campaign in Latin America for the Elimination of Violence against Women. It shows a young girl hiding in her bed in fear while a menacing figure lurks in the background. She is about to be assaulted by a family member. Voiceover at the end of the PSA is by Enzo Francescoli, Uruguayan soccer star and UNICEF goodwill ambassador. As a sports figure famous throughout Latin America, he was chosen as a spokesperson for the PSA because it was thought that men could relate to him.

ITEM # VT CHI 3



A girl lies in bed while her alarm clock ticks.



The door to her room is opened and she covers in bed.



Enzo Francescoli, well known soccer star, comes on screen to describe the prevalence of sexual assault. “Incest and other forms of sexual violence are more common than you think. More than 80% of victims are girls and adolescents. They deserve a life free of violence. It's time for a change. United Nations Campaign for Women's Human Rights.”



FIJI

"A crime we all pay for"

[1 minute]

Public Service Announcement

1996, English

Fiji Women's Crisis Centre

Spot addresses the far-reaching repercussions of domestic violence, including its social, economic and developmental consequences.

ITEM # VT FIJ 2

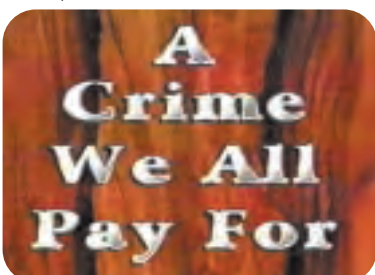
"Is it only the woman who pays for domestic violence? Who pays for the law enforcement officers and their investigations?... Where does the money come from for our magistrates, prosecutors and court officials?... and foster homes? We pay."



"And what of the loss to employers when victims cannot come to work?"



"How can we calculate the loss to our country for women prevented from playing their vital role in our development?"



"Domestic violence. It's a crime we all pay for. Let's all work together to stop this crime."

INDIA

"Sexual Assault" [30 seconds]

Public Service Announcement

1999, Hindi

United Nations Development Fund for Women (UNIFEM) and SWATI Visuals

A young girl tries to escape from sexual assault. Part of a series of PSAs produced for the United Nations Inter-Agency Campaign for the Elimination of Gender Based Violence in South Asia.

ITEM # VT IND 104



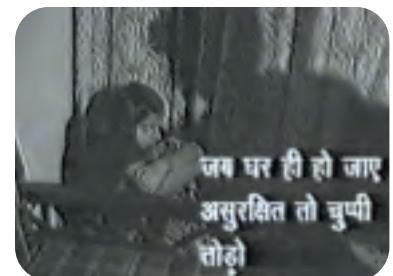
A little girl sees a threatening figure in her home.



She runs up the stairs, trying to escape from him.



She frantically tries to reach her room...



...and sits huddled in a corner, as a menacing shadow looms closer. A caption flashes on the screen: "When your home itself becomes unsafe, it's time to break the silence."

“Informance”: Educational Theatre Raises Awareness

Organization: Philippine Educational Theatre Association (PETA)

Campaign: Breaking Silence: Nationwide Informance Tour for the Prevention of Violence against Women

Country: Philippines



A “talk-show” programme with listener call-in is the medium through which the women air their grievances about their family. Note the large pair of lips on stage, with pictures of telephones inside.



The play focuses on three women: three voices and three stories of broken dreams in violent homes.



Women talk about the abusive situations in their homes.

Background:

The concept of “Informance” is a result of PETA’s 33 years of experience in using popular theatre and creative pedagogy to highlight relevant issues for education, advocacy and campaigning. Informance has dual goals: to inform and perform. Using a small group of mobile theatre performing artists, this method combines drama techniques with pedagogical methods. The 1 hour and 15 minute play “Tumawag Kay Libby Manaog” (Get in Touch with Libby Manaog) uses songs, drama and dance to highlight the issue of violence. The play revolves around a radio talk show host, Libby Manaog, who gives advice to women regarding their relationships. Performances are followed by a workshop or short discussion in which audience members are encouraged to discuss their thoughts, feelings and insights on the issues raised. The interactive discussion between actors, partners and the audience underscores the points emphasized during the play, and serves as a call to action on the part of the audience or the community.

Tumawag Kay Libby Manaog premiered on November 25, 1998, International Day against Violence against Women, and has toured nationwide

in the Philippines. The play has been staged in auditoriums, gymnasiums, parks, basketball courts, shanties and even atop a six-wheeler truck, with audiences ranging from professionals, lawmakers and government officials to urban poor and rural communities. PETA’s informance is continually evolving as women’s testimonies conveyed during the workshops and discussions are integrated into the play.

Impact:

The play reached audiences of over 100 people per show, and in many instances affected direct community action. Informances have been instrumental both in establishing new local action groups and in re-invigorating some older ones. Women noted on evaluations conducted after informances that they were more willing to assert their rights vis-à-vis their husbands and other men in the community. Women victims became more vocal about their abuse, more readily filing legal complaints, or seeking shelter, medical, or legal services. Service providers who were partners in the campaign further noted that they received an average of five calls a day after the informance, as opposed to one or two before the play was staged.



MALAYSIA

Anti-chap lips lipstick: Masks everyday swelling due to slapping and punching. No one deserves to be battered. Call Women's Aid Organization (WAO) at...

Poster

English

Women's Aid Organization

Corporate sponsorship provided by The Body Shop

42 x 30 cm

ITEM # PO MAY 31

24-Hour eyeshadow: Covers black eyes. No one deserves to be battered. Call Women's Aid Organization (WAO) at...

Poster

English

Women's Aid Organization

Corporate sponsorship provided by The Body Shop

42 x 30 cm

ITEM # PO MAY 33



Liquid concealer: Effectively hides hard-to-explain black and blue marks and bruises. No one deserves to be battered. Call Women's Aid Organization (WAO) at...

Poster

English

Women's Aid Organization

Corporate sponsorship provided by The Body Shop

42 x 30 cm

ITEM # PO MAY 32

**NEPAL**

[Do not feel alone, we are here to help you.]

Poster
1999, Nepali
SAATHI
42 x 31 cm
ITEM # PO NEP 111

[We can make a difference. We must make a difference.]

Audiocassette
1999, Nepali
SAATHI
Compilation of songs pertaining to domestic violence.
ITEM # TA NEP 25



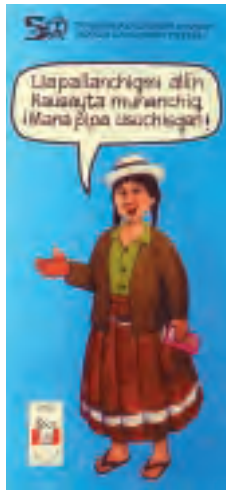
[A family without violence and discrimination: the foundation of peace and progress.]

Poster
1999, Nepali
SAATHI
44 x 31 cm
ITEM # PO NEP 113

[Shattered dreams]

Audiocassette
1999, Nepali
SAATHI
Compilation of songs pertaining to domestic violence.
ITEM # TA NEP 26





PERU
Tienes derecho a una vida sin violencia. [You have the right to a life free of violence.]

Pamphlet
 Spanish, Quechua
 Peru Defensoría del Pueblo, Defensoría Especializada en los Derechos de la Mujer
 21 x 10 cm, 6-panels

Pamphlet provides information about domestic violence: definition, characteristics of aggressors and victims, laws and statutes, rights of the victim, and roles of the victim and police in reporting and investigating cases of domestic violence.

ITEM # PL PER 373 (Spanish)
 ITEM # PL PER 374 (Quechua)



Violencia familiar: procedimientos legales. [Domestic violence: legal procedures.]

Pamphlet
 Spanish
 Centro de la Mujer Peruana Flora Tristán
 14 x 21 cm, 38 pages
 Pamphlet provides victims with information about reporting domestic violence: definitions, national policies in Peru, role of the Public Minister, justice system, and DEMUNA (Defensoría Municipal del Niño y el Adolescente - Municipal Agency for Children and Adolescents).
 ITEM # PL PER 375

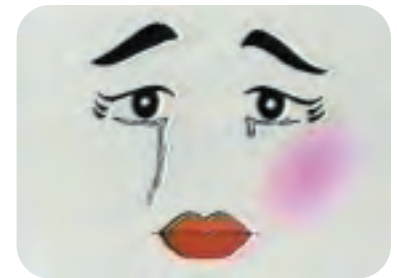
Linea de ayuda [Helpline]

[1 minute]
 Public Service Announcement
 Spanish
 DEMUS, Estudio para la defensa de los derechos de la mujer
 Animated PSA illustrates the prevalence of domestic violence, encouraging survivors to seek help from the DEMUS hotline.

ITEM # VT PER 50



Animated woman's face appears on screen as we hear a man's voice in the background: "You are so stupid... (abusive language)"



The woman begins to cry as the narrator speaks: "Do you think you are the only one? There are many, many people like you; with the same problem."



The animated faces multiply, illustrating the all too large number of women who are subject to domestic violence. The narrator says, "Do not allow it to go on. 'DEMUS': in cases of domestic violence and sexual abuse we provide aid and orientation for victims. Call us. There is a solution for everything."

A Disaster Men Can Avoid

► An egalitarian family man... resolves conflicts without resorting to violence : Violence against women : A disaster that men CAN prevent.

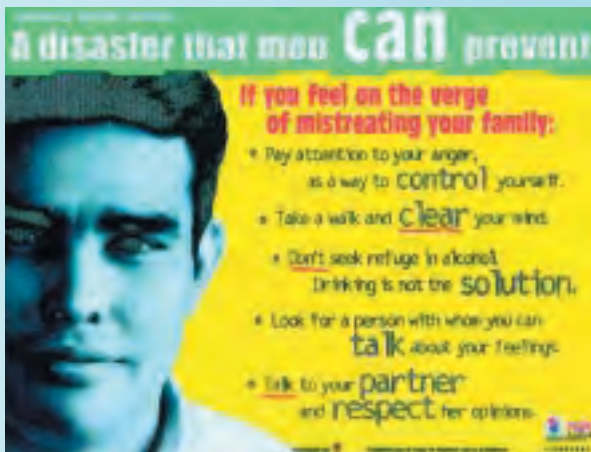
Poster

1999, English, Spanish

Puntos de Encuentro

ITEM # PO NIC 16 (Spanish)

ITEM # PO NIC 17 (English)



◄ Violence against women: A disaster that men CAN prevent : If you feel on the verge of mistreating your family...

Poster

1999, English, Spanish

Puntos de Encuentro

30 x 40 cm

ITEM # PO NIC 19 (English)

ITEM # PO NIC 20 (Spanish)

Objective

Puntos de Encuentro (“meeting points”) works to influence Nicaraguan public opinion on issues of gender and power relations between men and women. Puntos embarked on the campaign “Violencia contra las mujeres: Un desastre que los hombres SI podemos evitar” after Nicaragua suffered the most serious natural disaster in a long line of tragedies including dictatorship, war, earthquakes, a tidal wave and volcanic eruption, several droughts and a previous hurricane.

The word “desastre” (disaster) in the campaign slogan refers to Hurricane Mitch, which struck Nicaragua in 1998, killing and wounding thousands of people. References to the hurricane compare the strikingly high number of people affected by Hurricane Mitch with equally striking data available on the number of women affected by domestic violence. By comparing these statistics, Puntos places violence against women in Nicaragua in the context of a national disaster, in this case one that is avoidable.

The main purpose of this campaign was to “delegitimize” violence in men’s own eyes and to offer concrete alternatives to violent behaviour. The campaign was therefore implemented by men and targeted to other men in the areas of Nicaragua most affected by Hurricane Mitch, promoting the idea that men have the ability and responsibility to avoid being violent to their partners. It also aims to reach out to community leaders and women who influence male public opinion. One of the most innovative aspects of

the campaign was the alliances forged: the campaign was co-sponsored by the Men’s Association against Violence, and carried out in conjunction with almost 200 local organizations and media outlets.

Campaign Materials

A variety of materials were created for the campaign, in collaboration with the Costa Rica office of McCann Erickson:

Print

- 75,000 stickers and an equal number of posters (see PO NIC 17 above) were distributed to get out the message about violence against women. The posters give practical advice for men about what to do if they feel they are about to become violent.
- 73,000 pamphlets and brochures were also used to expand upon the campaign themes. Entitled “De hombre a hombre: Siete cosas que todo hombre debe saber para evitar un desastre en sus relaciones con las mujeres.” (From one man to another: Seven things we should all know to avoid a disaster in our relationships with women.), the pamphlet stressed the importance of treating women with respect and creating a secure family environment, emphasizing that violence is not an acceptable alternative.
- 1000 posters “An egalitarian family man” put forward some ideas on the meaning of equitable and respectful relationships among family members

Organization: Puntos de Encuentro

Campaign: “Violencia contra las mujeres: Un desastre que los hombres SI podemos evitar”
(Violence against women: A disaster that we men CAN prevent..)

Country: Nicaragua

Caminar, calmate [Take a walk, calm down] [30 seconds]

Public Service Announcement

Spanish

Punto de Encuentro

PSA provides anger management techniques for men to use to prevent domestic violence. Advises men who feel on the verge of becoming violent to “take a walk” and “calm down.” Several men attest that this technique has helped them calm down in the heat of anger.

ITEM # VT NIC 8



1. Spot juxtaposes images of men abusing their wives with men peacefully resolving family disputes. The male narrator emphasizes “Domestic violence is a disaster that we men CAN prevent.”

2. Voiceover at the end of PSA says, “Preventing violence...”



3. “It’s in your hands...”

- 1,000 guides with activities and tips to help men avoid violence were used in workshops.
- Eleven highway billboards with the message and general graphic concept of the campaign were placed for a year in high circulation sites such as the entrance to the seven regional capitals, main highways, and in major intersections.

- 5,000 calendars were also distributed by partner organizations. Both the caps and calendars were distributed during the last phase of the campaign in order to keep the messages visible for as long as possible after the campaign was over.

Broadcast

- Two 30-second television spots were created for urban and semi-rural audiences in Nicaragua. The spots feature men’s testimonies, and dramatize the messages in the posters. They were broadcast over three months (August-October 1999) on the two channels with the highest national level coverage and during the time with the greatest male audience. Furthermore, several local cable channels broadcast the spots for free as a sign of their support for the campaign.
- Four 30-second radio spots were aimed principally at the rural population. They were broadcast on 15 local stations as well as national stations, with three to four mentions per day for approximately five months, for a total of 17,200 radio references to the campaign.

Miscellaneous Materials

- 3,000 baseball caps, one of the most popular articles for men in Nicaragua, were distributed by partner organizations.

Impact

In addition to formative research and pre-testing, Puntos de Encuentro evaluated the campaign results, conducting a 1,992-person survey (1,492 in targeted areas and 500 in non-targeted areas), interviews and focus groups before and after the campaign to measure attitudinal change. Statistics indicate that 60% of men in the targeted regions had heard about the campaign, primarily from television and radio advertising (88%), posters (43%), billboards (37%), and stickers (67%). After the campaign, 15% more men agreed that they can avoid violence than agreed before the campaign. A similar increase was seen with regards to the statement that violence against women was an obstacle in community development (85% after vs. 70% before). Additionally, there was a 10% increase in the number of men agreeing that violence against women was as disastrous as the impact of Hurricane Mitch. Details on campaign impact were published in a pamphlet distributed to all campaign stakeholders as part of Puntos’ practice of accountability. The campaign has been internationally recognized and their materials reproduced or adapted for use in Spain, Chile, Mexico, the Dominican Republic, Ecuador, and Colombia.



PHILIPPINES

Ahas hagdan. [Snakes and ladders.]

Board game

Tagalog

Women's Legal Bureau, Inc

46 x 46 cm

Educational board game intended to teach players lessons pertaining to domestic violence.

ITEM # TD PHI 161

SOUTH AFRICA

Domestic violence promo.

[8 minutes]

Video

English

Soul City

A woman is abused physically and emotionally by her husband. Neither the victim nor members of the community report these cases of domestic violence to the police. A turning point comes when she sees another battered woman exhibit the same self blame and lack of self esteem that characterizes her relationship with her husband. As part of the healing process, she exposes her situation to her neighbours at a community meeting. Using South Africa's Domestic Violence Act, the woman obtains a protection order from her husband. When he becomes abusive on their front lawn, their neighbours come outside with pots and pans, making noise to alert the police. The husband is then arrested. This spot encourages women to report cases of domestic violence, and stresses the fact that domestic violence is not a private matter between a husband and wife, but rather an issue effecting the entire community.

ITEM # VT SOA 26



A husband punches his wife for disobedience: "I've warned you lots of times. You don't listen to me. Why don't you listen to me?"



The effects of the violence.



After months of denial, the wife finally exposes the family violence in a community meeting.



The next time her husband gets violent, the neighbours show up with pots and pans to make lots of noise and alert the police.



SWEDEN

When love hurts.

Pamphlet

English, Swedish, Turkish, Arabic

Operation Kvinnofrid

21 x 11 cm, 8-panels

Pamphlet targets adolescent women and discusses different forms of abuse: sexual harassment, rape, verbal abuse, physical abuse and emotional abuse. Young women are advised to remove themselves from potentially abusive relationships. Telephone numbers are provided.

ITEM # PL SWE 39 (English)

ITEM # PL SWE 40 (Arabic)

ITEM # PL SWE 41 (Swedish)

ITEM # PL SWE 42 (Turkish)



TRINIDAD AND TOBAGO

Love not licks. Say no to violence.

Sticker

English

Working Women for Social Progress (WWSP)

6 x 28 cm

ITEM # TD TTO 11

UNITED KINGDOM

Home truths. [13 minutes]

Video

1999, English

Leeds Animation Workshop

This animated film is designed for use with 8-13-year-olds in a school or youth group setting. In the film, five young people recount their experiences with domestic violence. They explain how living with violence affects them, their friends and families, and describe how each takes some action: telling friends or a trusted adult; or contacting voluntary or statutory agencies. They all assert their right to live in a safe environment, free from violence.

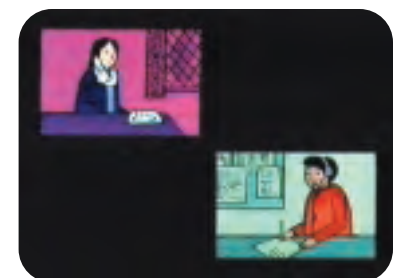
ITEM # VT UKD 65



Sidra's father puts on a happy face for the rest of the world. "All my friends thought my dad was great."



Her father often becomes angry and jealous. "But he was different at home. He wanted to control everything we did...If mommy went out he wanted to know where she'd been and who she'd seen."



Sidra speaks to a counsellor to find out how to help her family.



She then talks to her aunt who advises Sidra's mother to get help.

Startling Statistics Reveal Prevalence of Domestic Violence

▼ Every 12 seconds

Poster

1999, English

178 x 28 cm, 2-sided

Clock below images shows time intervals 12 seconds apart to emphasize the degree and prevalence of violence amongst women from all walks of life.

ITEM # PO USA 1392

► Every 12 seconds another woman is beaten by her boyfriend or husband ...just because domestic violence takes place in the home doesn't make it any less violent. For information or to get help, call our free hotline. Violence is violence, and violence is a crime.

Poster

1999, English

60 x 40 cm, 2-sided

ITEM # PO USA 1416



Organization: New York City Mayor's Commission to Combat Family Violence

Campaigns: Domestic Violence Public Awareness Campaigns

Country: USA

Background

This poster campaign is the fourth in a series commissioned by the Office of the Mayor of New York City and created by Young and Rubicam advertising agency. The campaigns focus on different aspects of the impact of family violence, providing a number for the city's 24-hour domestic violence hotline.

The first campaign used photographs of real domestic violence incidents coupled with statistics about the prevalence and severity of the epidemic among adult victims. Displayed throughout the public transportation system, the message emphasized the criminal nature of violence against women in the home, proclaiming: "Domestic Violence. Call It What It Is. A Crime." The second campaign: "Domestic Violence. Our Kids Are Worth NOT Fighting For" focused on the impact of domestic violence on children. The third campaign focused on relationship abuse among teenagers. The campaign slogan "Relationship Abuse. Don't Settle for That," aimed to break the cycle of family violence

before it extends into adulthood. The fourth campaign, "Every 12 Seconds," featured here, focused on the core issue of violence against women by their partners.

In conceiving of these ads, Young and Rubicam — which donated its creative services on the campaigns — asked themselves a key question: "What do people believe now, and what do we want them to believe?" In this case, getting people to change their minds about domestic violence meant convincing them that abuse, even if it occurs in the home, is a crime. The striking horizontal ads, featuring women of different races and ethnicities, illustrate how domestic violence cuts across all races and classes. The ads were placed inside New York subways and buses in 1999, and were the first to occupy the entire length of the subway car. The posters ran for several months at a time for a period of one year.

Impact

The stark reality of domestic violence depicted in each campaign elicits strong responses from viewers. Calls to the hotline number provided in the posters increased by 14 per cent since the "Every 12 Seconds" campaign began running and overall reporting of domestic violence in New York City has jumped since the domestic violence campaigns began.



UNITED STATES
 Today these children saw something they'll never forget: They saw their father hit their mother.

Poster
 English, Spanish
 National Victim Center
 United States
 43 x 28 cm
 Bottom text reads: " Anytime a mother is abused her children are also affected. Her children see it, hear it, sense it. Male abusers are six times more likely to have seen their fathers beating their mothers than non-abusers. Services for children are available at every domestic violence program in Illinois. Last year we served over 8,000 kids and 21,000 women. Call for information."

ITEM # PO USA 1328

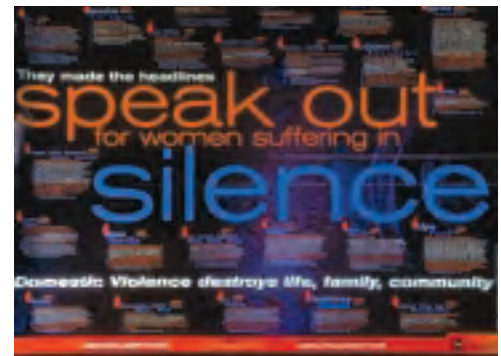
Every year, domestic violence ruins Mother's Day for over 4,000 children...Permanently.

Poster
 English
 Illinois Coalition Against Domestic Violence (ICADV)
 43 x 56 cm
 ITEM # PO USA 1381



They made the headlines. Speak out for women suffering in silence. Domestic violence destroys life, family and community.

Poster
 1999, English
 Manavi
 49 x 64 cm
 Includes 23 news headlines related to domestic violence within the South Asian communities in the U.S. from 1990 through 1999.
 ITEM # PO USA 1324



It's not a pretty picture when your boyfriend hits you. No one has the right to control what someone else does by threatening or hurting them. You're not "his" to hit.

Poster
 English, Spanish
 Illinois Department of Public Aid
 36 x 22 cm
 ITEM # PO USA 1325





He said he'd never hit you again...but that's what he said last time. Stop the cycle of violence.

Poster
1990, English
Family Violence Prevention Fund
39 x 28 cm
ITEM # PO USA 1327

While you're trying to find the right words, your friend may be trying to stay alive. Talking with a friend who's being beaten up by her husband will never be easy. We understand that you want to say just the right thing, in just the right way. If you need help finding the right words, call 1-800-END-ABUSE and we'll send you useful information and suggestions. Whatever you do, however, don't wait too long to offer her your help. At least one out of every three murdered women is killed by her husband or boyfriend. So your friend might not have the luxury of time.



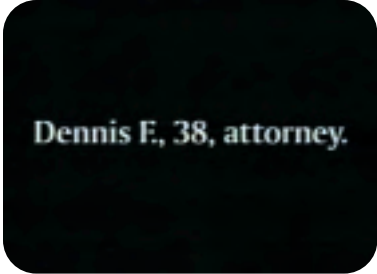
Poster
English
Family Violence Prevention Fund
44 x 28 cm
ITEM # PO USA 1334

The cycle of violence. Find out more about domestic violence. Call your local domestic violence shelter or coalition.

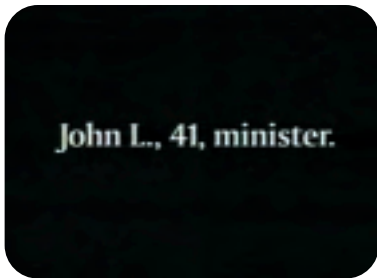
Poster
English
L.A. Commission on Assaults against Women
48 x 64 cm
ITEM # PO USA 1329



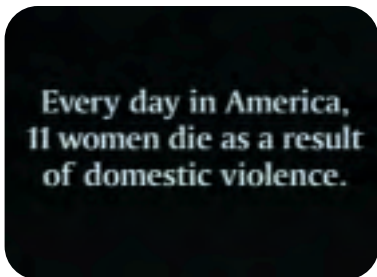
L.A. Commission on Assaults Against Women : (213) 626-3393 - (510) 342-8381



Men's names and professions flash on the screen:
 "Scott G., 45, physician"
 "Dennis F., 38, attorney"



"Sal V., 29, teacher"
 "David S., 57, judge"
 "John L., 41, minister"



Message flashes on screen as the narrator speaks: "Besides being pillars of their communities, these men have one thing in common...they each killed their wives. To stop your violence call us today, before it's too late."

Pillars of the Community
 [30 seconds]
 Public Service Announcement
 English
 Men's Program of Marin County Abused Women's Services
 Spot dispels myths about the types of men who are violent, showing that educated, professional men also abuse their wives.
 ITEM # VT USA 837

Not all men break their girlfriends' hearts. A bad relationship can hurt more than your feelings. To get help for victims of physical abuse, call...
 Poster
 English
 Family Violence Prevention Fund
 45 x 22 cm
 ITEM # PO USA 1380



VENEZUELA
Mujer, dile no a la violencia. La violencia en el hogar es un delito. [Woman, say no to violence. Domestic violence is a crime.]
 Poster
 1998, Spanish
 Consejo Nacional de las Mujeres (CONAMU)
 40 x 60 cm
 Describes the effects of denouncing violence on both men and women.
 ITEM # PO VEN 10



There's No Excuse for Domestic Violence

Organization: Family Violence Prevention Fund (FVPPF)

Campaign: There's No Excuse for Domestic Violence

Country: USA

"Neighbors" [30 seconds]
Public Service Announcement
Hill Holiday for Family Violence Prevention Fund
ITEM # VT USA 837



1. Couple getting into bed hear screaming in the apartment above. The couple looks at one another, as if to ask whether or not they should call someone.



2. The husband contemplates making the phone call.



3. The husband reaches his hand as if to pick up the phone and call the police, then — strikingly — puts out the light instead.



4. Message flashes on screen as the narrator speaks: "It is your business. For information about how you can help stop domestic violence, call us."

Background

The *There's No Excuse for Domestic Violence* national public education campaign was launched in 1994 in an effort to change the social norms that allow domestic violence to exist. The campaign is a partnership between the Family Violence Prevention Fund (FVPPF), a national non-profit organization focusing on domestic violence education, prevention and public policy reform, and the Advertising Council, a non-profit organization. The advertising objective is to change the attitudes of key segments of the American public about domestic violence, and to increase their commitment to take action against the problem. The main target audience consists of potential interveners who are aware of the problem of domestic violence, and have the capability to do something about it, but currently disregard the issue either out of convenience or ignorance of how to make a difference.

Campaign Materials

FVPPF created numerous kinds of materials and used a variety of venues to spread the message. In consultation with the Advertising Council and an

independent consultant, posters, bumper stickers, public service announcements, radio spots and action kits were developed with the slogan "There's No Excuse for Domestic Violence". The print ads have appeared in major American magazines, such as *People*, *Essence*, and *Newsweek*, and in women's magazines. Campaign videos have aired on PBS, and public service announcements have aired on network television, national TV programmes, local television, cable, community access, college radio and educational television. Since the launch of the *There's No Excuse* campaign in 1994, the PSAs have generated more than \$100 million in donated time and space in 22,000 media outlets across the United States.

Impact

FVPPF has evaluated the effectiveness of *There's No Excuse for Domestic Violence*, and has noted encouraging increases in public awareness and willingness to take action after a campaign. The campaign also has received extensive media coverage in major United States newspapers such as *The New York Times* and *The Washington Post* and on the national news.

2



SEXUAL ASSAULT AND COERCION

Sexual assault and coercion “exist along a continuum, from forcible rape to nonphysical forms of pressure that compel girls and women to engage in sex against their will. The touchstone of coercion is that a woman lacks choice and faces severe physical or social consequences if she resists sexual advances.”²

Sexual assault can take place at any age, at any point in a woman’s life from infancy to old age. However, many forms of sexual violence go unreported because of a woman’s own feelings of shame or guilt, stigmas associated with such crimes, or the lack of adequate treatment from law enforcement personnel and legal systems. Materials in this section address incidents of molestation, rape, sexual harassment and intimidation, and other violent acts occurring within the general community.

²Heise, L., Ellsberg, M. and Gottemoeller, M. Ending Violence Against Women. *Population Reports*, Series L, No. 11. Baltimore, Johns Hopkins University School of Public Health, Population Information Program, December 1999.



ARGENTINA
 Hay trabajos que las mujeres no queremos hacer.
 [There are jobs that we women don't want to do.]
 Postcard
 2000, Spanish
 Instituto Social y Político de la Mujer
 10 x 14 cm
 ITEM # TD ARG 5



Marcelo Atencio
 Contador/AcoSador. Alguien debe explicarle a tu jefe que no puede seguir humillándote.
 [Marcelo Atencio Accountant/Harasser. Someone should let your boss know that he can't go on humiliating you.]
 Postcard
 2000, Spanish
 Instituto Social y Político de la Mujer
 14 x 10 cm
 ITEM # TD ARG 4

Sólo por ser mujer. La violencia hacia la mujer es delito, denuncia. Una de 4 mujeres es golpeada por un hombre. [Just because she's a woman. Violence against women is a crime, report it. One out of 4 women is beaten by a man.]
 Poster
 1998, Spanish
 Instituto Social y Político de la Mujer
 60 x 45 cm
 ITEM # PO ARG 9



¡No servís para nada!... Las mujeres son agredidas diariamente de diferentes formas. Denunciemos los actos de violencia. [You are good for nothing!... Every day women are assaulted in different ways. Report acts of violence.]
 Poster
 1998, Spanish
 Instituto Social y Político de la Mujer
 60 x 45 cm
 ITEM # PO ARG 17



BARBADOS
 Rape makes flowers...bleed.
 Poster
 1998, English
 United Nations Development Fund for Women (UNIFEM)
 60 x 45 cm
 ITEM # PO BAR 1





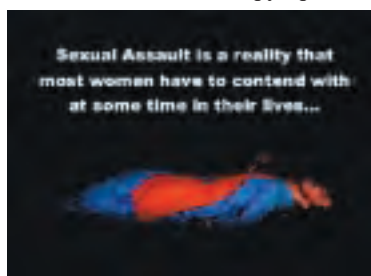
Introduction to the CD-ROM



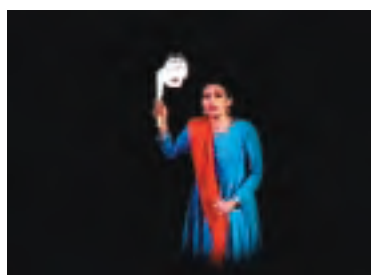
Naina Kapoor, head of Sakshi, a violence intervention centre based in New Delhi, and D.R. Campbell, justice in the federal Court of Canada, introduce the virtual seminar.



The CD-ROM contains a seminar, forum, interviews with experts, and interactive activities aimed at sensitizing judges.



The CD-ROM also contains excerpts from Dr. Malika Sarabhai's play "Sita's Daughters," which explores stereotypes about rape.



The play uses puppets to raise sensitive issues about sexual assault.

INDIA

Sexual assault: A virtual conference for judges in the criminal courts

CD-ROM

2000, English

SAKSHI

Asia-Pacific Advisory Forum on Judicial Education on Equality Issues

CD-ROM explores how cases of sexual assault are administered through the criminal justice system. It is intended as an educational tool to sensitize judges to deal more fairly in cases of rape and violence against women. The CD-ROM contains a virtual seminar and background information, as well as interactive activities to test knowledge and stereotypes about sexual assault.

ITEM # SO IND 1

Right to protection from sexual harassment at the workplace: recognise, protect and promote women worker's rights.

Poster

1999, English

International Labour Organization, New Delhi Training and Information on Women Workers' Rights.

70 x 48 cm

Text lists definitions of sexual harassment under the international labour standard, Indian national law regarding sexual harassment (Indian Penal Code and Guidelines laid down by the Supreme Court in 1997), and responsibilities of employer and employee for eliminating sexual harassment at the workplace.

ITEM # PO IND 236





KENYA

Your mother was raped: A woman was raped — which of the two is worse?

Poster

1999, English

United Nations Development Fund for Women (UNIFEM); United Nations Development Programme (UNDP); Federation of Women Lawyers (FIDA); and McCann Erickson

30 x 24 cm

Bottom text reads: "Most men would kill to end rape. Because no one can stomach the thought of his own mother, sister, wife or daughter being raped. We assume it only happens to some other women. But that's what our loved ones are to a stranger, or a neighbour. We assume rape is fired by passion or a need for sexual release. But many men accused of rape are married and have children. Yet their victims include 9-month-old baby girls. Or 90-year-old grandmothers. Where is the sex appeal? A rapist seeks to prove his masculinity and perhaps hatred for women. While you're reading this someone's mother, wife, sister or daughter is being violently raped somewhere in Kenya. Possibly by someone you know. Rape is far more prevalent in Kenyan society than we realize. And frighteningly, it's a lot closer to home than you'd imagine. Violence against women. Nobody wins."

ITEM# PO KEN 162



Rape is like being dragged along a murrum road with no clothes on.

Poster

1999, English

United Nations Development Fund for Women (UNIFEM); United Nations Development Programme (UNDP); Federation of Women Lawyers (FIDA); and McCann Erickson

38 x 29 cm

Bottom text reads:

"When it eventually stops you'll be bleeding, battered and broken. It's an experience you wouldn't wish upon anybody. Let alone someone you love. Yet as you're reading this, someone's wife, daughter, mother or sister is

being violently raped somewhere in Kenya. Possibly by someone you know. Rape is far more prevalent in Kenyan society than we realise. And frighteningly, it's a lot closer to home than you'd imagine. So next time you read about a woman being raped, try to imagine that it's someone you love being dragged along that murrum road. Violence against women. Nobody wins."

ITEM # PO KEN 171

NIGERIA

Mmeso ojoo ana emeso umunanyi: si mba n'ihe gbasara...iba mwanyi. [Inhumane treatment of women: say no to it!]

Poster

Igbo

Women, Law and Development Centre Nigeria

22 x 17 cm

ITEM # PO NGA 204



The scars of the past years (rape)...

Poster

1998, English

Women's Centre for Peace and Development (WOPED)

62 x 44 cm

ITEM # PO NGA 281



Community Caravans Educate Rural Communities about Sexual Assault



Games and role plays are used as part of the awareness-raising process.

A bus from the caravan bringing information about sexual assault to rural communities.



A counsellor talking during one of the workshops.

Organization: Rape Crisis Society of Trinidad and Tobago

Campaign: Community Caravan

Country: Trinidad and Tobago

Background

The idea behind the Community Caravans stemmed from the fact that many rural communities in Trinidad and Tobago do not have access to resources or information relating to sexual assault and gender-based violence. Organized by the Rape Crisis Society of Trinidad and Tobago, the caravans come to the communities themselves to raise awareness. Counsellors conduct preliminary research in a community to determine the most important local issues and then identify leaders to help them work with the community. Before the arrival of the caravans, posters and flyers are posted, leaders hold a town meeting to inform people of the arrival of the caravan, and a loud-speaker announces the visit. Incentives such as free food and childcare during the workshops also encourage community members to attend. Social workers and counsellors from the caravan conduct workshops within each community on such issues as sexual abuse, rape, incest and domestic violence. The information provided by these educators is critical in economically depressed communities without access to television,

newspapers, or other information sources such as women's centres.

Campaign Materials

The most important "material" from this outreach effort is the provision of buses equipped with information and training materials to be distributed to the community. The bus in this sense serves as an innovative communication strategy allowing the services of the urban-based Rape Crisis Centre to be transported to rural areas. Bus caravans were advertised by posting flyers and posters in prominent spots in the communities. These were also given to religious and service organizations in the surrounding areas one week before the caravan arrived. Copies of the programme were sent to daily newspapers, one television station and six radio stations which advertised the programme free of charge.

Impact

The number of rural community members who travel to see counsellors from the Rape Crisis Society, request information, and ask for follow-up workshops in their communities illustrates the utility and importance of these services. Following a visit of the caravan, a number of communities have decided to create permanent rape crisis centres in their own areas. The Rape Crisis Society has helped these communities to establish similar centres.



PERU

No guardes silencio...denuncia el abuso sexual. El abuso sexual afecta principalmente a niñas, niños y mujeres. [Don't keep silent..report sexual abuse. Sexual abuse primarily affects girls, boys and women.]

Pamphlet
Spanish

Defensoría del Pueblo, Defensoría Especializada en los Derechos de la Mujer.

21 x 15 cm, 4 pages

Pamphlet defines sexual abuse, rape, sexual harassment and statutory rape. Provides guidelines for victims of sexual abuse highlighting their legal rights and responsibilities. Produced by the Office of the Ombudsman, Special Unit on Women's Rights.
ITEM # PL PER 372

Mientras el sexo sea considerado privilegio y derecho de los hombres, las mujeres y las niñas seguirán siendo explotadas sexualmente en sus casas y en la calle. [While sex is considered a privilege and right of men, women and children will continue to be exploited sexually in their homes and in the street.]

Poster
Spanish
Movimiento el Pozo
47 x 32 cm
ITEM # PO PER 102



Eres tan macho como yo? El ejercicio de la sexualidad masculina basado en la dominación es una negación del amor [Are you as "macho" as I am? The exercise of sexuality based on domination is a denial of love.]

Poster
Spanish
Movimiento el Pozo
58 x 34 cm
ITEM # PO PER 101

**SOLOMON ISLANDS
Rape**

Pamphlet
1994, English
SAVE! Project
21 x 15 cm, 12 pages
Describes rape, attempted rape and the penalties for both crimes. Suggests community, family and victim assistance and self-defense initiatives that women can take.
ITEM # PL SOL 3





SOUTH AFRICA

Surviving rape.

Pamphlet

1997, English

Reproductive Health Research Unit; Society for Family Health (SFH); Planned Parenthood Association of South Africa (PPASA); AIDS Media Research Project (AMREP)

21 x 10 cm, 6-panels

Information on rape, pregnancy, and STDs/AIDS.

ITEM # PL SOA 91

You're only half a man if you rape a woman: Sex without consent is rape. For more information, contact NISAA...

Poster

English

NISAA National Institute for Women's Development

58 x 82 cm

ITEM # PO SOA 79



UNITED KINGDOM

By the time they reach eighteen, one of them will have been subjected to sexual abuse. From flashing to rape, male abuse of power is a crime.

Poster

English

Zero Tolerance Campaign

30 x 21 cm

ITEM # PO UKD 105

See campaign description, pages 62-63



Her boss raped her at knifepoint. In court, she was asked if she found him attractive. Justice for women — male abuse of power is a crime.

Poster

English

Zero Tolerance Campaign

30 x 21 cm

ITEM # PO UKD 106

See campaign description, pages 62-63



Six kids. One rapist. Same old story. Insufficient evidence. Male abuse of power is a crime — justice for children.

Poster

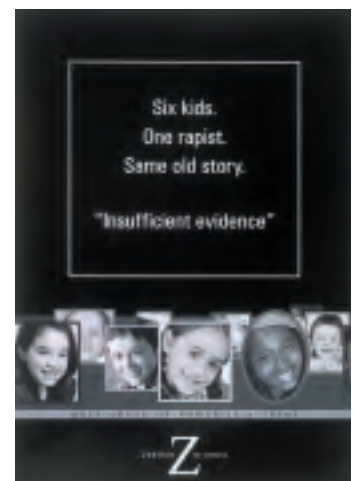
English

Zero Tolerance Campaign

30 x 21 cm

ITEM # PO UKD 107

See campaign description, pages 62-63



Saying No to Sexual Harassment in the Workplace

Spolno nadlegovanje na delovnem mestu : Informativni vodilni za vse, ki se soočajo s spolnim nadlegovanjem na delovnem mestu. [Information guidelines for anyone facing sexual harassment in the workplace.]

Pamphlet

1997, Slovenian

21 x 10 cm, 8-pages

ITEM # PL SLO 1



Kako sefu reci ne! [How to say no to your boss.]

Poster • 1997, Slovenian • 70 x 50 cm

ITEM # PO SLO 1



Organization: Women's Forum

Campaign: How to Say No to the Boss in Slovenia and Croatia

Countries: Slovenia and Croatia

Background

A public opinion survey conducted at the beginning of the campaign indicated an incredible tolerance for sexual harassment towards women in the Slovenian and Croatian workplace. The majority of women victims did not view such behaviour as sexual harassment, and were not aware of their legal rights in the workplace. This joint initiative between trade unions, women's machineries and universities in Slovenia and Croatia aimed to change such attitudes by informing women of their legal rights. Specific objectives were to raise general public awareness of the problem and formulate proposals and amendments to existing laws.

Results were achieved through the launching of a nation-wide awareness-raising media campaign and the organization of "training of trainers" workshops to teach women employees how to "say no to the boss" in cases of sexual harassment. The campaign also looked to sexual harassment policies in several Scandinavian countries as a model for legal reform.

Campaign Materials

Awareness-raising materials in Slovenia consisted of 30,000 leaflets and 6,000 posters. Posters were displayed in banks, post offices, railway stations, and health care centres, during press conferences and on a specially created website, and were distributed by trade union activists. In Croatia, 10,000 leaflets, 5,000 posters and 3,000 copies of a book were distributed to trade unions, journalists, members of the Croatian Parliament and all members of the

government Commission for Equality. Approximately 3,000 copies of a manual on developing company policies for the prevention and eradication of sexual harassment were distributed to trade union and NGO activists. A special half-hour videocassette, an introduction to the problems of sexual harassment in the workplace, was presented at a "training of trainers" workshops. Workshops showcased models of a seminar on sexual harassment as well as a model of a women-friendly firm.

Impact

The campaigns stimulated extraordinary attitudinal and policy changes: The Government Office for Women's Politics in Slovenia, the Women's Section of the Autonomous Trade Unions of Croatia and the Department of the Ministry of Labour in Croatia established special phone lines offering free counselling to victims of harassment. In Slovenia, parents established an association against sexual abuse and harassment in schools, and a trade union strike forced a major Slovenian company to respond to sexual harassment charges by its female employees. A new labour law against workplace sexual harassment in Slovenia has been drafted, similar to that which exists in Sweden and the Netherlands. As a result of increased awareness about sexual harassment in the workplace, Croatian trade unions adopted sexual harassment policies, and the first criminal charges for sexual harassment were filed in a Croatian lawsuit.

The campaigns received extensive media coverage in major dailies, weeklies and magazines in Slovenia, with 95 articles in printed media, 7 television broadcasts and extensive radio coverage. In Croatia, over 50 articles were published covering different aspects of the campaign, and 4 television programmes profiled the campaign.



UNITED STATES

Sweet sixteen. And already been raped. 1 out of every 4 girls is already the victim of sexual violence by the age of sixteen. 85% of the time, her attacker is someone she knows — a parent, relative or boyfriend. For help, or the facts, call...

Poster

English

Pennsylvania Coalition
against Rape

44 x 28 cm

ITEM # PO USA 1320

This is not an invitation to rape me.

Poster

English

Los Angeles Commission on
Assaults Against Women
(LACAAW)

43 x 28 cm

ITEM # PO USA 1407



Rape wasn't part of her sentence. In the U.S. female inmates face sexual abuse by prison officials ranging from rape and sexual extortion to groping during daily pat-down searches....

Poster

1999, English

Amnesty International USA

91 x 61 cm

ITEM # PO USA 1405

3



HARMFUL TRADITIONAL PRACTICES

Tradition and cultural practices around the world have often been used to justify violence against women. “Culture” presents a powerful argument for the perpetuation of practices harmful to women. However, culture is neither static nor monolithic, and traditions are continually evolving. Culture can also serve as a powerful force in the protection of women’s rights. Materials in this section refer to cultural practices of female infanticide and prejudice against the girl-child, violence against widows, and female genital mutilation.

AFRICA REGIONAL

Care for girls' health. Educate all on the dangers of female circumcision.

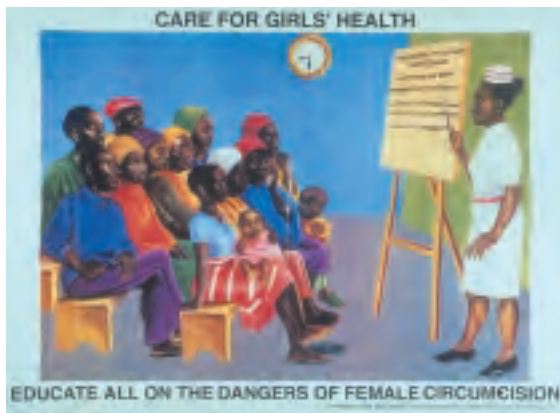
Poster

English, Swahili

Seventh Day Adventist/Rural Health Services; Programme for Appropriate Technology in Health (PATH)

45 x 60 cm

ITEM # PO AFR 66



Female circumcision violates a girl's rights. Join hands to eradicate it.

Poster

English

Seventh Day Adventist/Rural Health Services; Programme for Appropriate Technology in Health (PATH)

45 x 60 cm

ITEM # PO AFR 67

BURKINA FASO

Pour ma santé. Je refuse l'excision. [For my health. I refuse to be circumcised.]

Poster

1995, French

Comité National de Lutte Contre la Pratique de L'excision (CNLPE)

45 x 32 cm

ITEM # PO BKF 29



Ensemble disons NON! à la pratique de l'excision [Together let's say No! to female circumcision.]

Poster

1995, French

Comité National de Lutte Contre la Pratique de L'excision (CNLPE)

60 x 43 cm

ITEM # PO BKF 34



School Clubs Create and Educate on Violence against Women

Organization: Women's Centre for Peace and Development (WOPED)

Country: Nigeria



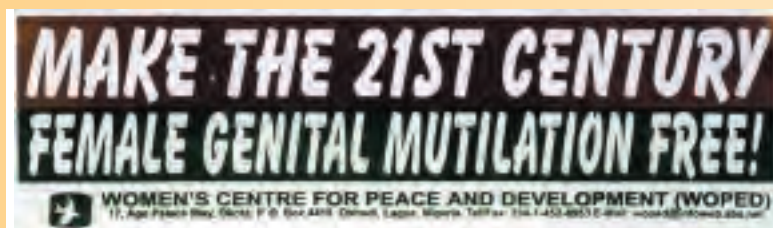
Dangerous widowhood practices.

Poster

1998, English

62 x 44 cm

ITEM # PO NGA 280



Make the 21st century female genital mutilation free!

Sticker

English

7 x 23 cm

ITEM # TD NGA 164

Background

WOPED is an information and advocacy organization focused on development and ending violence in Nigeria. Many of WOPED's outreach activities occur through the establishment of Peace and Anti-Violence Education (PAVE) school clubs to educate youth on issues of non-violence. Currently WOPED has nine clubs comprised of about 300 students in different parts of Nigeria. As part of a UNIFEM-sponsored project, WOPED developed a special outreach initiative training schoolchildren on the rights of women and children to freedom from gender-based violence.

Campaign Materials

Media materials for the campaign (posters, stickers, a radio jingle) were created by an independent designer and in-school PAVE clubs. In order to come up with campaign slogans, WOPED held a poetry contest for PAVE students on issues of violence

against women. Winning poems were printed on posters, and authors read their poems aloud on national television. Approximately 2,000 copies of posters with the winning poems were posted in public places such as billboards, bus stops, women's centres and police stations. These print materials were used for public educational purposes, and mailed to other rural women's groups for use in their workshops and meetings.

Impact

WOPED's outreach efforts and campaign have publicized the issue of gender-based violence amongst a wide spectrum of Nigerian society, from school children to community leaders. There has been a great deal of media coverage of WOPED activities, and commentary on the positive effects of the posters, jingles and other campaign-related activities in creating real change in women's lives.



Young man comes to the village and tries to educate the villagers about the dangers of circumcision. He uses a female anatomical model to explain the dangers of the cutting process.



The man's sister collapses after the circumcision ceremony and is helped by her mother.



Young man standing outside the clinic where his circumcised sister is losing blood and could die. He asks: "Is it a sign of love to make our women suffer?"

BURKINA FASO

Pourquoi donc l'excision? [Female circumcision. Why?]

[12 minutes]

Video

1995, Dioula, English Subtitles
Comité National de Lutte Contre la Pratique de L'excision (CNLPE)

Drama about the dangers of female circumcision. Opens with the village headman talking about female circumcision, followed by a depiction of events in the life of a family in Banfora village. A young man comes home to the village and learns of his sister's upcoming female circumcision ceremony. As a nurse, he is aware of the dangers of this ceremony. His parents become angry when he tries to prevent his sister from being subjected to it. Determined to stop the practice, he tries to educate other men in the village about the hazards of circumcision. Later on, his sister is hospitalized as a result of hemorrhage, and almost dies. His remorseful family then faces the consequences of their decision to allow the ceremony.
ITEM # VT BKF 9

EGYPT

[No to female circumcision].

Poster

1997, Arabic

Caritas Egypt, Division of Health
45 x 63 cm

ITEM # PO EGY 68



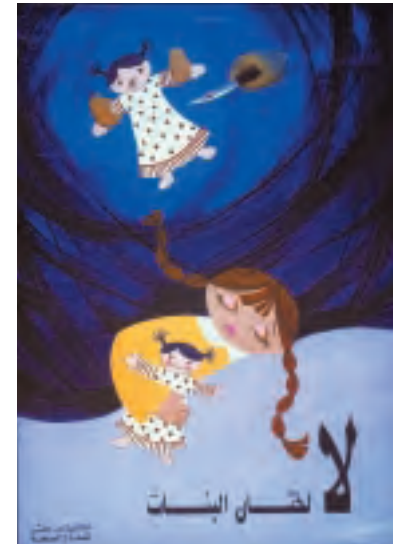
[No to female circumcision].

Poster

1997, Arabic

Caritas Egypt, Division of Health
64 x 45 cm

ITEM # PO EGY 69



[No to female circumcision].

Poster

1997, Arabic

Caritas Egypt, Division of Health
63 x 45 cm

ITEM # PO EGY 70





[Circumcision is a deformation].
Poster
1995, Arabic
Centre for Development
Services
26 x 20 cm
ITEM # PO EGY 117



[Circumcision is an incurable wound].
Poster
1995, Arabic
Centre for Development
Services
26 x 20 cm
ITEM # PO EGY 120



[Don't betray her trust in you].
Poster
1995, Arabic
Centre for Development
Services
26 x 20 cm
ITEM # PO EGY 118



[Circumcision is a mutilation to her humanity].
Poster
1995, Arabic
Centre for Development
Services
26 x 20 cm
ITEM # PO EGY 116



Spot begins with pregnant woman happy and singing.



She goes to get an ultrasound



It is discovered that the baby is a girl.



We see scissors and rubber gloves falling to the floor.



The spot ends with the woman no longer pregnant, and crying. A caption flashes across the screen : "She was not allowed to be born...because she was a girl" .

INDIA

"She was not allowed to be born" [30 seconds]

Public Service Announcement
 1999, English, Hindi
 United Nations Development Fund for Women (UNIFEM) and SWATI Visuals
 Cultural pressures and structural discrimination against women lead an expectant mother to abort her baby girl. Illustrates how the misuse of technology can lead to sex selection and female infanticide. Produced as part of a series of awareness-raising PSAs for the United Nations Inter-Agency Campaign for the Elimination of Gender-Based Violence in South Asia.
 ITEM # VT IND 104

"Missing women"

[30 seconds]
 Public Service Announcement
 1999, English, Hindi
 United Nations Development Fund for Women (UNIFEM) and SWATI Visuals
 Spot presents images of a baby girl and an older woman, poignantly emphasizing the prevalence of gender violence and discrimination across the life cycle of women. The reference to "missing women" in South Asia refers to the declining sex ratio in large parts of the region as a cumulative effect of denial and discrimination based on gender, resulting in excessive female mortality. Due to sex selection and female infanticide, more males are born than females in the most populous nations of the world, even though natural birth ratios would produce more females.
 ITEM # VT IND 104



Sounds of howling wind, image of baby in mother's arms.



The image of a baby turns into that of a young girl. Reference is made to a woman's life cycle, from infancy to old age.



Caption flashes across screen and narrator speaks: "All over the world there are more women than men. In South Asia, 74 million women are missing..."



... "Why?". An elderly woman appears as the viewer is left to ponder the question.



KENYA

Please mother, stop female circumcision.

Poster

1995, English

Family Planning Association of Kenya

57 x 41 cm

ITEM # PO KEN 65

Say NO to female circumcision... It is a threat to our health and education.

Poster

1995, English

Family Planning Association of Kenya

57 x 41 cm

ITEM # PO KEN 95



Say NO to female circumcision.

Poster

1995, English

Family Planning Association of Kenya

57 x 41 cm

ITEM # PO KEN 73

Female circumcision affects girls' health and education. Don't earn from it.

Poster

1998, English

Maendeleo Ya Wanawake Organisation (MYWO), Kenya

59 x 43 cm

ITEM # PO KEN 107





Some fifty percent of the communities in rural Kenya practice FGM in various forms.



Zipporah Kittony, chairwoman of Mandeleo Ya Wanawake Organisation presents certificates to girls who have gone through alternative circumcision ceremonies. During the "circumcision by words" practice, girls go through counselling and other rituals, but the practice of cutting the clitoris is excluded completely.



A young woman who has gone through "circumcision by words" getting married. To crown off the celebration, the initiates march in this girl's wedding to show that girls who have not been circumcised are indeed marriageable.



Women dance in a celebration after the alternative circumcision ceremonies.

Rites of passage: A programme on a solution to the problem of female circumcision. [17 minutes]

Video

1997, English

Maendeleo Ya Wanawake Organisation (MYWO)

This video documents the efforts of a village in Tharaka Nithi District of Kenya to create a socially acceptable alternative to female genital mutilation (FGM). Maendeleo Ya Wanawake organized an alternative celebration of womanhood termed "circumcision by words." Participants received counselling and participated in all of the rituals associated with FGM with the exception of the cutting of the clitoris. This alternative to traditional FGM is slowly gaining acceptance within certain parts of Kenya.

ITEM # VT KEN 68

Sara: Daughter of a lioness [20 minutes]

1998, English

UNICEF-ESARO

Third in a series of animated films produced by UNICEF in Eastern and Southern Africa on "The Adventures of Sara." The character of Sara is emerging as a heroine for adolescents, and a role model for girls' as well as boys' empowerment. This story focuses on the issue of female genital mutilation. Sara's grandmother wants her to be circumcised as a rite of passage into womanhood. Sara refuses and has nightmares about being cut. After being taken to be circumcised against her will, she escapes and publicly questions the value of the practice. Eventually, she convinces her mother and the village as a community to re-examine circumcision practices.

ITEM # VT KEN 67



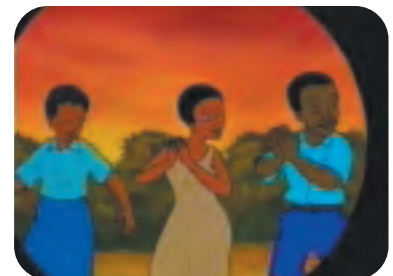
Sara does not want to be circumcised and has a nightmare about it: "To make you whole we have to cut," says the ghost.



Sara's classmates surround her and make fun of her for not being circumcised.



Sara is grabbed by the village elders and taken to be circumcised.



Sara dances in triumph after she escapes and convinces the village that the practice of FGM must be re-examined. "Our customs must bring life, not death," the villagers agree in the end.



“He wants a baby boy” — gender violence begins here.

Poster
English
United Nations Development Fund for Women (UNIFEM); United Nations Development Programme (UNDP); Federation of Women Lawyers (FIDA) and McCann Erickson

28 x 21 cm

Bottom text reads: “It begins with the unborn child. Long before it’s been named or drawn its first breath; once born, the child’s worth again will be measured according to its

sex; and if it is a girl, the first words she hears her father say to her mother may well be ‘What kind of a woman are you? I wanted a boy!’ In time, that child will grow into a woman; she will marry, and like her mother, seek to fulfill her life’s worth by bearing a son; it’s time to break the cycle; to recognize that all human beings are born equal; to raise all our children to be all they can be; the responsibility rests with us : Violence against women. Nobody wins.”

ITEM # PO KEN 175

PHILIPPINES

“Baby Maker” [30 seconds]

Public Service Announcement
1999, Tagalog, English subtitles
Reach Out Reproductive Health Foundation

A young married woman is subjected to pressure from her family to keep having babies until she has a son. Emphasizes how gender-based violence can affect both unborn child and mother, whose health may be compromised in order to have a baby boy.

ITEM # VT PHI 106



We see a woman carrying out her household chores such as hanging the laundry to dry. We then hear the voice of her mother-in-law: “What, all you have are daughters? Don’t you have sons? My other daughter-in-law has given me grandsons to carry on the family name. What about you?”



The woman is heavily pregnant and visibly in pain. We hear the voice of her husband: “Even if you get pregnant every year we’re not going to stop trying until we have a son.”



Narrator appears on screen to proclaim: “You’re not just a baby maker. You have choices. You have rights.” Logo appears: “Visit the health centre for more information about reproductive health.”

4



TRAFFICKING AND COMMERCIAL SEXUAL EXPLOITATION

Trafficking and commercial sexual exploitation refer to the illicit and clandestine movement of persons across national and international borders, largely from developing countries and some countries with economies in transition, with the goal of forcing women and girl children into sexually and economically oppressive and exploitative situations. According to the United Nations Population Fund, two million girls between ages 5 and 15 are introduced into the commercial sex market every year.³ Materials in this section warn potential victims of sex traffickers and raise general awareness about the phenomenon of trafficking.

³Lederer, Edith M., Sexual Exploitation of Women. *AP Worldstream*, 6 June 1996. (Report on panel discussion in Istanbul related to the World Congress on the Sexual Exploitation of Children, prior to Habitat II Conference)

Exposing the Dangers of Sex Trafficking

Organization: Cambodian Women's Crisis Centre (CWCC)

Campaign: Media Campaign to Raise Awareness about Sex Trafficking

Country: Cambodia

Documentary about trafficking in women and children to Thailand [23 min.]

Video

Cambodian, English Subtitles

Video targets Cambodian citizens, particularly women, and discourages them from entering Thailand illegally in search of work. By documenting stories of trafficking in women and children from Cambodia to Thailand, the video warns women of what may lie ahead of them abroad.

ITEM # VT CAM 14



1. Woman about to leave Cambodia for opportunities in Thailand: "Do you know the following information before you decide to leave your motherland and seek an illegal job in Thailand?"



2. Traffickers often lure children by offering them toys, clothes and food, or simply abduct them.



3. Many women trafficked abroad serve as prostitutes or become beggars.



4. Sometimes the trafficker takes all their money and notifies the Thai police to arrest them. While they are waiting to be sent home, they are kept like criminals in a detention centre.

Objective

One of the most pervasive forms of violence against women in Cambodia is sex trafficking. This media campaign was thus intended to raise awareness of trafficking within local Cambodian villages in order to warn potential victims and sensitize police officials and local authorities about the extent of the problem.

Campaign Materials

In order to raise the level of awareness in these communities, the Cambodian Women's Crisis Centre (CWCC), in collaboration with the Women's Media Centre of Cambodia (WMC), created video and radio programmes. These programmes depicted the abysmal conditions of brothels, the tricks used by traffickers to abduct, lure, and deceive women into the sex trade, and services which are available to victims of trafficking or people who know the victims. It also explained the recently adopted Cambodian Law on the Suppression of Kidnapping and Trafficking/Sale of Human Persons and Exploitation of Human Persons. The television programme was shown nationwide three to four days a week during prime time over a four-month period. The radio programme was broadcast nationwide three times a day over six weeks.

Impact

Interviews with a cross-section of Cambodian citizens demonstrated the success of the programmes in raising awareness about sex trafficking. Approximately 9 out of 10 respondents had seen the video, and an overwhelming majority could cite specific information from the programme. Many said that they had discussed the issues with other people, and 4 out of 5 said the video had caused them to be more careful about strangers who offered jobs to villagers.

The media campaign also increased the use of CWCC's services. After the programmes aired, approximately 50 people contacted the CWCC for direct services, and 40 more phoned to inform the agency of brothel locations, requested assistance for a missing relative, asked for counselling, or requested further information. Taxi drivers have also brought victims escaping from brothels to the shelter.

Lastly, the vice-mayor of Phnom Penh was prompted by the video to convene a meeting of 50 district chiefs, police commissioners and NGO representatives. He ordered the police to act strongly against sex trafficking. Within three months of the campaign, almost 400 women and children were rescued from brothels and brought to rehabilitation centres and at least 35 brothel owners were jailed.



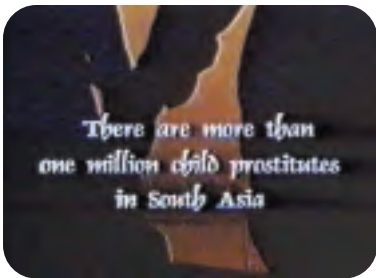
Shots of young prostitutes on the street.

INDIA

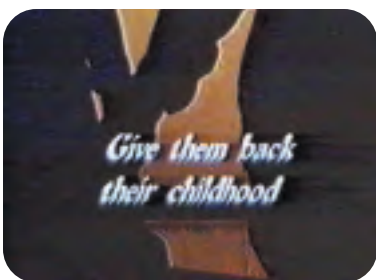
“Child Prostitutes” [30 seconds]

Public Service Announcement
1999, English, Hindi
United Nations Development
Fund for Women (UNIFEM) and
SWATI Visuals

Spot emphasizes the high
number of young women in
South Asia sold into prostitution.
ITEM # VT IND 104



Cut to a shadowy image of an adult holding the hand of a child sold into prostitution. Caption flashes across the screen as the narrator states: “There are more than one million child prostitutes in South Asia.”



Final caption appears, along with voiceover : “Give them back their childhood.”

“Like Cattle” [30 seconds]

Public Service Announcement
1999, English, Hindi
United Nations Development
Fund for Women (UNIFEM) and
SWATI Visuals

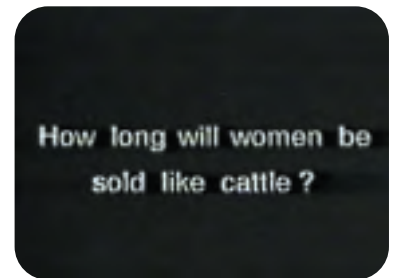
Intersperses images of cattle
markets in South Asia with flesh
markets where women are
bought and sold. Illustrates how
the treatment of women in the
South Asian sex industry
compares to that of animals sold
in the market.
ITEM # VT IND 104



Spot shows images of cattle markets with voiceover “Some of the largest cattle markets in South Asia...”



... juxtaposed with images of young female sex workers and voiceover “Some of the largest flesh markets of South Asia.”



Caption flashes across the screen as the narrator asks: “How long will women be sold like cattle?”

NIGERIA



Get rich quick? Get caught in forced prostitution.

Sticker

English

Women's Centre for Peace and Development (WOPED)

6 x 24 cm

ITEM # TD NGA 165



Beware of sex traffickers! It is not a gold mine out there.

Sticker

English

Women's Centre for Peace and Development (WOPED)

6 x 24 cm

ITEM # TD NGA 166



Sex trafficking. Stop it!

Poster

English

Women's Centre for Peace and Development (WOPED)

60 x 41 cm

ITEM # PO NGA 289

PERU

Creencias y realidades sobre la prostitución. [Beliefs and realities about prostitution.]

Pamphlet

Spanish

Movimiento el Pozo

20 x 14 cm, 4 pages

Pamphlet lists commonly held beliefs about prostitution.

ITEM # PL PER 377



La prostituta no nace así, ni nace para vivir así, pero todos nosotros permitimos que sea así. [The prostitute was not born this way, nor was she born to live this way, but we all allow it to be this way.]

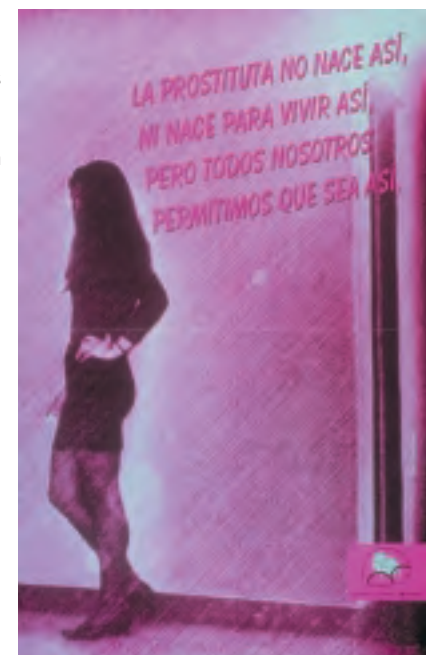
Poster

Spanish

Movimiento el Pozo

50 x 32 cm

ITEM # PO PER 91





First shots illustrate normal childhood activities: Children playing hopscotch...



...little girls playing in a schoolyard. The visual device of the girl covering her face with her hand changes into....



...that of an adult male hand covering the girl's face and mouth.



The girl cowers in terror as she is prevented from screaming or crying. She is in the shadows as a man is sexually abusing her.



Logo of the Itigilang Centre for the Prevention of Child Prostitution appears on screen as Nora Aunor tells viewers to contact the centre and help stop children from being subjected to this fate.

PHILIPPINES

"Games" [30 seconds]

Public Service Announcement
1999, Tagalog, English Subtitles
Reach Out Reproductive Health Foundation

The spot makes use of games as a visual device to show two contrasting children's worlds: Scenes of children playing are juxtaposed with scenes of adults sexually "playing" with children. Voice-over by Philippine actress Nora Aunor underscores the seriousness of the problem of forced child prostitution, and tells where to get help and information.

ITEM # VT PHI 106 (B)

RUSSIA

Otkroyniy Razgovor...
[A candid discussion...]

Pamphlet
Russian
Angel Coalition
This pamphlet explores the realities of Russian women



trafficked abroad. Pamphlet and the three following materials were created with funding and support from the Angel Coalition, a group of organizations which work together across Russia to help raise awareness about trafficking amongst young women and girls.

ITEM # PL RUS 69

[Does your security bother you? You have signed a contract, you have already processed documents to leave...]

Pamphlet
Russian
Angel Coalition



Pamphlet provides guidelines for women working abroad, warning them to take great care in making sure that the job is legal, documented, that others know where they are, and that they keep in touch with the Russian Consulate.

ITEM # PL RUS 70



[Are you looking for work overseas? Know the truth, don't become a victim!]

Pamphlet
Russian
Angel Coalition
Pamphlet provides telephone numbers of foreign embassies.

Women who are planning to work in a foreign country are advised to call the embassy for information about obtaining visas.

ITEM # PL RUS 71

Ne popadaetec na Obeshanka Oznakomte ce Factomie [Don't get hooked on a promise: know the facts.]

Card
Russian
Angel Coalition

Illustration of a gray sign with black text hanging from a hook advertising a job opening. Illustrates how women can unsuspectingly be "baited" into sex trafficking.

ITEM # TD RUS 9



THAILAND

Trade in human misery: trafficking in women and children: Asia region.

Kit
1998, English
United Nations Development Fund for Women (UNIFEM)
31 x 23 cm folder

This kit contains a foreword which includes general information on trafficking and the following documents: 1) "The magnitude of the problem"; 2) "The nature of the problem"; 3) "Trafficking mechanisms and techniques"; 4) "What is being done?"; 5) "Possible strategies — to combat trafficking".

ITEM # KT ASI 2



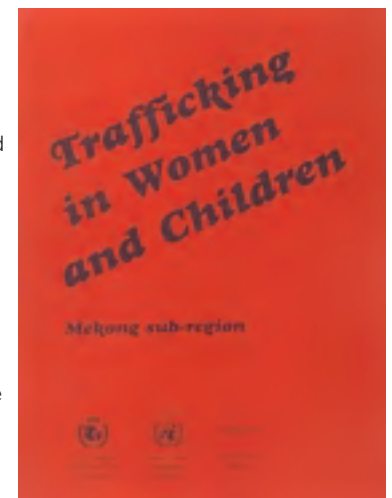
Trafficking in women and children: Mekong subregion.

Kit
English
United Nations Development Fund for Women (UNIFEM)

Folder containing six 30 x 42 cm, 1-sided information sheets

Information sheets provide overview on the trafficking of women and children in the Mekong sub-region. Topics addressed include: definitions, magnitude of the problem, nature of the problem, trafficking mechanisms and techniques, international standards, and possible strategies for combating trafficking.

ITEM # KT THA 4



5



HIV/AIDS AND VIOLENCE

The percentage of women infected with HIV/AIDS is rapidly reaching parity with men, and in some regions has already surpassed it. The narrowing sex ratios of men and women living with HIV/AIDS is not just a game of numbers. It is essentially an issue of gender and power relations. There is now a fast-growing understanding that gender inequality in every society heightens women's vulnerability to the epidemic and leaves them with untenable burdens when HIV/AIDS enters households and communities. Materials in this section focus on why and how HIV/AIDS is a gender issue and address women's ability to negotiate safe sexual practices.



ASIA

Women, Gender and HIV/AIDS in East and Southeast Asia.

Kit
2000, English
UNIFEM East and Southeast Asia Regional Office, Asia Pacific Gender Equality Network (APGEN), UNDP Southeast Asia HIV & Development Programme
31 x 23 cm folder
Kit contains nine pamphlets addressing HIV/AIDS, women's

status and gender in East and Southeast Asia:

- 1) Basic Facts about HIV/AIDS;
- 2) Country Facts;
- 3) HIV: A Woman's Human Rights Issue;
- 4) Why is HIV a Gender Issue?;
- 5) Women and their Vulnerability (PL ASI 30);
- 6) Mobility, Gender and HIV;
- 7) Mother-to-Child Transmission of HIV/AIDS: A Question of Rights;
- 8) Men's Role in the Fight against HIV/AIDS;
- 9) What is or Needs to be Done.

Includes an additional leaflet listing credits

ITEM # KT ASI 1

BRAZIL

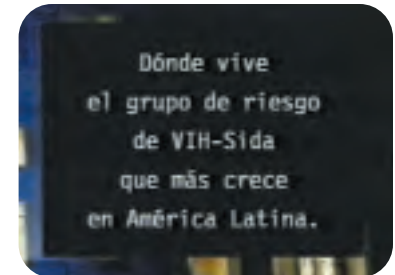
Una Casa: SIDA [A Home: AIDS]

[30 seconds]

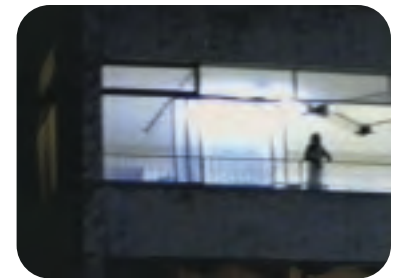
Public Service Announcement
1998, Portuguese, Spanish
United Nations Development Fund for Women (UNIFEM), Cepia (Cidadania, Estudio, Pesquisa, Informação e Ação) and Jair de Sousa e Cassio

Spot debunks myths that only a certain class of people get HIV/AIDS, emphasizing that AIDS may be prevalent even amongst the most well-off families in Latin America, and that women can get AIDS from their husbands.

ITEM # VT LAC 26



Sign flashes on the screen as the narrator states: "Where the fastest growing high risk HIV/AIDS group lives in Latin America."



Screen shows silhouettes of people living in an upscale high rise apartment building.



The camera moves from apartment to apartment as the narrator states: "Talk to your husband. AIDS. It happens even in the best families."



Final spot shows the campaign slogan "United Nations Campaign for Women's Human Rights: A life free of violence: It's our right."



AUSTRALIA

Tell him if it's not on, it's not on.

Poster
1994, English
Australian National Council on AIDS (ANCA)
29 x 21 cm
ITEM # PO AUS 33



Wedding music is played in the background. We see an image of a wedding ring as the narrator states "contrary to what the majority of women believe, this is not the best form of protection against HIV/AIDS."



The image of the wedding ring changes into that of a condom as the narrator says "This is."



" . . . Day by day, the number of married women infected by HIV/AIDS is increasing. Talk to your husband. AIDS. It happens even in the best of families."



Final spot shows the campaign slogan "United Nations Campaign for Women's Rights: A life free of violence: It's our right."

Alianza: SIDA [Union: AIDS]

[30 seconds]

Public Service Announcement
1998, Portuguese, Spanish
United Nations Development Fund for Women (UNIFEM)
Cepia (Cidadania, Estudio, Pesquisa, Informação e Ação),
and Jair de Sousa e Cassio

Spot emphasizes that marriage is not a foolproof protection against AIDS: Only condoms are.
ITEM # VT LAC 26

BURKINA FASO

Le préservatif, c'est un dialogue à deux : Le préservatif c'est la sécurité : Je souhaite que l'on utilise un préservatif : Un préservatif pourquoi pas! On peut essayer. [The condom: A dialogue between two people. A condom is security. I hope you will use a condom. Why not? You can try it.]

Poster

1997, French

Burkina Faso Ministère de la Santé de l'Action Sociale et de la Famille

Centre National d'Education pour la Santé

45 x 31 cm

ITEM # PO BKF 33



CANADA

If Mr. Right refuses to wear a condom, he's Wrong.

Poster

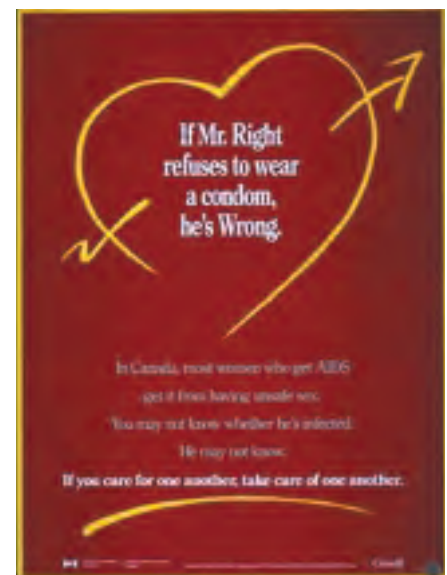
1991, English

Health and Welfare Canada.

62 x 47 cm

Bottom text reads: In Canada, most women who get AIDS get it from having unsafe sex. You may not know whether he's infected. He may not know. If you care for one another, take care of one another.

ITEM # PO CAN 22





DOMINICAN REPUBLIC

La protección debe ser derecho de todos. Use condones Protector. [Protection should be everyone's right. Use Protector condoms.]

Poster
Spanish

Asociación Dominicana Pro-Bienestar de la Familia
47 x 31 cm
ITEM # PO DRP 13

KENYA

Stand up for yourself against HIV/AIDS : No condom = no sex.

Poster
1997, English
Kenya Ministry of Health
60 x 42 cm
ITEM # PO KEN 99



GHANA

Anytime you 'sleep' with someone a life is at risk: yours! Play it safe — Use condoms.

Poster
English
Ghana Ministry of Health, National AIDS Control Programme
63 x 45 cm
ITEM # PO GHA 60



MEXICO

Como mujer, estoy preparada...para prevenir el SIDA. Evita el contagio. [As a woman, I am prepared to prevent AIDS. Avoid getting it.]

Poster
Spanish, 1993
Consejo Nacional de Prevención y Control del SIDA (CONASIDA)
56 x 43 cm
ITEM # PO MEX 129





NAMIBIA
It's my life... I can say no!
Poster
English
Social Marketing Association (SMA)
59 x 42 cm
ITEM # PO NAM 11

Women protect yourselves from HIV/AIDS. Say NO to sexual violence, unsafe sex
Poster
2001, English
United Nations Development Fund for Women (UNIFEM)
60 x 42 cm
ITEM # PO NGA 307

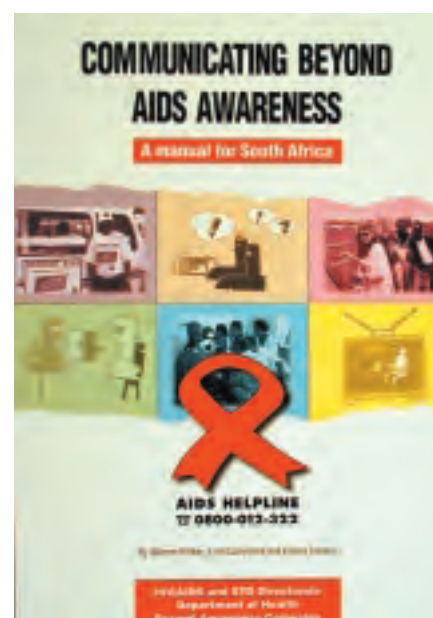


NIGERIA
AIDS is real. Protect yourself against AIDS. It is your right and responsibility.
Poster
1995, English
Staywell Health
43 x 62 cm
ITEM # PO NGA 155



SOUTH AFRICA
Communicating beyond AIDS awareness: A manual for South Africa

Training Manual
1998, English
South Africa Department of Health
Beyond Awareness Consortium
92 pages
This manual provides an overview of communications with a special emphasis on the HIV/AIDS epidemic in South Africa. It was designed to encourage deeper involvement in action around HIV/AIDS and to create effective, long-term solutions to the epidemic.
ITEM # TR SOA 2





SWITZERLAND

Ohne Präservativ? Ohne mich!
[Without a Condom? Without me!]

Poster

1992, German

AIDS-Hilfe Schweiz (AHS)

28 x 50 cm

ITEM # PO SWI 157

UNITED STATES

"He loves me. He loves me not". "He loves me"

Poster

1988, English

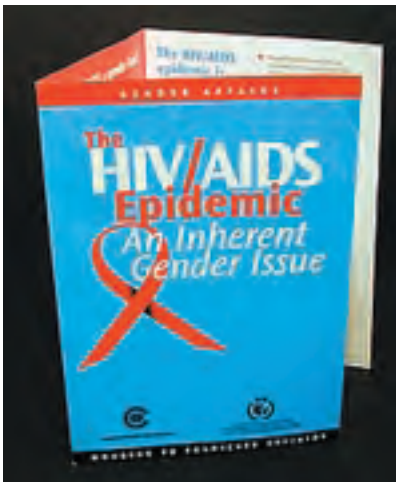
62 x 47 cm

Maryland Department of Health and Mental Hygiene

AIDS Administration.

Bottom text reads: To love someone is to protect them. Condoms do. They keep love alive. And lovers too.

ITEM # PO USA 368



UNITED KINGDOM

The HIV/AIDS Epidemic : An Inherent Gender Issue :

Pamphlet

2001, English

Commonwealth Secretariat, Gender and Youth Affairs Division and United Nations Development Fund for Women (UNIFEM)

21 x 15 cm, 6-panel

Pamphlet looks at HIV/AIDS as a gender issue. Includes data on the prevalence of HIV infection among women, justifications for viewing HIV/AIDS as a gender issue, list

of ways that women are particularly impacted by the HIV/AIDS epidemic, and actions to take to ensure gender equality relating to HIV/AIDS.

ITEM # PO UKD 258

Don't wait until morning to see if he respects you. Use a latex condom consistently and correctly for protection against HIV.

Poster

1993, English

62 x 47 cm

U.S. Centers for Disease Control and Prevention (CDC) National Prevention Information Network NPIN

ITEM # PO USA 598





Tell him he has a choice of what to wear. Use a latex condom consistently and correctly for protection against HIV.

Poster
1994, English
U.S. Centers for Disease Control and Prevention (CDC)
60 x 46 cm
ITEM # PO USA 597



Condoms. You have a right to insist.

Poster
1993, English
San Mateo County AIDS Project
51 x 41 cm
ITEM # PO USA 501

ZIMBABWE

Gender violence exposes women to the risk of HIV/AIDS

Poster
English
Women in Law and Development in Africa (WILDAF)
60 x 42 cm
Text boxes on poster contain statistics pertaining to gender-based violence: "1 in 4 women is kicked, beaten, slapped or hit"; "1 in 4 married women forced by partners to have sex"; "1 in 4 women prevented from seeing family or friends"; "1 in 4 women report unwanted sexual touching"; "1 in 6 women's partner stop sex as a way of punishment"; "1 in 6 women's partner boasts about or brings home girlfriends"; "1 in 6 women is prevented from getting a job or going to work"; "1 in 6 women reports rape or attempted rape"; "1 in 9 women is insulted with rude, sexual comments"; "1 in 11 women is followed by a man in a frightening way"; "1 in 5 women is threatened with physical violence"; "1 in 25 women is assaulted whilst pregnant"; "1 in 25 women is pushed, kicked or hit in the stomach"; "1 in 3 women is sexually harassed and abused"; "1 in 12 women is assaulted with a dangerous weapon"; "1 in 5 women is subjected to emotional abuse by their husbands who bring girlfriends home".

ITEM # PO ZIM 141



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



**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

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

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

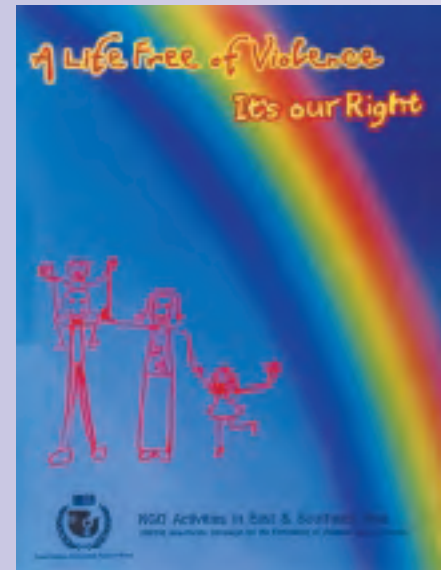


▼ **A life free of violence : It's our right : UNIFEM 1998 global campaign for the elimination of gender-based violence in the South Asia Region.**

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

▲ **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.

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 violence 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

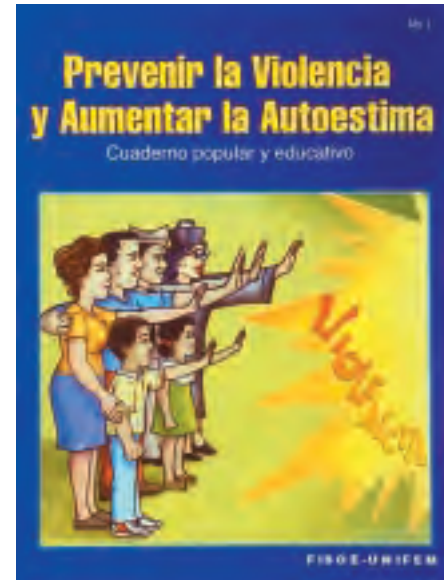
1999, Spanish

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 Coordinator'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..."



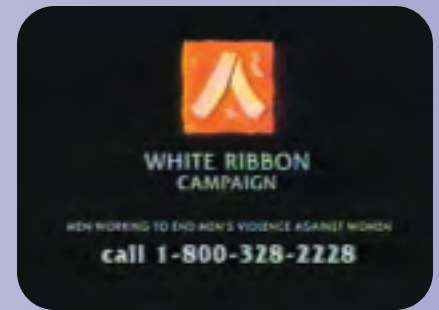
2. "...it's OK to make a lot of noise..."



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

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



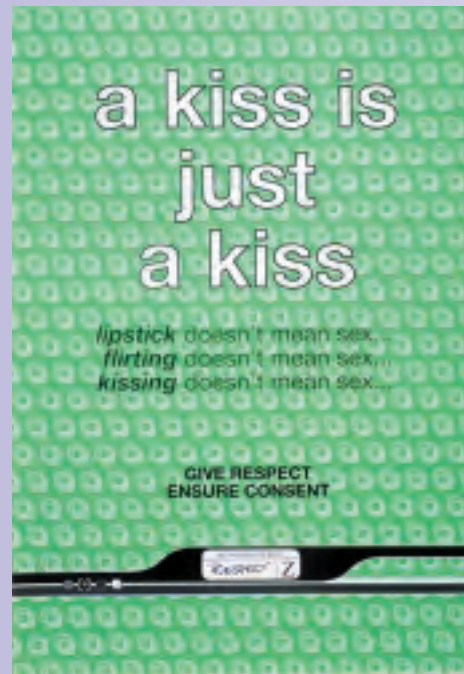
campaign. Campaigns can run from 3-9 months depending on the local area. Campaigns often include complementary events, such as training, conferences, seminars, debates, stalls and exhibitions in addition to the mass media formats mentioned above to keep the profile of the campaign high and respond to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

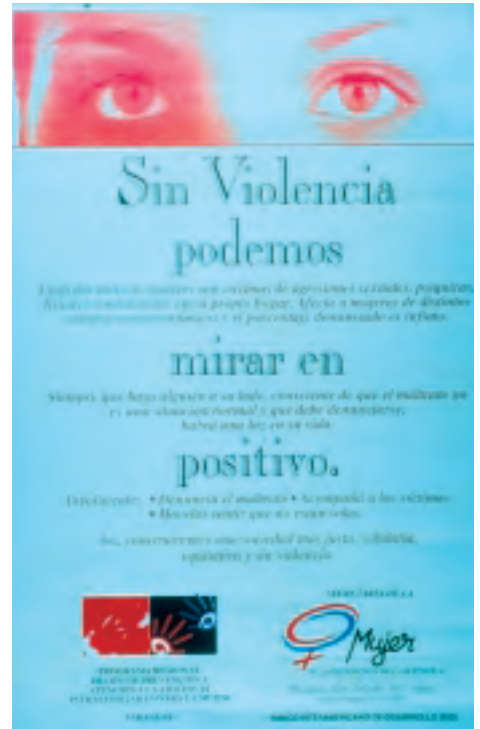


Alto a la violencia. [Stop violence.]
 Poster
 Spanish
 Milenio Feminista
 61 x 90 cm
 ITEM # PO LAC 34

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



Golpear marca, insultar marca, patear marca, humillar marca. Denunciar marca el cambio. La violencia contra la mujer es responsabilidad de todos...denúnciala. [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) 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.

Contacts for Materials

AIDS-Hilfe Schweiz (AHS)

Konradstrasse 20
Zürich, 8031 Switzerland
Phone: 01-273-42-42
Fax: 01-273-42-62
med.info@aids.ch
<http://www.aids.ch>

AIDS Media Research Project (AMREP)

Dept. of Obstetrics and Gynaecology
Baragwanath Hospital
PO Bertsham
2013 South Africa
Phone: 27-011-933-1228
Fax: 27-011-933-1227
mediains@icon.co.za
http://www.health.gov.za/hiv_aids/comm3.htm

Amnesty International USA

322 Eighth Avenue
New York, New York 10001 United States
Phone: 212-807-8400
Fax: 212-627-1451
<http://www.amnestyusa.org>

Arab Feminist Movement in Support of Victims of Sexual Abuse

PO Box 44803
Haifa, Israel
Phone: 972-4-851-4038
Fax: 972-4-862-6948
alssiwar@netvision.net.il

Asociación Dominicana Pro-Bienestar de la Familia (PROFAMILIA)

Socorro Sánchez No. 160
Zona 1, Apartado Postal 1053
Santo Domingo, Dominican Republic
Phone: 1-809-688 3566
Fax: 1-809-686 8276
profamilia@codetel.net.do

Asociación Venezolana para una Educación Sexual Alternativa (AVESA)

Apartado postal 3307, Carmelitas
Caracas, Venezuela
Phone: 58-2-551-8081
Fax: 58-2-552-5410
Avesa@reacciun.ve

Association pour les Femmes Africaines contre le VIH/SIDA

Rue 1 X G, Villa Rose
Point E, Dakar-Fann
Dakar, 16425 Senegal
Phone: 221-824-59-20

Australian National Council on AIDS (ANCA)

GPO Box 9848
Canberra, ACT 2601
Australia
Phone: 02-6289 8098, 02-6289 4147
<http://www.ancard.org/>

Burkina Faso Ministère de la Santé de l'Action Sociale et de la Famille

Centre National d'Education pour la Santé
B.P. 515
Ouagadougou, Burkina Faso

Cambodia Women's Crisis Centre

#21, Street 282, Borung Keng Kang I
PO Box 2421
Phnom Penh, Cambodia
Phone: 855-23-720723 / 15840507
Fax: 855-23-456009
E-mail: cwccct@forum.org.kh

Caritas Egypt

Division of Health
El Sabaa Street
C/o College de la Salle
PO Box 31
El-Daher, Cairo 11563
Egypt
Phone: 002-02-590-5148
Fax: 002-02-590-3138

Centre for Development Services

93 Kasr El-Aini Street
1st. Floor Apt# 7
Cairo, Egypt
Phone: 20-2-79-44-726
Fax: 20-2-794-8686
<http://www.neareast.org/>

Centre for Women's Global Leadership

Rutgers, the State University of New Jersey
61 Clifton Avenue
New Brunswick, New Jersey 08901-8535
United States
Phone: 732-932-8782
Fax: 732-932-1180
cwgl@igc.apc.org
<http://www.rci.rutgers.edu/~cwgl/humanrights/>

Centrum Praw Kobiet

00-679 Warszawa
Ul. Wilcza 60/19 Poland
Phone/Fax: 48-22-652-0117
temida@medianet.com.pl
<http://free.ngo.pl/temida>

Cidadania, Estudo, Pesquisa, Informação e Ação (CEPIA)

Rua do Russel 694/201 Gloria
Rio de Janeiro, Brasil
Phone: 55-21-205-2136
Fax: 55-21-205-6115
cepia@ax.apc.org
<http://www.cepia.org.br/>

Ceplae- Programa Educativo sobre Violencia del Marido contra la Mujer

Apdo. Postal 17-11-6127
Quito, Ecuador
Phone: 593-2-504262
Fax: 593-2-504262
cd@ceplae.ecx.ec

Children's Defense Fund (CDF)

25 E. Street NW
Washington DC 20001
United States
Phone: 202-662-3652
cdinfo@childrensdefense.org
<http://www.childrensdefense.org>

Coalition on Violence against Women (COVAW)

P.O. Box 7631
Nairobi, Kenya
Phone: 712423
Fax: 716648
covaw@iconnect.co.ke
<http://www.nbnet.co.ke/covaw/>

Comité National de Lutte contre la Pratique de l'Excision (CNLPE)

BP 515
Ouagadougou, Burkina Faso
Phone: 30-79-15

Commonwealth Secretariat

Gender and Youth Affairs Division
Marlborough House
Pall Mall, London
SW1Y 5HK United Kingdom
gyad@commonwealth.org

Consejo Nacional de las Mujeres (CONAMU)

Programa contra la violencia intrafamiliar y sexual
Esq. de Jesuitas, Torre Bandagro Piso 2 y 3
Caracas, Venezuela
Phone: 818-210, 818-211
Fax: 818-219, 818-215
Conamu@compuserve.com

Consejo Nacional de Prevención y Control del SIDA (CONASIDA)

Calzada de Tlalpan 4595, 2do. piso
Col. Toriell o Guerra
Mexico City, DF CP 14050
Mexico
Phone: 5528-58-11
Fax: 5528-42-20
ceducaci@prodigy.net.mx
<http://cenids.ssa.gob.mx/conasida/>

Defensoría del Pueblo

Defensoría Especializada en los Derechos de la Mujer
Lima, Jr. Ucayali 388
Cercado de Lima
Perú
Phone: 51-1-426-7800
Fax: 51-1-426-7889

Domestic Violence Resource Centre Inc.

PO Box 3278
South Brisbane BC 4101
Australia
Phone: 61-7-3217-2544
Fax: 61-7-3217-2679
admin@dvrc.org.au

ENDA-Tiers Monde

SNV. 4 & 5 rue Kléber
BP 3370 Dakar Senegal
Phone: (221-8-22.42.29)
<http://www.enda.sn/>
webmaster@enda.sn

European Commission

Rue de la Loi, 200
Brussels B-1049
Belgium
Phone: 32-2-299-11-11
admin@dvrc.org.au
http://europa.eu.int/comm/dg10/women/index_en.html

Family Planning Association of Kenya (FPAK)

P.O. Box 30581
Nairobi, Kenya 215676
Phone: 254-2-215676
Fax: 254-2-213757
info@fpak.org
<http://www.fpak.org/>

Family Violence Prevention Fund

Advertising Council
383 Rhode Island Street, Suite 304
San Francisco CA 94103-5133 United States
Phone: 415-252-8900
Fax: 415-252-8991
fund@fvpf.org
<http://www.fvpf.org>

Family Violence Project of San Francisco

1001 Potrero Ave., Building One
Suite 200
San Francisco CA 94110 United States

Federation of Women Lawyers (FIDA-Kenya)

Mucai Drive, Off Ngong Road
P. O. Box 46324, Nairobi, Kenya
Phone: 254-2-717169/711853/714629/718370
Fax: 254-2-716840
fida@africaonline.co.ke, info@fida.co.ke
www.fidakenya.org

Fiji Women's Crisis Centre

88 Gordon St
PO Box 12882
Suva, Fiji
Phone: 679-313300
Fax: 679-313650
fwcc@is.com.fj

Flora Tristán, Centro de la Mujer Peruana

Parque Hernan Velarde 42
Lima, Perú
Phone: 51-1-433-2765
Fax: 51-1-433-9500
<http://ekeko1.rcp.net.pe/FLORA/>
flora@flora.org.pe

Fundación para la Integración Social y Educativa Inc. (FISOE)

Calle 29 Este N.- 39 Esq. Yolanda Guzmán
Ensanche Luperon, Dominican Republic
Tel./Fax: 809-684-9039
fisoerd@hotmail.com

Ghana Ministry of Health

National AIDS Control Programme
P.O. Box 753
Accra, Ghana
Phone: 233-21-667081
info@ecri.org.uk

Health Canada

A.L. 0900C2
Ottawa, Canada
K1A 0K9
Phone: 613-957-2991
info@hc-sc.gc.ca,
<http://www.hc-sc.gc.ca/>

Hong Kong Family Planning Association

Ground, 8th, 9th & 10th Floors
Southorn Centre Wanchai
Hong Kong 852 2575
Phone: 4477-852-2834-6767
fpahk@famplan.org.hk

Human Rights Watch

350 Fifth Avenue
34th Floor
New York, NY 10118-3299
United States
Phone: 212-290-4700
Fax: 212-736-1300
<http://www.hrw.org>
hrwnyc@hrw.org

Illinois Coalition Against Domestic Violence (ICADV)

801 South 11th Street
Springfield IL 62703 United States
Phone: 217-789-2830
Fax: 217-789-1939
icadv@icadv.org

Illinois Department of Public Aid

Illinois Attorney General's Violent Crime
Victims Assistance Program
Phone: 217-782-3458
Fax: 217-785-5098
dpawebmaster@mail.idpa.state.il.us

Instituto Social y Político de la Mujer

Av. Callao 741- Dpto. 1
Buenos Aires 1023
Argentina
Phone: 54-1-812-1395
Fax: 54-1-813-2654
ispm@netizen.com.ar
<http://www.ispm.org>

International Alert

1 Glyn St.
London
SE11 5HT United Kingdom.
Phone: 44-020-7-793-8383
Fax: 44-020-7-793-7975
gendercampaign@international-alert.org.
<http://www.international-alert.org/women>.

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

Plot 32, Bukoto Street
Kamwokya, Kampala
Uganda
Phone: 256-41-543953
Fax: 256-41-543954
isis@starcom.co.ug
<http://www.isis.or.ug/>

Kenya Ministry of Health

PO Box 30016
Nairobi, Kenya

Lawyer's Collective Women's Rights Initiative

B-5, Jangpura Extension
New Delhi, 110014 India
Phone: 4313904

Leeds Animation Workshop

45 Bayswater Row
Leeds LS8 5LF United Kingdom
Phone: 44-0113-248-4997
Fax: 44-0113-248-4997
law@leedsanimation.demon.co.uk
<http://www.leedsanimation.demon.co.uk>

Los Angeles Commission on Assaults Against Women (LACAAW)

605 W. Olympic Blvd.
Suite 400
Los Angeles, CA 90015 United States
Phone: 213-955-9090
Fax: 213-955-9093
info@lacaaw.org
<http://www.lacaaw.org>

Maendeleo Ya Wanawake Organisation

PO Box 44412
Nairobi Kenya
Phone: 222095/213908

Manavi

P.O. Box 2131
Union, NJ 07083-2131
United States

Maryland Department of Health and Mental Hygiene

Maryland AIDS Administration
United States
Phone: 410-767-6489
Fax: 410-767-6489
201 West Preston St.
Baltimore, MD 21201

Masimanyane Women's Support Centre

17 Porter Street
East London 5201
South Africa
Phone: 27-431-439-169
Fax: 27-431-439-176

McCann Erickson Kenya

Shelter Afrique Centre
Longonot Road, Upper Hill
P O Box 48541
Nairobi, Kenya
Phone: 254-2/7-15-945
Fax: 254-2/7-15-947

Men's Program of Marin County Abused Women Services

903 Irwin St. San Rafael
California
United States
mawsmen@aol.com.
http://www.maws.org/menssite/mp_about.html

Metlhaetsile Women's Information Centre

Private Bag 42
Mochudi ,Botswana
Phone: 267- 377618
Fax: 267-377195
mwic@bc.bw

Movimiento el Pozo

República de Portugal 492, (Breña)
Apartado 2211 Lima 5
Lima 100 Peru
Phone: 51-433-5852
Fax: 51-433-5852
creapozo@correo.dnet.com.pe
<http://www.creapozo.com>

National Coalition Against Domestic Violence

P.O. Box 18749
Denver, CO 80218-0749
United States
Phone: 303-839-1852
<http://www.ncadv.org>

National Committee on Traditional Practices in Ethiopia (NCTPE)

PO Box 12629
Addis Ababa Ethiopia
Phone: 251-1-11-07-20
Fax: 251-1-51-53-11
NCTPE@telecom.net.et
<http://www.mesob.org/ngo/nctpe.html>

National Victim Center

2000 M Street NW, Suite 480
Washington, DC 20036
United States
Phone: 202-467-8700
Fax: 202-467-8701
<http://www.ncvc.org/>

New South Wales Police Service

Level 15, Police Headquarters
14-24 College Street
Darlinghurst
NSW 2010 Australia
<http://www.police.nsw.gov.au>

New York City Mayor's Commission to Combat Family Violence

100 Gold Street, 2nd Floor
New York, NY 10038 United States
Phone: 212-788-3156
Fax: 212-788-2798
<http://www.nyc.gov/html/ccfv/home.html>

NISAA Institute for Women's Development

P O Box 1057
Lenasia 1820
Johannesburg, South Africa
27-54-5804/5 854-5817
contact@nisaa.org.za
<http://www.nisaa.org.za>

Northern Territory Government Domestic Violence Strategy

GPO Box 4396
Darwin, Northern Territory 0801
Australia
<http://www.owp.nt.gov.au>

Operation Kvinnofrid

Hantverkargatan 29
PB 22067
SE 104 22
Stockholm, Sweden
Phone: 46-8-785-40-00
Fax: 46-70-885-43-04
<http://www.ab.lst.se>

ORIMIGNA Radda Barnen

National Committee on Traditional Practices in
Ethiopia (NCTPE)
PO Box 12629
Ethiopia

Palestine Working Women Society

PO Box 25113
Jerusalem, Palestine
Phone: 972-2-298-6761
Fax: 972-2-296-3288
pwws@planet.edu

Paraguay Secretaría de la Mujer Programa Regional Piloto de Prevención y Atención a la Violencia Intrafamiliar Contra la Mujer

Banco Interamericano de Desarrollo.
Pdte. Franco e/ Ayolas
Edificio Ayfra - Piso 13
Bloque B
Asunción, Paraguay
Phone: 450-036/8

Pennsylvania Coalition against Rape

125 N. Enola Dr.
Enola, PA 17025 United States
Phone: 1-888-772-PCAR
stop@pcar.org
<http://www.pcar.org>

Peru Ministerio de Promoción de la Mujer y del Desarrollo Humano (PROMUDEH)

Jr. Camaná 616
Lima, Peru
Phone: 511-428-9800
Fax: 511-426-1665
postmaster@lima.promudeh.gob.pe
<http://www.promudeh.gob.pe/>

Philippine Educational Theatre Association

61 Lantana Street
Barangay Immaculate Conception
Cubao, Quezon City
1111 Philippines
<http://www.philsol.nl/org/flyers/PETA-TheaterCenter.htm>

Planned Parenthood Association of South Africa

31 Plantation Road
Auckland Park 2092
P O Box 1008
Melville, Johannesburg 2109
South Africa
Phone: 27-11-482-4601, 11-482-4661
Fax: 27-11-482-4602
ppasa@ppasa.org.za
<http://www.ppasa.org.za>

Program for Appropriate Technology in Health (PATH)

4 Nickerson Street
Seattle, WA 98109-1699
United States
Phone: 206-285-3500
Fax: 206-285-6619
info@path.org
<http://www.path.org>

Puntos de Encuentro

De la Rotonda de Plaza España,
4c. abajo, 1c. al lago
Apartado Postal RP-39
Managua Nicaragua
Phone: 505-2-665-597
Fax: 505-2-666-233, 505-2-666-305
puntos@nicarao.apc.org
<http://www.puntos.org.ni>

Rape Crisis Centre of Trinidad and Tobago

40 Woodford St., Newton
Port of Spain, Trinidad, West Indies
Phone: 809-662-7273
Fax: 809-622-1079

Reach Out Reproductive Health Foundation

2030 M Adriatico
Malate Manila 1004
Philippines
Phone: 632-523-8862
Fax: 632-523-8861
reachoutaids@pdx.rpnet.com
<http://www.reachout.com.ph>

Red de Mujeres Contra la Violencia; Coordinadora Nicaragüense de ONG que trabajan con la Niñez y la Adolescencia

De Plaza España, 4c Abajo
1c al Lago
Apartado Postal 5965
Managua Nicaragua
Phone: 505-2-266-5597
Fax: 505-2-266-6233, 505-266-6305
puntos@ibw.com.ni

SAATHI

Magilgaon, Behind Ganeshstan
PO Box 7770
Kathmandu Nepal
Phone: 977-1-522741

SAKSHI

B-67, South Extension, Part-1
New Delhi 110 049 India
Phone: 91-11-4623295
Fax: 91-11-3383703
E-mail: s.sakshi@mailcity.com
<http://www.mnet.fr/webparticulier/a/aiindex/saks hi.html>

San Mateo County AIDS Project

3700 Edison Street
San Mateo, CA 94403 United States
Phone: 415-573-2588
Fax: 415-573-2875
<http://www.volunteerinfo.org/smcaids.htm>

SAVE! Project

PO Box 1149
Honiara, Solomon Islands

Seventh Day Adventist Rural Health Services (SDA-RHS)

P.O. Box 42276
Nairobi, Kenya

Social Marketing Association (SMA)

P.O. Box 22870
Windhoek, Namibia
info@psi.org
<http://www.psiwash.org/>

Soul City

7 Seventh Avenue
Houghton 2012
South Africa

South Africa Department of Health

Beyond Awareness Consortium
P.O. Box 408
Auckland Park, 2006
South Africa

Staywell Foundation

24 Osuntokun Avenue
Old Bodija Estate
Ibadan, Oyo State
Nigeria.
Phone: 02-8100561
E-mail: staywell@skannet.com.ng

Third World Movement Against the Exploitation of Women (Tw-Mae-W)

41 Rajah i'vlatanda, Proj. 4,
Q.C. 1109
Quezon City, Manila
Philippines
Phone: 632-913-9255
Fax: 632-913-6435
TWMAEW@csi.com.ph

UNICEF

Eastern and Southern Africa Region Office (ESARO)
PO BOX 44145
Nairobi, Kenya
Phone: 254-2-622220/622140
Fax: 254-2-6212008/521913

United List of Social Democrats

Levstikova 15
Ljubljana Slovenia
Phone: 386-61-215855
likar@zlsd.si
<http://www.uzp-rs.si>

United Nations Development Fund for Women (UNIFEM)

304 East 45th Street, 15th Floor
New York, NY 10017 United States
Phone: 212-906-6400
Fax: 212-906-6705
unifem@undp.org
<http://www.unifem.undp.org>

United Nations Development Fund for Women (UNIFEM)

Andean Regional Office
P.O. Box 17-03-4731
Edif. Naciones Unidas 2do. Piso
Avenida Amazonas 2889 y La Granja, Quito,
Ecuador
Phone: 593-2-246-0329, 246-0334
Fax: 593-2-246-0328
unifem.ecuador@undp.org
<http://www4.ecua.net.ec/unifem/>

United Nations Development Fund for Women (UNIFEM) Arab States

PO Box 830-896
Amman 11183 Jordan
Phone: 962-6-567-8586/7
Fax: 962-6-567-8594
amman@unifem.org.jo
<http://www.unifem.org.jo>

United Nations Development Fund for Women (UNIFEM)

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