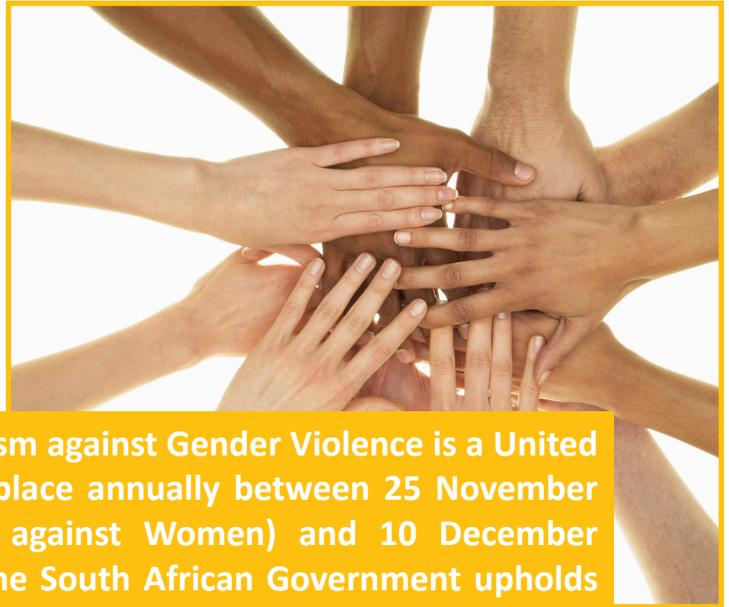


Don't look away, act against abuse



Established in 1991, 16 Days of Activism against Gender Violence is a United Nations campaign. The event takes place annually between 25 November (International Day of No Violence against Women) and 10 December (International Human Rights Day). The South African Government upholds the campaign and includes issues relating to violence against children.

This campaign focuses on increasing awareness of the negative impact of violence on women and children and aims to encourage individuals, organisations, and businesses to take practical steps to help stop the violence.

What is the purpose of the campaign?

- To generate an increased level of awareness amongst South Africans relating to the incidence of violence against women and children, how it manifests itself within South African society, and the negative impact on these vulnerable groups.
- To challenge perpetrators of these offences to change their behaviour.
- To enhance and increase partnerships between government, the private sector, civil society, organised labour, sectoral groups, faith-based organisations, the media (electronic and print), and the diplomatic community in an effort to spread the message.
- To raise funds for NGOs that work within the sector, providing invaluable support to the victims and survivors of violence.
- To communicate through the most effective and appropriate channels aiming to reach

the maximum number of people across the country, particularly women and children residing in rural areas.

- To engage actively with men and boys in the discourse about combating violence in our homes, our communities, and also in the workplace.
- To highlight the stories of survivors of violence and abuse, and the impact that the campaign has had on their lives.

Why is this an important campaign?

The rights of women and children are fundamental human rights entrenched in and protected by the Constitution. Gender-based and child violence, in all its different forms, devalues human dignity and the self-worth of the person and must be stopped in our society.

How can you support this campaign?

All South Africans are called to support the campaign by wearing a white ribbon to show their solidarity. By wearing these ribbons for the duration of the 16-day period in November and December, you will be stating that you support the campaign and you will encourage others to do the same, and in so doing, create greater awareness.