

ZONTA SAYS NO TO VIOLENCE AGAINST WOMEN

Day 13 – A Day of Outreach

16 Days of Activism Against Gender-Based Violence

Gender-based violence is a violation of human rights. This is reflected in international agreements such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Declaration on the Elimination of Violence against Women and emphasized in the UN Fourth World Conference on Women in Beijing 1995. Gender-based violence is preventable. However, in order to decrease and eventually end such violence, a paradigm shift is needed. This entails a focus on the root causes of violence founded in gender-based power inequalities and gender-based discrimination. This can only be accomplished through education and outreach to change social norms and implement effective legislation.

WHAT IS OUTREACH?

People use the word "outreach" to describe a wide range of activities, from actual delivery of services to dissemination of information. As a tool to educate and advocate for ending all forms of gender-based violence, outreach can be:

- ✚ Writing a letter to the editor of a local or statewide newspaper to educate the public about gender-based violence.
- ✚ Speaking at a service club, church or other organization about the impacts of gender-based violence on the economy, health care system and employers.
- ✚ Organizing a letter campaign directed at elected officials to educate them or in support of specific legislation.
- ✚ Petitioning for or requesting proclamations at local and state levels recognizing and supporting the 16 Days of Activism.
- ✚ Visiting with policy makers to inform them about the impact of proposed policies and legislation on women who have been sexually assaulted, battered or stalked.
- ✚ Assisting violence survivors in learning life skills.
- ✚ Organize a social media campaign relating to ending gender-based violence.

Even during the Covid crisis, we can all effectively reach out and do our part. How will you reach out to the community and policy makers?

