

Good Practice Example:

UNCT-SWAP PERFORMANCE INDICATOR 2.2

Virtual Toolkit Resource



What?

Concept Note for International Day and 16 Days of Activism to End Violence Against Women and Girls in Myanmar (25 November – 10 December 2019)



Why?

This good practice model of a joint advocacy campaign identified themes and advocacy objectives with suggestions for unified and specific messaging and actions in line with Performance Indicator 2.2 (criteria b). This national campaign brought together for the first time the government, women's rights and women's civil society organizations, UN agencies, development partners and other stakeholders calling for the joint action in a collaborative and inclusive way.

The event calendar (pages 6-7) is a good example of various UN agencies working together with government and other stakeholders in line with the Performance Indicators 3.1 (criteria a) and 3.2 (criteria a) to contribute to a common GEWE campaign in line with individual mandates and areas of expertise.



Performance Indicator 2.2 Communication and Advocacy

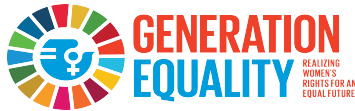
Approaches Minimum Requirements

- a. The UNCT has contributed collaboratively to at least one joint communication activity on GEWE during the past year.



Performance Indicator 2.2 Communication and Advocacy

Meets Minimum Requirements	<p>Approaches requirements</p> <p>and</p> <p>b. The UNCT has contributed collaboratively to at least one joint advocacy campaign on GEWE during the past year.</p> <p>and</p> <p>c. UN Communications Group (UNCG) joint communications and advocacy strategy or equivalent visibly includes GEWE communication and advocacy.</p>
Exceeds Minimum Requirements	<p>Meets minimum requirements</p> <p>and</p> <p>d. The UNCT has contributed collaboratively to communication or advocacy in at least one non-traditional thematic area during the past year.</p>



Concept Note for

International Day and its 16-days activism to End Violence against Women and Girls in Myanmar

“Generation Equality Stands Against Rape!”

“Prevent Violence against Women by the Law”

25 November – 10 December 2019

BACKGROUND

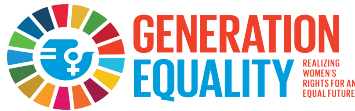
Violence against women (VAW) is a grave violation of human rights which knows no boundaries of geography, social status, culture and leads to negative health and economic consequences. Globally, it is estimated that one in three women will suffer some form of gender-based violence (GBV) in her life. ASEAN countries an estimated 6 to 44 per cent of women and girls have experienced physical and/or sexual violence at the hands of their partners¹. GBV affects not only women, but their children, families, communities, workplaces and the wider society.

In Myanmar, gender inequality and gender-based violence is pervasive across the country and particularly in humanitarian contexts. The evidence from administrative data shows that gender-based violence is a serious social cultural and structural barrier preventing women’s access to sexual and reproductive health services, security and justice services and responses. Gender based violence is also a significant barrier in preventing women’s participation in public life, particularly in social and economic development of the country and in the peace process.

Despite the Government efforts towards strengthening the legal framework, law enforcement to promote gender equality and empowerment of women and addressing gender based violence, Myanmar women, especially women and girls from ethnic minorities and crisis areas remain particularly vulnerable and often suffer multiple forms of discrimination and abuse and violence in both public and domestic settings. A vast majority of these cases still go unreported and unacknowledged. Survivors are left wounded, invisible and suffering in silence.

The 16 Days of Activism against Gender-Based Violence is an international campaign, which takes place each year and runs from **25 November** (International Day for the Elimination of Violence against Women) to **10 December** (Human Rights Day). Widely known as the ‘16 Days Campaign’, it is used as an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls. It was originated by the first [Women's Global Leadership Institute](#) in 1991 and is coordinated by [Centre for Women's Global Leadership](#). It is used as

¹ [ASEAN Regional Guidelines on Violence Against Women and Girls](#)



an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls.

In support of this civil society initiative, each year, United Nations Secretary-General's UNiTE to End Violence against Women Campaign calls for global action to increase worldwide awareness and create opportunities for discussion about challenges and solutions. In 2014, the UNiTE campaign called on governments, UN entities, civil society organizations, academia, development partners and individuals across the world to raise public awareness about the issue of violence against women and girls. The initiative called on all people in all parts of the world to act in their communities, play their part and stand up against violence against women and girls.

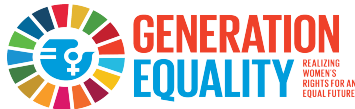
CAMPAIGN THEMES FOR 16 DAYS OF ACTIVISM 2019

The global theme and activities of the UNiTE Campaign in 2019 and in upcoming 2020 is under the global movement **“Generation Equality: Stands Against Rape”** will mobilise all UNiTE networks, including the UN system, government partners, civil society, development partners, schools and universities, private sector, sports associations and individuals to stand in solidarity with survivor advocates, women's movements and women's human rights defenders who are working to end violence against women and girls.

Survivor advocates, grassroots activists and women's human rights defenders around the world work tirelessly to raise awareness and seek justice on the issue of violence against women. For far too long, systemic silencing of victims/survivors and impunity for the perpetrators led to an entrenched endemic of violence. Women and girls, who are experiencing extensive abuse, particularly sexual abuses and rape, have faced many challenges to make their voices and stories heard and until now face obstacles in accessing services when they seek for help. In recent years however, the drive for change had garnered strength as more and more women have come forward by using social media, raising public awareness and other platforms to tell their story and call for change with #Men Engage, #Forever White Ribbon #MeToo, #TimesUp, #Leave No One Behind and many other movements. While the names and the contexts may differ, one common theme runs deep. These stories bring to light the extensive abuse of power committed by men against women that are happening across geographic locations and social contexts.

The impact of these movements has demonstrated that in unity, lasting change is possible. The time is now to build on the momentum paved by survivors and advocates in all parts of the world. The UNiTE Campaign calls on the UN system and partners across all sectors to support survivor advocates, women's movements and women's human rights defenders in ending systemic violence against women and girls.

In Myanmar, Department of Social Welfare (DSW) - Ministry of Social Welfare, Relief and Resettlement (MoSWRR), Myanmar National Committee Women (MNCW), UN agencies and NGOs/CSOs have annually organized communication events and campaigns on the International Day for the Elimination of Violence against Women and Girls and its 16-days of activism to call for action to stop VAWG. In 2019,



the 16 Days of Activism will be celebrated throughout Myanmar, targeting communities in urban and rural areas. The activities range from awareness raising sessions, video projection, focus group discussions, sharing success stories, to drawing competitions. Gender Equality Network (GEN) joins the global and local movements with the theme: **“Prevent Violence against Women by the Law”**

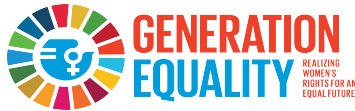
Under the themes **“Generation Equality: Stands Against Rape”** and **“Prevent Violence against Women by the Law”** stakeholders and partners are encouraged to host events with local, national, regional and global women’s movements, survivor advocates and women human rights defenders and create opportunities for dialogue between activists, government leaders, policy makers, activists, post-primary students, community teachers, religious and village leaders, women and men, girls and boys. Creative mediums and the arts may be used to support storytelling and advocacy through the voices of the women.

This year, Department of Social Welfare (DSW)- Ministry of Social Welfare, Relief and Resettlement (MoSWRR), Myanmar National Committee on Women (MNCW), The United Nations Gender Theme Group (UN GTG), the Gender Equality and Women’s Empowerment Development Partners Group (GEWE DPG), Gender Equality Network (GEN) and the Gender-Based Violence Coordination Working Group (GBV CWG) will coordinate commemorative activities across States and Regions in collaborative, inclusive and innovative way. Partners are also encouraged to use key messages in order to cross the same messages in stronger voice across Myanmar.

ADVOCACY OBJECTIVES:

- **Amplify** the voices of diverse women’s movements across Myanmar at national and subnational levels to raise awareness of public on sexual violence, GBV and create an enabling environment for survivors to speak out and seeking for help
- **Call** for different local and international partners/individuals, organization to joint hands with Government’s effort to promote for gender equality and ending gender-based violence against women and girls, particularly ending rape
- **Advocate** for the availability and accessibility of health care, police, justice and social/supportive services to GBV survivors
- **Increase** the awareness of public across Myanmar on availability of supporting services for GBV survivors.
- **Promote** role model of alternative masculinities and femininities for gender equality, non-discrimination, non-violence and zero-tolerance on violence against women and girls, sexual violence and harassment in collaboration with CSOs/NGOs and development partners/networks, including the Gender Equality Women Empowerment Development Partner Group (GEWEDPG).
- **Strengthen** men and young people’s participation in the campaign as active agents for change so that they can influence other stakeholders in society and community.

APPROACH AND PRICIPLES:



- **Honour and acknowledge** women’s movements and their leadership in 16 Days of Activism and in ending violence against women and girls
- **‘Leave No One Behind’**: apply a human rights-based approach where attention is focused first on the most underserved and disadvantaged groups of women and girls in efforts to prevent and end violence against women and girls.
- **Survivor-centred**: take a respectful, ‘do no harm’ approach to the retelling of survivor stories with their permission and under the conditions in which they have agreed to². This principle is vital for the engagement of survivor advocates in activism. All partners must ensure that survivor advocates’ rights, safety, dignity and confidentiality are upheld.
- **Multi-sectoral**: everyone in society has an important role to play in ending violence against women and must work together across sectors to address the various aspects of violence against women.
- **Unified voice** in recommended campaign messages: **“Join hands to End violence against Women and Girls”** and **“Join hands to end Rape”**³
- **Mobilize** youth movement for the gender equality Campaign bringing creativity, energy and becoming the next generation of gender equality advocates contributing to a stringer feminist movement in Myanmar

Recommended areas for specific messages can include, but not limited to:

- Urgent need for safe environment for survivors of sexual violence to report and seek justice for violation of their dignity and human rights.
- Adopt the Protection and Prevention of Violence against Women law and other gender-responsive legislation. This is crucial to be able to hold perpetrators of violence accountable. Such legislation must comply with the Convention on the Elimination of All Forms of Discrimination Against Women and consider the rights and needs of ethnic and religious minorities and women living in conflict-affected areas.
- Ensure availability and accessibility of quality, multi-sectoral services, including health care, justice, safety, protection and social services to women who have experienced violence, particularly rape cases. We must remove the barriers they face in accessing to these services. This is particularly urgent for the most vulnerable groups, including ethnic minority women, and those living with disabilities.
- Continue to build awareness and capacities of service providers and law enforcement.
- Raise public awareness on violence against women and girls should not be tolerated, and that survivors are not to be blamed.
- Fathers, husbands, uncles, brothers and young boys can be champions on leading and contributing efforts to eliminate violence against women and girls.
- Men and boys’ involvement should not be perceived as “good for women and girls”, it is a “win-win” situation for all.

² For more information, please refer [‘Survivor-centred approach’](#) resources at [the UN Women’s Virtual Knowledge Centre to End Violence and Women and Girls](#).

³ Recommended campaign messages could be further tailored for events (depending on target audiences and focus of different organization)

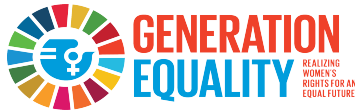


TARGET AUDIENCE

- Policy makers (at national and subnational levels, including Government leaders/parliamentarians)
- Service providers (health care, justice, police, social service providers, etc.)
- Community leaders/ beneficiaries/clients
- Media and larger public audiences

ACTIONS

- All partners, including Government, civil society, UN agencies, private sector, sports associations, youth groups, universities and schools are encouraged to take following actions
- Create opportunities for dialogue between activists and policy makers, private sector organizations and the public at the national and subnational levels. Discuss the need for inclusive policies and programming for ending violence against women.
- Develop and disseminate joint advocacy messages, which focus on advocating for the passing of the PoVAW Law in compliance with CEDAW, availability and accessibility of quality, multi-sectoral services, including health care, justice, safety, protection and social services to women who have experienced violence, particularly rape cases.
- Feature stories from activists and advocates, including survivors, women, youth, children, men, through print and digital platforms. Explore creative and innovative approaches, such as through the medium of documentary, exhibitions, film festival, theatre, marching, games, talking show with champion, celebrities, art/essay competition, digital/social and print media. This could be done in partnership with NGOs (including Gender Equality Network) and partners in the creative arts sectors.
- Tell stories of how your organization is supporting activists and survivor advocates.
- Run an online and offline awareness raising campaign under the theme **“Generation Equality: Stands Against Rape”** and **“Prevent Violence against Women by the Law”** and use hashtags **# Join Hands to End Rape against Women and Girls #Join hands to end Rape** during the 16 Days of Activism to stimulate public conversations and educate the public on



Note: *Generation Equality Stands against Rape is a joint campaign calling for joint actions and collaboration between Government, Civil Society, Development Partners, NGO/INGOs and UN Agencies. Interested stakeholders please contact the corresponding focal points for further coordination:*

- **Government:** Swe Swe Lin, Director of DSW/ MoSWRR sweswelinn.80@gmail.com
- **UN Agencies:** Hien Phan, Specialist on Gender, Policy and Advocacy, UNFPA phan@unfpa.org and Julia Boyko, Gender Advocacy and Coordination Analyst, UN WOMEN julia.boyko@unwomen.org
- **Development Partners:** Eileen Stewart, Head of Cooperation, Embassy of Canada Eileen.Stewart@international.gc.ca
- **NGOs:** Hnin Shwe Zin Hlaing, Head of Policy Advocacy, Coordination Unit, Gender Equality Network, gen.hninshwezinhlaing@gmail.com



EVENT CALENDAR:

(Events of Governments, civil society, development partners and UN agencies private sector, sports associations, youth groups, universities and schools)

No.	Activities/events	Leading agencies	Support Agencies and focal points	Time (date/month)	Venue
	VAW TWG workshop - topics Prevention/Protection/Service /Legalization/research by group work (TBC) – to bring recommendations and next steps to present at the 16 days event on 25 November	DSW/GEN	UNW, UNFPA,?	22 November	TBC
	Women's march (Walkathon)	DSW/MoSWRR, MNCW	?	24 November	NPT
	High level policy advocacy event in NPT (expected 500 people)	DSW/MoSWRRMN CW/UNFPA	UNFPA, UNW, UNOPS, WFP, UNICEF, UNHCR	TBC (aims 25 Nov)	NPT
	Launching SOP for CMS	DSW/MoSWRR	DSW	TBC	NPT
	Social media campaign	GEN UNFPA	UNFPA/DSW	25 Nov-10 Dec	Country wide
	Forever White Ribbon Edutainment and Dinner	GEN	DSW, GEN, MNCW	26-29th Nov	NPT
	Communication and advocacy events in states and regions	DSW/MoSWRR, MNCW			
	Orientation workshops for polices at all 15 states on GBV response	MPF	UNODC, UNFPA, UNW, UNICEF		All states
	Communication and Social Media (Facebook posts highlighting GBV initiatives supported by Canada + Embassy campaign photo	Embassy of Canada	TBC Focal point: Aye Myat Thanda AyeMyat.Thanda@international.gc.ca		?
	Communication and Social Media (Facebook posts highlighting GBV initiatives supported by UK)	British Embassy	TBC Focal Point: Kaung Latt k-latt@dfid.gov.uk		?



From Oslo to London: Ending SGBV in Myanmar Plans for CSO and government delegation participants who attended the Norway and UK conferences on SGBV and CRSV to share lessons with broader stakeholders and consider next steps for Myanmar in light of new commitments	British Embassy and Norwegian Embassy	Note: By invitation only Focal point: Flo Carson f-carson@dfid.gov.uk	22 November	?
Internal learning session on VAW issues	Embassy of Canada	Aye Myat Thanda AyeMyat.Thanda@international.gc.ca	TBC	?
Forever White Ribbon Theatrical Performance	GEN	DSW, GEN, MNCW	8th Dec	Yangon
Talk-show on GBV prevention and response	UNFPA	DSW, GEN	9th Dec	Yangon

The following organizations will conduct 16 days' activism activities in States and Regions. Specific event and its venue will be updated by leading agencies in the event calendar in this concept note

No	State/ Region	Organization
	Nay Pyi Taw	UNICEF, UN Women, UNFPA, WON, MAPCPAC, MWAF, MNCWA, WFP, UNRCR
	Yangon	GEN, UN Women, UNICEF, UNFPA, WON, MAPCPAC, MWAF, MNCWA
	Mandalay	GEN (Mandalay), UNICEF, MAPCPAC, MWAF, MNCWA
	Bago	WON (Bago west), MAPCPAC, MWAF, MNCWA
	Ayeyarwady	WON, MAPCPAC, MWAF, MNCWA
	Magway	MWCDF, MAPCPAC, MWAF, MNCWA



	Sagaing	MWCDF, MAPCPAC, MWAF, MNCWA
	Tanintharyi	UNICEF, MAPCPAC, MWAF, MNCWA
	Kachin	GEN (Myitkyina), UNICEF, UNFPA, MAPCPAC, MWAF, MNCWA
	Kayah	UN Women, MAPCPAC, MWAF, MNCWA
	Kayin	GEN (Hpa-An), UNICEF, UN Women, UNFPA, WON
	Chin	UNICEF, MON, MAPCPAC, MWAF, MNCWA
	Mon	UNICEF, UN Women, MAPCPAC, MWAF, MNCWA
	Rakhine	GEN (Sittwe), UNICEF, UN Women, UNFPA, MAPCPAC, MWAF, MNCWA
	Shan	UNICEF (Shan South and North), UNFPA (Shan North), MAPCPAC, MWAF, MNCWA