



Orange the World: END VIOLENCE AGAINST WOMEN

United Nations Secretary-General's Campaign

UNiTE by 2030 to End Violence against Women

Asia Pacific launch of the 16 Days of Activism against Gender-Based Violence

25 November - 10 December 2021

Activation Toolkit!

Myth Busting and Ground Breaking Solutions

90 seconds or less to make a difference

Over the past 30 years, significant progress has been made towards eradicating Violence Against Women (VAW). Due to sustained efforts by the women's movement, governments and other stakeholders, the issue of VAW is now positioned as a priority on the global human rights, health and development agenda.

With this year marking the 30th anniversary of the [16 Days of Activism](#), which originated by activists at the first Women's Global Leadership Institute in 1991 and has since inspired a global call for the elimination of gender-based violence (GBV); **it's time for us to both celebrate and take pride in our ground breaking achievements but to also ask ourselves, what more is needed to truly eradicate Violence Against Women and Girls (VAWG).**

In support of this year's global movement, the United Nations Secretary-General's UNiTE to End Violence against Women Campaign's Asia and the Pacific chapter is doing just that!

We are launching the Myth Busting and Ground Breaking Solutions initiative. With the goal to not only celebrate achievements but to rethink the preconceived notions of why violence against women and girls continues to exist and what can we all do about it.

Focus your content on These Two Questions

We are asking people from all walks of life, from decision makers to CSOs, practitioners to every concerned individual to create your very own digital and/or social media content based on both or either one of these two questions:

1. What are the myths and misconceptions around Violence Against Women and Girls that still persist today that you think is stopping individuals, communities or society as a whole from taking supportive action?

2. What are the groundbreaking or game changing solutions or actions that have either been implemented in the past or can be done in the future to end VAWG that you have been or will be a part of?

- **Start**...creating your content making sure that it's no longer than 90 seconds or even less!
- **Share** it via your social media channels using the hashtags: #bustmyth #16days #gamechanging and invite others to engage in the conversation.
- **Get in touch** and tell us about how your viral post is doing so we can **promote it through our Asia and the Pacific UNiTE network throughout the 16 Days of Activism activities which will start with a launch event on 25 November**, the International Day for the Elimination of Violence against Women and continues until 10 December, Human Rights Day.
- We will also be reaching out to you and inviting you to take part in dialogues, conversations and activities, throughout the 16 days period!

90 seconds or less to make a difference

Short form videos are one of the most influential forms of digital communications right now. With the rise of platforms like TikTok and Reels, videos are actually getting shorter! The sweet spot is generally 60 - 90 seconds especially for explainer videos where we are looking to **convey a message as well as emotions to get people to engage with our cause or campaign.**

Recommended Filming Styles

Traditional Talking Headv

This is what most people think of when they think of video. “head and shoulders,” direct to the camera, standard shot. The talking head video is popular because it works.

How to shoot: Since the content will be going on several platforms, we need to leave plenty of room for cropping and editing in post-production.

If you are shooting the video in landscape mode (16:9 aspect ratio), please position yourself in the middle of the frame providing plenty of room to crop so the video can be adjusted/adopted for mobile viewing later on in the process.

Don’t forget to also leave enough head room so it does not feel uncomfortable or claustrophobic.

Clean, clear and in focus

Consider using a tripod or mount to steady the camera and keep everything in focus.

The campaign color is orange, please try to add an item of clothing or accessories that is orange.



Lighting is everything

Find natural lighting from the sun if possible. Find a few areas of your home where natural light is ample and indirect. Avoid using flash.

Names and Titles

For organizations that are thinking of sending Talking Head video to the UNiTE team for further editing, please don’t forget to provide a .txt file with names and titles of yourself when sending through the video material.

Want to be even more daring? Here are some creative TikTok variations to the traditional ‘Talking Head’ that you can take inspiration from for your viral content.



949.7K
12.2K
28.6K

Talking while also engaging in another activity



14.7K
226
373

Talking while playing music



429.7K
5604
8538

Talk and Dance

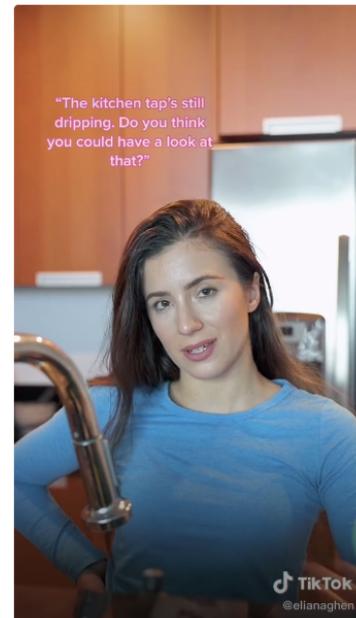


Talking head - creative captioning and animated effects



1.1M
9114
20.9K

Talking head - Storytelling or poetry



Talking head - scripted voice overs/lip syncing

Traditional Interview Video

Interview videos can be two or more people on camera, or can be “news style” with the interviewer off camera and the subject on camera.

How to shoot: You are not addressing the viewer directly but the viewer is in fact observing the conversation you are having with the interviewer.

You achieve this by creating a proper look/looking room with the interviewer (as you can see in the examples).

It is recommended that the interview video is shot in landscape mode (16:9 aspect ratio).

Don't forget to also leave enough head room so it does not feel uncomfortable or claustrophobic.

Lighting and focusing remains the same as the traditional talking heads style video.

The campaign color is orange, please try to add an item of clothing or accessories that is orange.



Want to be even more daring? Here are some creative TikTok variations to the traditional 'Interview Video' that you can take inspiration from for your viral content.

The image displays three examples of TikTok video formats:

- Left:** A Point of View (POV) video. A woman is speaking, and a red text box at the top reads, "Well if you don't WANT to get harassed, don't dress like that." The video includes engagement metrics like 115.5K likes and 887 comments.
- Middle:** A Duet video. Two women are shown side-by-side. The top part of the video has the word "WOMEN" in a purple box. The bottom part features various colorful text overlays such as "The Only Person You Need to Please is Yourself", "A man isn't really hard to please", "Feed him", "Kiss him", "Wear dresses", "Get dirty", "Be his best friend", "Make him a pornstar", and "Shower compliments".
- Right:** A Stitch video. A woman is speaking, and a white text box at the top reads, "Adult: 'What were you wearing'". The video has 622.2K likes and 9351 comments.

Below each video is a brief description:

- Left:** Interviewer and Interviewee is the same person (interviewing yourself sometimes also know as POV)
- Middle:** A Duet Video - original video is placed on one side of the screen and your new reaction video is placed on the other.
- Right:** A Stitch Video - Taking part in someone else's video and using it in your own video - another form of reaction video.

And No, It doesn't have to be a video

We know people express creativity in different ways, so if you want to use art and design, photography, animation or even support the campaign through writing articles and blogs; we would love to work with you and promote your work through the #bustmyth #16days #gamechanging hashtags! **And just a reminder again that the campaign colour is orange!**

What Should I talk about?

Here are a few ideas to help get you started **and remember your content can be based on both or either one of these two questions:**

Let's look at the first question: What are the myths and misconceptions around Violence Against Women and Girls that still persist today that you think is stopping individuals, communities or society as a whole from taking supportive action?

Reality continues to be distorted by the myths, stereotypes and misconceptions present in cultures throughout the world. These myths continue to cloud society's judgement and

hinder support efforts and need to be busted! Here are some myths related to violence against women and girls that you can help bust:

It's The Women's Fault

- It's the women's fault for walking alone that night.
- Wearing revealing clothing, behaving provocatively, or drinking a lot means the victim was "asking for it".
- People who are in abusive relationships should just leave / It is easy to remove yourself from abusive relationships.
- A lot of victims lie about being raped or give false reports. If it really happened, the person would be able to remember what happened and in the proper order.

Consent

- When it comes to sex, women and girls sometimes 'play hard to get' and say 'no' when they really mean 'yes'.
- Once you have consent from an individual, it lasts forever.
- A person cannot be sexually assaulted by their partner or spouse.
- Sexual assault is often the result of miscommunication or a mistake.

Boys will be boys

- Myth: Sexual assault is an act of lust and passion that can't be controlled.
- Men can't control their anger, it's a natural expression of male sexual urges.
- When boys at school pinch girls' bottoms or touch their breasts, it is just harmless fun.
- Successful and respected men do not harass women.
- He can be a good father even if he abuses his partner.

It's always violent

- Domestic violence is only sexual or physical - "He has never hit or touched her, so it can't be categorized as domestic violence."
- Women scream and fight back when they are being raped, so there will always be injuries as evidence.
- All couples argue – it's not domestic abuse, it's just a normal relationship.
- If the violent episodes do not happen that often, the situation is not that serious.
- Children are not aware of domestic abuse in the household.

Only the young and 'attractive' | Only happen with strangers | and only affects certain socioeconomic status and/or communities

Nothing bystanders can do about it

- There's nothing we can do to prevent sexual violence.
- It's a women's issue.
- Nobody can help people in a violent relationship.

A list of facts to help you bust myths can be found in this link:

<https://docs.google.com/document/d/1ABpSPWydtN0mNImSH4NZO9V6UXDDr-HAglrtiA1/eOA/edit?usp=sharing>

Link to UN Women's guide to the 10 most common myths about violence against women and girls

<https://eca.unwomen.org/en/news/stories/2019/01/10-myths-about-violence-against-women-and-girls>

Let's look at the second question:

What are the groundbreaking or game changing solutions or actions that have either been implemented in the past or can be done in the future to end VAWG that you have been or will be a part of?

- It can be a groundbreaking or game changing legislation or preventative framework developed that has been able to tackle underlying structures within a certain region, country or community;
- it can be a women's economic empowerment scheme or a community activism project that's been able to shift harmful gender attitudes, roles or social norms;
- you can even talk about a movement you've established to confront challenges around gender-based violence in your country, community or school
- or it can even be a workshop, a drama performance, an exhibition, a play

Whatever the achievement, please convey with passion and don't forget to keep everything within 90 seconds or less!

Let's bust myths and create some ground breaking solutions!

Link to full concept note here:

https://drive.google.com/file/d/1knn-_68xBCNFpjZwKa1uHlukAgCa0h4B/view?usp=sharing