



# **UNiTE Campaign Toolkit for Schools and Universities**

## **ORANGE YOUR SCHOOL/CAMPUS!**

**16 Days of Activism against Gender-Based Violence**

**“Orange the World: Raise Money to End Violence against Women”**

**25 November – 10 December**

We invite you to join  
the United Nations Secretary-General's  
**UNiTE to End Violence against Women and Girls Campaign**

### **1. What is violence against women and girls (VAWG)?**

Everyone in society deserves to be treated with respect, and yet 1 in 3 women in the world still experience physical or sexual violence, mostly by an intimate partner.<sup>1</sup> It's happening in your society, your community and maybe even in your school. VAWG isn't just about hitting or kicking someone. Violence also extends to verbal bullying, breaking possession, taking someone's money, sexual harassing someone. Many women and girls experiencing violence do not seek help as they feel that people would not believe them or take their issue seriously.<sup>2</sup> Across the Asia-Pacific region, violence occurs in all income levels and ethnic communities.<sup>3</sup> Chances are you may even know someone who have been a victim of gender-based violence.

### **2. Why should young people take action to end violence against women?**

Participation of young people (just like you!) is essential to make the world become free from violence against women. This is because you will be the future leaders and you have the power to shape how we want to live together in the society. UN Women encourages you and your friends to take an active role in spreading the message to the world.

---

<sup>1</sup> WHO (2013) Global and Regional Estimates of Violence against Women: Prevalence and Health Effects of Intimate Partner Violence and Non-Partner Sexual Violence.

<sup>2</sup> UN Joint Program and Chinese Academy of Social Sciences (2012). Preventing and Responding to Domestic Violence in China through a Multi-sectoral Approach.

<sup>3</sup> Partners 4 Prevention (2013) Why Do Some Men Use Violence Against Women and How Can We Prevent It? Quantitative Findings from the United Nations Multi-country Study on Men in Asia and the Pacific.

### 3. What is the UNiTE Campaign?

Launched in 2008, the United Nations Secretary-General's UNiTE to End Violence against Women Campaign aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world. Our theme color, which is **orange**, was chosen by the UNiTE Youth Network and is used as a symbol of a brighter future, free from violence against women and girls. Also, UN Women has proclaimed every 25<sup>th</sup> of the month as "**Orange Day**" as for a day to take action to raise awareness and prevent violence against women and girls.

### 4. What is the 16 Days of Activism against Gender-Based Violence Campaign?

Sun	Mon	Tue	Wed	Thu	Fri	Sat
20/NOV/2016	21	22	23	24	25*	26
27	28	29	30	1/DEC **	2	3
4	5	6	7	8	9	10/DEC***

\* International Day for the Elimination of VAW \*\* World AIDS Day \*\*\* Human Rights Day

From **25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day**, the 16 Days of Activism against Gender-Based Violence Campaign is a time to galvanize action to end violence against women and girls around the world. The campaign 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.

This year, in order to place the focus on mobilization of resources for EVAW projects, the UNiTE campaign has launched its Call for Action entitled:

### **‘Orange the World: Raise Money to End Violence against Women’**

Raising money to end violence against women is important because:

- Increased investment will be used to support services for women and girls who have experienced violence, including health care and safe shelters;
- Increased investment will be used to fund research and data collection so that we can understand the problem better and how to solve it; and
- Increased investment will be used to galvanize advocacy efforts and respectful relationships education programmes in the community.

### 1) Orange your school/campus

UN Women invites you to **participate our campaign** and to spread the message to the world!

- **Celebrate the Orange Day**, every 25<sup>th</sup> of the month
- Gather your friends and UNiTE to end violence against women
- Show your friend that you are against of violence against women
- Take a photo of your school in orange and upload on social media with hashtag #OrangetheWorld #UNiTE #UNWomenAsiaPacific



*Female university students campaign against sexual harassment. [Read More](#) / Photo: UN*

UN Women invites you to organize **fundraising activities** to raise money to end violence against women!

- 1) Make a charity fun-run with your friends
- 2) Sell products at the market, or think about some creative idea which people to make a donation to your local women's shelters and services to support survivors of gender-based violence
- 3) Support us directly by donating to [UN Women](#) and sharing the [donate page](#)

### 2) Create a new dialogue in your school

UN Women invites you to think about the importance of elimination of violence against women and girls, and share your thoughts with others to make the world safer to everyone!

- Hold conferences, seminars and workshops to ensure that educators at all levels are trained in gender and women's issues, including recognizing and addressing violence against women.
- Organize a public speaking contest on the issue, targeting male students in particular.
- Run an essay-writing contest on the topic of violence against women. Winning entries could be posted on your website or offered to a local newspaper for publication.
- Organize an art/poster contest, asking students to conceptualize the issue.
- Ask students to create a flash animation presentation or e-postcard to highlight the problem of violence against women, especially in a local context.
- Invite your male friends to your dialogue and let them stand together as a part of [HeforShe](#).

### 3) Join and win the song competition

UN Women invites you to capture the spirit of the Secretary General's UNiTE to End Violence against Women Campaign by making your own music video for the Born to be Free: UNiTE Campaign Song 2016 (stay tuned for more details).

- Make a music video clip featuring Born to Be Free UNiTE campaign Song. You may use the version of the song provided or sing your own version of the song.
- Upload the clip onto Youtube and accompanied by a description of the theme chosen, shooting location with the hashtag #UNWomenAsiaPacific and #BornToBeFreeUNiTE
- Email the YouTube link to [younghwa.choi@unwomen.org](mailto:younghwa.choi@unwomen.org)
- Share your YouTube clip widely with your friends and networks.

#### **4) Write an article and be a youth blogger**

UN Women want to hear your voice and share your opinion with all around the world. UN Women's [Youth's Voice from Asia-Pacific](#) is an open space for young people in the region to express yourself and contribute your enthusiasm to build a better world for all.

- Check out the blog and find what other said. [Read More](#)
- For questions and blog post submission, please contact Yoomi Jun, Communication Officer-KOICA Volunteer ([yoomi.jun@unwomen.org](mailto:yoomi.jun@unwomen.org))

#### **5) Incorporate lessons on respectful relationships into the class rooms**

UN Women want you to make your school more violence-free school. You can learn from our toolkit and be a trainer for your friends and colleagues! Check out how to be a young activist and how to prevent gender-based violence in your school

- The Change Makers: A Young Activist's Toolkit for Ending Violence against Women and Girls
  - This toolkit will guide you how to be a young activist for ending violence against women through fun activities in the toolkit. If you want to know how to facilitate discussions among your friends on gender equality, violence against women, healthy relationships and positive activism, this toolkit will be your perfect partner. [Read more](#)
- Connect with Respect: Preventing Gender-Based Violence in Schools
  - You can also make your school freer from any forms of violence. Learn more about gender-based violence in school and ask your teacher to include a violence prevention programme within your curriculum. [Read more](#)
- Voices against Violence: "Stop the violence – speak out for girls' rights" campaign
  - This toolkit has been developed by World Association of Girl Guides and Girl Scouts (WAGGGS) and UN Women, to provide practical information on how to organize their own campaign to end violence against women. [Read More](#)

#### **6) Join us on social media**

UN Women wish to keep you updated on our work on the most recent news on ending violence against women in the world!

- **Join the UNiTE Youth Network:**
- Facebook: <https://www.facebook.com/unwomenasia>
- Twitter: <https://twitter.com/unwomenasia> @unwomenasia
- Website: <http://asiapacific.unwomen.org>

**7) Have a look at what other students did for the campaign and get inspired!**

- Female university students tackle sexual harassment  
: <http://asiapacific.unwomen.org/en/news-and-events/stories/2015/11/female-university-students-tackle-sexual-harassment>
- Chinese student learn to use social media to prevent Gender-Based Violence  
: <http://asiapacific.unwomen.org/en/news-and-events/stories/2015/12/chinese-students-learn-to-use-social-media-to-prevent-gender-based-violence>
- School students' led communication events and advocacy activities at 20 schools in Hanoi to raise awareness against VAWG  
: <http://asiapacific.unwomen.org/en/news-and-events/stories/2015/12/i-choose-school-related-gender-based-violence-prevention-and-response>

If you want to organize your own campaign but don't know how to do, this guideline from UN Women will provide all information you need, from planning to monitoring and evaluation of your campaign.

[Read More](#)

*Please let us know your wonderful plan and keep the connection between you and us! Share your plans, photos, surveys for the participants (find the annex for the survey sample) and the results of your activities.*

*Contact Younghwa Choi, Campaign Officer-KOICA Volunteer for UN Women Regional Office for Asia and the Pacific Region ([younghwa.choi@unwomen.org](mailto:younghwa.choi@unwomen.org)).*

**8) For more information, please contact:**

**UN Women Regional Office for Asia and the Pacific**

Ornwipa Rugkhla, Campaign Coordinator for Asia and the Pacific, Email: [ornwipa.rugkhla@unwomen.org](mailto:ornwipa.rugkhla@unwomen.org)

Younghwa Choi, Campaign Officer-KOICA Volunteer, Email: [younghwa.choi@unwomen.org](mailto:younghwa.choi@unwomen.org)

[UN Women Country Office in Asia and the Pacific](#)

## 9) Survey form for your participants

To see how your event was successful, you need to ask your participants about their experience. Create a survey and distribute to your participant and listen their voice. If you want to create online survey, check out [Survey Monkey](#) or [Google Forms](#).

### Survey Sample

Dear Sir/Madam

Thank you for spending your time to participate our survey.

The following survey has been developed to gather your feedback regarding **YOUR EVENT**.

Your responses will help to inform us for improvement of **YOUR EVENT** in the future.

The questionnaire should take approximately 5 minutes to complete.

If you have any questions regarding this survey, please contact **YOUR CONTACTS**

1. Age

☐ 11 ~ 14      ☐ 15 ~ 18      ☐ 19 ~ 22      ☐ 23 ~ 26      ☐ Other \_\_\_\_\_

2. Gender

☐ Female      ☐ Male      ☐ Other \_\_\_\_\_

3. What is the meaning of **Orange** color in this event?

---

---

4. What is the key message you learn from this event?

---

---

5. What kind of actions will you take from what you've learned? (e.g., share lessons learned with friends)

---

---