



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

What is it?

The 16 Days of Activism Against Gender-Based Violence Campaign begins from the International Day for the Elimination of Violence Against Women on 25 November and ends with International Human Rights Day on 10 December—highlighting that violence against women is a fundamental violation of human rights.

During the 16 Days of Activism, people around the world unite to raise awareness about gender-based violence, challenge discriminatory attitudes and call for improved laws and services to end violence against women for good.



Why does it matter?

Violence against women continues to occur at an alarming scale in every country in the world. Too often it is accepted as normal behaviour and the global culture of discrimination against women allows violence to occur with impunity.

Calls for action like the 16 Days of Activism are crucial because they shine a spotlight on the issue of violence against women.

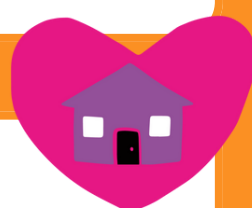
They are a moment to create public awareness about what needs to change to prevent it from happening in the first place at local, national, regional and international levels.

A history of the campaign

In the Dominican Republic on 25 November 1960, sisters and political activists Patria, Minerva and Maria Teresa Mirabal were killed on orders from the dictatorship government.

The sisters became symbols of the feminist resistance, and in commemoration of their deaths, 25 November was declared International Day for the Elimination of Violence against Women in Latin America, later being recognised as a UN International Day in 1999. In June 1991, the Centre for Women's Global Leadership (CWGL), alongside participants of the first Women's Global Institute on Women, Violence and Human Rights, called for a global campaign of 16 Days of Activism Against Gender-Based Violence.

It has since become an important time for organisations and individuals around the world to raise awareness that women's rights are human rights, and that violence against women is a fundamental violation of those rights.



Why orange?

As a bright and optimistic colour, the campaign utilises orange to represent a brighter future free from violence against women and girls.

Who should take part?

We all have a role to play in preventing gender-based violence.

We need to challenge the attitudes that perpetuate, rationalise and normalise this kind of violence and deny women's right to safety and respect. Within this, men have an important role to play in challenging harmful masculine stereotypes and behaviours.

Shifting these behaviours is hard and slow, but gender equality means all of us working together to achieve true, systemic change.



How can I get involved?

Listen and Learn

Find out more about gender-based violence, gender equality and ways to challenge problematic gender norms in our society.

Use Your Voice

Join in conversations on social media using the hashtag #16Days or #16Days2023

Donate to a feminist cause

There are countless groups working for gender equality or women's rights. Consider helping their work with a donation.