



16 DAYS OF ACTIVISM

AGAINST GENDER BASED VIOLENCE

Myanmar 2023



PARTNER TOOLKIT

ABOUT 16 DAYS OF ACTIVISM

The 16 Days of Activism against Gender-Based Violence campaign takes place every year.

It starts on **25 November**, International Day for the Elimination of Violence Against Women. And it ends on **10 December**, Human Rights Day.

The United Nations Secretary-General's **UNITE by 2030 to End Violence against Women** campaign runs alongside the 16 Days.



ABOUT THIS TOOLKIT

The Myanmar United Nations Country Team Gender Theme Group has developed this toolkit to help you advocate for ending and preventing gender-based violence in Myanmar during the 16 Days campaign.

2023 CAMPAIGN THEME

This year's theme is:

UNITE! Invest to prevent violence against women & girls

 [Concept Note in **English**](#)

 [Concept Note in **Myanmar language**](#)

Join the global movement with the **#NoExcuse** campaign calling for urgent investments to prevent violence against women and girls.

For visual assets, key messages and other resources in **Myanmar language** and **English**, visit the:

 [Myanmar 16 Days of Activism Trello Board](#)

CAMPAIGN OBJECTIVES

Activate public support for ending violence against women...

...to help **persuade** donors & governments to **invest** in prevention to eradicate violence against women and girls.

CALLS TO ACTION



WE CALL ON CITIZENS

to tell us how you are taking action.



WE CALL ON DONORS

to increase funding for ending violence against women and girls in Myanmar.

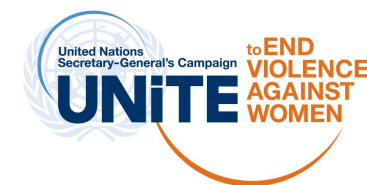


KEY

MESSAGES



16 Days of Activism, Myanmar 2023



KEY MESSAGES

Use any of these messages as they are or adapt them to suit your audiences, activities and priorities.

Facts & figures

- 1** Violence against women and girls is one of the most prevalent and pervasive human rights violations in the world. But **less than 0.02% of global Official Development Assistance is directed to gender-based violence prevention.** (Source: The Accelerator for GBV Prevention)
- 2** **Only 0.68 per cent of Official Development Assistance in Myanmar goes to women's rights organizations.** They need greater support so they can continue to play their critical role in preventing and eliminating violence against women and girls. (Source: 2021 OECD data)
- 3** **Violence against women and girls disrupts peace and stability within families and communities.** It triggers myriad costs to societies in healthcare, education, social protection, justice and productivity, preventing economies from achieving their full potential. Violence costs us all.
- 4** **Violence against women and girls is a major barrier to them accessing sexual, reproductive health and family planning services.** It also inhibits women's participation in public life, particularly in the social and economic development of the country and in peace processes.
- 5** **Armed conflict disproportionately affects women and girls, including putting them at higher risk of gender-based violence.** (Source: Peace Research Institute Oslo, 2022 via the 2023 Women Peace and Security Index)
- 6** **One in five ever-married women between 15 and 49 years of age have experienced some forms of intimate partner violence in their lifetime.** (Myanmar's Demographic and Health Survey 2015-2016)

KEY MESSAGES

Calls to action to organizations, donors & duty bearers

- 7 Sustained investment in Myanmar is more important than ever** to fulfill the promise of a life free from violence for women and girls, including those affected by multiple humanitarian crises.
- 8 Humanitarian access must be granted in all affected areas in Myanmar**, to ensure survivors of gender-based violence have access to health, psychosocial support, safety/security, and legal services.
- 9 Women's organizations in Myanmar play a vital role in ending and preventing gender-based violence** by providing services on a local level, bolstering women's empowerment, and reaching those at risk of being left behind.
- 10 Civil society and women-led organizations are on the frontlines of gender-based violence prevention and response efforts. To best support survivors and those who serve them, we need donors to provide longer-term, flexible and accessible funding.**
- 11 Investing in women's and girls' education benefits families, communities, and society as a whole.**
- 12 Investing in women and girls boosts economic growth** and helps improve overall community wellbeing.
- 13 Investing in women and girls in Myanmar will create long-term social and economic benefits for all** individuals, communities and our country.

KEY MESSAGES

Call to action messages to communities and individuals

- 14** Ending gender-based violence is possible and it is the responsibility of all individuals and organizations. **Join us in demanding investments and actions** to end it.
- 15** **The UN in Myanmar is firmly committed to investing in ending and preventing violence against women and girls** and continuing to advance gender equality and women's empowerment.
- 16** **To the men and boys of Myanmar, be agents of change and champions of women's rights.** We need your support to bring an end to violence against women and girls.
- 17** **Violence can't be justified and shouldn't be tolerated!** You can be an agent of change by letting people know violence against women and girls is unacceptable. It's not culture, it's a crime that must not be excused.
- 18** **You can take action by sharing messages in your community to call for** more services, increased men's engagement and the inclusion and leadership of grassroots women's organizations in preventing and responding to gender-based violence.
- 19** **The United Nations has zero tolerance for abuse of authority, sexual abuse and harassment.**



SOCIAL MEDIA MESSAGES



16 Days of Activism, Myanmar 2023



PLANNING YOUR SOCIAL MEDIA

During the 16 Days of Activism, there are several important advocacy days. Think about how you can adapt your messages or activities to target different audiences on these days.

This is a good time to start **announcing the campaign** on your social media channels

19 NOVEMBER

International Women's Human Rights Defenders Day

29 NOVEMBER

International Volunteer Day

5 DECEMBER

25 NOVEMBER

16 Days starts with **International Day for the Elimination of Violence**

3 DECEMBER

International Day for Persons with Disabilities

10 DECEMBER

Human Rights Day. Remind your audience that violence against women & girls is the most pervasive human rights violation worldwide.

HASHTAGS

#NOEXCUSE (ENGLISH)

#မည်သည့်အကြောင်းပြချက်မှမရှိ (MYANMAR)

#16DAYS (ENGLISH)

#၁၆ရက်တာလှုပ်ရှားမှု (MYANMAR)

If you still have space, also use:

#ORANGETHEWORLD (ENGLISH)

#လိမ္မော်ရောင်လွှမ်းသောကမ္ဘာဆီသို့ (MYANMAR)

အမျိုးသမီးများနဲ့
မိန်းကလေးငယ်များအပေါ်
အကြမ်းဖက်မှု မည်သည့်
အကြောင်းပြချက်မှ မရှိ။

#မည်သည့်အကြောင်းပြချက်မှမရှိ

Violence against women
and girls there is

#NOEXCUSE

SOCIAL MEDIA MESSAGES

Use these messages as they are or adapt them for your audiences. You can combine them with visual assets from the [2023 Myanmar 16 Days of Activism Trello Board](#). Most of the messages are **under 280 characters** to fit X (formerly twitter). We have included some longer messages you can use on Facebook, Instagram and LinkedIn.

Announcing the campaign and general messages

Message 1

What is #16Days of Activism?

It is a campaign to prevent and end violence against women and girls – the most pervasive human rights violation worldwide.

There is #NoExcuse - let's end violence now!

<https://bit.ly/InvestInEVAW>

Good time to post

Anytime from 13 November

Message 2

NOT. EVEN. ONCE.

There is #NoExcuse for gender-based violence.

Learn more about this year's #16Days campaign:

<https://bit.ly/InvestInEVAW>

Good time to post

Anytime from 13 November

Message 3

This #16Days of Activism, we invite everyone to share our message:

There is #NoExcuse for gender-based violence.

ADD YOUR OWN LINK

#16Days

Good time to post

Anytime from 13 November

Message 4

Gender-based violence is everybody's business.

We must act when we witness it!
#NoExcuse

Learn more about the signs of relationship abuse and how to help:

<https://bit.ly/FAQsSignsOfAbuse>

#16Days

Good time to post

Anytime from 25 November

SOCIAL MEDIA MESSAGES

Announcing the campaign and general messages

Message 5

There is #NoExcuse for violence – not at home, not in the workplace, not in public, not online. Nowhere.

ADD YOUR OWN LINK

#16Days

Good time to post

Anytime from 25 November

Message 6

On the International Day of Persons with Disabilities we are calling for a world free from violence and discrimination for all women & girls with disabilities.

RT if you're with us!

#16Days #IDPD #NoExcuse

Good time to post

3 December, International Day of People with Disabilities

Message 7

Women's rights are human rights.

There is #NoExcuse for gender-based violence.

Learn more: ADD YOUR OWN LINK

#16Days

Good time to post

10 December, Human Rights Day

Message 8

Longer message

Violence against women & girls is the most pervasive human rights violation worldwide.

Nearly 1 in 3 women and girls globally have been subjected to physical and/or sexual intimate partner violence, non-partner sexual violence, or both at least once in their life.

Get the facts:

<https://bit.ly/EVAWGfactsandfigure>

[S](#)

#NoExcuse

Good time to post

Anytime from 25 November

SOCIAL MEDIA MESSAGES

The importance of women's rights organizations for ending gender-based violence

Message 9

During #16Days and beyond, we recognize the vital role of women's organizations in Myanmar in:

- Providing services on a local level
- Bolstering women's empowerment
- Reaching those at risk of being left behind

#NoExcuse

Good time to post

Anytime from 25 November

Message 10

Women's rights organizations in Myanmar need greater support to continue their critical role in preventing and eliminating violence against women and girls.

There is #NoExcuse for lack of support.

#16Days

Good time to post

Anytime from 25 November

Message 11

Investment in Myanmar women's rights organisations is more important than ever for:

- ✓ Gender equality
- ✓ Poverty reduction
- ✓ Effective humanitarian response

#NoExcuse #16Days

Good time to post

Anytime from 25 November

Message 12

Longer message

This #16Days of Activism, we:

- 🗣️ Say there is #NoExcuse for gender-based violence.
- 🗣️ Call for support and investment in women's rights organizations.
- 🗣️ Challenge gender stereotypes that contribute to a culture of violence against women & girls, online and offline.

Are you with us?

Good time to post

Anytime from 25 November

SOCIAL MEDIA MESSAGES

The need for investment to prevent & end gender-based violence

Message 13

Violence against women CAN and MUST be prevented through:

- ✓ Investment in women's organizations
- ✓ Prosecution of perpetrators
- ✓ Services for survivors
- ✓ Promoting gender equality
- ✓ Legislation

#16Days #NoExcuse

Good time to post

Anytime from 25 November

Message 14

Fact:

Less than 0.02% of global government aid goes to the prevention of gender-based violence.

More sustainable investment is needed to prevent violence against women and girls.

There is #NoExcuse.

#16Days

Good time to post

Anytime from 25 November

Message 15

Sustained investment in Myanmar is more important than ever to fulfill the promise of a life free from violence for women & girls.

It's time to invest and give #NoExcuse for violence against women and girls.

#16Days

Good time to post

Anytime from 25 November

Message 16

One in five ever-married women in Myanmar have experienced some form of intimate partner violence.

There is #NoExcuse for gender-based violence.

This #16Days, let's end it.

Good time to post

Anytime from 25 November

SOCIAL MEDIA MESSAGES

Data on Gender Based Violence

Message 17

There is #NoExcuse for violence.

Yet, 1 in 3 women experience violence throughout their lifetime.

Violence against women and girls is the most pervasive human rights violation worldwide.

ADD YOUR OWN LINK

#16Days

Good time to post

Anytime from 25 November

Message 18

In conflict settings, intimate partner violence is 2.4 times higher compared to non-fragile settings.

Conflict and crisis put women and girls at greater risk.

This #16Days, let's put an end to gender-based violence.

#NoExcuse

Good time to post

Anytime from 25 November

Message 19

Women with disabilities are at least 2 to 3 times more likely than other women to experience violence.

The risk is even higher during conflicts & crises.

<https://bit.ly/EVAWGfactsandfigure>
[s](#)

#NoExcuse #16Days #IDPD2023

Good time to post

3 December, International Day of People with Disabilities

Message 20

Conflict puts women & girls at greater risk of violence.

This #16Days we call for more investment to end gender-based violence in crises and conflicts!

There is #NoExcuse.

Good time to post

Anytime from 25 November

SOCIAL MEDIA MESSAGES

Data on Gender Based Violence

Message 21

Longer message

Conflict puts women and girls at greater risk of sexual violence.

Yet, aid for conflict-affected countries and women and girls in crisis settings continues to decline.

This #16Days we call for more investment to end gender-based violence in crises and conflicts!

There is #NoExcuse.

ADD YOUR OWN LINK

Good time to post

Anytime from 25 November

Message 22

Longer message

📉 Economic crises

💣 Armed conflicts

🌡️ Climate change

Violence against women and girls is exacerbated by ongoing and emerging threats and crises. In Myanmar that includes economic crisis, armed conflicts and natural disasters.

Investing in sustainable livelihoods and social protection is key in building a safe future for all.

#NoExcuse

Good time to post

Anytime from 25 November

Remember to check out the Myanmar 16 Days of Activism 2023 Trello board for **visual assets, key messages and other resources in Myanmar language and English:**

 [Myanmar 16 Days of Activism Trello Board](#)

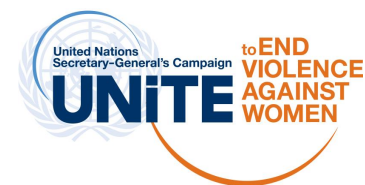


ACTIVITY

IDEAS



16 Days of Activism, Myanmar 2023



ORANGE THE WORLD

Due to the energy crisis, rather than illuminating buildings and landmarks, this year we encourage partners to consider different ways of 'painting the world orange' on 25 November.

Here are some ideas:



MAKE SOCIAL MEDIA VIDEOS

You can help promote this year's campaign by filming civil society partners, donors, community members and other stakeholders sharing their views on why it's important to **"Invest to Prevent Violence Against Women & Girls"**. Find more tips for making your video on the [2023 Myanmar 16 Days of Activism Trello Board](#).

Try to keep your video to around 30-40 seconds.

SUGGESTED QUESTIONS TO ASK YOUR INTERVIEWEES

Individuals

- How are you taking action to end and prevent gender-based violence?
- What can men in Myanmar do to end and prevent gender-based violence?

Partners and civil society

- Why is it important to fund women's organizations in Myanmar?
- How do local women's rights organisations in Myanmar help end and prevent gender-based violence?

Questions for donors

- How are you investing in ending and preventing gender-based violence in Myanmar?
- What type of investments are needed in Myanmar to end and prevent gender-based violence?

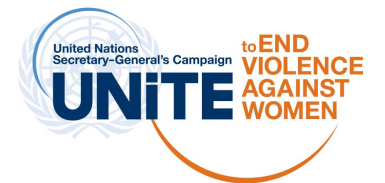


#NOEXCUSE

VISUAL IDENTITY



16 Days of Activism, Myanmar 2023



COLOUR PALETTE

You can access visual assets to go with your social media posts and campaign communications on the [2023 Myanmar 16 Days of Activism Trello Board](#).

If you would like to design your own content, you can use this colour palette to align with the **#NoExcuse** campaign.



#A7ABFF



#6241E7



#57189E



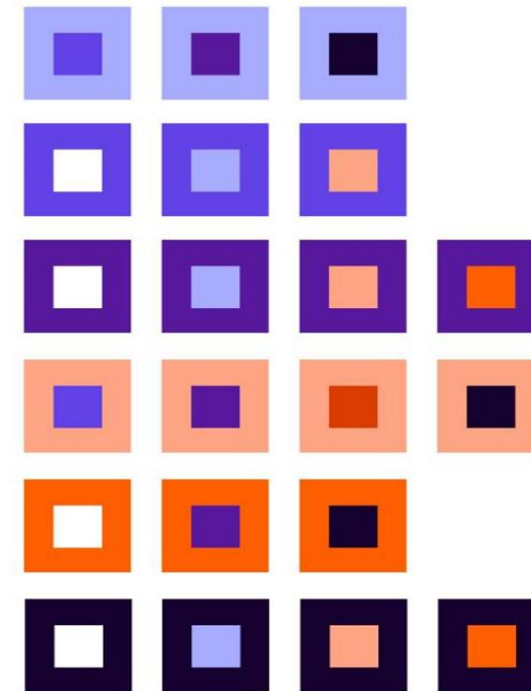
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TYPOGRAPHY

You can access visual assets to go with your social media posts and campaign communications on the [2023 Myanmar 16 Days of Activism Trello Board](#).

If you would like to design your own content, you can use these fonts to align with the **#NoExcuse** campaign.

PRIMARY TYPEFACE:
Bebas Neue

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
? ! @ # \$ % ^ & * ()**

SECONDARY TYPEFACE:
Noto Sans

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
? ! @ # \$ % ^ & * ()**

ABOUT THE MYANMAR UNCT GENDER THEME GROUP

The **Myanmar UNCT Gender Theme Group** is co-chaired by the UNFPA and UN Women Myanmar country teams.

It is an inter-agency coordination group that helps strengthen gender mainstreaming and the empowerment of women in the UN response in Myanmar.

The UNCT GTG provides inter-agency coordination and accountability for gender mainstreaming the UN response and advancing the Sustainable Development Goals agenda.



THANK YOU

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