

16 Days of Activism 2025

Theme:

"Reimagining Feminist
Futures: Rising in Solidarity,
Thriving out of Crisis"

Slogan:

Resist. Reclaim. Reimagine



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1.0. Introduction:

1.1. Campaign Background

Since 2004, the GBV Prevention Network has championed the 16 Days of Activism Against Gender-Based Violence (GBV) campaign by mobilizing members, shaping collective advocacy messages, and amplifying feminist voices across the region. Launched in 1991, the 16 Days of Activism Against GBV has become a global movement uniting activist, civil society, governments, and institutions from November 25 to December 10 each year to advance justice, safety, and gender equality.

In 2025, the GBV Prevention Network rooted the campaign in a transformative feminist vision; one that resists injustice and reimagines a world where women and girls thrive despite intersecting crises: climate collapse, conflict, pandemics, digital violence, economic inequality, and rising authoritarianism. At the same time, we confronted the shrinking civic space, the rise of anti-rights movements and funding cuts that continue to weaken care and support systems. Despite these challenges, feminists' movements persist. Even in scarcity, networks continue to organise, share resources and stand in solidarity. The 2025 Campaign affirmed this collective resilience and called for renewed action rooted in care, accountability, and shared power.

Campaign Theme 2025:

“Reimagining Feminist Futures: Rising in Solidarity, Thriving out of Crisis”

The campaign called on all stakeholders to envision and actively build bold feminist futures rooted in justice, accountability, collective care, and collective power. As crises intensify, particularly the rise in digital violence against women and children, the campaign emphasized collective resistance to harmful systems and the creation of sustainable, people centered alternatives to create lasting change. This vision was captured in the Campaign slogan: **Resist. Reclaim. Reimagine**

1.2. Campaign Objectives

- a. To reclaim power through feminist leadership by centering care, inclusion, and equity in efforts to prevent violence, respond to crises, and rebuild communities.
- b. To raise political and public consciousness on the urgent need to build strong feminist networks and movements that amplify collective voice, resist backlash, and drive transformative change.
- c. Amplify feminist narratives by sharing impactful stories and advocacy messages that reclaim the conversation on women's rights, celebrate collective wins, and inspire public action for justice and equality.



1.3. Core Message of the Campaign:

Violence against women is rooted in systemic injustice; and it can be dismantled. In the face of crisis, feminist movements rise in strategic, sustained solidarity, centering the leadership and voices of women and girls in all their diversities to build a just, inclusive and violence-free future.

1.4. The Action and Advocacy Kit

The Action and Advocacy Kit served as a central tool for coordinated campaign implementation across the Network.

The Action and Advocacy Kits contained; The purple and white ribbons, A3 poster, conversation starter strips, fridge magnets, affirmation cards, 2026 calendars, and campaign guide documents (campaign overview, campaign activity guide, media guide). 250 hard copy advocacy Kits were distributed to member organizations and individuals, as well as other partners (An increase of 50 advocacy kits compared to 2024). We disseminated 4,450 A3 Posters, 500(Sets) Affirmation Cards, 2,000 conversation strips, 700 calendars, 18,000 Purple and white Ribbons. All organizations and members can download an electronic kit shared via link (<https://preventgbv africa.org/2025-theme-advocacy-kit>).

2.0. Feedback from Network Members

2.1. Overview:

Over 115 organizations provided feedback, of which 84 had received hard copies and 31 downloaded soft copies of the advocacy kit. A central component of our efforts was the **16 Days of Activism** advocacy kit, which was reported to guide the planning, coordination, and delivery of all advocacy activities. Both hard and soft copies of the advocacy kit were widely utilized, providing structured guidance for messaging, workshops, community dialogues, social media campaigns, school sessions, and other educational initiatives. The advocacy kit's user-friendly design and adaptability to local contexts enabled consistent communication and messaging across all activities.

Partner organizations extensively leveraged the advocacy kit to structure key messages, develop advocacy materials, and create social media content, ensuring that awareness-raising and community engagement initiatives were effective, coherent, and impactful. It's use was instrumental in supporting a coordinated, multi-stakeholder approach to VAW prevention and the promotion of gender equality throughout the campaign.



2.2. Number of beneficiaries

Of the 115 network member organizations who provided feedback, 84 received hard copies while 31 downloaded soft copies. From the feedback, they reported that an estimate of **375,645** people was reached during the 16 Days of Activism campaign

2.3. Overall Feedback

The feedback was collected using a self-administered questionnaire shared online with the network members. We received feedback from about 90 respondents

i. Satisfaction and Commitment: Stakeholders reported high levels of satisfaction with the 16 Days of Activism advocacy kit initiative and reaffirmed their commitment to continuing GBV prevention efforts through the GBV Prevention Network. There was strong motivation to sustain collaboration, with majority highlighting the Network's role in strengthening collective action and shared learning.

ii. Impact of the Advocacy kit: The Advocacy kit was widely praised for its transformational impact on generating conversations to raise awareness, dialogue, and community mobilization. Many stakeholders reported that the advocacy kit enabled consistent, rights-based messaging, and helped organizations remain aligned with the campaign theme. For several grassroots/community-based organizations, the advocacy kit was their first access to Information, Education, and Communication (IEC) materials, significantly enhancing their capacity to conduct GBV prevention advocacy and community engagements.

iii. Quality, and Usability of Materials: Stakeholders expressed strong appreciation for the quality, design, and practical usefulness of the materials. The advocacy kit was described as visually engaging, easy to understand, memorable, and highly effective in offline and community-based settings. Commendation was given for designing and producing user-friendly resources that ably supported consistent messaging across diverse contexts while aligned with the campaign theme.

iv. Distribution, and Resourcing Needs: While overall feedback was positive, stakeholders emphasized the need for improved planning and earlier distribution of materials. Increased resourcing, stronger coordination, and enhanced localization were identified as critical to expanding reach and impact, especially for rural, marginalized, and hard-to-reach communities. There was strong demand for larger quantities of printed materials, particularly calendars, charts, posters, and banners to enable sustained engagement at the community level.





2.4. Use of the 16 Days of Activism Advocacy kit in Planning and Coordination

The 16 Days of Activism advocacy kit was central to the structured planning, coordination, and implementation of daily campaign activities during the 2025 campaign.

- The advocacy kit provided comprehensive guidance on message development, event organization, volunteer training, and activity documentation, ensuring a consistent and well-coordinated approach across all partner organizations. Both hard and soft copies of the Advocacy kit were widely utilized, and its adaptability enabled partners to tailor activities to local contexts while maintaining coherent and rights-based messaging.
- The kit played a critical role in shaping clear advocacy messages, daily themes, and talking points aligned with the 2025 global theme, “End digital violence against women and girls.” It also supported the standardization of messaging across IEC materials (posters, flyers, conversation guides, calendars, and badges) ensuring consistency across workshops, school sessions, youth forums, community dialogues, and social media campaigns. Structured templates within the advocacy kit enabled participating organizations to deliver effective, engaging, and accessible content to diverse audiences.
- In terms of coordination, the advocacy kit facilitated efficient organization of staff and volunteers by clearly outlining roles, responsibilities, and activity schedules for staff members, gender champions, focal persons, and youth ambassadors. Internal training sessions leveraged the advocacy kit to strengthen facilitation skills, promote survivor-centered approaches, and ensure consistent engagement with community members. It also guided staff and volunteers in documenting activities, tracking attendance, and collecting feedback, contributing to strengthened monitoring and evaluation practices.
- The advocacy kit further supported community engagement and advocacy by guiding inclusive forums such as school-based sessions, youth dialogues, CSO capacity-building workshops, and broader public outreach initiatives. Social media and online awareness activities were also structured using the advocacy kit, amplifying messages on GBV risks, prevention strategies, reporting mechanisms, and the promotion of women’s and girls’ rights. By providing practical guidance for both offline and online interventions, the advocacy kit enhanced the campaign’s reach and impact across multiple channels.
- Beyond the campaign period, the advocacy kit served as a valuable resource for partner organizations and stakeholders (e.g. the National Sex Workers Network, the Mental Health Support Network, and local government agencies) which integrated it into their regular operations to strengthen internal systems, standardize advocacy approaches, and improve program implementation.

- Overall, the 16 Days of Activism advocacy kit proved indispensable in structuring, coordinating, and amplifying the 2025 campaign. Its comprehensive and adaptable guidance enabled consistent messaging, effective coordination, and impactful advocacy, contributing significantly to the success of the 16 Days of Activism campaign.
- The Advocacy kit supported inclusive community engagement through school sessions, youth dialogues, CSO workshops, and public outreach, while also guiding social media and online campaigns to amplify messages on GBV risks, prevention, reporting mechanisms, and women's and girls' rights. By providing practical guidance for both offline and online interventions, the advocacy kit strengthened the campaign's reach, visibility, and overall impact across multiple channels.

3. Community Outreach and Engagement

3.1 Engagement with Women, Girls, and Community Groups

- The 16 Days of Activism advocacy kit guided a wide range of community outreach initiatives aimed at empowering women and girls. Activities included sessions with women's groups, community clubs, and multiple women's groups to discuss women's and girls' rights, including property ownership and inheritance. E.g. women and girls were directly engaged to understand and claim their rights.

“Advocacy materials, such as posters, flyers, conversation kits, affirmation cards, and purple ribbons—were distributed to reinforce key messages”

a Community Based Organization in Uganda

- Experience-sharing meetings provided a platform for women to address online abuse and discuss strategies for prevention. Survivors visiting organizational offices were offered GBV prevention guidance and self-care support, ensuring that outreach included both awareness and practical assistance. The affirmation of cards and conversation starter strips encouraged dialogue, reflection, and peer mentorship.





3.2 Male Engagement

- Some member organizations focused on mobilizing men as advocates for women's rights and VAW prevention. Male champion meetings encouraged men to support women in claiming their rights and preventing economic and domestic violence. Dialogues with male allies addressed GBV concerns, harmful social norms, and strategies to amplify community support. These engagements reinforced male accountability and highlighted the importance of men as active partners in preventing gender-based violence.

“We used the kit to discuss with women to deepen their understanding and need to support each other in the community”.

Unima Feminomics hub - Malawi

3.3 Public Engagements

The advocacy kit also facilitated outreach in public spaces, including churches, marketplaces, community centers, football programs for girls, city notice boards, and offices. Outreach in public spaces—markets, churches, and community centers—used dialogue, performances, and campaigns to raise awareness and promote solidarity.



They participated in a community dialogue for the 16 Days of Activism in Botswana



4.0: Media, Digital, and Online Engagement

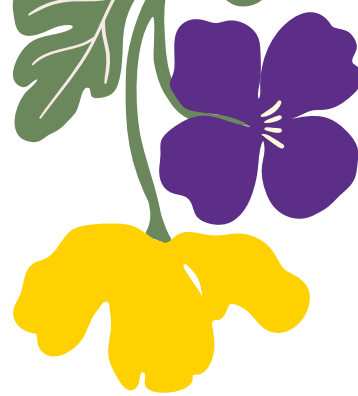
- The digital platforms amplified campaign reach through social media, videos, newsletters, and online advocacy. The campaign reached 40,234 people online. It addressed emerging issues such as digital violence and online safety. Strengthened awareness among parents, teachers, and youth
- Online engagement addressed emerging issues such as digital violence and online grooming, equipping parents, caregivers, teachers, and youth with knowledge on digital safety while fostering peer learning and public dialogue.

5.0: Partnerships and Stakeholder Engagement

- The Advocacy kit was used to facilitate strong multi-sectoral partnerships across different contexts. In South Africa, the National Prosecuting Authority, Department of Justice, Department of Health, and South African Police Services conducted street awareness campaigns in Mthatha and Mqanduli, distributing advocacy materials and ribbons to hospital visitors and taxi-rank commuters. Assistance Mission for Africa used the Advocacy to facilitate targeted discussions with LGBTIQ youth on gender-based violence (GBV), intimate partner violence (IPV), and feminism.
- Community outreach initiatives created awareness on harmful social norms such as early and forced marriage, domestic violence, and discriminatory inheritance practices, additionally some utilized the Advocacy Kit to facilitate workplace reflection sessions, contributing to safer and more inclusive professional environments.



6.0. Organizational Strengthening



- The Advocacy kit significantly contributed to organizational strengthening. For example, 25 Gender Champions/ focal persons across five wards in Umzingwane District received the Advocacy kit and integrated it into their day-to-day activities, strengthening internal systems and improving program implementation.
- The Advocacy kit guided staff orientation and capacity-building sessions, ensuring consistency in messaging, reporting, and communication. It also enhanced coordination with partners, donors, and key stakeholders, including government institutions and the Ministry of Health. Furthermore, the practical tools within the advocacy informed planning, risk management, and stakeholder engagement processes, reinforcing accountability, quality, and compliance across programs.

7.0. Advocacy Materials and Key Tools

- The 16 Days of Activism Advocacy kit offered a diverse range of advocacy materials that were widely utilized across multiple contexts and settings. These included posters, flyers, calendars, badges, and affirmation cards conveying key messages on GBV/VAW prevention and response. Conversation guides and discussion starter strips facilitated structured and meaningful community dialogues, while affirmation cards and safe-space reflection materials provided personal reflection, peer support, and survivor-centered engagement.
- Purple ribbons served as visible symbols of solidarity and commitment to ending violence. In addition, information, education, and communication (IEC) materials were effectively used during one-on-one engagements, VSLA meetings, community dialogues, and religious gatherings, strengthening understanding, participation, and message retention.
- The Advocacy Kit promoted inclusive engagement of persons with disabilities. Affirmation cards were further used during wellness retreats for Women Human Rights Defenders, these were interactive tools and proved adaptable and culturally relevant in strengthening GBV advocacy visibility both online and offline.



8.0. Education, Civic Engagement, and Human Rights

- The Advocacy Kit played a pivotal role in raising awareness on human rights, civic responsibility, and collective action. Through facilitated dialogues and guided sessions, participants reflected local challenges, identified advocacy priorities, and explored peaceful and lawful approaches to driving social change. These discussions deepened understanding of fundamental rights and active citizenship, strengthened critical thinking, and empowered communities to harness collective action in advancing accountability, inclusion, and sustainable development.

Key Challenges

- a. Logistical delays (eg venues bookings, printing of tickets) caused rescheduling of some events including VOWAZA. Operational and logistical gaps were identified by some members who emphasized the importance of receiving hardcopy materials, noting that delivery oversights limited their ability to fully implement planned activities.
- b. Limited distribution of hard copy materials constrained implementation, requiring digital/offline adaptations.
- c. Adaptive strategies such as use local spaces, churches, mosques, VSLA meetings, and shopping centers helped mitigate some of the logistical and operational challenges.



Recommendations

Stakeholder Feedback, Lessons Learned, and Recommendations

1. Planning, Timing, and Coordination

Ensure early planning and coordinated implementation by distributing advocacy kits (hard and soft copies) at least 2–3 weeks before the campaign (ideally by October) and convening pre-campaign coordination sessions to align partners around a shared workplan and activity plans for targeted technical and financial support.

2. Advocacy kit Design, Quantity, and Accessibility

Maintain the high-quality, user-friendly design of the Advocacy kit while increasing quantities and ensuring equitable distribution, particularly restoring grassroots partners to distribution lists; and continue providing both hard and soft copies to ensure accessibility across diverse and low-resource contexts.

3. Language, Inclusion, and Disability Accessibility

Enhance accessibility of the Advocacy kit by translating materials into key local languages (e.g., Portuguese, Chichewa, Kinyarwanda, Somali), increasing use of visuals, low-text, and radio-friendly formats, and further adapting content to ensure inclusive engagement for persons with disabilities.

4. Child- and Adolescent-Focused Programming

Develop child-friendly, age-appropriate IEC materials (e.g., cartoons, stories, games) for children aged 10–15 and strengthen school-based GBV prevention through teacher training, curriculum integration, clear reporting pathways, and regularly updated school-focused kits.

5. Addressing Digital Violence

Address digital violence by combining online awareness with offline tools, building the capacity of parents, caregivers, teachers, and community organizations to prevent and respond to online abuse, and strengthening referral systems through collaboration with schools, technology actors, and child protection agencies.





6. Community-Level Engagement and Survivor Support

Enhance community-level engagement and survivor support by using innovative, non-confrontational approaches (e.g., Conversation Starter Strips), implementing Safe Space Mapping to identify trusted locations, and strengthening coordination with health, police, and social welfare services to ensure timely and effective support for survivors.

7. Economic Justice and Policy Advocacy

Advance economic justice by sustaining advocacy on succession and inheritance laws that protect women's and girls' property rights and strengthen engagement with national and grassroots stakeholders to ensure effective interpretation, translation, and implementation.

8. Digital Engagement, Visibility, and Storytelling

Strengthen digital engagement and campaign visibility by leveraging social media, WhatsApp, radio, and online storytelling to reach broader audiences, while ethically integrating survivors' stories with evidence-based messaging. Enhance branding, visibility, and local ownership by providing additional branded materials (e.g., T-shirts, caps, banners, calendars) featuring both Network and grassroots partner logos and increasing kit quantities to support broader community engagement of women and men in activism.

9. Financial and Operational Support

Provide modest financial and operational support, including sub-grants to cover transportation, refreshments, visibility materials, and community activities, while continuing the provision of dignity kits to support GBV survivors, women of reproductive age, and school-going girls.

11. Network Governance, Learning, and Sustainability

Stakeholders emphasized the need for stronger coordination and governance within the GBV Prevention Network through quarterly peer-learning meetings, joint planning, experience sharing, and collective organizing, including support for joint proposal development to enhance access to funding. They also recommended strengthening digital engagement strategies; leveraging social media analytics, radio programming, WhatsApp, and online storytelling to reach hard-to-reach populations and amplify grassroots organizations' work. Survivors' stories should be integrated with evidence-based messaging while upholding strict ethical and safeguarding standards.

"It would be nice to also have our photos posted on your social media platforms of the event that we did as a member of the network".

"In future may you also help us organize or also include us in the "Reenergize and Replenish" workshops that members take part in. We are pleased with your support and materials we received"

feedback from a happy beneficiary of the advocacy kit.



The 16 Days Of Activism Social Media Campaign By GBV Prevention Network

Overview of the Social Media Campaign: The GBV Prevention Network ran a social media campaign alongside the distribution of the kit. The campaign ran from 24 November to 10th December 2025 on Facebook, Instagram and BlueSky. The campaign reached 40,234 people.

Hashtags: #16DaysOfActivism #FeministFutures #EndOnlineViolence



Bluesky

Social Media Campaign 16
Days of GBV Activism 2025
Reach

35,708

4,417

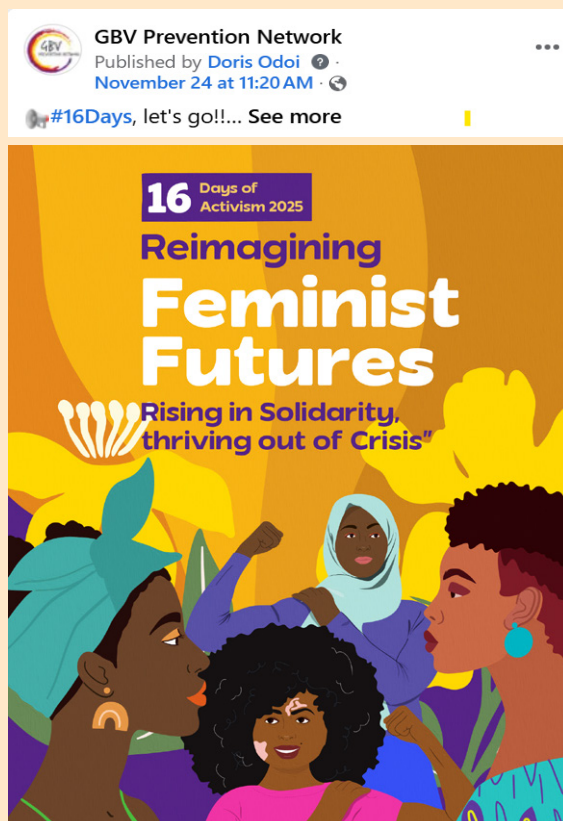
109

Social Media Campaign 16
Days of GBV Activism 2025
Followers gained

838

183

12

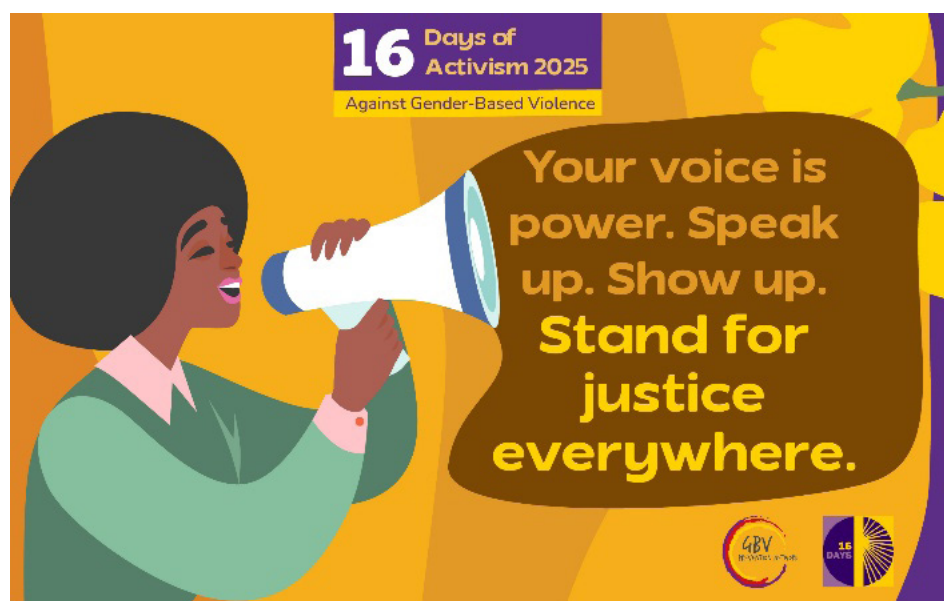


Top performing post

The post, which reached an estimated **11,609 people**, was seen **18,412 times** by Facebook users and gained 318 likes and 31 shares.

The top performing post on Instagram which reached an estimated **593 people**, was seen **1,235 times** by Instagram users and gained 91 engagements including 83 likes and 6 comments.

Top performing post





Day
4

16 Days of
Activism 2025
Against Gender-Based Violence

**Challenge
injustice—online and
offline. Support
community action.
Be part of global
feminist change.**



Day
5

16 Days of
Activism 2025
Against Gender-Based Violence

**"When you fund us
with intention, you
help women's
movements rise,
organize, heal, and
protect
communities.
Your commitment
fuel's our
movement."**



✕ Exit full screen



Day
6

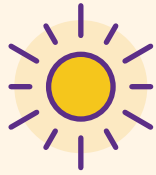
16 Days of
Activism 2025
Against Gender-Based Violence

**Governments: Don't
just pledge—act. Fund
violence prevention.
Support communities.
Stand with feminist
movements.**

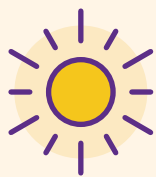


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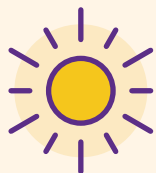




Day
7



Day
8



Day
9

16 Days of
Activism 2025
Against Gender-Based Violence

**When civic
space shrinks,
injustice
grows.
Keep it open.
Keep it safe.**



16 Days of
Activism 2025
Against Gender-Based Violence

**Bold feminist action starts here.
Transform the systems.
Dismantle inequality.
Build liberated futures together.**



16 Days of
Activism 2025
Against Gender-Based Violence

**33% of women
in sub-Saharan
Africa face
violence.
One year.
One region.
One crisis.
Break the
cycle.**



Day
10

16 Days of Activism 2025
Against Gender-Based Violence

Safer communities start with us. Create spaces where respect is the norm.





Day
11

16 Days of Activism 2025
Against Gender-Based Violence

"When you fund us with intention, you help women's movements rise, organize, heal, and protect communities. Your commitment fuels our movement."





✕ Exit full screen



Day
12

On this **INTERNATIONAL HUMAN RIGHTS DAY**

we're not just dreaming feminist futures. We're building them, free from violence.





Conclusion

The 16 Days of Activism Advocacy Kit and social media campaigns effectively advanced GBV prevention, raised awareness, and fostered collective action. The kit's adaptability and accessibility enabled engagement across communities, including youth, women, and persons with disabilities, while digital and public outreach strengthened visibility and dialogue. Collaborative initiatives enhance local ownership and accountability. Feedback highlighted opportunities to expand inclusiveness, child- and youth-focused materials, and adequate resourcing to ensure sustainable, impactful advocacy.



