



Communications Plan

2008-2009

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Introduction

As laid out in the *Framework for Action* and the *Programme of Activities and Expected Outcomes and Outputs*, the overall objective of the Secretary-General's Campaign is to raise public awareness and increase political will and resources for preventing and responding to all forms of violence against women and girls, with the primary aim of enhancing work at the national level: implementing or strengthening national laws, carrying out national action plans, conducting awareness-raising campaigns and social mobilization, putting in place statistical data collection and analysis systems, and addressing the use of sexual violence in conflict.

The Campaign will focus on global advocacy, strengthened efforts and partnerships at national and regional levels, and United Nations leadership by example. This framework communications plan complements the multi-year programme of activities in support of national implementation efforts as part of the UN System's contribution to the Campaign.

To support the above-mentioned objectives, communications efforts will be developed and implemented primarily at the national level. Global activities can serve to generate visibility and momentum for the Campaign at the international level, but messages and information products must be adapted to local audiences in order to be effective.

The plan below sets out a framework for communications at both the global and regional/national levels, as well as suggesting initial activities for the period 2008-2009.

Messages

Messages will be differentiated depending on the target audience.

Global level: Global messages for the Campaign will be developed through the inter-agency UN Communications Group Task Force on Violence against Women, based on those agreed by the Secretary-General's Policy Committee. These messages will emphasize global solidarity and the Secretary-General's call to take action to end violence and impunity and ensure justice for women and girls.

Regional and national levels: Regional and national messages will be developed through consultations organized by Regional Commissions and Country Teams, as relevant. They will emphasize the call of the Secretary-General for strengthened partnership at local and regional level. The messages should capture experiences and examples of regional and national men leaders.

Target Audiences

Global level: Target audiences include international organizations, Member States, opinion leaders, international non-governmental organizations (NGOs) and civic organizations, including faith-based organizations.

Regional and national levels: Target audiences include national Government officials, opinion leaders, NGOs and those who are in a position to implement national legislation and action plans. In addition, to increase public awareness and social mobilization (Key outcome 4), the key strategic actors identified include: men and boys; adolescents and youth; faith-based organizations; women's groups; the private sector; human rights groups and other key groups.

Spokespersons

Global level: Spokespersons should be engaged to speak out on violence against women in public and private meetings. A list of UN System officials and experts who can speak to target groups and media will be compiled.

- The Secretary-General
- The Deputy Secretary-General
- Heads of UN System entities
- Senior UN officials
- Experts
- Goodwill Ambassadors and celebrity advocates should be mobilized by all relevant UN System entities and partners.
- The Secretary-General will appoint a Messenger of Peace who will focus on violence against women.
- Members of the Secretary-General's Network of Men Leaders.

National level:

- Resident Coordinators
- Gender advisers
- Senior officials from the UN System
- Heads of Country Teams, UN Information Centres and offices should be encouraged to identify, in partnership with NGOs and other active groups, national celebrities and religious leaders who can contribute to spreading the message of the Campaign.

Communications Opportunities

The following compilation includes a potential list of expected opportunities between 2008 and 2009:

Global level:

February/March 2008

- Launch of the Secretary-General's Campaign.
- Expansion of "Say NO to Violence against Women" on-line signature campaign (UNIFEM) throughout the year, gaining support of Government and religious leaders.

September 2008

- At the High-level Event on MDGs, a number of gender-related events were held and initiatives were launched, and the Secretary-General focused attention on the Campaign.

October 2008

- The global inter-faith dialogue on population, gender and development issues held in Istanbul provided a key opportunity for the Secretary-General to invite faith-based leaders to participate in the Campaign.

17 November 2008

- A Messenger of Peace to focus on violence against women will be designated by the Deputy Secretary-General on 17 November. The designation ceremony will be followed by a press conference.

19 to 21 November 2008

- The Economic Commission for Africa will host "The African Development Forum VI", a multi-stakeholder platform for debating, discussing and initiating concrete strategies for Africa's development, this year with a focus on gender equality, women's empowerment and elimination of violence against women in Africa.

25 November 2008 – International Day for the Elimination of Violence against Women

- At the “Say NO” campaign closing event, signatures will be presented to the Secretary-General. UN Information Centres are being mobilized to generate more signatures and awareness.
- Panel discussion on fifteen years of the United Nations Special Rapporteur on Violence against Women and on the causes and consequences of violence against women, organized by the United Nations Population Fund and the Office of the Special Adviser on Gender Issues and Advancement of Women.
- MIKA: An awareness-raising play developed and performed by the theatre ensemble *Tiyatroglobal* and inspired by the UN Secretary-General’s call to Unite to End Violence Against Women. The event is organized by the Special Adviser on Gender Issues and Advancement of Women in conjunction with the Inter-Agency Network on Women and Gender Equality.

25 November – 10 December 2008

- 16 Days of Activism events will be held around the world.

25 to 29 November 2008

- The Government of Brazil, in coordination with UNICEF, ECPAT and the NGO Group for the Convention on the Rights of the Child, will host the World Congress III, against the Sexual Exploitation of Children and Adolescents. The Congress will activate the global community to put in place clear, achievable and measurable goals and targets that will further the vision of eliminating the sexual exploitation of children and adolescents, as per recommendations of the UN Study on Violence against Children.

4 to 5 December 2008

- The Presiding Officers of the Regional Conference on Women in Latin American and the Caribbean, at its forty-second meeting, will undertake the coordination of the Secretary-General’s campaign “Unite to End Violence against Women”, as one of the main items of the agenda.

March 2009

- International Women’s Day (8 March) will have as its theme “UNite to end violence against women”. Events will be held at UN Headquarters (6 March) and around the world. A message/op-ed by the Secretary-General will be promoted through media.
- Launch of the Secretary-General’s Network of Men Leaders.
- A Global Billboard campaign is proposed to be launched, led by OCHA. The launch would involve laser projections of a logo onto landmark buildings and monuments, including the UN building in New York. The public would be engaged to register their homes, schools or workplace as a women’s safe house. A global advocacy toolkit would be developed.

29 March – 3 April 2009

- Global Symposium on Men as Partners in Achieving Gender Equality, Rio de Janeiro, organized by the MenEngage Alliance, with participation from a number of UN entities. A full day will be devoted to the issue of violence against women.

June 2009

- Report to the Security Council on implementation of Resolution 1820 on sexual violence in conflict.

25 November 2009 – International Day for the Elimination of Violence against Women

- A major event to be developed.
- 16 Days of Activism events to be held around the world.

Regional and national level:

- Events can be organized at regional and national level to coordinate with the key global dates above, or as relevant to national campaigns and events.

Communications Tools

The following tools will be developed at the global level:

- A basic website was created in six official languages for the launch of the Campaign (<http://endviolence.un.org>). It will be updated and expanded to include a feature highlighting news and activities carried out in conjunction with the Campaign.
- A coordinated database on violence against women will be established as a way of monitoring progress under the Campaign.
- A logo has been developed in the six official languages and is available, with guidelines for its use, on the Campaign website.
- Online outreach tools will be explored, such as social networking sites and blogs, as an effective way to reach large audiences, raise awareness and build constituencies that can be further engaged.
- A brochure and fact sheets about the Campaign will be developed, first on-line and then in print form.
- A poster with global messaging will be developed and printed in 2009.
- Guidelines for ethical reporting will be distributed to the media.
- Broadcast materials will be compiled and reviewed, and needs for new materials evaluated. Existing materials include recent documentaries produced by UNFPA, UNIFEM and the Austrian Government, aired on BBC World Service.

- Testimonials from survivors will be sought from field offices and partners and used in the production of advocacy material.
- Exhibits, such as “A Global Crescendo: Women’s Voices from Conflict Zones”, organized by the International Rescue Committee and shown in the UN south lobby in October 2008, will be organized in partnership with other stakeholders.

The tools developed at the global level will be made available to regional and national offices and partners; where necessary, modifications should be made to suit local conditions. In addition, the local media, civil society, local artists and cultural groups should be encouraged to propagate key messages of the campaign.

Other local tools include:

- Posters – or billboards, if resources can be found.
- Public service announcements for television or radio, working with broadcast partners and using national or regional celebrities and the Network of Men Leaders.

Activities to reach target audiences

Special activities will be undertaken to reach out to key audiences, at both global and national levels:

- **Adolescents and youth** – partnerships should be sought with UN offices and channels that work with youth, such as the UN Programme on Youth, DPI’s Global Teaching and Learning Project (UN Cyberschoolbus) and UNICEF’s Voices of Youth, as well as with appropriate NGOs and media such as MTV, YouTube, Facebook and My Space. Social networking sites and blogs, such as StopX.org, an online platform (by UNICEF in partnership with NGOs) for young activists fighting sexual exploitation of children and adolescents, can promote and support young people’s actions at global and local levels.
- **Faith-based organizations** – campaigns should be organized with national partners to utilize the moral power of faith-based organizations.
- **Men and boys** – partnerships should be sought with men’s and boys’ organizations, especially through the Secretary-General’s Network of Men Leaders, to reach male audiences on a broad scale.

Inter-agency mechanism

At the global level, communications for the Secretary-General’s Campaign will be coordinated by a UN Communications Group Task Force, convened by DPI, in consultation with the substantive Task Force convened by the Special Adviser on Gender Issues and Advancement of Women as the Chair of the Group. National UN Communications Groups or other inter-agency consultations should also coordinate activities among UN entities at country level, as appropriate.

Budget and resources

As mentioned in the Framework for Action (paragraph 21), additional resources will be needed to carry out these activities. Every effort will be made to utilize existing resources and activities to raise the profile of the Campaign, and to solicit funds from possible donors.

*Submitted by the UN Department of Public Information
In consultation with inter-agency partners through the UN Communications Group Task Force*