



**Orange Day, 25<sup>th</sup> April 2015**

**HeForShes say NO to violence against women and girls**

The United Nations Secretary-General's Campaign UNiTE to End Violence against Women has proclaimed the 25<sup>th</sup> of each month as 'Orange Day', a day to raise awareness and take action against violence against women and girls. As a bright and optimistic colour, orange represents a future free from violence against women and girls, for the UNiTE Campaign. Initiated and led by the UNiTE campaign Global Youth Network, Orange Day calls upon activists, governments and UN partners to mobilize people and highlight issues relevant to preventing and ending violence against women and girls, not only once a year, on 25 November ([International Day for the Elimination of Violence against Women](#)), but every month.

To call for a world free from violence against women and girls [UNiTE](#) and [HeForShe](#) campaigns, both managed by UN Women, are joining forces on 25<sup>th</sup> April this year to call on men and boys to stand together with women and girls against violence.

### **MEN AND BOYS: PARTNERS IN BUILDING A WORLD FREE FROM VIOLENCE AGAINST WOMEN AND GIRLS**

The road towards a world without violence requires transforming women's *and* men's attitudes, beliefs and behaviours. Men and boys have a responsibility and a role to play as agents of social and cultural change and in speaking out against violence against women and girls. The emerging evidence base shows that approaches to prevent violence against women and girls that engage men and boys work, and a growing number of initiatives, programmes and organizations are now working towards that end. By using different approaches and tactics, these interventions are altering social norms, institutions and practices that normalize violence against women and girls.

Global organizations such as [MenEngage](#), a coalition of more than 400 NGOs around the world and the [White Ribbon campaign](#), which operates in 40 countries, work collectively towards advancing gender justice, human rights and social justice. They support the work of women's organizations to achieve a world in which all can enjoy healthy, fulfilling and equitable relationships and reach their full potential.

The UNiTE campaign employs diverse methods to work with men and boys as part of the solution in preventing and ending violence against women and girls. It works with national and global men's organizations who work to end violence against women, supports research to deepen the understanding of why men perpetrate violence, and works with partners from sportsmen to broadcasters and artists, to reach male audiences and bring awareness to the issue.

As part of his efforts to include men as part of the solution to prevent and end violence against women, the United Nations Secretary-General Ban Ki-moon launched his [Network of Men Leaders](#) in 2009. The Leaders in this network include current and former politicians, civil society and youth activists, religious and community leaders, cultural figures and other prominent individuals. They work in their spheres of influence to undertake specific actions to prevent and end violence against women, from raising public awareness, to advocating for adequate laws, to discussing the issue with young men and boys or holding governments accountable.

At the United Nations Headquarters in New York, influential men leaders from around the world came together in January this year for a [Barber Shop Conference](#) organized by the Governments of Iceland and Suriname to rally men and boys around the issue to building momentum amongst their peers around gender equality.

The [UN Trust Fund to End Violence against Women](#) also supports efforts to engage men and boys as agents of social change in programmes which work with boys to bring about generational transformation, work with men to create positive masculinities and question power relations, and empower men and women to enact positive change, investing US\$ 4.5 million – 8% of its portfolio in projects which engage men and boy to end violence against women and girls.

## **THE HEFORSHE CAMPAIGN**

The HeForShe campaign provides an entry point for men and boys who want to be advocates for gender equality. HeForShe is a solidarity movement for gender equality developed by UN Women to engage men and boys as advocates and agents of change for the achievement of gender equality and women's rights. It provides a platform for men to self-identify with issues of gender equality and its benefits, which liberate both men and women from prescribed gender roles. The campaign encourages men and boys to speak out and take action against inequalities faced by women and girls and one of its strategic aims is the end violence against women, as an extreme manifestation of gender equality.

## **ORANGE DAY ACTIVITIES**

### **General activities**

- Engage men and boys in your communities, schools and work places – ask them to wear orange, show their support and share their photos and messages with us at <https://www.facebook.com/SayNO.UNiTE> and [https://twitter.com/SayNO\\_UNiTE](https://twitter.com/SayNO_UNiTE) using the hashtag #orangeday

### **Activities for men and boys:**

- Become a HeForShe! Commit to take action against all forms of violence and discrimination faced by women and girls and invite your friends to join you: <http://www.heforshe.org/#take-action>
- Be informed! [Learn about](#) violence against women and girls.
- Support local women's programmes! Find out what organizations are working in your area and offer your support.
- Be a role model. Mentor a boy and teach him that being a man means respecting women and girls.
- Use your voice to say it loud and clear: violence against women and girls is not in my name and I'm man enough to stand up and be counted! Start by sharing the social media messages below.
- Start a conversation. Host a discussion in your school, workplace, sports club or university.

- Ask how you can help, or seek help if you suspect abuse or violence may be taking place.  
If you are abusing others, stop and seek medical help IMMEDIATELY.

## **USEFUL RESOURCES**

Virtual Knowledge Centre to End Violence against Women and Girls:

<http://endvawnow.org/en/modules/view/9-men-boys.html>

World Health Organization Resources on Engaging Men and Boys:

[http://www.who.int/gender/topics/why\\_engage\\_men/en/](http://www.who.int/gender/topics/why_engage_men/en/)

[Partners for Prevention](#) is a UNDP, UNFPA, UN Women & UNV regional joint programme for the prevention of violence against women and girls in Asia and the Pacific. Read the report: Why Do Some Men Use Violence Against Women and How Can We Prevent It?:

<http://www.partners4prevention.org/node/515>.

The White Ribbon Campaign: 16 Ways that Men and Boys can make a difference

<http://www.whiteribbon.ca/news/16-ways-in-16-days/>

National Center on Domestic Violence: 10 things men can do to end violence against women and girls

[http://www.ncdsv.org/images/VM\\_10-Things-Men-Can-Do-To-End-VAW.pdf](http://www.ncdsv.org/images/VM_10-Things-Men-Can-Do-To-End-VAW.pdf)

The International Center for Research on Women and Instituto Promundo's Project Engaging Men to End Gender-based Violence: <http://www.icrw.org/contact>

Sonke Gender Justice: toolkits <http://www.genderjustice.org.za/publications/toolkits/>

## **SAMPLE SOCIAL MEDIA MESSAGES**

### **TWITTER**

#### **General messages**

Happy #OrangeDay! This month UNiTE & #HeForShe join forces and call on men & boys to stand up against #VAW <http://owl.li/mJkg> @SayNO\_UNiTE

Invite the men in your life to be #HeForShe & wear orange to stand against #VAW. Share pics @SayNO\_UNiTE #OrangeDay <http://owl.li/mJkg>

It's UNiTE #OrangeDay! Calling on men & boys to take action against #VAW. Here are 7 things you can do now <http://owl.li/mJkg> #HeForShe

This #Orange Day, UNiTE & #HeForShe say men & boys are key partners to end #VAW. Wear orange to show your support! <http://owl.li/mJkg>

### **Messages for men and boys**

On 25 April, UNiTE campaign #OrangeDay, proud to say I'm a #HeForShe & man enough to stand up to #VAW <http://owl.li/mJkg> v @SayNO\_UNiTE

On 25 April, #OrangeDay, UNiTE calls on men & boys to stand with women & girls to stop #VAW. <http://owl.li/mJkg> v @SayNO\_UNiTE #HeForShe

I'm a #HeForShe and this #OrangeDay, I'm wearing orange to show #VAW is not in my name. Join me! <http://owl.li/mJkg> v @SayNO\_UNiTE

Today is #OrangeDay! I'm a #HeForShe & I'm wearing orange to say NO to #VAW & YES to gender equality! <http://owl.li/mJkg> v @SayNO\_UNiTE

I'm a #HeForShe & I say NO to #violenceagainstwomen & girls. Wear orange today to support the UNiTE campaign. Share ur pics w/ @SayNO\_UNiTE!

### **Sample Facebook messages**

#### **General messages**

The UNiTE campaign has declared the 25<sup>th</sup> of each month as #OrangeDay – a day of action to end all forms of violence against women and girls. This month, we are highlighting men and boys as key partners to end violence against women and girls and are calling on all men to take action. Here are some great resources and 7 things you can do now: <http://owl.li/mlJkg> via **[@SayNO.UNiTE]**

Happy #OrangeDay! This month, the UNiTE and HeForShe campaigns are joining forces to call on men and boys to take action to end violence against women and girls. Start a conversation with the men and boys in your community to talk about issues that affect women and girls' right to live free from violence. <http://owl.li/mlJkg> via **[@SayNO.UNiTE]**

### **Messages for Men and Boys**

Happy #OrangeDay! Today, I'm proud to be a #HeForShe and to show I'm man enough stand up against violence against women and girls. Join me and share this with your friends. Here are 7 things you can do now: <http://owl.li/mlJkg> via **[@SayNO.UNiTE]**

Today is #OrangeDay, a day to speak out and take action to end violence against women and girls. I'm wearing orange to show my support. Join me and find out what you can do today <http://owl.li/mlJkg> via **[@SayNO.UNiTE]**

Did you know that the 25<sup>th</sup> of every month is the UNiTE campaign's #OrangeDay, a day to take action on ending violence against women and girls? This month, wear orange to show your support for efforts to end violence against women and girls, and join the global movement for gender equality by becoming a #HeForShe. <http://owl.li/mlJkg> via **[@SayNO.UNiTE]**