



16 DAYS OF ACTIVISM AGAINST GENDER VIOLENCE
16 DÍAS DE ACTIVISMO CONTRA LA VIOLENCIA DE GÉNERO
16 JOURS D'ACTIVISME CONTRE LA VIOLENCE DE GENRE
25 NOV - 10 DEC <http://16dayscwgl.rutgers.edu>



July 2012

Dear Activist,

The Center for Women's Global Leadership (CWGL) is pleased to share with you the Take Action Kit for the 2012 16 Days of Activism Against Gender Violence Campaign. This year's Campaign continues with the global theme, "From Peace in the Home to Peace in the World," and marks our third year of advocacy on the intersections of gender-based violence and militarism. Militarism remains a key source of gender-based violence, and has grave consequences for the safety and security of our society as a whole, including women, children, and men. As the Campaign's global coordinator, CWGL looks forward to engaging with participants to challenge militarism and explore the deep socioeconomic structures that perpetuate gender-based violence.

Building on feedback from participants during the 2011 Campaign, this year's 16 Days Campaign highlights three priority areas: (a) violence perpetuated by state actors; (b) domestic violence and the role of small arms; and (c) sexual violence during and after conflict.

The 16 Days Campaign provides an opportunity to reflect on what we, as women's rights activists, can do to hold our governments to account and challenge the structures that allow gender-based violence to continue. As always, CWGL encourages activists to utilize the 16 Days Campaign to focus on the issues that are most relevant to their local contexts. We hope you will find the enclosed Campaign materials helpful as you plan your events.

**From Peace in the Home to Peace in the World:
Let's Challenge Militarism and End Violence Against Women!**

In the folder, you will find the following materials:

- Trifold Brochure on the Campaign
- Theme Announcement
- Information Sheets on each Priority Area
- Gender-Based Violence Fact Sheet
- Talking Points
- Challenge Militarism: Invest in Peace - WILPF
- Suggested Press Release Template
- Sample Social Media Posts
- Suggested Grant Proposal Guide
- CWGL Flyer
- Security Project Flyer
- CSW57 Advocacy Sheet
- Promotional Items

Links to all of the materials in the Kit are available online at: <http://16dayscwgl.rutgers.edu/2012-campaign/2012-take-action-kit>. Please feel free to contact CWGL with any questions as you plan for the 2012 Campaign. Please submit your activities to the online International Campaign Calendar (<http://16dayscwgl.rutgers.edu/campaign-calendar>)! We would also be happy to receive any photographs of your activities, as well as Campaign materials, including posters, buttons, stickers, newspaper articles, reports, etc., for the international 16 Days archive. See our 16 Days Flickr page (<http://www.flickr.com/photos/16dayscampaign/>) for some of last year's submissions.

Thank you for being an integral part of the 16 Days Campaign to end gender-based violence!

In solidarity,
The 16 Days Team
Center for Women's Global Leadership