



Say NO – UNiTE to End Violence against Women is a global call for actions, launching this November, on ending violence against women and girls. It is presented by UNIFEM as a contribution to advance the objectives of UN Secretary-General Ban Ki-moon's campaign UNiTE to End Violence against Women through social mobilization. UNIFEM Goodwill Ambassador Nicole Kidman is the Spokesperson of **Say NO**.

Based on country data available, up to 70 per cent of women experience physical or sexual violence from men in their lifetime. It happens everywhere – at home and at work, on the streets and in schools, during peacetime and in conflict. Violence against women and girls has far-reaching consequences, harming families and communities, stunting human development, and undermining economic growth. Everyone has a role to play in combating this global pandemic; **the time to act together is NOW**.

Say NO aims to trigger and highlight actions by individuals, governments and civil society partners. Actions can range from reaching out to students at schools, to volunteering at local shelters, advocating for legislation or donating funds towards programmes that protect women and girls from violence. Every action will be counted to showcase the global groundswell of engagement that exists on the issue. **The initial target is to reach 100,000 actions by March 2010 and 1 million actions in one year.**

Say NO builds upon the momentum generated during its first phase when 5,066,549 people signed on to a global call to make ending violence against women a top priority worldwide. Heads of States and Ministers from 69 Governments and more than 600 Parliamentarians have added their names to **Say NO** since then.

Working through traditional as well as online networks and social media, **Say NO** will engage participants from all walks of life. A range of web-based and other tools available on www.saynotoviolence.org will support partners in their advocacy efforts, highlight their work to a global audience and inspire others.

In line with the Secretary-General's campaign framework that calls for an increase in funding for the multi-lateral UN Trust Fund in Support of Actions to Eliminate Violence against Women, **Say NO** encourages donations for the UN Trust Fund, which supports local and national programmes catalyzing change on the ground.

For more information, please contact Urjasi Rudra, Coordinator of **Say NO – UNiTE** (urjasi.rudra@unifem.org) in UNIFEM's Communications Team.

Walk-Through of the Say NO Website Platform to count and showcase actions!

The Home Page features editorial news and "Action Feed", which displays user-generated updates about their activities. Through the Home Page people can sign up, start an action or join an action going on anywhere in the world.

Home Page

Logo and design aligned with UNiTE campaign

Interactive and social media integrated website showcases online and offline actions.

Basic content in English, French and Spanish (See Action Page for additional information)

Latest news – editorial section highlights key initiatives and capture offline activities

Action feeds – automatically pulls updates by partners (See action page for details)



Global action counter counts and showcases actions

Signature drive continues, expanding online constituency



The Partner Action Page gives everyone an easy-to-use template to fill in their action stories, upload logos, post photos and videos and count actions generated by members and other partners. Partners can even collect virtual signatures/participation for their initiative on these pages. We also offer a widget that the partners can customize to co-brand and feature their initiative.

Action Page

Partners create their own web page/profile page to co-brand and showcase their activities under the Say NO – UNiTE umbrella.

Each partner can have multiple action pages.

Partners can upload their materials to inform and support.

Say NO team will review and approve partner profiles before they appear publicly.

Partners can create individualized widgets (mini applications) with their logo that can be posted on other websites

Updates – news and updates of partner activities automatically create action feeds for display on home page for global audience

Basic content in English, French and Spanish, but partner pages can be created in other languages

Action counter counts and reflects partner activities and automatically feeds into global counter

Highlight multiple partners who participate in your activity by uploading their logos.



Say **NO** – UNiTE Join us to End Violence against Women

Everyone has a role to play in ending the global pandemic of violence against women and girls. Each action we take takes us one step closer to making a life free of violence a reality for women and girls. Let us count you in.

Actions big and small all make a difference. What are actions for change?

- Gathering signatures to support the global call;
- Organizing a petition drive for a new law;
- Counting the number of school children reached through special lessons or workshops;
- Organizing a walk to end violence against women;
- Engaging men, youth and faith-based leaders in your community to raise awareness and prevent violence against women and girls;
- Running workshops and sensitization trainings for police, judiciary, medical professionals, teachers, media, private sector companies and faith-based leaders;
- Volunteering with a local women's organization or supporting women's shelters;
- Raising funds for the UN Trust Fund that supports local organizations on the ground;
- Many, many more...

Every signature gathered, child reached, participant engaged, sermon delivered... and every dollar, pound, franc or dinar raised is an action!

To join Say NO – UNiTE as a launch partner:

- Tell us that you want to partner with us so that we can include your name in the launch materials. Contact the Coordinator of *Say NO – UNiTE* in UNIFEM's Communications Team at urjasi.rudra@unifem.org.
- Spread the word — post the *Say NO* banners and widgets on your websites and social media networks.
- Co-brand and showcase your advocacy and awareness raising initiatives on the *Say NO* website — create profile and action pages for your organization/community.
- Upload your advocacy and awareness raising materials on your *Say NO* webpage to inspire others.