



16 DAYS OF ACTIVISM: ZONTIANS UNITED TO END GENDER-BASED VIOLENCE

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Overview

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Introduction

- Every year, from November 25 to December 10, Zontians around the world join a powerful global movement – the 16 Days of Activism Against Gender-Based Violence
- This international campaign calls on individuals, communities, and organizations to stand together to end violence against women and girls in all its forms
- Opportunity to learn more about this campaign and what it means for our club

A Global Campaign with Local Impact

- Launched in 1991 by activists at the first Women's Global Leadership Institute
- Organized by the Center for Women's Global Leadership
- Grown into a worldwide call to action
- Supported by United Nations
- Embraced by thousands of organizations including Zonta International
- Key Dates:
 - November 25 – International Day for the Elimination of Violence against Women
 - December 10 – Human Rights Day

FOR ZONTIANS ...



ZONTA SAYS NO

UNITE TO END VIOLENCE
AGAINST WOMEN

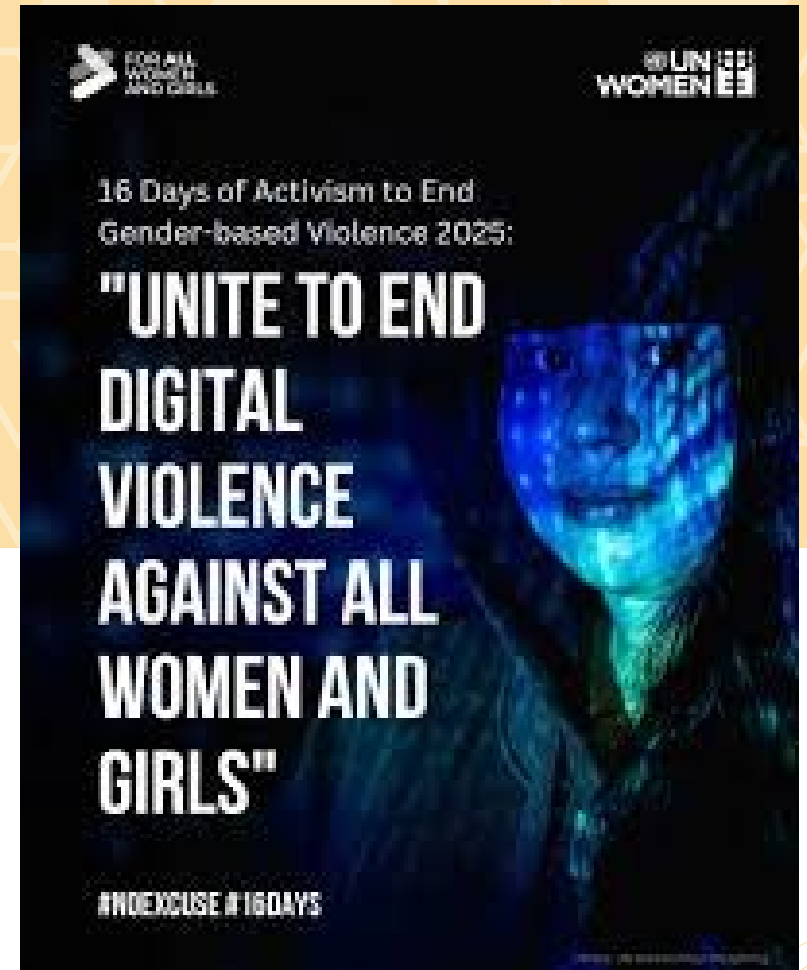
The campaign is a time to amplify our voice and demonstrate that ending gender based violence is at the heart of our mission to build a better world for women and girls.

Some Quick Facts – The Alarming Statistics

- **Every six days**, a woman in Canada is killed by her intimate partner.
- The data show a **rising trend** in intimate-partner violence in Ottawa since about 2021.
- **One in three women** in Canada will experience intimate partner violence in her lifetime.
- Indigenous women, racialized women, women with disabilities, and 2SLGBTQI+ individuals **face disproportionately higher risks**.
- The fact that such a high proportion of victims are women highlights that IPV remains a **gendered issue** in Ottawa (and nationally).
- In 2023, Ottawa police reported a more than **25% increase in domestic violence** calls compared
- to pre-pandemic levels.
- While the numbers show incidents reported to police, it's widely acknowledged that many incidents are **under-reported**, meaning the true number of women experiencing violence is likely higher.
- In September 2024, the City of Ottawa officially **declared intimate partner violence (IPV) an epidemic** — making it one of the largest Canadian cities to do so. The declaration followed growing concern about the sharp rise in gender-based violence, particularly against women and girls, across Canada.

THIS YEAR'S GLOBAL THEME

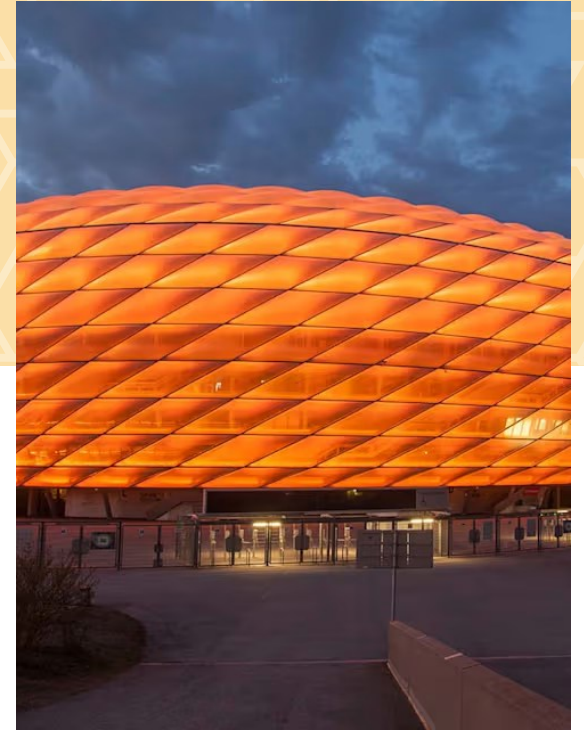
- **As more of life moves online, women and girls face growing risks of harassment, stalking, image-based abuse, cyber-violence**
- **Women and girls' safety, autonomy and well-being are undermined**
- **Digital safety must be part of violence-prevention strategies**
- **Zonta Clubs need to look to how they can build awareness of online abuse in their campaigns**



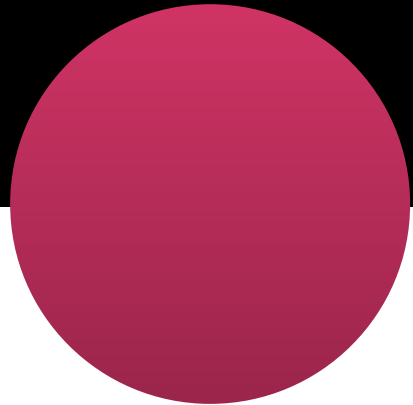
Some Key Focus Areas Across the 16 Days

- Important dates during the 16 days
 - November 25: International Day for the Elimination of Violence Against Women.
 - December 6: National Day of Remembrance and Action on Violence Against Women,
 - December 10: International Human Rights Day.
- Global and organizational focus areas
 - Digital violence against women and girls
 - Breaking barriers and building safe spaces
 - Economic security

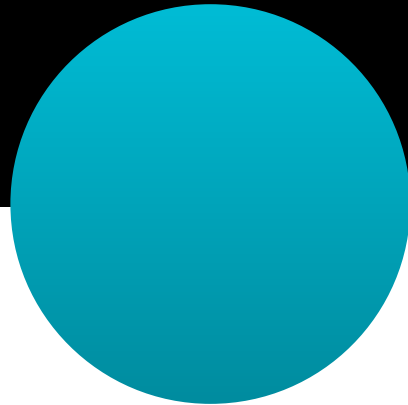
ORANGE THE WORLD ...



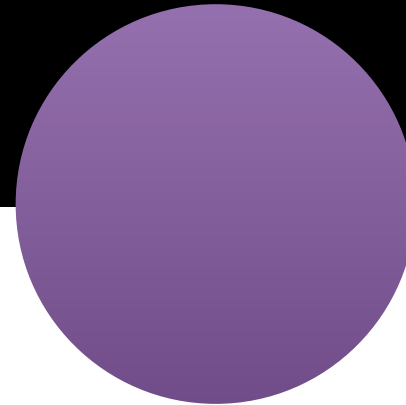
HOW ZONTIANS GET INVOLVED



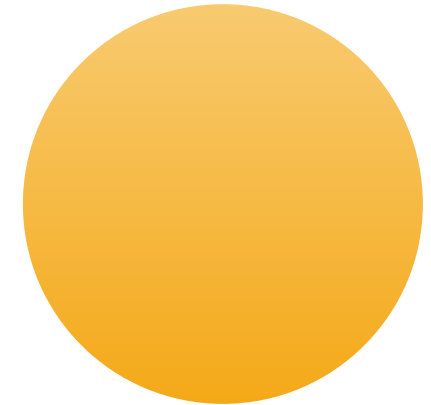
Hosting a community event or speaker session on prevention and awareness



Sharing facts and resources on social media using #ZontaSaysNO and #16Days



Partnering with local organizations that support survivors of violence



Encouraging conversations that challenge gender stereotypes and promote equality



**16 DAYS OF ACTIVISM
AGAINST GENDER BASED
VIOLENCE 25 NOVEMBER TO 10 DECEMBER**

Why It Matters

- Violence against women and girls remains the most pervasive human rights violations worldwide and is trending in the wrong direction.
- Municipalities are declaring intimate partner violence as an epidemic.
- Now more than ever, we must work together to bring change.
- Through advocacy, education, and action, Zontians help drive progress – from influencing policies to supporting programs that empower women to live free from fear and harm.
- 16 Days of Activism provides a global opportunity to reaffirm our commitment, amplify our voice and drive change.

What Can Our Club Do?

 Cindy O'Neil
November 29, 2023 · 🌐
Sharing: Zonta Club of Ottawa, Canada
Nov. 25 - Dec. 10
16 Days of Activism Against GBV

DOMESTIC VIOLENCE INCREASES DURING
TIMES OF CRISIS, AND NATIONAL GENDER-
BASED VIOLENCE RATES INCREASE
FOLLOWING NATURAL DISASTERS LIKE
FLOODS, WILDFIRES, AND HURRICANES.



 Zonta Club of Ottawa, Canada
November 29, 2023 · 🌐

As winter approaches, this summer's record wildfires in Canada may seem distant, but their impacts and the impacts of other climate-driven disasters continue to be felt. In all countries, gender-based violence is a factor post-disaster. This often stems from stress due to financial concerns, disaster-trauma heightened mental health issues, and increased substance abuse, to name a few factors. (Source: The Center for Disaster Philanthropy)

- Members can attend in-person events; and/or online webinars;
 - provide brief recap to be shared...
- Social Media (Facebook & Instagram);
 - Like and share our postings during the 16 days of activism against GBV
- We could host an in-person event during the 16 days... or an online webinar;
- On #GivingTuesday financial donation (Dec 2)
- Collect items for Cornerstone and donate

PURPLE OUR WORLD ...

- **Wear purple:** Wear purple on November 25, the International Day for the Elimination of Violence Against Women, and throughout the 16 days to show your support.
- **Encourage illumination:** Write to the City of Ottawa to request that City Hall or other public buildings be lit in purple during the campaign.
- **Display purple ribbons:** Organizations like the [Canada Employment and Immigration Union \(CEIU\)](#) encourage members to wear purple and display ribbons or signs during the campaign.
- **Engage on social media:** Use hashtags such as #EndGBV and #16Days when sharing photos of your purple attire to raise awareness online.
- **Support local events:** Keep an eye on local Ottawa organizations, such as Cornerstone Housing for Women, which often hold events during the 16 Days of Activism.



What Can You Do?

Three ways to say NO in 2025:

The image displays three orange-bordered boxes arranged horizontally. Each box features a circular icon at the top containing a handprint. The first box on the left has a handprint icon and the text 'Sign and Share the Pledge' followed by 'Say NO and renew your commitment to end gender-based violence. We are all part of the solution!' and a button labeled 'TAKE THE ZONTA SAYS NO PLEDGE'. The middle box has a circular icon with '10 DEC' and the text 'Attend the Zonta Says NO Virtual Summit' followed by 'US\$25 for general admission; US\$20 for members; US\$10 for students.' and a button labeled 'REGISTER TODAY'. The third box on the right has a handprint icon and the text 'Take Action' followed by 'Sustainable change starts at the individual community level. Advocate, serve and say NO!' and a button labeled 'SHARE YOUR STORY'.

[Join us in saying NO](#)

- Also, please re-share all the Club's Facebook/Instagram posts?
- Anything else???

In Conclusion

- Ending gender-based violence requires all of us.
- Awareness must become action.
- Ottawa's declaration is a call to urgency.
- Zontians are catalysts for change.

**When we raise
our voices
together, we
become
impossible to
ignore – and
that is how
change begins.**



NOVEMBER 25 - DECEMBER 10

**16 DAYS OF
ACTIVISM AGAINST
GENDER BASED VIOLENCE**