

DON'T LOOK AWAY

ACT AGAINST ABUSE



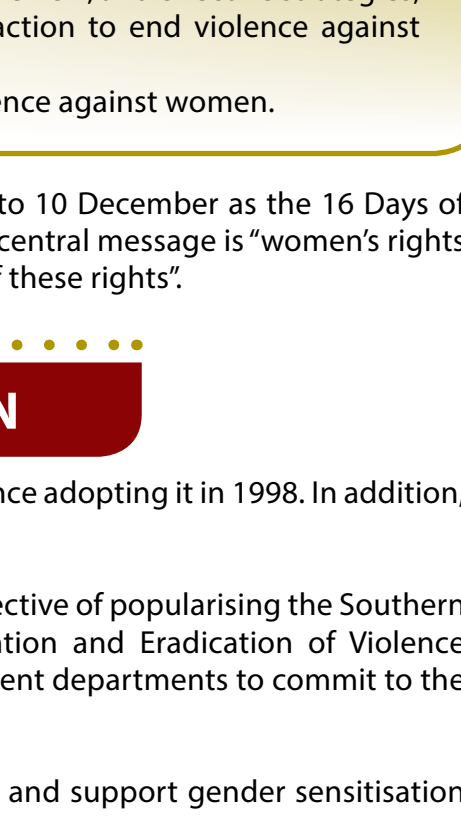
16 DAYS OF ACTIVISM

VIKELA MZANSI-KWANELE! COMMUNITIES UNITED IN PREVENTING VIOLENCE AGAINST WOMEN AND CHILDREN.

A clarion call for no violence against women and children.

ORIGINS OF THE CAMPAIGN

The 16 Days of Activism for No Violence Against Women and Children Campaign came into being in 1991 when the Women's Global Leadership Institute, under the auspices of the Centre for Women's Global Leadership (CWGL) at Rutgers University, placed it firmly on the international agenda. According to the Women's Global Network for Reproductive Rights (WGNRR), the Campaign was started to "symbolically link violence against women and human rights, and emphasise that violence against women is a human rights issue".



The United Nations chose 25 November, i.e. the International Day for the Elimination of Violence against Women, and 10 December, i.e. International Human Rights Day to give further credence to the Campaign, and to "... emphasise that this type of violence also constitutes a violation of human rights".

Simultaneously, the Campaign had been used strategically by individuals, groups and activists around the world to mobilise the international community to act decisively, and support the elimination of all forms of violence against women by:

- Raising awareness about Gender-based Violence (GBV) as a human rights issue at international, national, regional and local levels;
- Using resources at their disposal to strengthen local work around violence against women in general, and in particular GBV;
- Establishing a clear link between international and local initiatives to end violence against women by providing a forum as part of which organisers could develop and share new, and effective strategies;
- Demonstrating the resolve of women around the world to take action to end violence against women; and
- Hold governments accountable to promises made to eliminate violence against women.

Every year the United Nations declares the period from 25 November to 10 December as the 16 Days of Activism for No Violence Against Women and Children. The Campaign's central message is "women's rights are human rights and violence against women constitutes a violation of these rights".

SOUTH AFRICA'S ROLE IN THE CAMPAIGN

South Africa has formally been participating in the 16 Days Campaign since adopting it in 1998. In addition, it coincides with the 365 days programme of action against GBV.

Launching the original Campaign in 1998, Government led with the objective of popularising the Southern African Development Community (SADC) Declaration on the Prevention and Eradication of Violence against Women and Children. A further aim was to encourage Government departments to commit to the declaration.

Among other measures, the SADC Declaration undertook to introduce and support gender sensitisation and public awareness programmes aimed at:

- Eradicating violence against women and children; and
- Encouraging media to play a constructive role in the eradication of violence against women and children by adopting guidelines, which ensure sensitive coverage of the issue and avoid the perpetuation of stereotypes.

The focus of the 2013 Campaign was to:

- Maximise education and the level of awareness on the prevention of GBV;
- Mobilise communities to unite and partner with Government and civil society;
- Encourage organisations to fight ongoing GBV and to build a safer environment for women and children;
- Disseminate information and messages on prevention and support programmes, and services for women and children, in partnership with all stakeholders; and
- Strengthen partnerships in the fight against GBV.

Comparing these objectives to the original ones that were adopted in 1998, the purpose has not changed much over the years. The focus has consistently been on raising awareness about the violation of the rights of women and children and on mobilising communities, and civil society to become involved in the fight against it.

Furthermore, Government has put in place a number of initiatives:

- The work of the police in protecting the most vulnerable members of society has further been strengthened by the re-establishment of Family Violence, Child Protection and Sexual Offences units;
- In 2013, Government re-launched the Sexual Offences Courts to deal with the backlogs of sexual offences cases;
- The Thuhuzela Care Centres available around the country support rape victims to report a case to the police, receive counselling and medical care at the same facility; and
- The launch of the National Council Against Gender-Based Violence in 2012. The Council consists of representatives from national and provincial government, Chapter 9 institutions, civil society organisations, traditional and faith-based leadership, academia and research.
- This year, Government launched a pilot phase of the Command Centre on Gender-based Violence (GBV). This is a 24-hour call centre dedicated to provide support and counselling to victims of Gender-based Violence.

Command Centre
toll free number:
0800 428 428
(0800 GBV GBV) or
*120*7867# (free)
from a cell phone

LOCAL MEDIA REPORTING: 1 NOVEMBER - 10 DECEMBER 2013

As previously mentioned, media are encouraged to "play a constructive role in eradicating violence against women and children by adopting guidelines, which ensure sensitive coverage of the issue and avoid the perpetuation of stereotypes" (SADC Declaration).

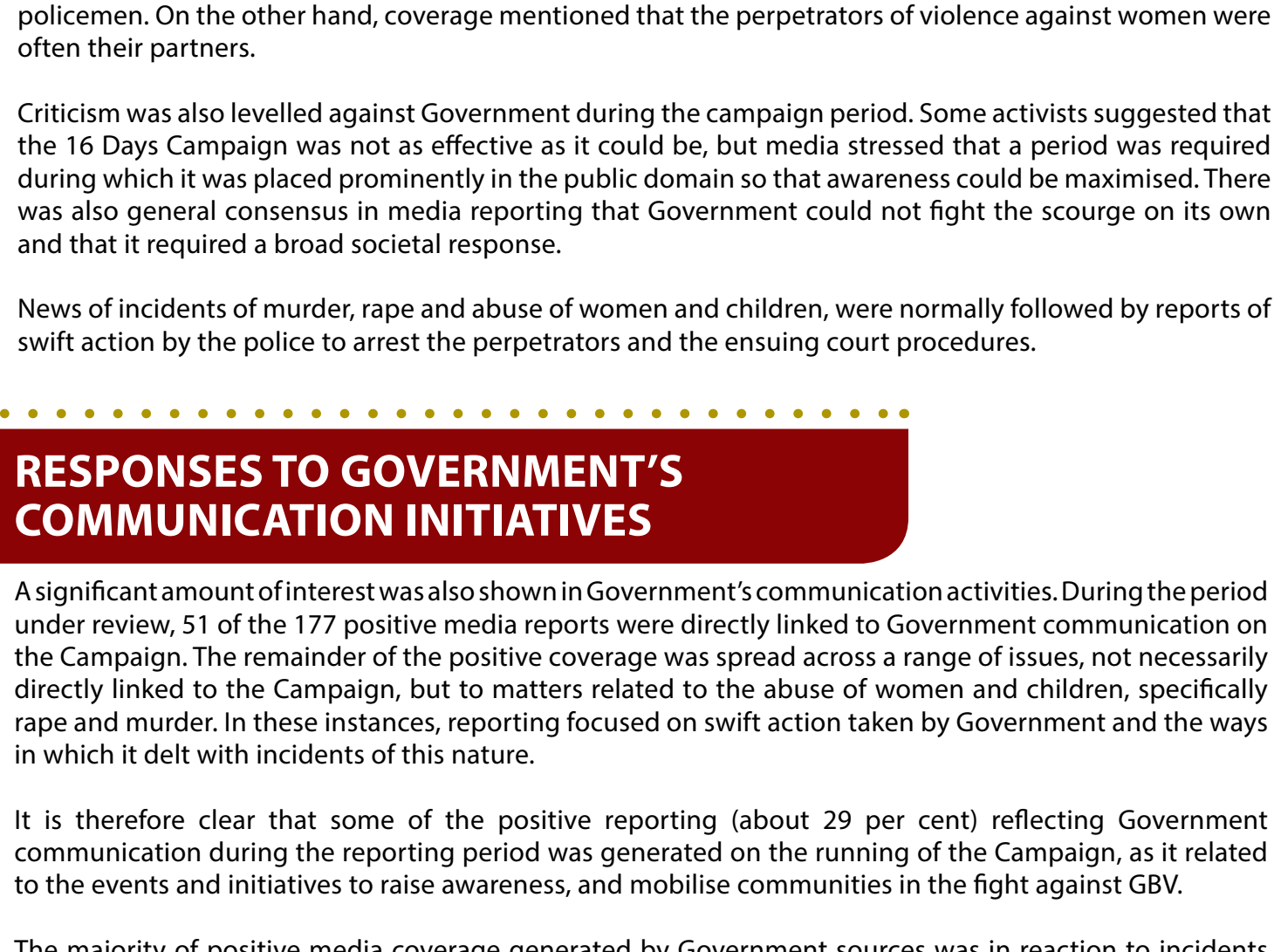
Even though media generally demonstrate sensitivity in their coverage by not showing images and disclosing the names of victims, reporting still tends to be graphic in nature. Newspaper headlines often depict the level of interest media have in violence perpetrated against women and children, and in Government activities during the 16 Days Campaign.

- Different headlines in the media -



Source: GCIS media analysis

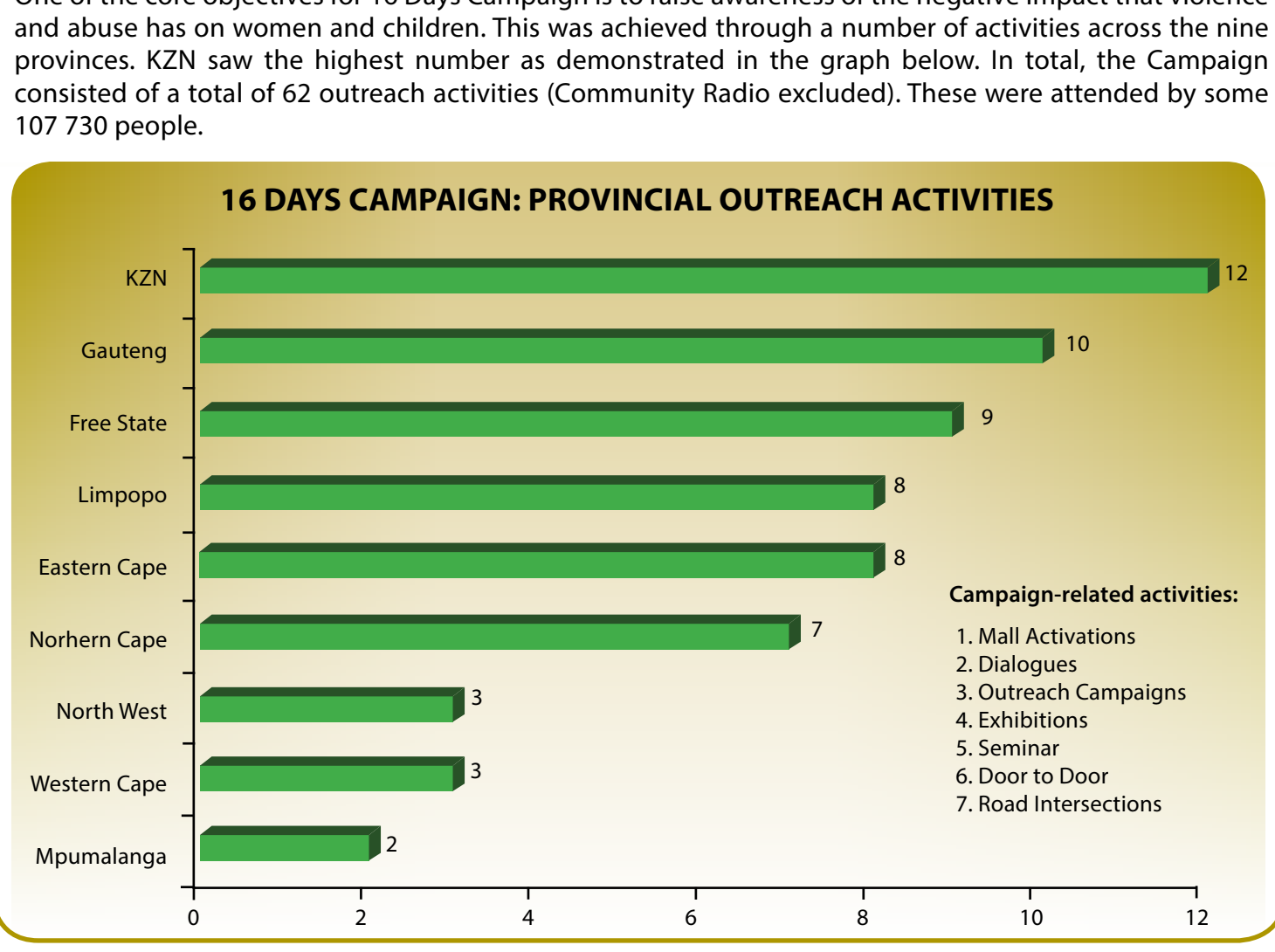
GCIS media analysis tracked reporting from 1 November to 10 December 2013, focusing on volumes and tone of coverage, related issues covered, voices quoted and sources.



Source: GCIS media analysis

Compared to other Government campaigns, overall media interest has been high - a total of 684 articles were analysed. Most of the reporting was however in reaction to incidents of violence against women and children.

CAMPAIGN-RELATED ISSUES IN MEDIA COVERAGE



Source: GCIS media analysis

Close to four hundred articles covered incidents of murder, abuse and rape of women and children. Media also commented on these trends within the context of the 16 Days Campaign.

A disturbing trend throughout the period under review was the high incidence of murder, rape and abuse of children by persons in positions of authority namely teachers, parents, social workers, priests and policemen. On the other hand, coverage mentioned that the perpetrators of violence against women were often their partners.

Criticism was also levelled against Government during the campaign period. Some activists suggested that the 16 Days Campaign was not as effective as it could be, but media stressed that a period was required during which it was placed prominently in the public domain so that awareness could be maximised. There was also general consensus in media reporting that Government could not fight the scourge on its own and that it required a broader societal response.

Newspapers of incidents of murder, rape and abuse of women and children, were normally followed by reports of swift action by the police to arrest the perpetrators and the ensuing court procedures.

RESPONSES TO GOVERNMENT'S COMMUNICATION INITIATIVES

A significant amount of interest was also shown in Government's communication activities. During the period under review, 51 of the 177 positive media reports were directly linked to Government communication on the Campaign. The remainder of the positive coverage was spread across a range of issues, not necessarily directly linked to the Campaign, but to matters related to the abuse of women and children, specifically rape and murder. In these instances, reporting focused on swift action taken by Government and the ways in which it dealt with incidents of this nature.

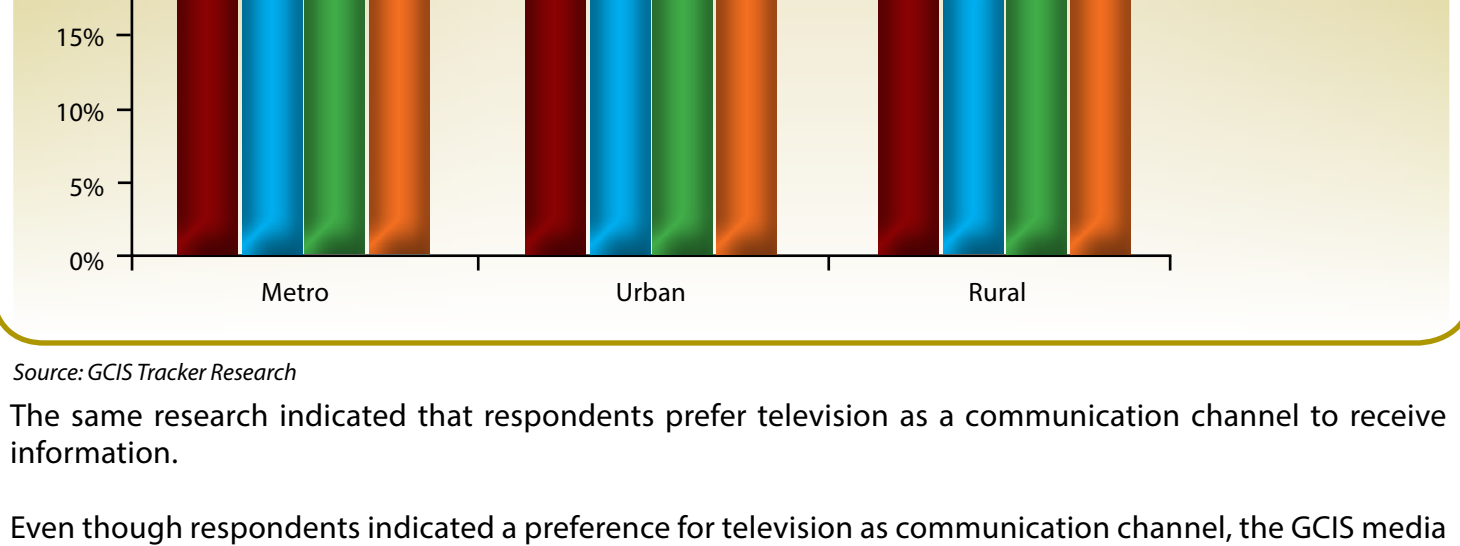
It is therefore clear that some of the positive reporting (about 29 per cent) reflecting Government communication during the reporting period was generated on the running of the Campaign, as it related to the events and initiatives to raise awareness, and mobilise communities in the fight against GBV.

The majority of positive media coverage generated by Government sources was in reaction to incidents of GBV that occurred during the monitoring period and not necessarily directly related to the aims of the Campaign. Government voices included that of President Jacob Zuma, the Minister of Women, Children and People with Disabilities Lulu Xingwana, Health Minister Aaron Motsoaledi, National Police Commissioner Riah Phiyega, Northern Cape Premier Sylvia Lucas, North West Premier Thandi Modise, Correctional Services Minister Sbu Ndebele and GCIS Acting CEO Phumla Williams.

The level of coverage is especially encouraging in the light of the fact that the Campaign was eclipsed towards the end by media reporting on the passing of former President Nelson Mandela.

USE OF OTHER COMMUNICATION PLATFORMS

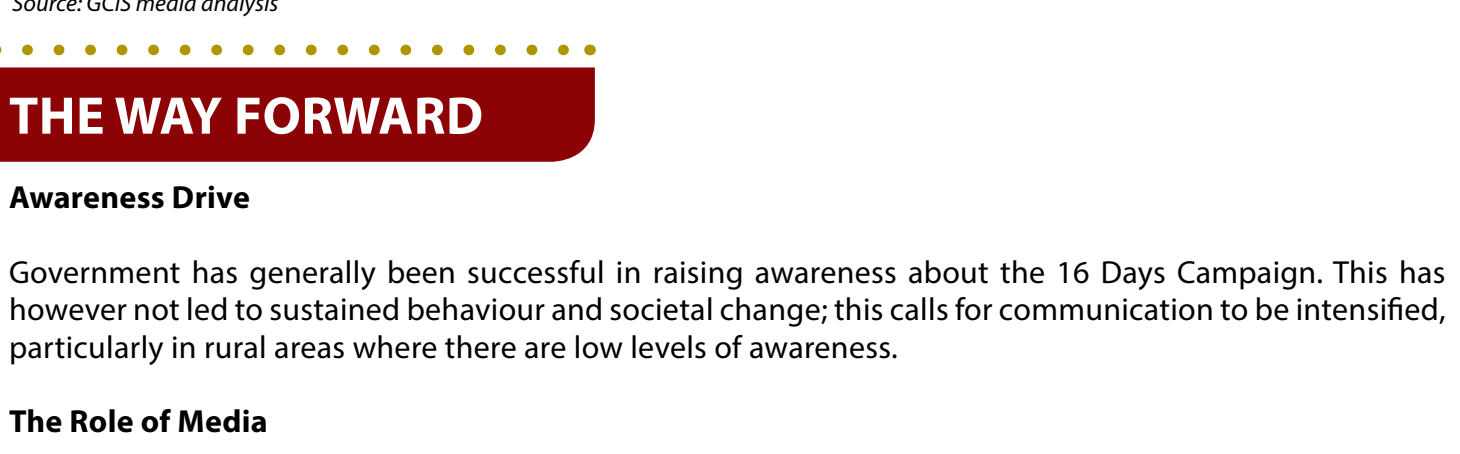
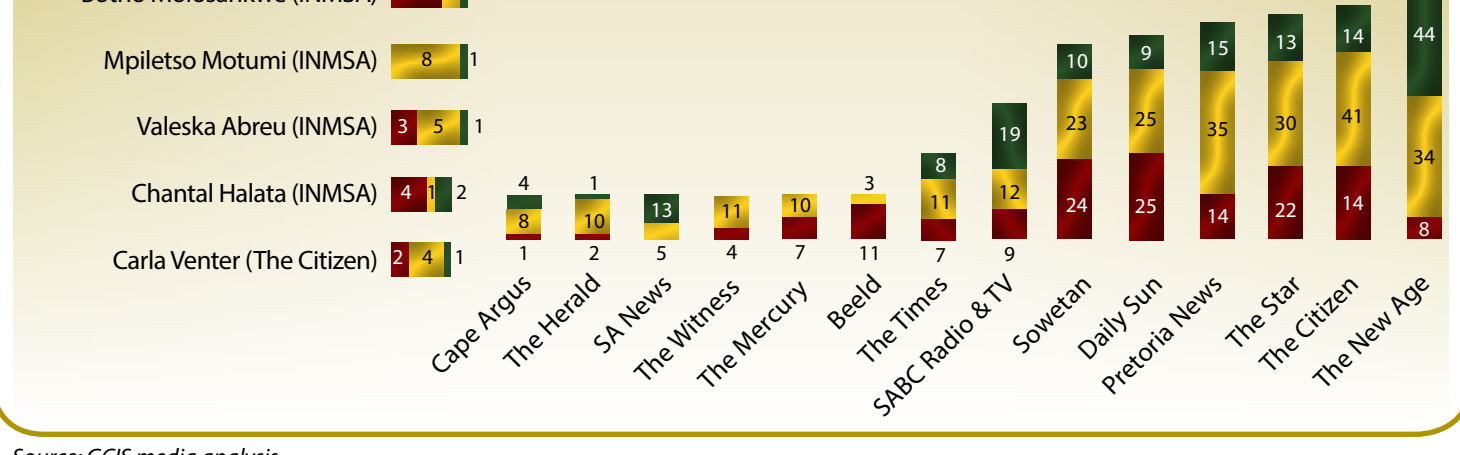
One of the core objectives for 16 Days Campaign is to raise awareness of the negative impact that violence and abuse has on women and children. This was achieved through a number of activities across the nine provinces. KZN saw the highest number as demonstrated in the graph below. In total, the Campaign consisted of a total of 62 outreach activities (Community Radio excluded). These were attended by some 107 730 people.



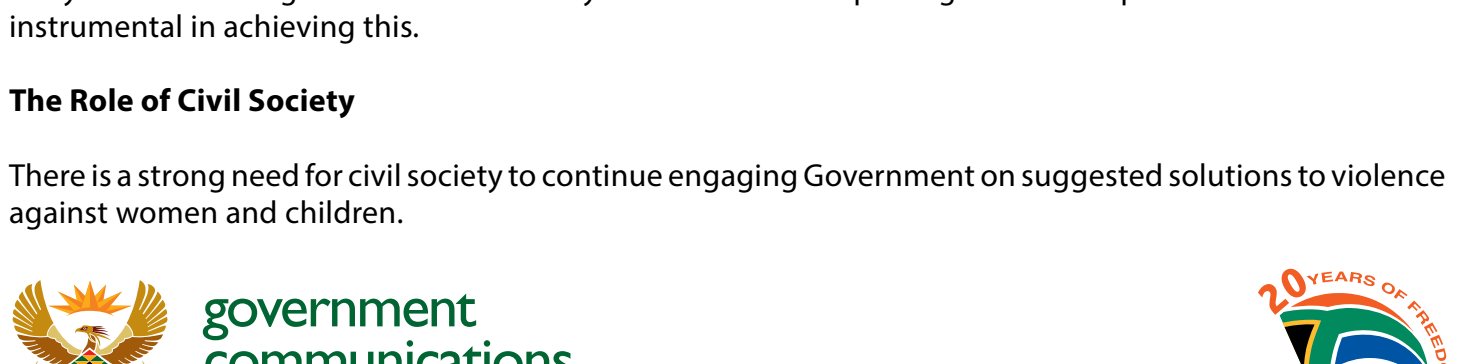
Source: GCIS 2014 Communication Monitoring and Evaluation

SHARE OF VOICE

Government maintained a strong share of voice of over 60 per cent on incidents of murder, rape and abuse of women and children, both as primary and as secondary voice. Primary voice is when media use a source as first reference in an article, and a secondary voice is a source used as second reference.



Source: GCIS media analysis



Source: GCIS media analysis

LEVELS OF AWARENESS OF THE CAMPAIGN AMONGST TARGETED AUDIENCES

GCIS Tracker Research conducted between 2010 and 2012 showed that more respondents in metro and urban areas are aware of the 16 Days Campaign compared to those in rural areas.

Source: GCIS Tracker Research

The same research indicated that respondents prefer television as a communication channel to receive information.

Even though respondents indicated a preference for television as communication channel, the GCIS media analysis during the 2013 Campaign clearly showed that print media generated most of the coverage.

COVERAGE OF WOMEN AND CHILD ABUSE BY MEDIA SOURCE AND BY-LINE

Source: GCIS media analysis

THE WAY FORWARD

Awareness Drive
Government has generally been successful in raising awareness about the 16 Days Campaign. This has however not led to sustained behaviour and societal change; this calls for communication to be intensified, particularly in rural areas where there are low levels of awareness.

The Role of Media
Government should actively engage with media, in particular community-based media, throughout the year to encourage them to move away from incidental reporting. Partnerships with media could be instrumental in achieving this.

The Role of Civil Society
There is a strong need for civil society to continue engaging Government on suggested solutions to violence against women and children.