



## **No to Violence's commitment to promoting men's role in ending violence against women and children**

Violence against women and children is pervasive, constant and a men's issue.

Sadly, most violence against women and children is perpetrated by men in our communities. Men who use violence are often known to the women and children they use violence against and more broadly, these men are known to all of us.

Some of these men are our partners, sons, fathers, husbands, brothers, uncles, and grandfathers.

This year, No to Violence will be participating in the international UN Women's 16 Days of Activism against Gender-Based Violence Campaign.

"From 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day, the 16 Days of Activism against Gender-Based Violence Campaign is a time to galvanize action to end violence against women and girls around the world." Source: UN Women.

On Saturday 25 November at 9am, we will commence our 16 Days of Activism behaviour change social media campaign.

Over the course of the 16 days we will be publishing 16 videos which will invite men to build individual empathy, relate to other men, consider what a safe man is, challenge ideas about what it is to be a 'real man', and above all, connect men with our safe and specialist service, the Men's Referral Service – 1300 766 491.

As reinforced by No to Violence's CEO, Jacqui Watt:

*"Men can definitely change. Men can make better choices."*

Tune into our social media channels: [Twitter](#), [Facebook](#) and [LinkedIn](#).

#GoOrange #PutYourHandUp #16DaysofActivism #VictoriaAgainstViolence #PVAW

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### **Media enquiries:**

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Further interview and photo opportunities also possible on request.