



“Together Against Violence”

Report on UNFPA Jordan’s Activities during the 16 Days
of Activism against Gender-Based Violence Campaign

25th of November – 10th of December 2020

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BACKGROUND AND CONTEXT

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. The international campaign originated from the first Women's Global Leadership Institute coordinated by the Center for Women's Global Leadership in 1991.

This year, COVID-19 pandemic has exacerbated key risk factors for gender-based violence. Globally there has been an alarming increase in multiple forms of violence against women and girls, especially physical, psychological, sexual and economic forms of domestic violence fueled by household economic and food insecurity and confined living conditions due to lockdown and social isolation measures. School closures, financial and food insecurity have heightened the risk of violence for girls including sexual exploitation, harassment, and child marriage. There are also reports of increased sexual abuse and harassment, both online and offline, and in some settings, an increase in femicides. As clearly set out in the UN SG's report on socio-economic impact of the COVID-19 pandemic, this is not only a public health crisis, but humanity is running a risk of reversing decades of progress in the fight against poverty and exacerbating already high levels of inequality. Against this background, the global theme for this year's 16 Days Campaign, aligning with the UN Political Engagement Strategy is: **Orange the World: Fund, Respond, Prevent, Collect!**

Jordan's case was not different. Overall, COVID-19 and associated movement restrictions have affected Jordanian women disproportionately; which left them with limited options to access services that they might need. Based on the evidence of many reports, assessment and studies on the effect of COVID-19 on the lives on many women and girls in Jordan, such as UNFPA's Rapid Assessment in collaboration with Plan International and the Institute for Family Health which pointed out that Gender-based violence— particularly domestic violence— has increased during the pandemic: with 69 percent of all survey respondents and informants advising of increasing risks.¹ Based on that, Jordan campaigned on domestic violence with the leadership of The **Jordanian National Commission for Women (JNCW)** - which is the women's machinery in Jordan - in consultation with key stakeholders who decided that the national theme for this year's 16 Days Campaign is in alignment with the global theme **"Eliminating all forms of Domestic Violence against women and girls"** under the slogan **"Together against Violence"**. The campaign **"Together Against Violence"** adopted the hashtags **#TogetherAgainstViolence** and **#نحن_معكم_ضد_العنف**, with the aim to raise awareness on the various forms of domestic violence and protection services available for survivors in Jordan, providing a unified message to confront this phenomenon in coordination with the Government of Jordan, civil society and the UN.

¹ UNFPA, Jordan (2020). Daring to ask, listen and act: A snapshot of the impacts of Covid-19 on women and girls' rights and sexual and reproductive health. April/May 2020. Link: <https://jordan.unfpa.org/en/resources/daring-ask-listen-and-act-snapshot-impacts-covid-womens-and-girls-rights-and-sexual-and>

UNFPA JORDAN ACTIVITIES

Since 2006, UNFPA Jordan has been celebrating the 16 Days Campaign and supporting its national partners to mark this campaign. This year, under the national theme “Eliminating all forms of Domestic Violence against women and girls” and as direct implementation with the generous contribution of Government of France, Norway, Sweden and other generous donors; UNFPA Jordan organized several activities, adapting the campaigning to the COVID situation and movement restrictions, using different online outreach methods to ensure that the joint national messages reached everyone across the Kingdom; such as:

Podcast Episodes on Domestic Violence:

This year, UNFPA aimed at diversifying platforms for women and girls accessing information and creating innovative, interactive segments that tackle the impact of domestic violence on women and girls in Jordan. Based on that, UNFPA worked on two projects in collaboration with [Sowt](#) which is a podcasting platform that produces and distributes high-quality audio programs in Arabic, tackling sensitive topics in the Arab world. One project was to mark the 16 Days Campaign by developing 4 podcast episodes under the campaign’s national theme “Eliminating all forms of Domestic Violence against Women and Girls”. The podcast episodes aims to raise awareness of different forms of Domestic Violence, but also to shed light on the real life of GBV survivors and their success stories on how they reached help and moved forward and so to encourage women and girls in Jordan to speak up and to seek for help and to create a counter narrative that break the silence and condemn the acceptance of violence.

1) Episode 1: “امسك متحرش”

The episode is part of Sowt’s “Al-Mostajad” podcast program that tackles the world's most recent news. In this episode called “Hold the harasser” the narrative focuses on the history of the #MeToo movement in the Arab world, starting with its initial rise in Egypt to its current events in Palestine and Jordan, where the movement is called “Tal’at/ طالعَات” covering challenges and opportunities of the feminist movement dealing with new technologies and old legal frameworks.

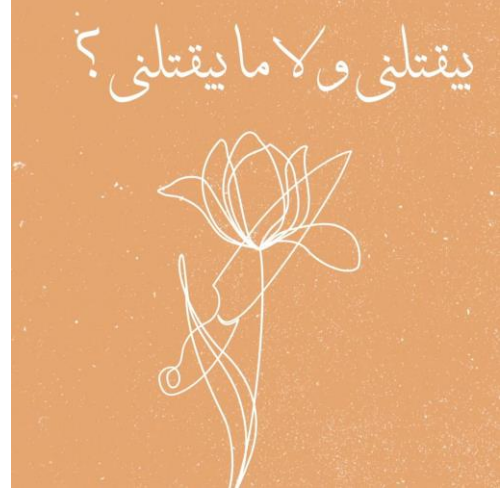
The episode was shared on Sowt’s social media platforms ([Facebook](#), [Instagram](#) and [Twitter](#)) together with visual advertisement and reached more than 3,000 viewers.



2) Episode 2: “بيقتلني ولا ما بيقتلني”

The episode is part of Sowt’s “Eib” podcast program which means “shame” that tackles topics that are rarely discussed in Arab society. This episode, titled “Will he kill me or not?” covers the story of a Jordanian woman survivor of domestic violence perpetrated by the husband as an example of thousands of other women daily struggles with patriarchal societies. The episode also highlights different protection services that are provided in Jordan for all women and girls who seek for support and help.

The episode was also shared on Sowt’s social media platforms ([Facebook](#), [Instagram](#) and [Twitter](#)) together with visual advertisements and reached more than 4,600 viewers.



3) Episode 3: “دُور الحماية ودائرة العنف”

The episode is part of Sowt’s “The Parliament” podcast program that tackles political and social issues in Jordan. This episode, titled “Shelters and the circle of violence”, talks about different shelters in Jordan and the protection services provided for women along with challenges they face.

The episode was shared on Sowt’s social media platforms ([Facebook](#), [Instagram](#) and [Twitter](#)) together with visual advertisements and reached around 1,000 viewers.



4) Episode 4: “داليدا: احتمال الحياة”

The episode is part of Sowt’s “DomTak” podcast program focused on music in the Arab region. In this episode “Dalida: Life prospect”, features the story of famous singer in the Arab world Dalida. Dalida’s journey to fame was paved with pain, violence and loneliness. Dalida died by suicide, leaving a note that reads: “Life is unbearable for me. Forgive me.” The episode was shared on Sowt’s social media platforms ([Facebook](#), [Instagram](#) and [Twitter](#)) together with visual advertisements and reached around 1,000 viewers.



You can listen to the episodes on:

Episode 1: [Sowt's website](#), [UNFPA's Youtube Channel](#), [Anghami](#), [SoundCloud](#), [Spotify](#), [Castbox](#), [Apple Podcast](#), [Google Podcast](#) and [Deezer](#)

Episode 2: [Sowt's website](#), [UNFPA's Youtube Channel](#), [Anghami](#), [SoundCloud](#), [Spotify](#), [Castbox](#), [Apple Podcast](#), [Google Podcast](#) and [Deezer](#)

Episode 3: [Sowt's website](#), [UNFPA's Youtube Channel](#), [Anghami](#), [SoundCloud](#), [Spotify](#), [Castbox](#), [Apple Podcast](#), [Google Podcast](#) and [Deezer](#)

Episode 4: [Sowt's website](#), [UNFPA's Youtube Channel](#), [Anghami](#), [SoundCloud](#), [Spotify](#), [Castbox](#), [Apple Podcast](#), [Google Podcast](#) and [Deezer](#)

Radio segments on Domestic Violence:

UNFPA collaborated with Radio Al-Balad to organize 30 radio segments on their radio show “Ailtak Amanak” which means “Your family is your safety” to raise awareness on topics related to Sexual and Reproductive Health and Rights. Topics covered by the radio segment included GBV and SRH, specifically Domestic Violence, services provided for survivors of GBV and the role of the community in combating all forms of violence. The radio segments are also live-streamed on Radio Al-Balad’s Facebook Page to ensure reaching hundreds and thousands of people in the community.

Five of those segments were focused to mark the 16 Days Campaign and a specific focus on the national theme “Eliminating all forms of Domestic Violence against women and girls”:

1) Segment 1: “Launching the 16 Days Campaign for 2020”

On 25th of November, **Ms. Enshrah Ahmed**; *UNFPA Jordan Head of Office* marked the start of the 16 Days Campaign and celebrated the occasion of the International Day for the Elimination of Violence against Women through highlighting UNFPA’s work in Jordan on the response and prevention of all forms of violence and the collective efforts together with UNFPA’s partners in achieving UNFPA’s Zero GBV Goal.



“As we say in Arabic “One hand doesn’t clap” and so today in this special campaign I want to call everyone to stand together towards eliminating all forms of Violence against Women and Girls.” said Ms. Enshrah during her interview.

The segment can be listened to on [Radio Al-Balad's Facebook Page](#) and on [SoundCloud](#). The episode was listened to by more than 500 listeners.

2) Segment 2: "Honor Crimes in Jordan"

On 26th of November, **Ms. Rana Al-Husseini**, *Journalists and activist on women's rights but also a writer on topics related to honor crimes* discussed the different incidents under the name of honor crime that occurred in Jordan in 2020. Moreover, Ms. Rana emphasized the important role of the women's rights movements on social media such as Tal3at in raising awareness on such crimes and on changing the legislations related to it.



The segment can be listened to on [Radio Al-Balad's Facebook Page](#) and on [SoundCloud](#). The episode was listened to by more than 350 listeners.

3) Segment 3: "Victim Blaming"

On 29th of November, **Ms. Sheeraz Nsour**, *Case management Supervisor at the Institute for Family Affairs* discussed the importance of using the term "survivor" rather than "victim" because it implies resilience and contributes to empower survivors. Moreover, she raised the important role of the communities and families in the healing process of survivors of GBV.

The segment can be listened to on [Radio Al-Balad's Facebook Page](#) and on [SoundCloud](#). The episode was listened to by more than 1000 listeners.



4) Segment 4: "Interactive theatre tool in raising awareness on GBV and SRH"

On 30th of November, **Mr Salameh Habashneh**, Focal Point In-Charge of Y-PEER Jordan highlighted Y-PEER's Interactive Theatre tool that is used among young people to raise awareness on topics related to GBV and SRHR. Moreover, Mr Salameh emphasized the role that young people played during COVID-19 in combating all forms of Domestic Violence but also ensuring that services are provided for those in need.



The segment can be listened to on [Radio Al-Balad's Facebook Page](#) and on [SoundCloud](#). The episode was listened to by more than 600 listeners.

5) **Segment 5: “Podcast tool in raising awareness on GBV and SRH topics”**

On 1st of December, **Ms. Tala Al Issa**, *Managing Producer at Sowt Podcast* talked about the collaboration between Sowt and UNFPA Jordan in producing 4 podcasts episodes to mark the 16 Days Campaign with also displaying 1 minute of the first episode on the Me Too movement as detailed in [page 3](#). Moreover, Ms. Tala emphasized the important role of the podcasts in raising awareness on important issues and the importance of using different methods to reach a larger audience.



The segment can be listened to on [Radio Al-Balad's Facebook Page](#) and on [SoundCloud](#). The episode was listened to by more than 300 listeners.

TV and Radio Interviews on Domestic Violence:

UNFPA Jordan was invited on 10th of December to an interview on a TV show called “T-Roa” which is an evening entertaining show that discusses social topics including Gender Equality and Violence against Women and Girls. **Ms. Yara Deir**, *GBV Programme Analyst at UNFPA Jordan* marked the end of the 16 Days Campaign highlighting UNFPA's support to the national efforts, especially the women machinery in Jordan - Jordanian National Commission for Women (JNCW) - in leading the nationwide campaign reaching both decision makers and communities under the national theme **“Eliminating all forms of Domestic**

Violence against Women and Girls”.

Moreover, Ms. Yara highlighted the definition of Gender-Based Violence and its consequences on both the individual and community level.

Moreover, UNFPA was invited to one [radio interview with Radio Jordan \(96.3 FM\) on 5th of December](#) to discuss the effect of COVID-19 on women and girls in Jordan. **Ms. Pamela Di Camillo, GBV Specialist at UNFPA Jordan**, presented

the work that UNFPA is doing to respond and prevent all forms of Gender-Based Violence and specifically during COVID-19. Also, Ms. Pamela highlighted the occasion of 16 Days campaign, as a campaign to focus on the elimination of all forms of Gender-Based Violence against women and girl, in addition she emphasized the important role of the community in combating all forms of GBV and provided some tips such as: Using the social media platforms to share information on available services, to make a personal commitment to not condone or accept violence, and to speak up if you see violence and also to educate yourself about the causes and consequences of VAWG.



Inter-agency activities on 16 days campaign:

UNFPA contributed in leading and preparing for different interagency activities to mark the 16 Days Campaign; such as by co-chairing the **Gender-Based Violence Sub-Working Group (GBV SWG)** along with UNHCR, by being an active member of the **United Nations Communication Group (UNCG)** in Jordan and also by leading the **Jordan Youth Peace and Security 2250 National Coalition**.

1. Gender-Based Violence Sub Working Group (GBV SWG) Joint Activities:

UNFPA Jordan, as co-chair of the GBV SWG along with UNHCR led the coordination of the planning for this year's 16 Days Campaign. A 16 Days taskforce was created in October 2020, consisting of **23 organizations** members of the GBV SWG including United Nations agencies, INGOs, NGOs and local women's organizations: (ActionAid, APS, ARDD, AWO, CRP, DRC, IFH, INTERSOS, IOM, IRC, Islamic Relief Worldwide, KHF, JNCW, JRF, NRC, Oxfam, SIGI, UN Women, UNDP, UNFPA, UNHCR, UNRWA and WFP).

UNFPA led the planning and organizing of a list of joint activities, which are:

1) Development of Key Messages: ([Annex 1](#))

14 common messages under 7 main topics were developed in consultation with groups of women and men, girls and boys in camp and host communities including Jordanian and Syrian refugees and refugees of other nationalities on Domestic Violence.

2) Joint Calendar of Activities:

A calendar² that collects 350 in-person and virtual activities that were conducted by 30 members of the GBV SWG during the period of the 16 days campaign.

3) Not just hotlines - Innovative GBV service provision: “GBV technical workshop on developing safe and innovative ways for GBV survivors to seek help amid and beyond COVID 19 in Jordan”³

An online technical workshop that was attended by more than 50 GBV practitioners in Jordan; was organized on the 3rd of December to find safe and innovative ways for GBV survivors to seek help amid and beyond COVID 19 in Jordan.

The Outcome of the webinar is the publication of an updated version of the Guidance Note on GBV Service Provision during COVID-19 in Jordan⁴ that was first published in May 2020 by the GBV Sub-Working Group. The republication features recommendations raised during the webinar.



² GBV SWG Calendar of Activities for 2020: <https://data2.unhcr.org/en/documents/details/83340>

³ Recording: https://drive.google.com/file/d/1R5hA6q2bIHvH7CISWSZS-tOSyS6l8_u/view

⁴ Guidance Note (Update Version - Feb 2021): <https://data2.unhcr.org/en/documents/details/85141>

4) Drawing Competition:

A Drawing Competition under the title **“What does safety at home mean to you?”** was launched on 25th of November on [UNHCR’s Website](#), [Facebook Page](#) and also on [UNFPA’s Facebook Page](#) for young people from the local community to advocate for the elimination of all forms of domestic violence.

The GBV SWG received around 280 submissions for the competition, which were evaluated by a panel consisting of different members of the GBV WG. Top [3 winners](#) won tablets that were sponsored by IOM.



5) Joint Video on Domestic Violence:

A joint video on domestic violence was developed and distributed among the GBV SWG members and the community. The video was first published on [UN Jordan’s Facebook Page](#) during the Orange Hour on 4th of December at 8 PM - 9 PM, which was viewed by more than 260 viewers, and also was published on [UNFPA’s Youtube Channel](#) and was viewed by 165 viewers. The video was also displayed during the [UN Talk](#) on 8th of December that was attended by around 200 participants through Zoom and the live-stream on UN Jordan Facebook Page.

For more information on the GBV SWG activities you can read the GBV SWG report on its 16 Days Activities for 2021: <https://data2.unhcr.org/en/documents/details/85140>

2. United Nations Communication Group (UNCG) joint activities:

Each year, the United Nations Communication Group works on the creation of a joint UN social media package to be used during the 16 Days Campaign. A smaller taskforce, which consisted of four organizations (UNFPA, UN Women, UNDP and IOM) worked on developing the social media package to be used during the **Orange Hour** on 4th of December at 8 PM - 9 PM, using also the national hashtags **#TogetherAgainstViolence**, **#16DaysJO** and **نحن معكم ضد العنف**.



The social media package included the common national messages developed by JNCW and the National Family Protection Team in addition to the developed key messages from the GBV SWG with the consultation of members from the host and refugee communities.

Several organizations such as JNCW, SIGI, UN Women, UNFPA and also several youth networks such as Y-PEER and HeForShe, contributed to raise awareness on Domestic Violence during the Orange Hour by sharing posts, messages, infographics and materials related to the national theme.

Moreover, the TF worked on organizing a UN Talk under the title of **“UN joint support to national efforts in eliminating domestic violence”**. The panel discussion was moderated by **Dr. Salma Nims**, *Secretary General of the Jordanian National Commission for Women* and included 4 panelists: **H.E. Eng. Mousa Maaytah**, *Chair of the Inter-Ministerial Committee on Women’s Empowerment and Minister of Parliamentary and Political Affairs*, **Mr. Anders Pedersen**, *UN Resident and Humanitarian Coordinator*, **H.E. Alexandra Rydmarks**, *Ambassador of Sweden to Jordan* and **Dr. Ibrahim Aqel**, *Director of the Institute for Family Health (IFH) at King Hussein Foundation*. Around 200 participants attended the UN Talk on Zoom but it also was live-streamed on [UN Jordan’s Facebook Page](#) reaching more than 1.700 viewers.



3. Jordan Youth, Peace and Security 2250 National Coalition and the 16 Days of Activism campaign:

During 2020, MoY, UNFPA, UNDP and UN Women in collaboration with the [Jordan Youth Peace and Security 2250 National Coalition](#) (YPS 2250 Coalition) launched the virtual “Youth Peace and Security Coffee Break” series which took place on a monthly basis from July-November to convene national conversations around the YPS agenda in light of the COVID-19 pandemic. The aim of the sessions was to highlight and discuss the youth engagement under the YPS agenda with a focus on the current COVID-19 pandemic, in addition to its linkages with the Women, Peace and Security agenda (WPS), and to provide a platform for young people to engage with experts and peace-builders with a specific focus on the Jordan context.

To mark the occasion of the 16 days campaign, the 5th edition of the series discussed the **“Interlinkages between UNSCR1325 and UNSCR 2250 and what YPS actors can learn from the WPS journey in Jordan”**. Dr. Salma Nims - Secretary General of the Jordanian National Commission for Women (JNCW), led the virtual dialogue on the 26th of November and was attended by 60 participants, and live-streamed on [UNFPA’s Youtube Channel](#) with approximately 104 viewers up to date.

Dr. Salma Nims discussed the Jordan experience working under the WPS agenda and the formulation and adoption of the JONAP1325 and its interlinkages with the UNSCR2250. Dr. Salma highlighted that there is a deliberate focus on youth in the JONAP1325, since women are not only women but also youth and these intersectionalities cannot be ignored. She also stressed on the fact that women and youth are not to be regarded as victims, but as part of the change and many initiatives are led by women and youth, and this was especially evident during the lockdown and in the COVID-19 response.

Interlinkages between UNSCR1325 and UNSCR 2250 and what the YPS actors can learn from the WPS journey in Jordan

Interpretation available (Arabic-English)

الترجمة متاحة (عربي - انجليزي)

الروابط المشتركة بين قرار مجلس الأمن رقم ١٣٢٥ وقرار مجلس الأمن رقم ٢٢٥٠ وما يمكن أن يتعلمه ممثلي الشباب والأمن والسلام من رحلة أجندة المرأة والأمن والسلام في الأردن

Jordan Youth Peace and Security 2250 National Coalition

Youth Peace and Security Coffee Break Session with Dr. Salma Nims, Secretary General of the Jordanian National Commission for Women

الأئتلاف الوطني الأردني للشباب والأمن والسلام ٢٢٥٠

الدكتورة سلمى النمس الأمين العام للجنة الوطنية الأردنية لشؤون المرأة

26 تشرين الثاني/نوفمبر

Zoom webinar link: <https://unfpa.zoom.us/j/99821665368>

رابط الجلسة: <https://unfpa.zoom.us/j/99821665368>

26th November, 2020

من الساعة ٢ بعد الظهر بتوقيت عمان

1-2 PM Amman time

Logos: UN Women, Jordan, UN, and others.

The YPS 2250 Coalition supports youth leadership and youth-led initiatives. A group of young women and men who are members of the YPS 2250 Coalition planned and implemented an initiative called [“The Community is My Home”](#). The initiative was part of the 16 Days of Activism campaign and addresses domestic violence with the aim to raise awareness on this issue in Jordan and the negative impacts it has on the community. The youth members decided to address this issue based on a community-needs assessment they conducted where this was raised as a challenge faced in the communities in Jordan, which has increased during the pandemic.

Community-Based Activities for 16 Days Campaign:

Thanks to the contribution of different donors, UNFPA supported its implementing partners in their campaigning activities namely: **International Rescue Committee (IRC)** in Azraq Refugee Camp, **Institute for Family Health (IFH)** in Zaatari Refugee Camp and host communities and lastly **Jordanian Women's Union (JWU)** in host communities and the **Jordanian National Women Commission for Women (JNCW)** - the women's machinery in Jordan. Activities by UNFPA implementing partners ranged from developing short awareness raising videos, music festivals, webinars, awareness raising sessions and more.



In Zaatari, where UNFPA is supporting **IFH's** coordination role, IFH led the interagency coordination of CP-GBV SWG in organizing a joint webinar for GBV service providers in Zaatari Camp on the service provision for survivors of Domestic Violence in Zaatari Camp, that was held on the 1st of December. The event was attended by 8 organizations to come up with an updated tool of the service provision for GBV survivors in specifically survivors of Domestic Violence, and to come up with recommendations on better ways for survivors to access the services in Zaatari camp. Moreover, IFH led the development of a [joint video](#) that was disseminated among the community members in Zaatari Camp through WhatsApp.⁵

In Azraq Camp, where UNFPA is supporting **IRC's** coordination role, IRC led the interagency coordination of CP-GBV SWG in organizing a joint webinar for GBV service providers in Azraq Camp on the service provision for survivors of Domestic Violence in Azraq Camp, that was held on the 7th of December which was facilitated by IRC, IMC and UNHCR and was attended by 30 participants. Moreover, IRC led the development of a [voice recording](#) and [joint video](#) on the GBV SWG Key Messages for this year's 16 days campaign, which were disseminated by the members of the CP-GBV SWG in Azraq Camp to the community of Azraq Camp through WhatsApp groups and other platforms.

⁵ In-person 16 days campaign activities implemented by IFH in Zaatari Camp. Photo Credit: IFH



Photo Credit: IRC in Azraq Camp. IRC beneficiaries participating in a video for 16 Days Campaign sharing messages against Domestic Violence.

Moreover, as part of the “In Her Words” initiative that was established by UNFPA in September 2020 that aims to support adolescent girls living in humanitarian settings to communicate their voices on key subjects and issues that impact their daily lives through painting, writing, a photo, a video or a voice record or any way by their choice; IRC and IFH conducted 7 sessions with girls, women and men in Azraq Camp and host communities showcasing voices of girls from different regional Syria response countries to discuss those stories and to provide the space for each participant to share their thoughts and experiences. ***“No one has the right to make a decision about me, as I am mature enough to make my own decisions.”*** said a Syrian refugee girl in one of the sessions.



Figure: A drawing from a 15 year old Syrian girl while conducting “In Her Words Initiative”

The **Jordanian Women Union** organized a virtual musical concert on 10th of December that was live-streamed on their [Facebook Page](#) and was viewed by more than 650 people. The music concert was led by a popular Jordanian singer; Lara Elayan and her music band, with the participation of 2 women who

benefitted from JWU musical therapy activity supported by UNFPA. Moreover, JWU conducted 40 awareness raising sessions with women and girls on Domestic Violence and the effects of COVID-19 and the available services for 465 survivors of GBV in 13 of their centers including the 6 centers that are supported by UNFPA.

UNFPA supported Jordanian **National Commission for Women (JNCW)** in leading a nationwide campaign reaching both decision makers and communities under the national theme **“Eliminating all forms of Domestic Violence against Women and Girls”**. UNFPA supported the production of 4 videos under the national theme of [Mandatory Reporting](#), [Family Protection Department services](#), [the importance of getting the informed consent of survivors of domestic violence](#) and [the resolution of family dispute](#) which were broadcasted 360 times with the support of UNFPA in addition to broadcasting 22 other awareness raising videos on three national most watched TV channels; which are: Roya TV, Jordan TV and Al-Mamlaka TV. Moreover, UNFPA supported in broadcasting the common national messages in 6 national radio stations, which are: Radio Fann, Radio Rotana, Radio Yaqin, Radio Husna, Quran Kareem Radio and JBC). The messages were broadcasted more than 400 times during the period of the 16 Days Campaign.

UNFPA also supported **Solidarity Is Global Institute (SIGI)**; a grassroot women organization to strengthen the reach of a nationwide campaign with a unified message. UNFPA supported in the implementation of SIGI’s following activities:

1. **Launch of the campaign:** SIGI conducted an online event on zoom which was also live-streamed on their [Facebook Page](#) that was attended by more than 130 attendees including young people, SIGI’s partners and members of local and International NGO’s in addition to UN agencies. The launch of the campaign included also the launch of the Digital Clinic for providing online GBV response and prevention services for women and girls survivors of GBV called **“Ask SIGI/ أسأل تضاامن”** that also UNFPA supported.
2. **Conducting Youth and Technology Conference on Combating Violence against Women and Girls:** SIGI conducted its 16th edition of the Youth and Technology Conference under the theme "Protecting Women and Girls from Harassment and Violence in the Workplace" with a focus on eliminating GBV against women and girls as well as solutions overcoming COVID-19 impact, especially domestic and economic violence. 100 young people participated in this 3 day conference to come up with innovative solutions and initiatives to eliminate violence against women and girls in Jordan.
3. **Producing and issuing 14 press releases** on issues related to the campaign’s theme and the impact of COVID-19 on women and girls in Jordan, such as on: [Effect of COVID-19 on girls in Jordan](#), [effect of COVID-19 on women working in agriculture](#), also its effect on [women headed of households](#) in Jordan and more. Moreover, UNFPA supported in **producing and designing online frames and infographics** with messages under the national theme and figures on combating all forms of Domestic Violence that were shared on their social media platforms. Also, UNFPA supported in the **development of 3 position papers** on: [access to justice during crises](#), [recommendations and suggestions on gender sensitive-based shelters](#) and on [combating online violence against women and girls](#).

UNFPA supported activities reached to around 12,000 persons through the webinars and social media posts.

UNFPA in partnership with the Youth Peer-to-Peer Education Network (Y-PEER) in Jordan and Seenaryo collaborated in a national capacity-building training focusing on expressing youth concerns related to SRHR and GBV utilizing **participatory theater** approach. 16 young women and men from Y-PEER created 4 stories focusing on child marriage, online harassment, pregnancy outside marriage and family planning in a moving play called **"Four O'clock"**. Due to COVID-19 restrictions, the audience did not exceed 20 people and social distancing was observed throughout rehearsals. The play was streamed virtually on the 31st of November as part of the **16 Days of Activism Campaign 2020** with around 300 views to date. The ideas and content came from the youth participants themselves, and the capacity-building training applied a participatory and engaging youth-friendly process. Throughout the training, the Y-PEER members also reflected on the tools being used and took part in specific training modules to enable them to run their own participatory workshops with other young people in the future as part of the peer-to-peer education methodology which is the essence of Y-PEER. The Y-PEER network in Jordan works to build the capacity of young people as peer educators and supports them to raise awareness about youth SRHR and GBV issues and is a network designed by young people for young people.



SUMMARY OF THE IMPACT:

This year, the diversity of platforms and methods used by UNFPA to raise awareness on the national common messages of the campaign and on the available services and the type of help available during COVID-19, ensured that all information and messages have reached to a wider segment of the community; especially women and girls across Jordan; capitalizing on the partnerships with the different UN agencies, the Government of Jordan, International and national NGOs and media partners.

Through social media, UNFPA shared more than 130 posts covering all activities by UNFPA; receiving the engagement of more than 2200 followers, reaching a total of more than 66,000 views. Moreover, UNFPA activities were also highlighted in the social media platforms of their partners: Sowt, Radio Al-Balad, JNCW and SIGI reaching a total of more than 530,000 viewers. Also, UNFPA activities were highlighted in the social media platforms of 8 members of the GBV SWG, the UN Jordan and the Canadian Embassy in Jordan.

UNFPA reached through its Implementing Partners to more than 502,600 beneficiaries through their 157 direct implemented activities during the 16 Days Campaign that varied from awareness raising sessions both virtually and in-person, videos, radio and TV shows, musical concerts and more covering all 19 centers that are supported by UNFPA in 8 governorates and 3 Syrian Refugee Camps; covering the north, middle and south sites of Jordan, but also covering all areas in Jordan through the TV and Radio activities.

A quote from a Jordanian 45-year old GBV survivor after attending one of IFH's 16 Days activities in Zarqa's WGSS: *"With your help and your awareness raising efforts I managed to find my inner self and my strength"*

A quote from a Syrian Woman Refugee and GBV survivor in Zaatari Camp after attending one of IFH's 16 Days activities in Zaatari: *"From the activities that I attended, I learned that I can protect myself when I'm empowered. I'm focusing now more on getting out of my house more often and meeting other people and also to start working and depending on myself in order to be stronger and depend on myself."*

MAIN LESSONS LEARNT:

- Focusing campaigning and advocacy efforts under one theme within unified messages and slogans; ensured a more focused and structured campaign towards the combating of Domestic Violence, but ensured also a full coverage and a wider and more effective impact at community level.
- A national theme aligned with JNCW ensured that more people were reached across the development and humanitarian setting, with the same messages, which amplified the impact.
- The involvement of key governmental actors within the Family Violence National Team in the national campaign was considered as a good achievement for JNCW and partners to have more stakeholders involved in the women's rights agenda.
- Diversifying platforms and methods to raise awareness on the national common messages, in addition to available services and that help is available during COVID-19; ensured that all women and girls could access those information but also ensured a wider reach to more viewers and listeners.
- Having one UN lead talk with high representatives from the government emphasized the importance of partnerships and collective action and efforts towards the national theme - eliminating all forms of domestic violence against women and girls.
- Launching the Drawing Competition - organized by the GBV SWG on National level - on UNHCR's website and UNHCR's Social Media Platforms supported in reaching out to a wider audience.



GBV
Sub-Working Group

(Annex)

GBV SWG Key Messages - 16 Days Campaign 2020

“Together Against Violence”

Messages have been developed by the 16 days campaign taskforce of the GBV WG in October 2020, through the consultation with groups of women and men, girls and boys in camp and host communities including Jordanian and Syrian refugees and refugees of other nationalities. Messages are based on the Guidance Note on GBV Service Provision during COVID-19 in Jordan and a forward look to safe resume of services (April 2020)

رسائل للمجتمعات - For communities

العنوان الأول: منزل آمن للجميع Topic 1: Safe home for all

Message 1.a Home shouldn't be a place of fear.

الرسالة ١.أ: يجب ألا يكون المنزل مكاناً للخوف

Message 1.b Staying at home because of COVID-19 may cause tensions among couples and in households. If you find yourself getting so angry or frustrated that you think a disagreement may turn into a fight with your partner, children or other family members, take a break (pray, meditate, listen to music, read or play some sports) and talk about the matter later when everyone is less angry. Refrain from taking decisions or talking when you are angry. Violence is never the solution and may harm oneself or another person.

الرسالة ١.ب: البقاء في المنزل بسبب كوفيد ١٩ قد يسبب توتر بين الأزواج والأسر. إذا وجدت نفسك غاضب/ة أو محبط/ة لدرجة أنك تعتقد/تعتقدين أن الخلاف قد يتحول إلى شجار مع شريكك أو أطفالك أو أفراد العائلة الآخرين ، خذ/ي قسطاً من الراحة (صل/ي، تأمل/ي، استمع/ي إلى الموسيقى، اقرأ/اقرئي، أو مارس/ي بعض الرياضة) وتحدث/ي عن الأمر لاحقاً عندما يهدأ الجميع . امتنع/ي عن اتخاذ القرارات أو التحدث عندما تكون/ي غاضبة. العنف ليس هو الحل أبداً وقد يضر الشخص نفسه أو شخصاً آخر.

Message 1.c Taking care of yourself will benefit your family and is a sign of strength and responsibility. If you feel overwhelmed and tense, seek help from **(INSERT contact and opening hours)**. It is normal to feel out of control and to worry how to provide for your family in this situation.

الرسالة ١.ج: رعاية نفسك ستفيد عائلتك وهي علامة على القوة والمسؤولية. إذا كنت تشعر/ين بالإرهاق والتوتر، فاطلب/ي المساعدة من (رقم الاتصال وساعات العمل). من الطبيعي أن تشعر/ي أنك خارج نطاق السيطرة وأن تقلق/ي بشأن كيفية إعالة أسرتك في هذا الوضع.

Message 1.d Domestic violence is not only physical. Verbal abuse and emotional violence, along with controlling behavior and denial of resources are very common forms of domestic violence with harmful consequences on women and girls, families and the society at large.

الرسالة ١.د: العنف المنزلي ليس فقط عنفاً جسدياً. العنف اللفظي والعنف العاطفي، بالإضافة إلى سلوك التحكم والحرمان من الموارد هي أشكال شائعة من العنف المنزلي مع عواقب شديدة على النساء والفتيات، وعلى العائلات والمجتمع بشكل عام.

العنوان الثاني: السلامة عبر الإنترنت Topic 2: Online safety

Message 2.a During the lockdown, we tend to spend longer time using the internet and social media platforms which might increase the risk of being subjected to online harm including harassment, exploitation, and bullying. It can take many forms (e.g., sexual, financial, verbal, etc.). If you experience this, remember that you are not to blame; tell someone about what you have experienced or seen, you can also seek confidential support from the toll free helplines or the

cyber-crime unit. Always remember to save logs, screenshots, chats, emails and SMS so you can use it as proof if needed.

الرسالة ٢.أ: أثناء الحظر الشامل، نميل إلى قضاء وقت أطول في استخدام الإنترنت ومنصات التواصل الاجتماعي التي قد تزيد من خطر التعرض لأشكال الأذى عبر الإنترنت والتي تتضمن التحرش، والاستغلال والتنمر، والتي قد تأخذ أشكالاً مختلفة (جنسي، مادي، لفظي، وغيرها). إذا واجهت ذلك؛ تذكر/ي أنك لست ملام/ة و هذا ليس ذنبك؛ أخبر/ي شخصاً عما اختبرته/تيه أو شاهدته/تيه، يمكنك أيضاً طلب الدعم السري من خطوط المساعدة المجانية أو وحدة الجرائم الإلكترونية. تذكر/ي دائماً حفظ السجلات ولقطات الشاشة والدرشات ورسائل البريد الإلكتروني والرسائل النصية القصيرة حتى تتمكن/ي من استخدامها كدليل إذا لزم الأمر.

Topic 3: Help seeking

العنوان الثالث: طلب المساعدة

Message 3.a If you are harmed or feel threatened, intimidated or harassed (in person or online), do not remain silent. Seek remote confidential support from the toll-free helplines [add helpline/hotline number(s)]. You have the right to seek and get help. Remember that you do not have to tolerate this at all or manage it on your own.

الرسالة ٣.أ: إذا تعرضت للأذى أو تشعر/ي بالتهديد أو الترهيب أو المضايقة (شخصياً أو عبر الإنترنت)، فلا تلتزم/ي الصمت. اطلب/ي الدعم السري عن بُعد من خطوط المساعدة المجانية [إضافة رقم (أرقام) خط المساعدة / الخط الساخن]. لديك الحق في تلقي المساعدة ولا يتعين عليك مواجهة ذلك بنفسك.

Message 3.b Do you feel home is not safe for you? Do you need help? Download the **Amaali app** for further information on protection services

الرسالة ٣.ب: هل تشعر/ي بأن المنزل ليس مكاناً آمناً لك؟ هل أنت بحاجة للمساعدة؟ حمل/ي تطبيق **آمالى** لمزيد من المعلومات عن خدمات الحماية.

Messages 3.c: Don't remain silent, you are not alone and you deserve to be supported. Call us on [add helpline/hotline number(s)].

الرسالة ٣.ج: ما تسكت/ي. انت لست لوحده وتستحق/ي أن تحصل/ي على المساعدة. احكي معنا على [إضافة رقم (أرقام) خط المساعدة / الخط الساخن]

Topic 4: Honor killing

العنوان الرابع: جرائم الشرف

Message 4.a: There is no honor in honor killing.

الرسالة ٤.أ: لا شرف في جرائم الشرف.

Message 4.b: Anger is not a justification for killing- women are fit for life not for fury

الرسالة ٤.ب: الغضب ليس مبرراً للقتل.. فالنساء خلقن للحياة وليس للتعنيف

Topic 5: Engaging men and boys

العنوان الخامس: مشاركة الرجال والفتيان

Message 5.a Be an ally for women and girls! Women and girls are not in need of protection but of support to amplify their voices.

الرسالة ٥.أ: كن حليفاً ومناصرًا للنساء والفتيات! النساء والفتيات لسن بحاجة للحماية بل إلى الدعم لايصال أصواتهن.

Message 5 b Know your power and privilege and use it to challenge patriarchal norms on what it is to be a man. Step up to stop violence when you see it happening and speak up it is not ok

الرسالة ٥.ب: عليك أن تعرف قوتك والامتيازات التي تحظى بها وأن تتحدى بهم السلطة الأبوية التي تملي على الذكور كيف يكونوا رجالاً. اتخذ موقفاً لوقف العنف ضد النساء والفتيات واجهر بالحديث بأن العنف ليس أمراً عادياً.

Topic 6: Fighting Social stigma

العنوان السادس: محاربة الوصمة المجتمعية

Message 6.A Stop victim blaming. Make perpetrators and power-holders accountable for their choice of being violent!

الرسالة ٦.أ: توقف عن لوم الضحية! وحمل المعنفين وأولئك الذين يتمتعون بالقوة المسؤولية عن قرارهم بأن يكونوا معنفين.

Message 6.B: Don't blame victims! Violence was not her choice.

الرسالة ٦.ب: لا تلوم الضحية! العنف لم يكن خيارها

رسائل لصناع القرار - For decision makers

1) GBV protection services are lifesaving and must be understood as part of the first tier of critical services provided to vulnerable populations and must be adequately funded

1-تعد خدمات العنف المبني على النوع الاجتماعي خدمات منقذة للحياة، وعليه يجب إدراج هذه الخدمات ضمن الخدمات الأساسية المقدمة للفئات المستضعفة من المجتمع والحرص على تمويلها بشكل كاف.

2) Specialized civil society is a key partner to the government in filling gaps in GBV service provision. Their ability to move and provide services can complement government services

2-مؤسسات المجتمع المدني هي شريك رئيسي للحكومة وتساهم في سد الثغرات/الفجوات الخاصة بتقديم خدمات العنف المبني على النوع الاجتماعي. تسهيل قدرتهم على التحرك وتقديم الخدمات يساهم في قدرتهم على تقديم خدمات مكاملة للخدمات الحكومية.