

Report on the Rapid Implementation Evaluation of the 16 Days Campaign

Summary Evaluation Report

23 September 2024

National Evaluation Plan Report



**planning, monitoring
and evaluation**

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**women, youth &
persons with disabilities**

Department:
Women, Youth and Persons with Disabilities
REPUBLIC OF SOUTH AFRICA

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GLOSSARY

16 Days Campaign	16 Days Of Activism For No Violence Against Women And Children Campaign
BPFA	Beijing Platform For Action
CEDAW	Convention On The Elimination Of All Forms Of Discrimination Against Women
CGE	Commission Of Gender Equality
CPF	Community Policing Forums
CSF	Community Safety Forums
CSO	Civil Society Organisation
CWGL	Centre For Women's Global Leadership
DALY	Disability-Adjusted Life Year
DCS	Department Of Correctional Services
DEVAW	Declaration On The Elimination Of Violence Against Women
DIRCO	Department Of International Relations & Cooperation
DoH	Department Of Health
DoJ & CD	Department Of Justice And Constitutional Development
DPLG	Department Of Provincial And Local Government
DSAC	Department Of Sport, Arts And Culture
DSD	Department Of Social Development
DWYPD	Department Of Women, Youth And Persons With Disabilities
ERAP	Emergency Response Action Plan
GBH	Grievous Bodily Harm
GBVCC	Gender Based Violence Command Centre
GBVF	Gender-Based Violence And Femicide
GCIS	Government Communication And Information System
GDP	Gross-Domestic Product
IPV	Intimate Partner Violence
ISC	Interim Steering Committee
LGBTI	Lesbian, Gay, Bisexual, Transgender & Intersex Communities
NCC	National Convening Committee
NDA	National Development Agency
NGO	Non-Government Organisation
NPAC	National Plan Of Action For Children
NW	North West
ORC	Office On The Rights Of The Child
SAHRC	South African Human Rights Commission
SAPS	South African Police Services
SOCA	National Prosecution Authority's Sexual Offences And Community Affairs Unit
NSP on GBVF	National Strategic Plan on Gender Based Violence And Femicide
STI	Sexually Transmitted Illness
ToC	Theory Of Change
UN	United Nations
UNFPA	United Nations Population Fund
USA	United States Of America
VAWC	Violence Against Women And Children
VEP	Victim Empowerment Programme
WHO	World Health Organisation

POLICY SUMMARY

The 16 Days of Activism against Gender-Based Violence, implemented in South Africa since 1998, is a globally recognised campaign. In South Africa the campaign raises awareness on gender-based violence and femicide (GBVF) and violence against women and children (VAWC). This rapid implementation evaluation assessed the Campaign's execution, and the extent to which it has contributed to the achievement of outcomes from 2019 to 2023, focusing solely on Campaign-specific activities and implementers.

The evaluation found that the Campaign remains highly relevant given the persistent GBVF and VAWC rates in South Africa and globally; and aligns well with broader national efforts to address the challenge. However, there are important building blocks that need to be in place to ensure the continued sustainability and achievement of outcomes of the campaign. Key challenges that need to be addressed include inconsistent theme-setting processes, diminished stakeholder coordination exacerbated by the disbanding of the National Coordinating Committee in 2019. In addition, a lack of dedicated financial and non-financial resources has limited the extent of innovation and commitment seen across various departments. These factors have led to a less collaborative approach and potentially reduced the Campaign to a tick-box exercise in some instances.

Despite these challenges, the Campaign has maintained strong brand recognition and consistently raised awareness about GBVF and VAWC issues. Government entities and civil society organisations have also consistently participated in the Campaign, adapting the local theme to their specific communities or mandates. Popular activities include community dialogues, door-to-door outreach, and social media campaigns. Anecdotal evidence and police data suggest an increase in reported cases and support-seeking behaviour following the Campaign, indicating some level of effectiveness in encouraging victims to seek help.

However, the Campaign's overall impact is difficult to ascertain due to a lack of formal outcome measurement processes. The evaluation recommends several improvements, including setting a clear overarching strategy, using a theory of change as a guiding framework, providing clearer theme interpretation guidance, and re-establishing the National Coordinating Committee to enhance collaboration. Additionally, the evaluation suggests reconsidering the Campaign period to address conflicts with exams and holiday seasons, and implementing standard planning processes and procedures.

As GBVF and VAWC remain pressing issues in South Africa, the 16 Days Campaign stands at a critical juncture. While it has played a historically important role in raising awareness, its future effectiveness and impact require careful consideration. Further studies may be needed to measure the Campaign's historical impact, determine its role within broader GBVF efforts, and define future awareness objectives and supporting activities. These efforts will be crucial in ensuring the Campaign's continued relevance and effectiveness in addressing what has been termed South Africa's new "pandemic" of gender-based violence.

EXECUTIVE SUMMARY

1. Introduction

1.1 The 16 Days of Activism against Gender-Based Violence Campaign (the Campaign) is a globally recognised annual campaign aimed at combating gender-based violence (GBV) and violence against women and children. In South Africa, the Campaign has been implemented since 1998 and has been adapted to address the country's specific context of gender-based violence and femicide (GBVF) and violence against women and children (VAWC).

1.2 The Terms of Reference for the evaluation called for a rapid implementation evaluation of the Campaign to assess whether the Campaign has been implemented as planned. This evaluation is focused solely on activities undertaken for the Campaign, not broader GBVF efforts, and is limited to the implementers of the Campaign (it does not include the perspectives of the beneficiaries).

1.3 This evaluation was guided by Michael Quinn Patton's collaborative utilisation-focused evaluation theory. This theory is based on the premise that the success of an evaluation is judged by its usefulness to the evaluation users. The evaluation used a mix of elements from two types of evaluations – design and implementation evaluations, while research questions help discern what the evaluation sought to unpack about the performance and outcomes of the Campaign.

1.4 The evaluation comprised five key stages: (1) inception and planning; (2) literature review including preliminary interviews, benchmarking and document review; (3) development of the evaluation framework and theory of change (ToC); (4) fieldwork with a range of stakeholders including national and provincial departments, Civil Society Organisation (CSOs), and other relevant stakeholders; and (5) analysis and reporting.

1.5 The evaluation had four key limitations: First, several national government departments did not respond to interview requests. Second, documentation on campaign activities varied significantly between both national and provincial departments. Desktop analysis was used to overcome this inconsistency where possible. Third, the research approach for CSO interviews required adaptation due to time constraints on the part of CSOs. Lastly, the timing of fieldwork coincided with elections and subsequent changes in government, thus limiting discussions with certain departments.

2. Literature Review

2.1 Violence against women and children remains a global issue rooted in gender inequality and harmful social norms. Violence encompasses all forms of physical, emotional, sexual abuse, neglect, or exploitation harming a person's health, development, or dignity. Violence against both women and children has significant social and developmental impacts, leading to fatal outcomes, physical injuries, impaired cognitive development, increased risk of sexually transmitted illnesses, psychological issues, and higher rates of school dropout and unemployment.

2.2 In South Africa, GBVF has reached crisis proportions. From 2015 to 2023, cases of violence against women in South Africa increased significantly. South African Police Services (SAPS) reported a 41% increase in murders of women over 18, a 68% increase in attempted murders, and a 2% increase in assault with grievous bodily harm. Data on gender-based crimes in South Africa has been inconsistent, with changes in reporting methods and disaggregation over time making it challenging to consistently monitor trends and patterns.

2.3 Approaches to addressing violence against women and children involve both response and prevention, supported by international, regional and domestic policies and frameworks. Since 1994, South Africa has established a robust legislative framework aimed at combating violence against women and children, underpinned by the Constitution. The country's approach centres on a multi-sectoral strategy, aligned to the goals set out in the National Strategic Plan on GBVF. This requires collaboration across government departments, civil society organisations, and other stakeholders to ensure comprehensive support and protection.

2.4 The 16 Days Campaign, running annually from November 25 to December 10, is part of this broader effort. It follows a localised theme and features initiatives that bring awareness to violence against women. In South Africa, the campaign has expanded to include violence against children, persons with disabilities, and society at large. The benchmark analysis of Tanzania, Kenya, Canada and the United States of America reveals similar nuanced approaches based on local issues.

A theory of change (ToC) was developed for this evaluation, describing pathways to achieve campaign outcomes. Notably, the campaign previously lacked a ToC, evidenced by unclear, undocumented, and inconsistent long-term outcomes, potentially affecting campaign coherence.

3. Key Evaluation Findings

3.1 Relevance and coherence: The Campaign remains highly relevant given persistent and increasing rates of GBVF and VAWC in South Africa. However, key design elements require consideration. The theme-setting process has been inconsistent, shifting from themes that run across multiple years to new themes set each year. This has caused confusion among stakeholders and seems less effective in supporting a broad co-ordinated approach. While there is an overarching strategy for the Campaign that can be broadly applicable to a variety of stakeholders and departments, stakeholders are incorrectly adopting the new theme set each year. Consideration should be given to setting a theme that runs over several years to create predictability and a longer-term response. Alternatively consideration could be given to setting a theme for the year (as part of 365 Day Plan) with the 16 Days Campaign used to amplify the message during the period.

The evaluation also finds diminished coordination and collaboration among stakeholders, particularly since the disbanding of the National Coordinating Committee (NCC) in 2019 and the continued shifts in the convening department over the years. This has led to a less collaborative and coordinated approach evidenced by the generally siloed nature both within departments (not acting in collaboration with provincial or national counterparts) and across departments (not acting in collaboration across a province). There are some exceptions to this such as in provinces which follow a cluster model.

The Campaign's timing, coinciding with exam and holiday seasons, presents challenges. While the United Nations determines the calendar period, consideration should be given to adjusting or extending it to suit local context and needs, as people tend to be away from formal places of work and learning during this time.

3.2 Efficiency: The planning and delivery of the Campaign begins with the drafting of the concept note that sets out the local theme for the year. In recent years, planning by the convening department has been inconsistent and often delayed. This is further exacerbated by insufficient resource allocation and a lack of ring-fenced budgets for the Campaign across national and provincial departments. This lack of funding, resource limitations and short timelines limits the type of activities that can be done by stakeholders, potentially reducing the Campaign to a tick-box exercise.

3.3 Effectiveness: The Campaign's effectiveness in achieving its objectives has been mixed. Government and CSOs have been consistent participants in the Campaign, following the local theme as set by the convening department and adapting it to their community or mandate as needed. Popular activities include community dialogues, door-to-door outreach, and social media campaigns.

Feedback from stakeholders suggests that the Campaign has been integral in educating and raising awareness about the issue among South Africans. Several CSOs reported that in their communities, there has been a clear shift in mindset. There continues to be a strong and positive brand associated with the Campaign which is due to concerted efforts by all stakeholders and particularly government who have implemented this Campaign consistently since its inception in the country.

Anecdotal evidence along with SAPS data suggests that victims are encouraged and empowered to seek support. This is reflected in the number of reported cases which tends to rise in the months after the Campaign. CSOs also see an increase in the number of individuals who seek support from them. Stakeholders do however highlight that service delivery failures may undo these efforts for victims who seek support during this time.

The Campaign's overall effectiveness is limited by several factors: lack of formal outcome reporting and measurement processes, diminished stakeholder collaboration and coordination particularly since the NCC's disbandment, declining private sector participation, and mixed government department involvement. The Campaign requires stronger collaborative efforts across all stakeholders and re-establishment of platforms for discourse involving key stakeholders like GCIS and DSD.

4. Conclusion and Recommendations

The 16 Days of Activism Campaign maintains global and local significance in the fight against GBVF and VAWC, addressing what has been labelled South Africa's new "pandemic". Government and non-government stakeholders have consistently participated since 1998, developing strong brand recognition. However, significant improvements are needed to enhance the campaign's relevance, coherence, efficiency, and effectiveness.

R1 Set a clear overarching strategy for the Campaign that can be broadly applicable to a variety of stakeholders and departments.

R2 The theory of change must be used as a guiding framework to ensure all the building blocks are in place for the successful achievement of clearly defined outcomes.

R3 The concept note set by the convening department should provide clear guidance on the interpretation of the theme. It must be broad enough to provide guidance to a range of organisations to adapt and apply it within their contexts or in line with their mandate.

R4 The concept notes should include an implementation framework or guiding document. This balances structure with autonomy as organisations should still have the freedom to implement their own types of activities in line with resource availability.

R5 Convening department should be responsible for crafting shareable resources, such as social media assets, that can be utilised by any organisation.

R6 Mobilise media efforts from national broadcasters across both television and radio. Partnerships should be re-established and should be considered as key partners.

R7 Re-establish the NCC as a central coordinating body headed by the convening department responsible for delivery of the Campaign – it should include key stakeholders such as the DSD and GCIS. The establishment of the National Council for all GBVF and

VAWC efforts should then define and determine the placement, role, and responsibility of the NCC (or convening department) of the Campaign going forward.

R8 Hold briefing sessions more often and consistently to support with ongoing attendance and the participation of various stakeholders across government and non-government.

R9 Consider the Campaign period as it overlaps with important times school & university exams and holiday seasons.

R10 Set clear objectives and indicators to measure the outcomes of the Campaign in each year supported by clear reporting structures and templates for participating departments.

R11 Standard processes and procedures for the planning of the Campaign must be put in place and followed.

R12 Define the type of support or involvement expected from departments who do not have a dedicated budget for the Campaign – explore both financial and non-financial contributions that could be made.

As GBVF and VAWC continue to be pressing challenges in South Africa, the 16 Days Campaign stands at a pivotal point. While it has historically played an important role in raising awareness, its future effectiveness and impact need careful consideration. The efforts of the Campaign must be balanced against its effectiveness and impact, the latter is unclear given the lack of available evidence and documentation, to determine the sustainability and role of the Campaign in future.

In light of this, further studies and efforts may be needed to measure the historical impact of the Campaign, to determine its role within broader GBVF efforts, and to define awareness objectives and supporting activities going forward.

1 INTRODUCTION

1.1 Introduction

Within South Africa, GBV is defined as a “general term used to capture violence that occurs as a result of the normative role expectations associated with the gender associated with the sex assigned to a person at birth, as well as the unequal power relations between the genders, within the context of a specific society. GBV includes physical, sexual, verbal, emotional, and psychological abuse or threats of such acts or abuse, coercion, and economic or educational deprivation, whether occurring in public or private life, in peacetime and during armed or other forms of conflict, and may cause physical, sexual, psychological, emotional or economic harm.”¹

The level of GBVF in South Africa has reached crisis proportions, and addressing GBVF is a complex issue requiring multi-faceted responses and commitment from all stakeholders, including government, civil society, and citizens. The 16 Days of Activism for No Violence against Women Campaign (“16 Days Campaign”) is a globally recognised annual initiative, endorsed by the United Nations (UN), aimed at combating gender-based violence (GBV) and violence against women and children. The Campaign raises awareness, advocates for policy reforms, supports survivors, and fosters gender equality.²

Since 1999, the 16 Days of Activism Campaign has also played a pivotal role in shaping the national context within South Africa. The Campaign is distinguished by a series of intentional initiatives aimed at addressing GBVF comprehensively. It emphasises community engagement through local outreach programmes, school campaigns, and community discussions. By addressing locally prevalent GBV issues, these initiatives intend to empower communities to proactively combat violence, while fostering awareness and instilling a sense of ownership. Furthermore, the Campaign focuses on policy advocacy, engaging with policymakers to lobby for critical policy changes that can enhance protection for women and children.³ These efforts contribute to the creation of a vision of a robust legal framework to actively combat GBVF in South Africa.

1.2 Objective and scope of the evaluation

The Terms of Reference called for a rapid implementation evaluation of the 16 Days Campaign to assess whether the Campaign has been implemented as planned, if it has achieved its intended objectives, and if it has had an effect on the targeted population well-being and/or behaviour, in creating awareness and publicity about the problem of violence against women and children; assisting and motivating victims to seek help; encouraging the involvement of everyone in condemning violence against women and children; and providing a platform for continued discussion of GBVF.⁴

While the work of GBVF of South Africa is broader than the Campaign (as explained above), this evaluation is confined to activities only undertaken under the auspices of the 16 Day Campaign (and not GBVF efforts in general). Furthermore, this evaluation is limited to the implementers of the Campaign and does not extend to the beneficiaries of the Campaign. Furthermore, this evaluation primarily focused on the implementation of the Campaign in the 5-year period between 2019 – 2023. To give context to the Campaign since its inception, a high-level review of the Campaign since 1998 was undertaken - insofar as was possible - given limitation (see below) as part of the desktop review.

¹ NSP on GBVF - <https://www.justice.gov.za/vg/gbv/nsp-gbv-final-doc-04-05.pdf>

² 10 ways men can prevent gender-based violence for 16 Days of activism (2023) Equipundo. Available at: <https://www.equipundo.org/10-ways-men-can-prevent-gender-based-violence-for-16-days-of-activism/> (Accessed: 04 October 2023).

³ 16 Days of activism against gender-based violence (no date a) UN Women – Headquarters. Available at: <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism#:~:text=The%20campaign%20calls%20on%20citizens,in%20gender%2Dbased%20violence%20prevention.> (Accessed: 04 October 2023).

⁴ <https://www.csvr.org.za/pdf/Mapping-gender-based-violence-prevention-and-response-strategies.pdf>

1.3 Evaluation approach

1.3.1 Evaluation theory

This evaluation made use of the collaborative utilisation-focused evaluation theory which adds value to evaluation and increases the likelihood of uptake of recommendations as the stakeholders in the initiatives being evaluated get involved as far as they can manage in key stages of the evaluation.

1.3.2 Evaluation type

This evaluation was completed using a mix of elements from design, implementation and outcomes evaluations - with the objective of assessing whether the Campaign is relevant, is being implemented as planned, and if it has achieved its objectives and overall goal.

Box 1: Type of evaluation

Design evaluations are used to assess the appropriateness of any intervention or campaign and are used to unpack potential weaknesses in approach and design - known as “theory failure”. Theory failure happens when a theory of change does not sufficiently explain how change happens in a system.

Implementation evaluations focus on delivery of any intervention or campaign in practice. It explores how the theory of change is working, and reviews the resources, systems, operational procedures, and management and accountability structures. In the context of the Campaign, the implementation evaluation assessed how the Campaign has been operationalised across its pillars, and how it is adapted and adopted by the various stakeholders. Extending the scope of the evaluation to include outcomes allowed the evaluation to make judgements on whether the Campaign has or is likely to achieve its objectives.

1.3.3 Evaluation questions

This evaluation was guided by a set of evaluation questions as set out in Annexure A. These questions were guided by the Terms of Reference, but later expanded by the evaluation team during the inception phase of this evaluation and approved by the Evaluation Steering Committee (ESC) overseeing the evaluation.

1.3.4 Data collection

Fieldwork for this evaluation included semi-structured interviews with key stakeholders such as national and provincial government, academic institutions and national civil society organisations (CSOs). Semi-structured interviews (SSIs) were also conducted with CSOs to gather their on-the-ground perspective and involvement in the Campaign. A detailed breakdown of the fieldwork completed by “type” of stakeholder, geographic distribution and provincial breakdown provided in Appendix B.

1.1 Limitations to the evaluation

There were three key limitations to this evaluation. The first limitation arose as several national government departments did not respond to requests for participation in the study, resulting in delays in the completion of fieldwork. SSIs conducted with other national and provincial departments provided sufficient information to inform the evaluation.

The second limitation was the lack of documentation available on campaign activities run by national and provincial government. Where information was available, the depth of information varied between departments.

Lastly, fieldwork had to be adapted. The methodology for CSO interviews was adjusted to conduct brief, focused 10-minute telephone calls with representatives from these entities, while discussions with labour and political parties were removed from the scope of the evaluation due to the overlap with the election period and the sensitivities with conducting discussions during this time.

2 LITERATURE REVIEW

2.1 Defining violence against women

Violence Against Women and Children (VAWC) and Gender-Based Violence (GBV) are global issues, primarily rooted in gender inequality and harmful social norms. The United Nations Council for Human Rights (UNCHR) defines gender-based violence and femicide as “*harmful acts directed at individuals based on gender*”.⁵ Broadly, both VAWC and GBV include domestic violence, intimate partner violence, sexual harassment and workplace violence. The majority of victims are women and girls, with violence often intended to humiliate and assert superiority.

The terms VAWC and GBV are often used interchangeably due to the gender-based nature of violence predominantly inflicted by men on women and children. VAW, according to the UN Declaration on the Elimination of Violence, pertains to any act of gender-based violence likely to cause physical, sexual, or psychological harm to women.⁶ Legal documents, such as Article 3 in the Istanbul Convention, merge these terms to emphasise the disproportionate impact on women, defining such violence as harm directed at women because of their gender or affecting them disproportionately.⁷

VAW or GBV encompasses instances where gender is the basis for violence. This includes not only traditional notions of gender but also complex identities within the LGBTQIA+ community⁸, who often face violence due to their sexual orientation or gender identity. Additionally, women and girls with disabilities are at a heightened risk of violence from a wide range of perpetrators, including intimate partners and caregivers. This violence can exacerbate existing disabilities or cause new impairments, particularly affecting mental health. The reliance of disabled individuals on their abusers for support often traps them in prolonged abusive situations with limited options for escape, highlighting the pervasive and multifaceted nature of GBV.⁹

VAW includes physical, sexual, psychological, and economic abuse by intimate partners, family, colleagues, friends, or strangers.¹⁰ It encompasses rape, sexual abuse, harassment, sex trafficking, and femicide, which is an extreme form of gender-based violence involving murder, torture, mutilation, and sexual violence.¹¹ Additionally, it can manifest as verbal abuse, discrimination, bullying, and hate speech, including online. Research suggests that intimate partner or sexual violence results from several factors that occur at individual, family, community and wider society levels – and which interact to increase or reduce the risk of violence against women. Importantly, these factors can be associated with both those that perpetrate violence as well as those experiencing violence.¹²

2.1.1 The impact of violence against women

Violence against women has profound social and developmental impacts, causing physical, psychological, sexual, and economic harm that affects survivors, their families, and communities. It leads to higher rates of infant and child mortality, femicide, suicide, injury, HIV/AIDS, reproductive issues, post-traumatic stress disorder (PTSD), and significant social

⁵<https://www.unhcr.org/gender-based-violence.html#:~:text=Gender%2DBased%20violence%20refers%20to,threatening%20health%20and%20protection%20issue>.

⁶ ‘Declaration on the Elimination of Violence against Women,’ UN Doc. A/RES/48/104 (20 December 1993).

⁷ Council of Europe Convention on preventing and combating violence against women and domestic violence (Istanbul Convention), Article 3

⁸ Lesbian, gay, bisexual, transgender and other people who do not fit the heterosexual norm or traditional gender binary categories.

⁹ Kristin Dunkle, Ingrid van der Heijden, Erin Stern and Esnat Chirwa (2018) Disability and Violence against Women and Girls Emerging Evidence from the What Works to Prevent Violence against Women and Girls Global Programme

¹⁰ https://www.gov.za/sites/default/files/gcis_document/201909/nspongbvfdraft.pdf

¹¹ UN Department of Economic and Social Affairs, ‘Handbook for Legislation on Violence Against Women’ (2010) ST/ESA/329, 24.

¹² See Annexure C for Factors associated with intimate partner violence and sexual violence against women.

and economic costs such as stigma, loss of livelihood, and increased gender inequality.¹³ Children of victims often suffer severe repercussions, including loss of guardianship, familial conflict, and mental health challenges, necessitating long-term support.¹⁴ Economically, violence against women diverts resources from healthcare, justice, and social services, reducing productivity and earnings, and can cost countries up to 3.7% of their gross-domestic product (GDP).¹⁵ For example, in South Africa, the cost ranges from R28.4 billion to R42.4 billion annually, highlighting the significant global economic impact of violence against women.¹⁶

2.1.2 Impact of violence against children

South Africa's extended 16 Days Campaign now includes violence against children, defined as all forms of physical, emotional, sexual abuse, neglect, or exploitation resulting in harm to a child's health, development, or dignity.¹⁷ Like violence against women, violence against children has significant social and developmental impacts. It leads to fatal outcomes like homicide, acute and chronic physical injuries, impaired cognitive development, increased risk of sexually transmitted illnesses (STIs) and chronic diseases, psychological issues such as anxiety and depression, and higher rates of school dropout and unemployment.¹⁸ South African national data shows these impacts to children also result in substantial economic costs due to medical treatment, mental health services, lost productivity, and long-term effects on education and employment.¹⁹ It is estimated that violence against children in South Africa in 2015 amounted to more than 2 million Disability-Adjusted Life Years (DALYs) lost and cost over R196 billion to the economy.^{20;21}

2.2 Trends in violence against women

2.2.1 Trends in violence against women internationally

For decades, studies have analysed the prevalence of GBV, however, there is the notable challenge around data access due to varying definitions, measurements, and methodologies. The World Health Organisation (WHO) provides the most accurate estimates, revealing that approximately 1 in 3 women have endured physical and/or sexual violence, and 1 in 20 have experienced rape.²² Additionally, half of all women have faced sexual harassment, and 1 in 5 has been stalked. Globally, around 30% of women have experienced intimate partner violence, with significant prevalence in regions like Africa and South-East Asia, highlighting the universal nature of GBV.²³

The WHO's 2018 report on "Violence against Women Prevalence Estimates" offers detailed point estimates for lifetime and past 12-month intimate partner violence (IPV) based on data from 161 countries.²⁴ Prevalence rates vary widely, with Uganda, Bangladesh, and the Democratic Republic of Congo reporting the highest rates, while many European countries

¹³ <https://www.unhcr.org/protection/idps/4c2355229/handbook-protection-internally-displaced-persons.html>;
<https://www.who.int/news-room/fact-sheets/detail/violence-against-women>

¹⁴ Bhana K and Hochfeld T (2001) Now we have Nothing: Exploring the impact of maternal imprisonment on children whose mothers killed an abusive partner. Centre for the Study of Violence and Reconciliation

¹⁵ [https://www.worldbank.org/en/topic/socialsustainability/brief/violence-against-women-and-girls#:~:text=Gender%2Dbased%20violence%20\(GBV\),or%20non%2Dpartner%20sexual%20violence.](https://www.worldbank.org/en/topic/socialsustainability/brief/violence-against-women-and-girls#:~:text=Gender%2Dbased%20violence%20(GBV),or%20non%2Dpartner%20sexual%20violence.)

¹⁶ Fang, X., Fry, D. A., Ganz, G., Casey, T., & Ward, C. L. (2016). The economic burden of Violence Against Children in South Africa. Report to Save the Children South Africa. Georgia State University, and Universities of Cape Town and Edinburgh

¹⁷ Krug et al., 2002, p.59 cited in Fang, X., Fry, D. A., Ganz, G., Casey, T., & Ward, C. L. (2016). The economic burden of Violence Against Children in South Africa. Report to Save the Children South Africa. Georgia State University, and Universities of Cape Town and Edinburgh.

¹⁸ <https://www.who.int/news-room/fact-sheets/detail/violence-against-children>

¹⁹ Fang, X., Fry, D. A., Ganz, G., Casey, T., & Ward, C. L. (2016). The economic burden of Violence Against Children in South Africa. Report to Save the Children South Africa. Georgia State University, and Universities of Cape Town and Edinburgh

²⁰ Source: Fang, X., Fry, D. A., Ganz, G., Casey, T., & Ward, C. L. (2016). *The economic burden of Violence Against Children in South Africa. Report to Save the Children South Africa. Georgia State University, and Universities of Cape Town and Edinburgh*

²¹ For the breakdown of the impact of various types of violence, see Annexure B

²² Gender equality index: 2023: Violence (no date) European Institute for Gender Equality. Available at: <https://eige.europa.eu/gender-equality-index/2023/domain/violence> (Accessed: 9 February 2024).

²³ Violence against women prevalence estimates (2021) World Health Organization. Available at: <https://www.who.int/publications-detail-redirect/9789240022256> (Accessed: 9 February 2024).

²⁴ See Annexure C for data across key countries

report the lowest. These figures, despite potential variances in accuracy, underscore the pervasive global issue of GBV, affecting women across all regions and demographics.²⁵

2.2.2 Trends of violence against women in SA

From 2015 to 2023, cases of violence against women have increased, as shown in the table below. Over this time period, South African Police Services (SAPS) reported a 41% increase in murders of women over 18, a 68% increase in attempted murders, and a 2% increase in assault grievous bodily harm (GBH - all indicating rising violence against women. It is important to note that data on gender-based crimes in South Africa is inconsistent. Prior to 2015, it was collected only at the national level without disaggregation by gender. From 2016 to 2020, five crime metrics were reported quarterly, but post-2020, only three were disaggregated by gender.

Table 1: Selected contact crimes against women - murder, attempted murder and assault GBH 2015 – 2023

Women (18+ years)					
Year	Murder	Attempted murder	Assault GBH	Sexual offences	Common assault
2015 - 2016	2 780	3 325	56 969	39 590	84 091
2016 - 2017	2 639	3 328	51 956	37 392	78 090
2017 - 2018	2 930	3 554	53 263	36 731	81 142
2018 - 2019	2 771	3 445	54 142	36 597	82 728
2019 - 2020	2 695	3 214	50 859		
2020 - 2021 (no Q1 data)	2 463	3 155	40 320		
2021 - 2022	3 255	4 514	50 135		
2022 - 2023	3 914	5 577	57 857		
Change 2015 - 2023	41%	68%	2%		

Source: SAPs quarterly reports

Source: SAPs annual crime statistics

2.3 Responding to violence against women

2.3.1 Response and prevention

Addressing violence against women requires a comprehensive approach involving responses and commitment from government, civil society and citizens. The approaches to addressing such violence can be divided into **response** and **prevention**.

Response services focus on supporting survivors and victims of violence through the provision of trauma counselling to victims and survivors, referrals to relevant social services, maintenance of shelter services for women and children; programmes to improve access to public and private emergency responses; and support and capacity-building for community caregivers.²⁶ The WHO has established guidelines on appropriate health sector responses to violence against women, including the provision of post-rape care and training for health professionals, and also stresses the importance of mental health services for victims of trauma.²⁷ While these response services may contribute to preventing further violence, their direct impact on new incidents is limited.²⁸

Prevention initiatives aim to prevent people from experiencing abuse, whilst at a reactive level ensuring that if they have experienced abuse, they are supported to ensure that it does

²⁵ WHO (2021) Violence against women prevalence estimates, 2018

²⁶ Guidelines for Gender-based Violence Interventions in Humanitarian Settings: Focusing on Prevention

of and Response to Sexual Violence in Emergencies, IASC, 2005. Available online: www.humanitarianinfo.org/iasc/gender

²⁷ WHO, Responding to intimate partner and sexual violence against women: WHO clinical and policy guidelines., D.o.R.H.a. Research, Editor. 2013, World Health Organisation: Geneva.

²⁸ Standard Operating Procedures for Prevention of and Response to Gender-based Violence, UNHCR, 2006. www.refworld.org

not happen again. Prevention strategies include community awareness initiatives addressing harmful behaviours and attitudes that condone violence against women, encouraging development of life skills, supportive parenting programmes, and economic empowerment initiatives.

Awareness-raising activities are commonly used to address violence against women and children, although they may not effectively or significantly reduce incidences of violence on their own. Awareness activities aim to increase knowledge about the causes and consequences of violence, challenge attitudes that tolerate such behaviour, and educate people about relevant laws and available services. However, for effective prevention of violence against women and children, these activities must be integrated into broader strategies that address harmful social norms and advocate for women's rights.²⁹

The importance of addressing violence against women is well recognised internationally, regionally and nationally. This is evident from the number of legal instruments and the institutional mechanisms which aim to end all forms of violence and prevent discrimination based on gender. As South Africa also includes violence against children as part of its 16 Day Campaign, this section also includes framework designed to protect children.

2.3.2 International policies and frameworks

International policies on gender equality and the rights of women and children, most of which have been adopted by the United Nations (UN), aim to eliminate discrimination, violence, and exploitation, while ensuring access to justice, health care, and opportunities for participation in societal discourse. These policies and frameworks emphasise the importance of treating victims with dignity, protecting children, and empowering women as crucial for the advancement of humanity. Significant policies like the Declaration on the Elimination of Violence Against Women (DEVAW) – resolution 48/104 made violence against women an international issue, and it is from this declaration that the 16 Days Campaign originated. These efforts are critical components of the global agenda to achieve gender equality and mobilise nations to combat discrimination and abuse against women and children. Descriptions of these policies and frameworks can be found in the Annexure C.

2.3.3 Regional policies and frameworks

Across Africa, regional policies and frameworks on GBV converge on common objectives aimed at safeguarding the rights and well-being of women and children. These policies collectively seek to empower women, eliminate discrimination, and promote gender equality. They emphasise comprehensive strategies through legislation, policies, and coordinated efforts to combat GBV, enhance reproductive health rights, and ensure social justice across the region. Descriptions of these policies and frameworks can be found in the Annexure C.

2.3.4 South Africa's response

Legislative framework

Since 1994, South Africa has established a robust legislative framework aimed at combating violence against women and children, underpinned by the Constitution. Key provisions include Section 9, which ensures equality and prohibits discrimination; and Section 12, guaranteeing freedom from violence. The Constitution sets the framework for an effective legislative response to violence against women and children by enabling the government to pass and implement a range of policies, strategies, and legislation, which are summarised in Annexure C. These laws and policies form the backbone of South Africa's legislative response to violence against women and children.

NSP on GBVF and 365 Day Plan

The South African government has implemented several strategies and programmes to address GBVF. These include the Integrated Social Crime Prevention Strategy of 2011³⁰ for

²⁹ <https://prevention-collaborative.org/wp-content/uploads/2021/12/Awareness-raising-FINAL-20Dec.pdf>

³⁰ https://www.saferspaces.org.za/uploads/files/Integrated_SCP_Strategy_0.pdf

coordinated government responses to crime, aimed at reducing victimisation risk and improving community safety; the Strategy and Guidelines for Children Living and Working in the Streets (2011) which provides direction on services for vulnerable children and the National Development Plan 2030 which outlines broad goals for poverty reduction and social development, although it lacks specific gender-focused strategies.

The #TotalShutdown Movement in 2018 advocated for enhanced governmental protection and accountability against abusive violence, culminating in a Presidential Summit where stakeholders developed the Presidential Summit Declaration against Gender-based Violence and Femicide. Key goals of the declaration included improving leadership against GBVF, establishing a multi-stakeholder council for a national strategy, expanding Thuthuzela Care Centres, funding GBVF programmes adequately, promoting women's economic development, changing social norms, and prioritising victim-centered GBVF laws and policies.³¹

Additionally, the summit established the Interim Steering Committee on GBVF (ISC on GBVF)³², which developed the Emergency Response Action Plan (ERAP), from October 2019 to March 2020. ERAP was a six-month emergency initiative involving targeted, coordinated interventions across lead departments, and was focused on specific goals such as access to justice, behavior change, urgent victim response, enhanced accountability, and economic empowerment.³³ The ERAP was allocated R1.6 billion to achieve these goals. The ISC also formulated the Gender Based Violence and Femicide National Strategic Plan (NSP on GBVF), approved by cabinet in April 2019. The NSP aimed to provide "a multi-sectoral, coherent strategic policy and programming framework to strengthen a coordinated national response to the crisis of gender-based violence and femicide by the government of South Africa and the country as a whole."³⁴

Institutional framework

South Africa's approach to addressing violence against women and children centres on a multi-sectoral strategy, essential for achieving the goals set out in the NSP on GBVF. This requires collaboration across various government departments, civil society organisations, and other stakeholders to ensure comprehensive support and protection.

The Department of Social Development (DSD) plays a pivotal role in this framework, mandated to provide social development, protection, and welfare services underpinned by constitutional rights³⁵. The DSD's responsibilities include managing social security policies to alleviate poverty risks and overseeing developmental social welfare services aimed at vulnerable populations affected by HIV/AIDS and other socio-economic challenges. Priority areas for the DSD include developing an ethical and capable state, and fostering economic transformation, education, and social cohesion. The department also leads efforts against GBVF through initiatives like the Victim Empowerment Programme (VEP), an intersectoral and comprehensive approach to supporting victims and survivors of crime and violence including GBVF including GBVF, through emotional and practical support, trauma management, advocacy, and safe shelters and support centres.; and the Gender Based Violence Command Centre (GBVCC), which provides professional psychosocial support and trauma counselling to victims of GBVF.³⁶

In collaboration with the SAPS, the judiciary (courts), and Thuthuzela Care Centres, the DSD works to ensure victims receive necessary support, protection, and justice. SAPS ensures victims of crime are treated with respect and dignity, providing information, protection, assistance, and establishing victim-friendly facilities for privacy and continuous personnel training on victim empowerment. Judiciary (Courts) including Family, Sexual Offences, and

³¹ https://www.gov.za/sites/default/files/gcis_document/201903/summit-declaration.pdf

³² <https://www.justice.gov.za/vg/GBV-Summit-Report-2018.pdf>

³³ <https://www.gov.za/speeches/chairperson-tamara-mathebula-emergency-response-action-plan-gender-based-violence-and>

³⁴ <https://www.justice.gov.za/vg/gbv/NSP-GBVF-FINAL-DOC-04-05.pdf>

³⁵ <https://www.dsd.gov.za/>

³⁶ The Command Centre has an accessible toll-free number (0800 428 428) and a Please Call Me Facility (*120*7867#)

Domestic Violence Courts, adopt a gender-sensitive, socio-political approach to cases, emphasising the vulnerability of women in a patriarchal society³⁷ and offering legal interpretation to support their wellbeing and safety. The Thuthuzela Care Centres, led by the National Prosecution Authority's Sexual Offences and Community Affairs Unit (SOCA), reduce secondary trauma for victims, improve conviction rates, and expedite case finalisation through an integrated strategy for prevention, response, and support for rape victims.^{38,39}

Additionally, the DSD partners with CSOs to strengthen victim support services through funding and capacity-building initiatives, focusing on social crime prevention, behaviour change programmes, and welfare services to address systemic drivers of GBVF and empower vulnerable groups. The Office on the Rights of the Child (ORC) complements these efforts by coordinating children's rights policies across all levels of government and international obligations, contributing to the realisation of the National Plan of Action for Children (NPAC). Finally, during post-evaluation discussions the Department of Cooperative Governance was identified as another important stakeholder in connecting government efforts to the community level through the district development model.

2.4 The 16 Days of Activism Campaign

Dating back to the 1970s, well before the issue of violence against women became a globally recognised problem and when it was still predominantly regarded as a domestic and cultural matter, international women's organisations were making significant efforts and strides to bring the issue of violence against women to the public sphere. Through efforts led by a small coalition of women's organisations including the Centre for Women's Global Leadership (CWGL), the International Women's Tribune Centre (IWTC), the International Women's Right Action Watch (IWRAP), and the International Women's Network (IWN), this issue was finally brought into the UN's agenda, addressed in three world conferences organised by the UN between 1975 and 1985: Mexico City in 1975, Copenhagen in 1980, and Nairobi in 1985.⁴⁰

The 16 Days of Activism against Gender-based Violence Campaign ("16 Days Campaign") was launched by activists at the inauguration of the Women's Global Leadership Institute event sponsored by the CWGL in 1991 under the theme *Violence Against Women Violates Human Rights*.⁴¹ Participants to the event chose 25 November to mark the start of each campaign – coinciding with the International Day for the Elimination of Violence Against Women by 1999.⁴² This date was deliberately chosen as it commemorates the lives of the Mirabel sisters from Dominican Republic who were violently assassinated on this day in 1960. The Campaign runs until 10 December – coinciding with International Human Rights Day.⁴³ By overlapping with these key days, the Campaign symbolically connects violence against women with human rights, highlighting it as a human rights issue.⁴⁴ Other notable days during this period include 29 November (International Women Human Rights Defenders Day), 1 December (World AIDS Day), 3 December (International Day of Persons with Disabilities), 5 December (International Volunteers Day), and 6 December (Anniversary of the Montreal Massacre). These days all act as focal points for involving governments, civil society, and the public in theme-related activities.

³⁷ Gender_Based_Violence_and_Femicide_Summit_Speech.pdf

³⁸ <https://rapecrisis.org.za/programmes/road-to-justice/thuthuzela-care-centres/>

³⁹ https://www.npa.gov.za/sites/default/files/resources/public_awareness/TCC_brochure_august_2009.pdf

⁴⁰ Joachim (1999). Shaping the human rights agenda: the case of violence against women. *Gender politics in global governance*, 4, 142-160.

⁴¹ UN Women "16 Days of Activism against Gender-Based Violence"

<https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism#:~:text=The%20campaign%20was%20started%20by,violence%20against%20women%20and%20girls.>

⁴² <https://www.un.org/womenwatch/daw/vaw/reports.htm>

⁴³ International Human Rights Day honours the date the United Nations General Assembly adopted and proclaimed the Universal Declaration of Human Rights (UDHR) on 10 December 1948

⁴⁴ GCIS (2016). <https://www.gcis.gov.za/sites/default/files/Insight%20-%2016%20Days%20of%20Activism%20Campaign.pdf#:~:text=The%2016%20Days%20of%20Activism%20for%20No%20Violence,University%2C%20placed%20it%20firmly%20on%20the%20international%20agenda>

In 1993, the UN General Assembly adopted the Declaration on the Elimination of Violence against Women through resolution 48/104, and in 1999 through Resolution 54/134 endorsed the International Day for the Elimination of Violence Against Women (and with it, the 16 Days Campaign).⁴⁵ The UN invited, “*as appropriate, Governments, relevant agencies, bodies, funds and programmes of the United Nations system, and other international organisations and non-governmental organisations, to organise on that day activities designed to raise public awareness of the problem of violence against women.*”

The goal of the 16 Days Campaign is to raise awareness around issues relating to violence against women and to use these days to mobilise individuals and organisations around the world to call for the prevention and elimination of violence against women and girls by:⁴⁶

- Raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels;
- Strengthening local work around violence against women;
- Establishing a clear link between local and international work to end violence against women;
- Providing a forum in which organisers can develop and share new and effective strategies;
- Demonstrating the solidarity of women around the world organising against violence against women; and
- Creating tools to pressure governments to implement promises made to eliminate violence against women.

The 16 Days Campaign is distinguished by a series of intentional initiatives and activities aimed at addressing violence against women comprehensively. These include awareness-raising events such as marches and rallies to social media campaigns and policy advocacy,⁴⁷ and community engagement through local outreach programmes, school campaigns, and community discussions. These events underscore the interconnectedness of social issues and emphasise the importance of addressing them collectively.⁴⁸

To achieve this, the 16 Days Campaign advocates for a multifaceted and multisectoral approach – with collaboration between government, the non-profit sector, the private sector, labour, political parties, media and society in general. By addressing locally prevalent issues, the Campaign intends to empower communities to proactively combat violence, while fostering awareness and instilling a sense of ownership. The Campaign also focuses on policy advocacy, engaging with policymakers to lobby for critical policy changes that can enhance protection for women and children.⁴⁹

Each year, the CWGL composes a Campaign theme in consultation with women's human rights advocates worldwide (including UN Women). Since the Campaign's inauguration in 1991, more than 6 000 organisations across approximately 187 countries have participated in the Campaign, reaching over 300 million people by 2021.⁵⁰

⁴⁵ <https://www.un.org/womenwatch/daw/vaw/reports.htm>

⁴⁶ UN Women “16 Days of Activism against Gender-Based Violence”

<https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism>

⁴⁷ 16 Days of activism against gender-based violence (no date) United Nations Population Fund. Available at:

<https://www.unfpa.org/16days> (Accessed: 04 October 2023).

⁴⁸ 16 Days of activism 2022 (2022) South African Government. Available at: <https://www.gov.za/16DaysOfActivism2022> (Accessed: 04 October 2023).

⁴⁹ 16 Days of activism against gender-based violence (no date a) UN Women – Headquarters. Available at:

<https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism#:~:text=The%20campaign%20calls%20on%20citizens,in%20gender%2Dbased%20violence%20prevention.>

(Accessed: 04 October 2023).

⁵⁰ <https://www.unwomen.org/sites/default/files/2021-11/UNiTE-campaign-2021-concept-note-en.pdf>

2.4.1 Benchmarking

Tanzania

The 16 Days of Activism Against Gender-Based Violence in Tanzania features collaborations between various organisations to combat GBV. The United Nations Population Fund (UNFPA) raises awareness and advocates against GBV, working towards gender equality and engaging men and boys.⁵¹ High-ranking officials, including President Samia Suluhu Hassan, demonstrate the government's commitment to enhancing laws and policies for women's protection. Multi-sectoral dialogues hosted by organisations like GBV MKUKI and WILDAF address root causes of violence. Team Europe, including the EU, supports legislative and preventive measures against GBV. Community engagement initiatives like the Chaguo Langu Haki Yangu programme establish One Stop Centers for vulnerable individuals, including those with disabilities.⁵²

Over the past five years, the 16 Days Campaign has included impactful activities, aimed at raising awareness, advocating for change, and combating gender-based violence. Underpinning Tanzania's approach to the 16 Days Campaign and addressing GBV in general are various laws and policies. Tanzania launched its Five-Year National Plan of Action to End Violence Against Women and Children for 2017/18 – 2021/22. This plan uses evidence-based approaches to support efforts at all levels, from government to grassroots, civil society, and the private sector. It consolidates eight different action plans into a single comprehensive strategy to eradicate violence against women and children, focusing on building systems to prevent violence in all forms and respond to victims' needs.

Canada

The Department for Women and Gender Equality leads national GBV efforts, collaborating with civil society, labour groups, the private sector, and various government levels. During the 16 Days of Activism Against GBV, numerous organisations, universities, and government bodies unite to tackle GBV. Central to this period is the National Day of Remembrance and Action on Violence Against Women on 6th December⁵³, commemorating the 1989 Polytechnique Montréal mass shooting.

Throughout the 16 Days, Canada follows the UN theme, emphasising the intersectionality of GBV, recognising multiple forms of discrimination individuals may face based on factors such as race, ethnicity, sexual orientation, and socioeconomic status.⁵⁴ Collaborations and partnerships between diverse organisations and groups aim to address these intersectionality's and ensure that support services and initiatives are accessible and inclusive. Organisations like the Sexual Violence Prevention and Response Office (SVPRO) at the University of Waterloo and Amnesty International engage in initiatives to engage students, including workshops, panel discussions, awareness campaigns, aimed at fostering a culture of consent and respect on campus.⁵⁵

Women and Gender Equality Canada provides comprehensive resources and guidance for the 16 Days of Activism, emphasising tailored initiatives and community engagement. Their awareness and education toolkit equips communities, workplaces, educators, and coaches with strategies to address GBV and promote gender equality. Notably, they emphasise the importance of tailored initiatives, such as hosting guest speakers from women's, 2SLGBTQI+, or Indigenous organisations, and holding fundraising events, film screenings, and discussions to raise awareness and provide resources for victims and survivors.⁵⁶ These collective efforts highlight Canada's multifaceted approach to combating GBV through collaboration, education, advocacy, and support during the 16 Days of Activism.

⁵¹ UNFPA. 202023. <https://tanzania.unfpa.org/en/events/16-days-activism-2>

⁵² UNFPA. 202023. <https://tanzania.unfpa.org/en/events/16-days-activism-2>

⁵³ <https://women-gender-equality.canada.ca/en/commemorations-celebrations/16-days/national-day-remembrance.html>

⁵⁴ <https://women-gender-equality.canada.ca/en/commemorations-celebrations/16-days/toolkit.html>

⁵⁵ <https://uwaterloo.ca/sexual-violence-prevention-response-office/get-involved/16-days-activism-against-gender-based-violence>

⁵⁶ <https://women-gender-equality.canada.ca/en/commemorations-celebrations/16-days/toolkit.html>

Kenya

Kenya actively participates in the 16 Days of Activism Campaign against gender-based violence, engaging in various initiatives to combat violence against women and girls. Partnering with entities like the National Gender and Equality Commission, UNFPA, and others, efforts focus particularly on addressing prevalent gender-based violence in public transport⁵⁷ through awareness-raising and prevention strategies against physical violence, sexual harassment, and verbal abuse. Organisations such as the Lutheran World Federation (LWF) contribute by integrating sports into anti-GBV campaigns, conducting educational sessions in schools, and promoting art therapy to counter harmful cultural practices affecting women and girls.⁵⁸ These activities are part of a global movement advocating for the prevention and elimination of violence during the 16 Days Campaign.⁵⁹

Institutional frameworks for the 16 Days of Activism involve collaborative partnerships across government institutions, international organisations, NGOs, universities, and other stakeholders. Examples include the UN Office on Drugs and Crime and Directorate of Children Services organising Mentorship Days to raise awareness about sexual and gender-based violence⁶⁰, and the State Department for Gender and UN Women Kenya developing the SDG-5 Strategy to advance gender equality and eliminate GBV⁶¹. The LWF's Kenya-Somalia Programme further enhances awareness through activities like sports integration, educational sessions, art therapy, film screenings, and community engagement events.⁶² These initiatives collectively strive to combat gender-based violence, raise awareness, and empower communities towards a safer and more equitable environment for all.

United States of America

During the 16 Days of Activism in the USA, a comprehensive and multi-layered approach is taken to raise awareness, advocate for policy changes, and support survivors. Led by the U.S. Department of State's Office of Global Women's Issues, the Campaign highlights the nation's commitment to global leadership in combating GBV through initiatives like the updated USA Strategy to Prevent and Respond to Gender-Based Violence globally.⁶³ This strategy aims to address systemic issues and promote gender equality worldwide.

At the local level, in New York City, the Commission on Gender Equity and the Mayor's Office to End Domestic and Gender-Based Violence drive community-wide efforts since 2017.⁶⁴ In 2020, these efforts shifted to awareness campaigns on street harassment and bystander intervention training, empowering residents to intervene effectively. In 2021, community members and organisations collaborated to raise awareness and inform New Yorkers about steps to stop GBV. The city's robust response to domestic violence is underscored by significant statistics, such as the high number of incident reports filed with the NYPD and the crucial role of the NYC Hope online portal in providing support to survivors.

Grassroots organisations involved in the 16 Days of Activism Campaign, play a vital role in mobilising communities. They engage participants through educational initiatives that raise awareness about GBV, promote actions aligned with Sustainable Development Goal 5 (Gender Equality), and advocate for survivor-centered policies. Activities such as wearing orange in solidarity, sharing resources on recognising signs of abuse, and supporting legislative changes demonstrate a collective effort to combat GBV and promote a violence-free future. Additionally, the CWGL based in the USA, provides global leadership in advocacy through their "Take Action Kit," equipping activists worldwide with tools for media

⁵⁷ <https://kenya.unfpa.org/en/news/16-days-activism-unfpa-and-partners-launch-campaign-end-violence-against-women-public-transport>

⁵⁸ https://kenyasomalia.lutheranworld.org/sites/default/files/documents/16_days_report_2.pdf

⁵⁹ <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism>

⁶⁰ <https://www.unodc.org/easternafrika/en/Stories/partners-unite-to-mentor-children-during-16-days-of-activism.html>

⁶¹ <https://data.unwomen.org/publications/kenya-sdg-5-strategy-2020-2025>

⁶² https://kenyasomalia.lutheranworld.org/sites/default/files/documents/16_days_report_2.pdf

⁶³ <https://www.state.gov/reports/united-states-strategy-to-prevent-and-respond-to-gender-based-violence-globally-2022/>

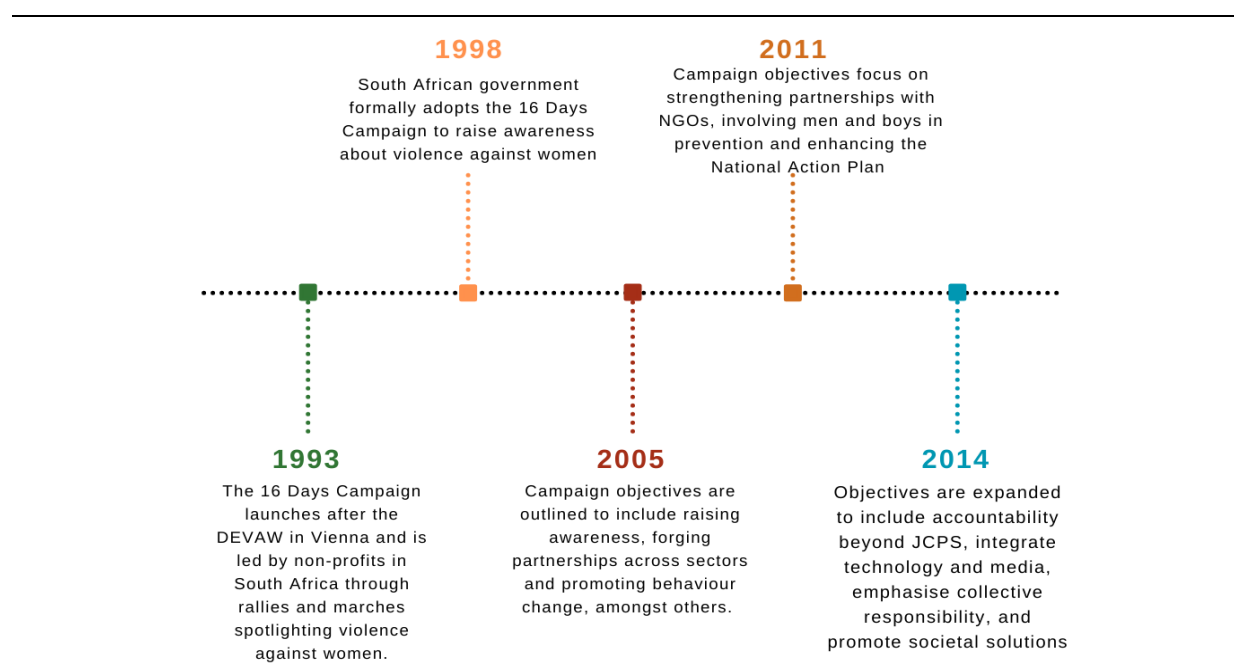
⁶⁴ <https://www.nyc.gov/site/ocdv/press-resources/new-york-city-launches-annual-16-days-of-activism-against-gbv-campaign.page>

outreach, policy advocacy, and coalition building to amplify the impact of the 16 Days Campaign.⁶⁵ An analysis of the 16 Days Campaign by CWGL in 2014 highlighted a focus on key sub-themes like GBV, domestic violence, sexual violence, children/girls, harmful practices, and women human rights defenders, with widespread use of community mobilisation, information sharing, coalition building, media engagement, and policy advocacy across regions.⁶⁶

2.4.2 The 16 Days Campaign in SA

The 16 Days Campaign, launched in 1993 following the adoption of DEVAW in Vienna, began with grassroots efforts in South Africa, including rallies and marches, to spotlight violence against women. In 1998, the Campaign was formally adopted by the South African government, later expanding its focus to encompass violence against women, children, individuals with disabilities, and society at large. The 16 Days Campaign serves as a pivotal initiative aligned with broader governmental goals of gender equality and safeguarding vulnerable groups. The Campaign underscores collective societal efforts involving government, non-profits, private sector, labour, political parties, media, and civil society to combat violence. Key objectives across its evolution include raising awareness, fostering community responsibility, promoting interdepartmental collaboration, and utilizing diverse media to address violence's global impact. Figure 1 below highlights key milestones and evolving objectives of the 16 Days Campaign in South Africa over the years.

Figure 1: Key highlights of the 16 Days Campaign in South Africa over the years



Each year, the South African government assigns a theme to the 16 Days Campaign, each reflecting a specific focus on combating violence against women and children⁶⁷. During the Campaign period, South Africa organises diverse activities to combat GBVF. Government initiatives include community and sector dialogues, advocacy and awareness campaigns, support services for victims, policy development, and educational programmes. Society's participation is encouraged through actions like wearing white ribbons symbolising peace, attending Campaign events, volunteering for NGOs, donating to support victims, and speaking out against abuse. Additionally, joining Community Policing Forums (CPFs) and

⁶⁵ CWGL (2012). 16 Days Analytical Summary. <https://cwgl.rutgers.edu/docman/reports/571-16-days-analytical-summary-2012/file>

⁶⁶ CWGL (2014). 16 Days Analytical Summary. <https://cwgl.rutgers.edu/docman/annual-reports/749-16-days-analytical-summary-2014/file>

⁶⁷ Themes are presented insofar as is possible in the Annexure D

Community Safety Forums (CSFs) enables community involvement in addressing GBVF at grassroots levels.

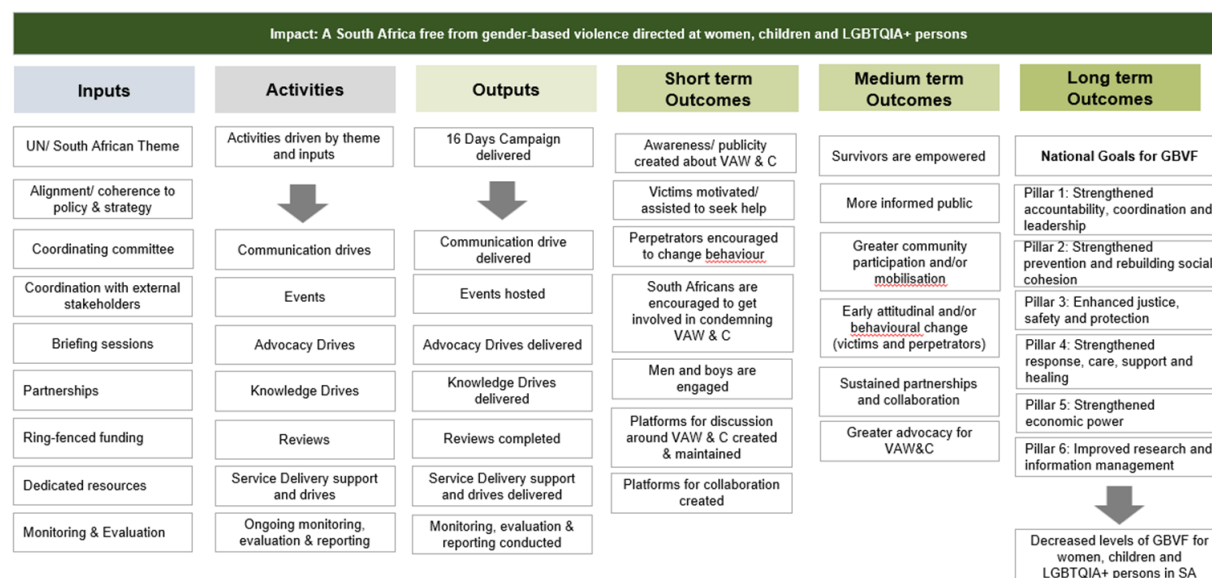
The institutional framework for the 16 Days Campaign in South Africa operates without formal UN prescription, relying instead on collaboration among government, non-profits, private sector, labour, political parties, media, and society at large. Historically, lead departments have included the Department of Justice and Constitutional Development, Department of Correctional Services, Department of Women, and currently, the Department of Women, Youth, and Persons with Disabilities. Early Campaigns were supported by a National Convening Committee (NCC), established by the convening department, but this structure lapsed prior to 2019 without replacement. Implementation models vary, with some government departments acting independently while others coordinate across levels and sectors. Civil society organisations often execute Campaigns on behalf of government at local levels, emphasising collaborative efforts to avoid duplication and maximise impact.

A review of available documentation on South Africa's 16 Days Campaign highlights varying levels of planning and coordination over the years, with sporadic availability of detailed documentation like themes, lead departments, and event calendars. While some years, such as 2011 and 2014, feature accessible information including concept notes outlining comprehensive strategies, recent years lack such detailed documentation.

The Theory of Change

A ToC was created for this evaluation and is illustrated below with an accompanying narrative to describe the pathways through the elements. Notably, the Campaign has not had a ToC to guide its efforts previously and this was also evidenced by a lack of clear, documented and consistent long-term outcomes. The latter could affect the coherence of the Campaign in ensuring all activities, and the theme, are driving towards a unified outcome. The narrative for this theory of change can be found in Annexure D.

Figure 2: Theory of Change⁶⁸



⁶⁸ A full size version of this ToC is provided in Annexure D

3. KEY EVALUATION FINDINGS

3.1 Relevance and coherence

To what extent has the design of the 16 Days Campaign enabled the achievement of its intended objectives?

3.1.1 Relevance

What are the main problems or needs that 16 Days Campaign aims to address?

The desktop review highlights that GBV and VAW continues to be a global issue driven by deeply entrenched cultural and behavioural norms. While the extent of GBV and VAW may vary between countries, with European countries showing lower levels compared to those in Asia and Africa, it is evident that this continues to be a pervasive problem across regions and demographics. While each country has their own contextual response to the problem as highlighted in the benchmark analysis prior, the 16 Days Campaign is a globally recognised Campaign that is run annually and has been endorsed by the UN, with the aim of fighting GBV and violence against women and children. It is used as an organising strategy by individuals, organisations and governments around the world to call for the prevention and elimination of violence against women and girls⁶⁹. The Campaign is more specifically used to raise awareness and draw attention to the problem of GBV around the world.

The need for a global response to a global issue is evident against this backdrop and supports the ongoing relevance of the Campaign seeking to raise awareness, advocate for policy reforms, support survivors, and foster gender equality. The goal of the 16 Days Campaign is to raise awareness around issues relating to violence against women and to use these days to mobilise individuals and organisations around the world to call for the prevention and elimination of violence against women and girls⁷⁰.

In the implementation and interpretation of the Campaign, the benchmark analysis has highlighted the nuanced approach that each country has taken. For instance, Canada focuses on the intersectionality of gender recognising the need to consider broader factors such as race, ethnicity, sexual orientation, and socioeconomic status. Tanzania and Kenya take a highly collaborative approach with government led initiatives and partnerships with global organisations such as the UNPFA. Activities are generally focused on raising awareness, Kenya undertakes more innovative activities such as using sport and art as part of their campaign.

This nuanced approach is seen in South Africa too which has extended the Campaign to women and children (VAWC) and femicide (GBVF) in recognition of the local context and the specific challenges within the country. Violence against women has reached crisis levels, with femicide rates five times the global average before COVID-19⁷¹ and the fourth highest female interpersonal violence death rate globally in 2016.⁷² Violence perpetrated against children is similarly increasing. Again, as South Africa has extended its focus of the 16 Days

⁶⁹ <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism>

⁷⁰ Ibid.

⁷¹ <https://www.aho.org/news/gender-based-violence-fact-sheet-southafrica/#:~:text=GBV%20is%20real,the%20hands%20of%20a%20partner.>

⁷² ⁷² <https://www.aho.org/news/gender-based-violence-fact-sheet-southafrica/#:~:text=GBV%20is%20real,the%20hands%20of%20a%20partner.>

Campaign beyond women to also include children, a review of the available data on violence against children was also conducted.

This awareness focused aim and the broader focus across both women and children is clearly and commonly understood in South Africa too as reported across several different types of stakeholders that were interviewed:

“The campaign is to raise awareness and advocate for women’s and children’s rights – with time this has broadened as issues of violence do impact all.” – National Department Representative

*“The purpose is around **awareness and advocacy** of this scourge of GBV in the country including how do we move away from societal expectations of men and women, and educating & correcting those behaviours.” – National Department Representative*

*“**Raise broader awareness** and education to develop the communities view on GBV and their rights on it (how to identify GBV and channels to follow when a victim)” - Provincial Department Representative*

The Campaign creates global alignment through a singular theme and is not prescriptive in terms of the type of activities to be carried out. Activities can generally be grouped into response – advocacy and research – and prevention. The latter includes primary and secondary prevention. Primary prevention is associated with raising the public’s awareness on the issue, and educating them on both their general knowledge of the issue as well as their rights and access to service. Secondary prevention focuses on efforts to undo the societal and behavioural norms around GBV. All these activities are complementary and necessary to support the elimination of GBV and VAWC. Thus organisations focusing on conducting research of the current state of GBV are as essential as those focused on educating children and men and boys.

Overall, the purpose of the 16 Days Campaign is clear in raising awareness by providing a global response to a global problem.

3.1.2 Coherence

**Is the 16 Days Campaign designed appropriately to enable the achievement of its objectives?
Who is/ was consulted or included in the design of the Campaign (each year) – e.g. women representation?**

Alignment to South Africa’s GBV response

South Africa has crafted its own contextual response to GBV in its adoption of both the NSP on GBV and the extension of the 16 Days Campaign to a 365 Days National Action Plan. The 16 Days Campaign – though it predates the strategy, is one of the tools used by South Africa to drive its response to GBV and is well aligned with these broader strategic objectives. There are several pillars in the NSP on GBV which align to the 16 Days campaign objectives.

The 16 Days Campaign was the catalyst for transitioning to a 365 day planning 2019 and was led by the Department of Women, Youth and Persons with Disabilities (DWYPD) in partnership with UN Women and 1st for Women Insurance⁷³ – the role of the Campaign evolved to play an amplification role of activities that occur throughout the year to combat GBV. The focus and types of activities undertaken over the 16 Days should either complement (to address gaps) or supplement (to reinforce existing initiatives) these ongoing efforts. Various activities are organised during the 16 Days Campaign period in South Africa

⁷³ Source: <https://africa.unwomen.org/en/news-and-events/stories/2019/12/16-days-of-activism-samco>

to raise awareness and promote action against GBVF. Activities that could be carried out by both the private and public sector are outlined in annexure E⁷⁴.

Along with these events, the convening department is responsible for hosting an opening and closing event to mark the start and end of the Campaign period. Reports across stakeholders suggests that a mix of traditional and new approaches is still needed. For instance, social media is an important channel for driving mass reach and for targeting younger audiences. While radio as a more traditional platform is critical for reaching communities and older audiences. In addition, reaching audiences in the right place is critical – targeting high crowd areas such as taxi ranks and shopping malls, and places of employment. Further work can be done to innovate on the types of initiatives and communication channels are used to drive awareness. For instance, one CSO reported wearing a GBVF t-shirt to a shopping mall which generated strong responses from observers. Government and the convening department has a role to play in supporting other departments and CSOs by crafting a communication strategy to guide them, including guidelines on how to reach rural versus urban audiences or youth versus older audiences or reaching potential perpetrators versus survivors. GCIS reported that it provides provincial directors in all nine provinces with a content plan and communication approach to implement at the provincial level through their district office – these plans were not available for further analysis. South Africa should look to the types of initiatives being carried out globally that could be implemented locally.

The degree of alignment between the international **theme** and the local context is not always clear. The international theme set by the UN each year does not always tie-in to the local context and there are notable efforts undertaken by the convening department to adapt the theme for South Africa. The setting of this theme has evolved over time and is a key responsibility of the convening department. There is no available information about the lead department responsible for the 16 Days Campaign between the period 1998 – 2001. The years following are outlined below:

- In 2002 – 2003: The Department of Justice and Constitutional Development (DoJ&CD)
- For 2004 – 2005: The Department of Correctional Services (DCS).
- Between 2006 – 2008: The Department of Provincial and Local Government (DPLG).
- 2009 – 2010: Unknown.
- 2011: Department of Women, Children and People with Disabilities.
- 2012 – 2013: Unknown.
- 2013 – 2017: Department of Women.
- 2018 – to date: Department of Women, Youth and Persons with Disabilities.

Prior to 2019, a local theme (or concept) was developed early in the year by the convening department. The same concept was generally adopted for several years – this was to support stronger awareness through a unified message that is reinforced over time. The NCC played a critical role in involving key role players including government and non-government stakeholders in the setting of the concept ensuring a coordinated approach from this conceptualisation. **From 2019**, the concept setting shifted to different themes in each year while the underlying issue of addressing violence against women remained an overarching focus. The concept is guided by specific events or trends pertinent within that year as the convening department wanted to move towards a programmatic response (and away from awareness that may be misconstrued as a political rally). For example, one year the theme was guided by the killing of a young girl in the Western Cape while in another it focused on economic empowerment for women. Notably, this concept is only meant to guide the opening and closing event hosted by the convening department while other stakeholders are meant to follow the overarching focus.

It is evident from interviews that several departments did not understand that the specific concept was not to apply to them. Several departments reported that it was difficult to

⁷⁴ See Table 3

interpret and apply the theme in a manner that aligns to their broader mandate. This misalignment has created further confusion within departments in their role within the Campaign. While feedback from both public and private sector organisations all understood that the purpose of the Campaign was to raise awareness on GBVF and VAWC, further work needs to be undertaken by the convening department to support other departments in aligning their core mandate to the broader response. Certain departments such as SAPS and DSD have a clearer understanding given their ongoing involvement in GBVF activities.

The overall purpose of the Campaign has been to raise awareness about GBVF and VAWC. This purpose and its supporting objectives have not shifted significantly since the inception of the Campaign in South Africa. As the nature and scale of GBVF and VAWC changes in the country, the aims and objectives of the Campaign should shift with it (and be reflected in the ToC). The future of the Campaign needs to carefully consider the subject of the awareness as well as the nature of the Campaign in context of broader efforts and current needs.

Is the Campaign designed to enable effective implementation by all stakeholders (institutional arrangements)?

Institutional Framework

There are no formal structures prescribed for the 16 Days Campaign by the UN as it is the role of government, the non-profit sector, the private sector, labour, political parties, media and society in general. Within South Africa, Government has taken a lead role, but often collaborates with other stakeholders such as CSOs to implement activities over the period. The roles and responsibilities of the various organisations are laid out below:

Table 2: Stakeholder Roles and Responsibilities

Organisation	Role and responsibility
Convening department	The convening department is a national department responsible for spearheading the Campaign including: <ul style="list-style-type: none"> • Establish a central coordinating committee with clear cadence (including representatives and ongoing meetings) • Developing the local theme in collaboration with key government and non-government stakeholders • Communication and briefing sessions for sharing the concept and promoting collaborative planning • Crafting resources centrally (such as a social media pack) and disseminating them on publicly available platforms • Putting in place report structures for planning and capture of actual events and outcomes
Key supporting departments (DSD and GCIS)	Key supporting departments to play specific role in supporting the planning of the Campaign including <ul style="list-style-type: none"> • DSD to support with the local theme development and ongoing involvement through the NCC given its mandate and ongoing experience within GBVF and VAWC • GCIS to support with drafting communication strategy, plans and resources to guide and be utilized across departments. This should align to the local theme and support with a unified messaging.
National, provincial and local departments (including GBVF forums such as the VEP forum)	All government departments are required to take part in the Campaign and host their own activities in line with the theme set by the convening department <ul style="list-style-type: none"> • Contribute to the concept note setting led by the convening department • Attend briefing and communication sessions hosted by convening department • Plan activities in line with the local theme – ideally collaboration occurs within departments (national – provincial) and within provinces (spearheaded by the office of the premiere). • Partner with other departments and organisations (private, CSOs, academia etc.)

Organisation	Role and responsibility
Other organisations (private, CSO, academia)	<ul style="list-style-type: none"> • Capture outcomes from the Campaign <p>Other organisations are not required to take part in the Campaign, however, those within the GBVF space have important contributions to make by running their own activities or partnering with each other and government to run activities.</p> <ul style="list-style-type: none"> • Contribute to the concept note setting led by the convening department. • Attend briefing and communication sessions hosted by convening department (If invited). • Plan activities in line with the local theme – this may include indirect contribution through conducting of research or supporting with cross-collaboration.

The shift in the convening departments that has occurred over time is not immediately clear, as well as the decision for the 16 Days Campaign to reside with the DWYPD. Along with the shift in the convening department came changes in the flow of communication and planning processes, see Annexure E for the new flows⁷⁵.

Historically, with previous ministers of the convening department (the Department of Women and Justice), an NCC would be formed early in the year, meeting bi-weekly to drive the programme's implementation and concept development of the Campaign. The NCC was instrumental in securing sponsors from private sector companies (Vodacom) and banks for the events. the local theme setting stages were managed by the NCC. and included strong involvement by both the DSD and the GCIS. The GCIS would propose various brand concepts in line with the local theme, the final brand concept would be presented with the finalised theme to be used across departments for the Campaign. An example of some of the prior Campaign brands and taglines are illustrated below:

Figure 3: Campaign Branding Examples



⁷⁵ See Figure 4

2009



In addition, each department would submit their calendars of planned activities and a consolidated calendar would be crafted and posted by GCIS. However, with departmental restructuring, the NCC was disbanded, and individual departments began driving their planning and activities, with DWYPD as the custodian of the programme. This structure ceased to exist by 2019, and no evidence could be found in the literature of a similar structure to replace it. A stakeholder reported that the re-establishment of the NCC would require the same political will and drive as was seen by prior ministers. It would require the convening departments minister to spearhead this to overcome the individualised political agendas within the Campaign. This has led to a less collaborative and coordinated approach with lessening involvement from key departments such as the GCIS and the DSD. The section following on partnerships and collaborations will explore this in further detail.

Partnerships and collaboration

Historically, organisations (public and private) have had autonomy over the activities they plan over the Campaign period including who they partner with in the implementation of these activities. Various models for the implementation of the 16 Day Campaign can be found and are described below.

1. Government departments (from all levels) work alone to implement their own activities.

This is not often seen in practice and usually happens at a national level, however, where departments are leveraging ongoing initiatives for the Campaign it is possible that there is no coordination outside the department itself.

2. Intergovernmental partnerships where departments coordinate and collaborate on events.

Desktop evidence is inconclusive as collaborations between departments are not readily reported on, or speaks to collaboration broadly and not specifically in relation to the Campaign. SSIs provided strong evidence that there is collaboration between departments. For instance, DHS reported that it partners with other departments spearheading their own activities for the 16 Days of Activism – they partnered with the DWYPD in the 2020 Campaign. There are also strong inter-departmental collaborations between DSD, Department of Health (DoH), DoJ & CD, SAPS and correctional services – these relationships are fostered by the ongoing involvement in GBVF and the VEP forums supporting this coordination during the Campaign too.

3. Partnerships with civil society organisations.

CSOs are an important stakeholder who are close to the communities within which they work. CSOs often act as the implementing arm of government when they are unable to do so, and as such play a critical role in this Campaign. The CSOs (NGOs, NPOs, CBOs) working in the GBVF space often collaborate with government (particular at the local levels) on efforts around the 16 Days Campaign. The DBE has worked with the Children's Radio Foundation in hosting radio campaigns in the past. A provincial education department also reported working with other NPOs and CSOs who would

support with capacitation in implementing its activities that focused on the LGBTQIA+ issues. TEARS and “Lawyers Against Abuse” has reported working with government departments as well as other CSOs. Generally, CSOs are the key hosts and planners of events which are then supported or attended by government representatives. Supported events may be in the form of financial or non-financial resources (e.g. provision of speaker or location).

4. **CSO/ Academia own run activities.**

CSOs and academia may undertake efforts on their own to plan and host events. One CSO reported that previously they would both invite and be invited to government events, however, have since withdrawn from government partnerships due to multiple rejections from government of the activities they run⁷⁶. Another CSO mentioned general partnerships it holds with government in its work within GBVF but was not related to the Campaign itself.

5. **Public-private partnerships.**

These partnerships are those between the private sector and government. Private organisations often have pre-existing relationship with government (e.g. mining companies and the Department of Mineral Resources and Energy) which should be leveraged during the Campaign period. There is no recent evidence of these types of partnerships and seems to be a missing collaboration model in the Campaign.

The evaluation evidence suggests that more can be done to promote collaboration and current ways of working have shortcomings.

- While the concept meetings held by the DWYPD supports this as both government and CSOs are invited to these, it requires timeous notice to attend and enough meetings to allow for continued discussions on the Campaign. Prior to 2019, NCC served as the national support structure for the 16 Days Campaign, meeting bi-monthly to plan and give feedback. This structure and consistency in meetings allowed for stronger cross collaboration approaches.
- One stakeholder also suggested that the prior approach where the Campaign had consistent themes and branding which ran over several years, such as “Count Me In” and “Don’t Look Away”, fostered more partnerships. While the current approach has the theme changing every year which has caused confusion and seems less effective in supporting a broader co-ordinated approach.
- There is a lack of recent evidence of consolidated calendars across departments (national and provincial) of planned activities to take place during the 16 Days Campaign.⁷⁷

These contributing factors has resulted in incoherent and uncoordinated approaches within government itself as there is no central point to drive this coordination. The following findings support this. First, activities run by national and provincial departments within the same vertical (e.g. health or safety), were done in isolation from the other. The one exception for this is the DSD which requires all provincial departments to submit their planned activities – reports from SSIs suggest there is a degree of coordination that occurs to avoid duplication of events or overlaps in key planned activities. Second, there was variance between provinces who would co-ordinate across departments in the province. One provincial department reported the following:

“Each division organises their own activities but there is only some involvement and cross sharing of information across divisions” – Provincial department stakeholder.

While another reported that the province follows a cluster model where several departments are part of a particular cluster (e.g. roads and transport is a cluster) that allows for cross-

⁷⁶ It is unclear the type of events and the reason behind these rejections.

⁷⁷ Calendars were provided by individual departments, and desktop reviews were only able to find consolidated calendars in 2014/15.

collaboration and coordination between departments including the Campaign. In this model, other departments in the cluster craft their programmes and plan together to ensure that they do not overlap and preventing more than one event being held on the same day and detracting from another. Select provinces such as the Eastern Cape report that their Office of the Premier supports with an inter-provincial co-ordination, however, this does not flow up to national coordination. Lastly, CSOs have little to no involvement in coordinated planning with national government stakeholders, however, there is greater involvement at a provincial level. Private sector involvement is clearly missing throughout this and it is unclear why steps have not been taken by departments to involve key private sector organisations in their activities.

The outlined communication and briefing session above does not currently allow or promote effective collaboration across these various arms. There are several important steps which the convening department should take to support a coherent and coordinated approach including the re-establishment of the yearly NCC and clear and consistent cadence on meetings. While the convening department has reported shifting away from an awareness approach to programmatic, balance needs to be struck between supporting other organisations raise awareness and the convening departments own activities.

The role of the DSD needs to be carefully considered. GBVF and VAWC is part of the ongoing mandate for DSD activities and objectives, it is also the leading department for VEP that includes a broad target audience.

Finally, the role of the media in the Campaign and as an important partner was raised during post-evaluation discussions. The media is a crucial channel for driving mass reach – as mentioned earlier traditional channels such as radio and television continue to be important in South Africa. The role of the media has declined over the years, partially driven by declining resources as will be discussed below. However, given that the 16 Days Campaign is to raise awareness this suggests the media has a central role to play and should be considered a key partner.

Campaign period

A final important consideration in the current design of the 16 Days Campaign is the calendar period within which it falls (25 November – 10 December). This period is close to end of year or holiday periods as well as exams at secondary and tertiary institutions. This limits the extent of activities and reach of the Campaign as citizens are also more likely to be away from formal places of work and learning. In addition, national and provincial departments of education are likely to face conflicting priorities as it balances school exams with the Campaign. In addition, holiday periods are generally associated with surges in violence as individuals spend more time at home. Thus while Campaign activities are important they need to take this context into account.

3.2 Efficiency

Has the implementation of the 16 Days Campaign been efficient?

Planning

The starting point for the planning of the Campaign is the crafting of the concept note. Even though the overarching focus remains the same, government departments await the release of the concept note for their planning⁷⁸. The shifts in theme is also a pain point as stakeholders are more familiar with previous themes that had a clear national effort – as opposed to the highly specific, and changing themes recently. Thus the planning is dependent on the timeous announcement of the theme and concept note – while the

⁷⁸ Government departments should be able to start with their planning even without the concept note as the section above outlined.

calendar period remains the same each year the nature of the Campaign depends on this theme.

Several departments at both the national and provincial level reported that when the theme is released late or very close to the Campaign period this results in either rushed planning or retrofitting ongoing activities to the Campaign. The DWYPD has affirmed that there should be standard operating procedures and processes for coordinating and hosting the 16 Days Campaign to ensure that everyone has a clear understanding of the planning and implementation processes.

The meetings for the development of the concept notes do not occur consistently, and when meetings are held it is often the case that the key focus is the opening event (linked to the concept for that year). There is an additional challenge once the concept note is finalised it is to be shared with the focal point within each department. However, the database used by the DWYPD is often not up to date and oftentimes the information does not reach the relevant representative timeously – this causes further delays in the planning. And finally, invitations to briefing sessions are shared across departments but attendance is generally very low. In certain instances, the DWYPD has to call and share a signed letter from their DG to get specific departments to attend – this is in the case where certain departments are necessary for the implementation of the years' theme.

Low attendance is caused by several factors including the wrong focal point, a lack of interest as the sessions are not viewed as valuable in setting direction and can be derailed by broader concerns by other representatives. It is important to note that these briefing sessions have consistently found to be valuable based on reports of attending departments – the convening department has also acknowledged that discussions in these sessions are highly robust and engaging. DWYPD has acknowledged that attendance is higher when there is enough notice given and supporting information and when the Minister attends. This trickles down to low completion of calendars where departments either do not submit or submit only partially populated calendars to the convening department. In some cases this is due to tight timelines to put these together. This lack of documentation along with reported feedback suggests that there is a lack of coordinating effort by the convening department to support in selection of the types of activities carried out, encourage collaboration – especially outside of government, and provision of additional resources to be used during the Campaign. This leads to an incoherent approach to the Campaign, with departments reliant on their own networks and resources to implement the Campaign.

Once again, the discrepancy between planning and implementation prior to 2019 with the involvement of the NCC highlights the importance of a clear planning process. Given that the Campaign occurs within the same period each year, planning should start early and follow a structured approach.

Resource allocation

The planning process is further constrained by a lack of ring-fenced budget for the Campaign – national and provincial departments do not have the Campaign as an explicit line item in their annual performance plans and accompanying budget. The convening department has reported that they do not have sufficient funds to dedicate towards the Campaign, conversely the DSD is able to allocate amounts up to R 1 million as it is a line item in their annual performance plan ensuring a dedicated budget for the Campaign. As funding is a decentralised process, the convening department does not have control over setting a central fund to support other departments. It requires each department on an individual level to have budget be allocated for the 16 Days Campaign, with declining costs it is unsurprising that one of the first costs cut by departments are events.

It is unclear how departments are expected to participate and implement initiatives without available funding. Departments currently overcome this by leveraging existing activities that are being run in the department – this circumvents the need for further finances but also

limits the type of activities that can be run and their relevance to the Campaign. In some cases, departments attend events organised by CSOs/NGOs and use this as evidence of their involvement. This has resulted in frustration from CSOs who do not receive any support from government in exchange for their attendance and supporting them in fulfilling their requirements. This lack of funding is likely to result in a lack of innovation, limitations on the types of activities that can be run. Evidence of this is clear when looking at a key supporting department – GCIS. The department has reported facing resource constraints both in terms of funding and the number of individuals available to support in crafting the communication strategies and assets. The lack of changes in the branding between 2021 and 2023 highlights this⁷⁹.

This also means that CSOs and other organisations need to rely on their own budgets to run Campaign activities. However, CSOs who receive funding from the National Development Agency (NDA) and undertake activities for the Campaign are indirectly funded, the extent of activities depend on the share of the budget used for this. Other CSOs which do not receive government funding may still undertake activities but typically do not produce new resources for the Campaign or run specifically designed activities. Overall, these factors have contributed to the Campaign being more of a tick box activity than an important period within the year to focus efforts – financial and non-financial – to elevate and amplify the issues being dealt with in the 365-day efforts.

The ongoing sustainability of the Campaign rests heavily on the plans put in place to circumvent or alleviate these resource constraints. The Campaign will continue to be viewed as a burdensome activity, rather than a necessary intervention, if stakeholders do not have the necessary financial and non-financial resources to support it.

3.3 Effectiveness

To what extent has the 16 Days Campaign achieved its intended objectives?

To what extent has the 16 Days Campaign been implemented as planned?

There are a variety of events and activities run and planned across the departments and CSOs such as:

- Exhibition style events where a variety of departments and CSOs set up a booth and share information on the service or support they provide in relation to GBVF.
- Prevention event held at a prison with perpetrators and victims' family invited to participate in an open dialogue and discussion.
- Private companies calling on CSOs they fund to host talks on GBVF awareness in the workplace.
- Events targeted at employees within departments to educate them on GBVF issues such as a "Men Indaba" or "Employee Wellness".
- Various awareness campaigns including radio shows, social media posts and pamphleteering.

In these events the various organisations adhere to the local theme, with very few instances of organisations following the international theme, and align their activities to it as far as budget and time allows. CSOs tend to focus on activities that deal with issues currently facing their community as opposed to strictly adhering to the theme, in addition government departments contextualise the theme to align to their mandate. Reported feedback suggests that these events are well attended with strong engagement by attendees. The findings from both interviews and desktop reviews suggest that community dialogues, door-to-door and social media campaigns are the most popular activities run across various stakeholders.

⁷⁹ See Figure 5

Exhibition style events also take place on an ongoing basis, as these are driven by the VEP forum and its representatives it allows for this consistency. While other channels such as radio remain popular, they generally require larger budgets thus limiting the extent of these campaigns. Finally, private sector involvement has decreased over the years thus major campaigns seen in earlier years has also diminished.

The findings on the planning and resource allocation above means that departments often rely on already planned activities that can be adapted for the Campaign. For instance, the DoH reported that it uses the Campaign as a build-up to World Aids Day but still leverages already planned or ongoing initiatives. As a result, activities are not guided by the theme but are dependent on existing activities due to either a lack of time or budget. This was a consistent finding within government (national and provincial) and amongst CSOs. In certain instances, some departments have resorted to relying on their partnerships with CSOs by participating in CSO organised activities. While some departments may support CSO run activities by providing items such as a speaker or funding transport or catering, others may join these events without providing any resources. The latter case has resulted in frustration with certain CSOs who help a department fulfil their responsibility without receiving any support (financial or non-financial).

The DWYPD hosts a range of events to build up to the start of the Campaign, with the main efforts focused on the opening event. The department reported that it is the build-up events which are more effective at driving awareness as the opening event tends towards being a politicised event rather than one geared towards raising awareness. Given that the convening departments own role is constrained, it is unsurprising that the degree of participation and extent of effort in the campaign has lessened over the years. The convening department should lead by example by offering ideas, communication strategies and resources (such as digital assets) that can be used by all organisations. In this way, the department still provides enough room for autonomous planning while supporting these efforts by providing guiding frameworks.

Participation and collaboration

An important objective of the Campaign is to foster collaboration across different types of stakeholders to support a national (and international) effort towards GBVF. This Campaign should not be viewed as a DWYPD event or even a government-only effort, as its purpose is to highlight the role all individuals have to play in the fight against GBVF. There is a broader need to have ongoing forums and meetings that focus on GBVF to support with participation across public, private and CSOs. The evaluation notes that the establishment of a National Council on GBVF in line with the NSP on GBVF will address this gap if structured well and with involvement from the right stakeholders. This ongoing collaboration is critical to support a coordinated approach during the Campaign and crafting a Campaign in line with broader GBVF efforts – ensuring that relationships are fostered and maintained before and after the Campaign period. Note that the NCC would be an implementing committee specifically for the 16 Days Campaign with linkages into the national council (these linkages will need to be determined by the national council once it is established).

CSOs continue to participate in the Campaign with all reporting being involved in some efforts or activities over this period. The Campaign has built a strong brand over the years and continues to see active involvement with most CSOs reporting that they have been aware of the Campaign since working in the GBVF space. CSOs typically partner with government departments such as SAPS, DoH and DoJ & CD in their activities – as these are pre-existing relationships which they utilise outside the Campaign period. Private sector participation appears to have declined over the years, with only a few CSOs reporting that their private sector funders may request their support in conducting their 16 Days Campaign activities.

Government participation is mixed with certain departments continuing to make greater efforts than others. Safety, education, health, justice and social development departments

are at the forefront of these efforts. In addition, DSD representatives at a provincial level consistently report that they are relied on by other departments to lead efforts in the Campaign because it is considered to fall within their mandate. Other departments report that they struggle to determine their specific role within the Campaign and thus defer to efforts of others, including CSOs. Certain departments have a clear and continued missing presence in the Campaign. The report has already highlighted that national departments also implement activities in a siloed approach from the provincial branches.

Finally, there are some key stakeholders whose role has either enabled or constrained the extent of participation and collaboration. The important role of the NCC has been extensively discussed, which now only exists as the NCC for arts and culture. The convening department has reported that it requires strong political will, and a driving effort by the Minister or Deputy Minister for the reestablishment of the NCC to ensure that departments are involved in GBVF discussion on an ongoing basis. The establishment of the DWYPD and the shift in the Campaign from being purely awareness driven to now being couched in broader national strategies and plans, has also caused the role of the GCIS to diminish over time. As a result, the involvement of GCIS has clearly lessened with Campaign branding remaining static and their primary role now being to ensure a media presence at the opening event.

There is a clear need to foster ongoing collaboration and coordination across departments. This section continues to highlight the need for a centralised body or committee responsible for coordinating all GBVF and VAWC efforts in the country. This centralised approach should foster collaboration and partnerships on these issues over the longer term, thus allowing these relationships to be easily tapped into during periods such as the 16 Days Campaign. In the interim, the coordinating department must put in place mechanisms to support a coordinated approach including the setting up of the NCC to support with delivery of the Campaign. While the VEP forums may be a good starting point, these do not fall under the control of the DWYPD. In addition, the role of the DWYPD in the Campaign needs to be more clearly defined and elevated beyond the setting of a concept note to guide one opening event to ensure that the Campaign continues to focus on the broader GBVF challenge.

To what extent has the implementation of the 16 Days Campaign been effective in achieving its objectives?

The 16 Days Campaign against violence targeting women and children in South Africa, while a longstanding initiative involving government and civil society, faces criticism regarding its impact and effectiveness in reducing violence. Key figures like Joan van Niekerk (Director of Childline) and Ann Skelton (Director of the Centre for Child Law at the University of Pretoria) question its efficacy, advocating for evidence-based prevention programme and sustained efforts beyond the Campaign's duration.⁸⁰ Synnov Skorge (Director of the Saartjie Baartman Centre) criticises the lack of concrete action plans and implementation⁸¹, while Jennifer Williams (Director of the Women's Legal Centre) underscores the need for ongoing evaluation and deeper societal engagement to address gender-based violence's root causes within a patriarchal context.⁸² Despite strengths in raising awareness and initiating the 365 Day National Action Plan, weaknesses include a lack of measurable impact, inadequate collaboration between stakeholders, and challenges in reaching rural areas.

Previous evaluations highlight similar challenges such as fragmented stakeholder cooperation and inadequate funding hindering effectiveness.⁸³ Past assessments of similar campaigns, like the 16 Days of Activism, reveal mixed results: while awareness increased,

⁸⁰ Nashira Davids, 'Sixteen Days Campaign Is a Waste of Time,' Times Live, 26 November 2013, <http://www.timeslive.co.za/thetimes/2013/11/26/16-days-campaign-is-a-waste-of-time>

⁸¹ Rebecca Davis, 'No Violence against Women and Children: 16 Days Is All You Get,' Daily Maverick, 13 December 2012, <http://www.dailymaverick.co.za/article/2012-12-13-no-violence-against-women-and-children-16-days-is-all-you-get/#.VrCXp0AoQwA>

⁸² CSV, 2016

⁸³ Commission for Gender Equality, 2012

significant impact on reducing GBVF remains elusive due to insufficient planning, implementation gaps, and inconsistent monitoring.^{84,85} Despite government efforts to enhance infrastructure and training for GBVF response, challenges persist in translating awareness into tangible outcomes amidst rising reported cases of violence.⁸⁶

It is important to re-iterate that this Campaign is one component of a broader national effort to fight GBVF and VAWC, to key question is whether some of these changes would have occurred without the Campaign. This is the underlying consideration in the findings below. There are several key objectives of the 16 Days Campaign including changing public perceptions and awareness of VAWC, encouraging survivors to seek help and to create opportunities for ongoing collaboration and discourse on VAWC. There are no formal data collection processes in place to support the measurement of the outcomes of the Campaign, this study relies on evidence shared during SSIs with various stakeholders.

Changing public awareness, understanding and attitudes of VAWC?

There has been consistent responses that the Campaign has been important in educating and raising awareness about the issue among South Africans. Numerous CSOs reported that in their communities, there has been a clear shift in mindset where individuals are able to identify GBVF and have the language to understand it. In addition, there continues to be a strong and positive brand associated with the 16 Days Campaign which is due to concerted efforts by all stakeholders but particularly government from marking this Campaign consistently since its inception in the country. Various individuals reported that once they joined a government department or started working for a CSO they became aware of the campaign.

Notably, in post-evaluation discussions concerns were raised around the content of the awareness raising Campaign as while South Africans have a stronger awareness today of GBVF and VAWC the problem persists and worsens. As highlighted in the design section earlier, the objectives of the Campaign need to be clearly defined and aligned with the current needs and gaps in knowledge or understanding of the issue. The Campaign should support the broader GBVF efforts and used to complement or supplement it in each year as needed.

Encouraging/ empowering victims/ survivors to seek assistance? Encouraging everyone to condemn VAWC and greater community participation and mobilisation?

Anecdotal evidence along with SAPS data suggests that victims are encouraged and empowered to seek support as the number of reported cases tends to rise after the Campaign and various CSOs see an increase in the number of individuals who seek support from them. However, challenges within service delivery may undo these efforts as victims who seek support at their local police station or try to take a case to court may face service delivery failure. Encouraging victims to seek support must be matched with adequate service provision or it could lead to further mistrust and lack of reliance on providers who are meant to assist them.

Community participation and mobilisation is unclear, however, based on reports from community run events it seems that participation in the Campaign is strong. Whether this leads to further mobilisation cannot be conclusively determined.

Creating platforms for discourse around VAWC? Creating sustained partnerships to address VAWC?

This report has highlighted the important role the NCC played in creating a platform for discourse and sustained partnerships that continue beyond the Campaign. Recent Campaigns provide less evidence of this. However, CSOs have reported that the campaign

⁸⁴ Ibid

⁸⁵ CSVR, 2016

⁸⁶ Makhuba, 2021

provides a platform for continued discussion of GBVF and they benefit from the community events as it brings stakeholders together and allows for connections to be formed.

4 CONCLUSION AND RECOMMENDATIONS

The continued need for a global and local response to GBVF and VAWC continues to remain relevant in South Africa with ever increasing numbers of cases and victims. The Campaign is an important component in the broader fight against this, however, the specific objectives of the Campaign must be considered in light of shifting needs and concerns. In addition, there are certain building blocks which must be in place to support successful implementation and outcomes and thus contribute to the medium and long term outcomes as outlined in the ToC.

Notably, there are important lessons from the manner in which the Campaign was designed prior to 2019 and should be used as a measure of best practice.

There are **ten key recommendations** for improving the relevance and coherence of this Campaign.

R1. Set a **clear overarching strategy** for the Campaign that can be broadly applicable to a variety of stakeholders and departments. Consideration should be given to setting a theme that runs over several years to create predictability and a longer-term response, alternatively setting a theme for the year (as part of 365 day efforts) with the Campaign amplifying the message during the period.

R2. The **Theory of Change must be used as a guiding framework** to ensure all the building blocks are in place for the successful achievement of the outcomes – these outcomes should also be clearly defined and while they should not shift continuously must be relevant to the needs of the country and fit into broader efforts.

R3. The **concept note** set by the convening department should provide clear guidance on the interpretation of the theme. It must be broad enough to provide guidance to a range of organisations to adapt and apply it within their contexts or in line with their mandate.

R4. The concept notes should include an **implementation framework** or guiding document. This should include clear paths to targeting important subsegments such as being disability inclusive. This balances structure with autonomy as organisations should still have the freedom to implement their own types of activities in line with resource availability.

R5. Convening department should be responsible for crafting **shareable resources**, such as social media assets, that can be utilised by any organisation. The **GCIS should be a key driver of this branding effort** including crafting of clear and **tailored messaging for different audience segments**.

R6. **Mobilise media efforts from national broadcasters** across both television and radio. Partnerships should be re-established and these stakeholders should be considered key partners in the Campaign efforts.

R7. **Re-establish the NCC as a central coordinating body headed by the convening department** responsible for delivery of the Campaign – it should include key stakeholders such as the DSD and GCIS. The establishment of the National Council for all GBVF and VAWC efforts should then define and determine the placement, role, and responsibility of the NCC (or convening department) of the Campaign going forward.

R8. **Hold briefing sessions more often and consistently** to support with ongoing attendance and participation of various stakeholders across government and non-government. These briefing sessions should include invitations to private sector organisations to support private-public partnerships.

R9. **Consider the Campaign period** as it overlaps with important times - school & university exams and holiday seasons. The Campaign may need to start efforts earlier or

consider the extent to which certain departments are required to be involved over a period where they may have conflicting priorities.

R10. Set clear **objectives and indicators to measure the outcomes of the Campaign** in each year and support with a common understanding of the purpose of the Campaign. This should be **supported by clear reporting structures and templates** for participating departments to complete. These should be linked to clear accountability mechanisms to ensure that the Campaign is not seen as a tick-box only activity.

4.2 Efficiency

There are clear and important steps that need to be taken by the convening department to support a more efficiently run Campaign. This includes setting of their own internal processes and procedures as well as consideration for the type of support they should provide to other organisations. A well-structured Campaign with standard processes and cadence are important contributors to supporting a coordinated approach and improving the effectiveness of the Campaign.

There are two key recommendations from these findings:

R11. **Standard processes and procedures for the planning of the Campaign** must be put in place and followed. This includes key dates for meetings and deliverables, cadence for meetings and collaboration, and central sources of information.

R12. Define the **type of support or involvement expected from departments who do not have a dedicated budget** for the campaign – explore both financial and non-financial contributions that could be made.

4.3 Effectiveness

The Campaign's effectiveness has been supported and hindered by several factors. The strong brand awareness around the Campaign continues today and is a result of dedicated and ongoing efforts by government to mark this period. This is evidenced by the strong participation of CSOs and several departments in the activities they run.

However, the Campaign needs a stronger collaborative effort across all stakeholders and the re-establishment of ongoing discourses and involvement by important stakeholders such as the GCIS and DSD. There are no new recommendations for this section as these have already been defined in "relevance" and "efficiency" above.

The Way Forward

GVBF and VAWC continue to be pressing challenges in South Africa with evidence that the problem is worsening. This structural challenge requires long-term national effort supported by a set of complementary activities driving towards a common goal. The NSP on GBVF is an important guiding framework, however, the implementation of the supporting activities will determine its success.

The 16 Days Campaign has played an important role historically by raising awareness of an issue that was largely unspoken and unacknowledged in communities. However, in light of the persisting issue the future of the Campaign is at a pivotal point. This evaluation has highlighted the strengths of the Campaign as well as the significant efforts and changes needed to support the successful achievement of the Campaign objectives. The efforts of the Campaign must be balanced against its effectiveness and impact, the latter is unclear given the lack of available evidence and documentation, to determine the sustainability and role of the Campaign in future. In light of this, further studies and efforts may be needed to measure the historical impact of the Campaign, to determine the role of the Campaign as part of broader GBVF efforts, and define awareness and the supporting objectives of the Campaign going forward.

Annexure A: Evaluation questions

Primary evaluation questions	DAC Criteria	Secondary evaluation questions
To what extent has the design of the 16 Days Campaign enabled the achievement of its intended objectives?	Relevance and Coherence	<ul style="list-style-type: none"> • What are the main problems or needs that 16 Days Campaign aims to address? • Is the Campaign designed appropriately to enable the achievement of its objectives? <ul style="list-style-type: none"> ◦ Who is/ was consulted or included in the design of the Campaign (each year) – e.g. women representation? • Is the theory of change and logframe for the Campaign sound? What are the assumptions underpinning the ToC? • Is the Campaign designed to enable effective implementation by all stakeholders (institutional arrangements)? • What is the institutional framework for the Campaign? Who are the stakeholders involved in planning, implementation etc.? <ul style="list-style-type: none"> ◦ The three spheres of government, centre of government departments, civil society, labour, private sector, Chapter 9 institutions and development partners – Institutional mapping • Is this institutional framework cohesive and appropriate? Are there any gaps? • Are the roles and responsibilities commonly understood by all stakeholders?
Has the implementation of the 16 Days Campaign been efficient?	Implementation	<ul style="list-style-type: none"> • To what extent has the Campaign been implemented as planned? • How have the various stakeholders interpreted and implemented the Campaign? • How has the Campaign been included in the APPs, implementation plans, budgets of various stakeholders? • What factors influence the way the Campaign is implemented by various stakeholders? • What are the main enablers and bottlenecks/ constraints/ barriers to efficient implementation of the Campaign? • What activities are currently being offered by various stakeholders at local, provincial, and national levels across the objectives of the Campaign – by government/ CSOs/ other stakeholders? – Landscape map
	Efficiency	<ul style="list-style-type: none"> • What has been the level of participation, collaboration and coordination from stakeholders in the implementation of the Campaign? <ul style="list-style-type: none"> ◦ Are the coordination and reporting systems adequate? ◦ Are the communication strategies effective at all levels? • What, if any, have been the areas of synergy/ complementarity/ diversion between the various stakeholders involved in the implementation of the Campaign? • Have adequate resources (budgets, human capacity etc.) been allocated to the implementation of the Campaign? <ul style="list-style-type: none"> ◦ Have budgets been aligned/ funds been ringfenced for these activities. ◦ If not, how is the implementation of the 16 Days Campaign expected to be funded. • How can resource allocation be improved? What can be done to improve efficiency?
To what extent has the 16 Days Campaign achieved its intended objectives	Effectiveness	<ul style="list-style-type: none"> • To what extent has the implementation of the 16 Days Campaign been effective in achieving its objectives? <ul style="list-style-type: none"> ◦ creating awareness and publicity about the problem of violence against women and children; ◦ assisting and motivating victims to seek help; ◦ encouraging the involvement of everyone in condemning violence against women and children; and ◦ providing a platform for continued discussion of GBVF • Are these effects attributable to the 16 Days Campaign or would they have occurred anyway? • What factors contributed to/ hindered the achievement of outcomes?

Annexure B: Detailed fieldwork

Fieldwork with national stakeholders

Department	Planned	Status
Commission for Gender Equality	1	Completed
South African Human Rights Commission	1	Read, no response
Department of Communication and Digital Technologies (DCDT)	1	Read, no response
Government Communication And Information System (GCIS)	1	Completed
Statistics South Africa (Stats SA)	1	Completed
Department of International Relations and Cooperation	1	Not attended
Department of Tourism	1	Not attended
Department of Cooperative Governance (DCoG)	1	Completed
Department of Traditional Affairs (DTA)	1	Read, no response
Department of Home Affairs (DHA)	1	No response
Department of Police (SAPS)	1	Completed
Department of Justice and Constitutional Development (DoJ&CD)	1	Unavailable
National Prosecuting Authority	1	Completed
Human Settlements	1	Completed
Department of Higher Education and Training (DHET)	1	No response
Department of Health (DoH)	1	Completed
Department of Basic Education (DBE)	1	Completed
Department of Social Development (DSD)	1	Completed
Total	17	10

Fieldwork with provincial stakeholders

Area of government	Department	Planned	Departments Contacted	Completed
Social services	Department of Health (DoH)	Max = 4	Gauteng; KwaZulu-Natal; Mpumalanga; Western Cape	2
	Department of Basic Education (DBE)	Max = 4	Free State ; Gauteng; KwaZulu-Natal; Western Cape	3
	Community safety	Max = 4	Free State; Gauteng; KwaZulu-Natal; North West; Western Cape	3
	Department of Social Development (DSD)	Max = 4	Eastern Cape; KwaZulu-Natal; Limpopo; Northern Cape; Western Cape; and Gauteng	6
Total		16	19	14

Fieldwork with other key stakeholders

Organisation	Stakeholders	Planned	Completed
Research/ Universities	Centre for the Study of Violence and Reconciliation	Maximum = 2	2

	Centre for Child Law at the University of Pretoria		
	Council for Scientific and Industrial Research (CSIR)		
	Wits Centre for Diversity Studies (WiCDS)		
Experts	Lisa Vetten	Maximum = 3	2 (1 refusal)
	SVRI		
	UN Women		
	Southern Centre for Inequality Studies		
CSOs/ advocacy	National NPOs (full SSIs)*	Maximum = 3	3
Total		8	7

* SSIs with three national NPOs different from those held with the CSOs below, these were long form 1-hour discussions while the CSO fieldwork below were shorter, telephonic interviews.

CSO Fieldwork Overview

CSOs were purposively selected based on their involvement in GBVF with the DSD across all the provinces, and additional organisations were sourced and identified through the National Shelter Movement and other large NGOs. The evaluation sought a mix of the type of CSOs based on their location and type of work to ensure a representative sample.

Province	Sample	Contacted	Full interviews	Short interviews*	Total interviews
National	10	37	3		3
Eastern Cape	10	38	4	4	8
Free State	10	36	3	2	5
Gauteng	10	27	4	1	5
Kwa-Zulu Natal	10	19	2	2	4
Limpopo	10	24	2	3	5
Mpumalanga	10	25	2	2	4
Northern Cape	10	12	2	1	3
North West	10	9	2	1	3
Western Cape	10	50	5		5
Total	100	277	29	16	45

*Note: Interviews shortened to five key questions.

Annexure C: Literature review

Factors associated with intimate partner violence and sexual violence against women

Risk	Factors
Risk factors for intimate partner violence and sexual violence	<ul style="list-style-type: none"> • Lower levels of education (perpetration of sexual violence and experience of sexual violence); • A history of exposure to child maltreatment (perpetration and experience); • Witnessing family violence (perpetration and experience); • Antisocial personality disorder (perpetration); • Harmful use of alcohol (perpetration and experience); • Harmful masculine behaviours, including having multiple partners or attitudes that condone violence (perpetration); • Community norms that privilege or ascribe higher status to men and lower status to women; • Low levels of women's access to paid employment; and • Low level of gender equality (discriminatory laws, etc.).
Risk factors for intimate partner violence	<ul style="list-style-type: none"> • Past history of exposure to violence; • Marital discord and dissatisfaction; • Difficulties in communicating between partners; and • Male controlling behaviours towards their partners.
Risk factors for sexual violence	<ul style="list-style-type: none"> • Beliefs in family honour and sexual purity; • Ideologies of male sexual entitlement; and • Weak legal sanctions for sexual violence.

Source: <https://www.who.int/news-room/fact-sheets/detail/violence-against-women>

Lifetime IPV and Past 12 months IPV point estimates across countries (2000 -2018)

Country	Lifetime IPV point estimate	Past 12 months IPV point estimate
Bangladesh	50%	23%
Canada	-	3%
China	19%	8%
Colombia	30%	12%
Democratic Republic of Congo	47%	36%
India	35%	18%
Ireland	16%	3%
Mexico	24%	10%
Kenya	38%	23%
South Africa	24%	13%
Switzerland	12%	2%
Thailand	24%	9%
Uganda	45%	26%
United States of America	26%	6%

Campaign themes - international and South Africa

Year	UN Theme	South Africa Theme
1998	Building a Culture of Respect for Human Rights	Building a Culture of Respect for Human Rights
1999	Fulfilling the Promise of Freedom from Violence	Fulfilling the Promise of Freedom from Violence
2000	Celebrating the 10th Anniversary of the Campaign	Celebrating the 10th Anniversary of the Campaign
2001	Racism and Sexism: No More Violence	Racism and Sexism: No More Violence
2002	Creating a Culture that Says No to Violence Against Women	Creating a Culture that Says No to Violence Against Women
2003	Violence Against Women Violates Human Rights: Maintaining the Momentum Ten Years After Vienna	Violence Against Women Violates Human Rights: Maintaining the Momentum Ten Years After Vienna

Year	UN Theme	South Africa Theme
2004	For the Health of Women, for the Health of the World: No More Violence	
2005	Celebrate 16 Years of 16 Days: Advance Human Rights <--> End Violence Against Women	Partnerships for Peace
2006	Demanding Implementation, Challenging Obstacles: End Violence Against Women	Let's All Act Against Abuse
2007	Human Rights for Women <--> Human Rights for All: UDHR60	No to the abuse of our women and children
2008	Commit, Act, Demand: We CAN End Violence Against Women!	Don't Look Away, Act Against Abuse
2009	Structures of Violence: Defining the Intersections of Militarism and Violence Against Women	Don't Look Away, Act Against Abuse
2010	From Peace in the Home to Peace in the World: Let's Challenge Militarism and End Violence Against Women!	Speak-out against abuse
2011	From Peace in the Home to Peace in the World: Make Education Safe for All!	From Peace in the Home to Peace in the World: Proliferation of small arms and their role in domestic violence
2013	Safe Spaces for Women and Girls	Don't Look Away, Act against Abuse
2014-17	Orange YOUR Neighbourhood.	Count me in: Together moving a non-violent South Africa forward
2018	Ending Gender-Based Violence in the World of Work	"#HearMeToo: End Violence against Women and Children
2019	Ending Femicide	Enough is Enough – 356 days to Gender-Based violence and Femicide
2020	Building a Culture of Respect for Human Rights	ACT AND DON'T LOOK AWAY
2021	Fulfilling the Promise of Freedom from Violence	The Year of Charlotte Manny Maseke – 16 Days of Activism – moving from awareness to accountability
2022	Celebrating the 10th Anniversary of the Campaign	Socio-Economic Rights and Empowerment to build Women's Resilience against Gender-Based Violence and Femicide: Connect, Collaborate, Contract!

International policies and frameworks

Policy frameworks	Year	Description
Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)	1979	CEDAW, often described as an International Bill of Rights for Women, was adopted by the United Nations General Assembly in 1979. ⁸⁷ The Convention's 30 articles explicitly define discrimination against women and outline the agenda for national action to end it ⁸⁸ , and targets cultural and traditional influences on gender roles, and affirming women's reproductive rights as a human right ⁸⁹ . The Convention legally binds 189 ratifying countries, including South Africa, which ratified it on 15 December 1995 and accepted the Optional Protocol to CEDAW in March 2005. ⁹⁰
Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power	1985	Adopted by the UN General Assembly in 1985, the Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power addresses the needs and rights of victims ⁹¹ , emphasising respect for their dignity. It includes principles on access to justice, restitution, compensation, and assistance, ensuring victims receive adequate support and redress.
Convention on the Rights of the Child	1989	The Convention on the Rights of the Child, ratified in November 1989 and effective from September 1990, recognises children as individuals with inherent rights. It ensures access to healthcare, nutrition, and protection from violence and exploitation, empowering children to participate and be heard in societal matters. ⁹²
Declaration on the Elimination of	1993	The DEVAW resolution 48/104, adopted by the United Nations General Assembly, was significant in making violence against women an international

⁸⁷ <https://www.un.org/en/global-issues/gender-equality>

⁸⁸ <https://www.unwomen.org/en/digital-library/multimedia/2019/12/infographic-human-rights>

⁸⁹ <https://www.un.org/en/global-issues/gender-equality>

⁹⁰ www.sarprn.org.za/documents/d0001335/index.php

⁹¹ <https://www.soulcity.org.za/projects/previous-projects/gbv/resources/understanding-gender-policy-and-gender-based-violence-in-south-africa-a-literature-review>

⁹² <https://www.unicef.org/child-rights-convention#learn>

Policy frameworks	Year	Description
Violence Against Women (DEVAW)		issue beyond cultural relativism. DEVAW defines such violence as any act of GBVF causing physical, sexual, or psychological harm to women. ⁹³ Although not legally binding, DEVAW has significantly influenced international principles, addressing issues such as female genital mutilation, rape and torture, domestic battery, and female sexual slavery ⁹⁴ , and led to the initiation of the 16 Days Campaign.
Beijing Platform for Action (BPFA)	1995	The 1995 Beijing Platform for Action (BPFA) issued by the United Nations Fourth World Conference on Women, emphasises women's empowerment as crucial for global progress and highlights commitments to ending violence against women. ⁹⁵ A 2020 UN Women report indicated significant global efforts to implement laws and improve services for survivors ⁹⁶ , alongside pledges to fully enforce the BPFA's goals.
2030 Agenda for Sustainable Development	2015	Goal 5 of the 2030 Agenda targets gender equality, with specific aims under Target 5.2 to end all forms of violence against women and girls, and Target 5.3 to eliminate harmful practices like child marriage and female genital mutilation by 2030. ⁹⁷

Regional policies and frameworks

Policy frameworks	Year	Description
African Charter on the Rights and Welfare of the Child	1990	The African Charter on the Rights and Welfare of the Child (ACRWC), adopted by the OAU in 1990 and in force since 1999, mirrors the UN Convention on the Rights of the Child (CRC) by outlining children's rights comprehensively across civil, political, economic, social, and cultural domains. Both treaties are pivotal in establishing universal principles and norms for children's rights globally and regionally. ⁹⁸
Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa	2004	The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa, also known as the Maputo Protocol and ratified on 17 December 2004, is one of Africa's most progressive instruments for women's rights and builds on CEDAW. ⁹⁹ It includes provisions on sexual and reproductive health rights, explicitly allowing medical abortion in cases of sexual assault, rape, and incest under Article 14.
Southern African Development Community (SADC) Gender and Development Protocol	2008	The SADC Gender and Development Protocol aims to empower women, eliminate discrimination, and achieve gender equality through gender-responsive legislation, policies, and programmes. It mandates its 12 member states, including South Africa, to enact legal measures, education initiatives, and services to prevent violence against women as part of their obligations under the SADC Declaration. ¹⁰⁰
SADC Regional Strategy and Framework of Action for Addressing GBV (2018 – 2030) and Regional Strategy on Women, Peace and Security (2018-2022)	2018	These both seek to harmonise and coordinate the regional response to GBV and to help Member States to effectively respond to GBV.
SADC Sexual and Reproductive Health and Rights (SRHR) Strategy for 2030	2018	This strategy provides comprehensive framework for improving sexual and reproductive health and rights across the Southern African Development Community (SADC) ¹⁰¹ and its corresponding scorecard includes indicators to measure progress to the SDG's targets related to SDG 5.1.

⁹³ Article 1 of the Declaration on the Elimination of Violence against Women, 1993

⁹⁴ https://www.un.org/en/genocideprevention/documents/atrocities-crimes/Doc.21_declaration%20elimination%20vaw.pdf

⁹⁵ https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/CSW/PFA_E_Final_WEB.pdf

⁹⁶ https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa_e_final_web.pdf?la=en&vs=1203

⁹⁷ <https://sdgs.un.org/goals/goal5>

⁹⁸ <https://www.corecommitments.unicef.org/kp/the-african-charter-on-the-rights-and-welfare-of-the-child>

⁹⁹ <https://www.saflii.org/za/journals/SPECJU/2018/9.pdf>

¹⁰⁰ Addendum to the SADC Declaration on Gender and Development: Prevention and Eradication of Violence against Women and Children.

¹⁰¹ <https://hivpreventioncoalition.unaids.org/sites/default/files/attachments/SADC-SRHR-Strategy-2019-2030-for-public.pdf>

National policies and legislative framework

Policy frameworks	Description
The National Crime Prevention Strategy (NCPS) of 1996 ¹⁰²	The NCPS articulates a new direction in the way crimes such as violence against women and children, is to be governed - that is, how crime is to be understood and managed. This policy places violence against women as a national priority.
Section 51 of the Criminal Law Amendment Act 105 of 1997 ¹⁰³	This Amendment Act prescribes minimum sentences for certain offenses, including Murder; Rape; Indecent Assault; Sodomy; Kidnapping; Child Stealing; Assault when a dangerous wound is inflicted; Arson; Malicious injury to property; and entering premises with an intention to commit an offense.
The Criminal Procedure Second Amendment Act 85 of 1997 ¹⁰⁴	The Second Amendment Act regulates bail conditions by shifting the onus in bail applications to the accused on serious offences such as murder and rape.
The Maintenance Act of 1998	The Maintenance Act guarantees the rights of a child to a living standard that are adequate for physical, mental, spiritual and social development. The Act ensures that maintenance for the child is recovered from the parents or other persons financially responsible for the child.
The Domestic Violence Act 116 of 1998 ¹⁰⁵ and Domestic Violence Amendment Act of 2021 ¹⁰⁶	The Domestic Violence Act 116 of 1998, along with its 2021 Amendment Act, aims to safeguard victims of domestic violence in South Africa by providing legal protection and support. The amendment addresses operational challenges since the act's inception, enhancing definitions of offenses, introducing online applications for protection orders, and expanding responsibilities in sectors like health and education.
The Employment Equity Act of 1998	The Act aims to reduce discrimination in employment, occupation, and income, promoting equitable representation of historically disadvantaged groups across public and private sectors.
Promotion of Equality and Prevention of Unfair Discrimination Act of 2000	This ensures that women have equal enjoyment of rights and freedoms to redress the wrongs of the past.
Children's Act 38 of 2005 ¹⁰⁷ and Children's Amendment Act of 2007	The Children's Act 38 of 2005 and its 2007 Amendment set standards for determining the "best interests of the child," emphasizing protection from harm, violence, and family violence, while aiming to minimize legal proceedings.
Criminal Law (Sexual Offences and Related Matters) Amendment Act 32 of 2007 ¹⁰⁸ ,	The Amendment Act 32 of 2007 aims to enhance protection for sexual offence victims by updating laws, expanding definitions of rape and related offences.
The Criminal Law (Sexual Offences and Related matters) Amendment Act 6 of 2012 ¹⁰⁹	The Amendment Act 6 of 2012 expands the National Register for Sex Offenders (NRSO) and increases the duration offenders' details must remain listed, aiming to enhance prosecution and protection measures.
Prevention and Combating of Trafficking in Persons Act (Act No 7 of 2013)	The Prevention and Combating of Trafficking in Persons Act (Act No. 7 of 2013) addresses trafficking of women and girls, including practices like ukuthwala, aiming to prevent abduction for forced marriage negotiations.
Criminal and Related Matters Amendment Act 12 of 2021 ¹¹⁰	Act 12 of 2021 tightens bail conditions for individuals charged with crimes related to violence against women and expands the scope of offences requiring minimum sentences, including life imprisonment for child murder.
2016 White Paper on Safety and Security ¹¹¹	The White Paper on Safety and Security outlines a comprehensive policy framework emphasizing integrated approaches to crime and violence prevention, aligned with the National Development Plan's goal of 'building safer communities'. It focuses on six key themes: integrated service delivery, safety through environmental design, community participation, early intervention, victim support, and effective criminal justice.
National Policy Guidelines for Victim Empowerment Programme	The National Policy Guidelines for Victim Empowerment Programme, stemming from the National Crime Prevention Strategy, aims to streamline services for crime and violence victims to meet their needs efficiently and effectively.
National Inter-sectoral Shelter	The National Inter-sectoral Shelter Policy for Victims of Crime and Violence aims

¹⁰² <https://www.csvr.org.za/docs/crime/1996nationalcrime.pdf>

¹⁰³ <https://www.justice.gov.za/legislation/acts/1997-105.pdf>

¹⁰⁴ <https://www.justice.gov.za/legislation/acts/1997-085.pdf>

¹⁰⁵ <https://www.justice.gov.za/legislation/acts/1998-116.pdf>

¹⁰⁶ <https://www.justice.gov.za/legislation/acts/2021-014.pdf>

¹⁰⁷ <https://www.gov.za/documents/childrens-act>

¹⁰⁸ <https://www.justice.gov.za/legislation/acts/2007-032.pdf>

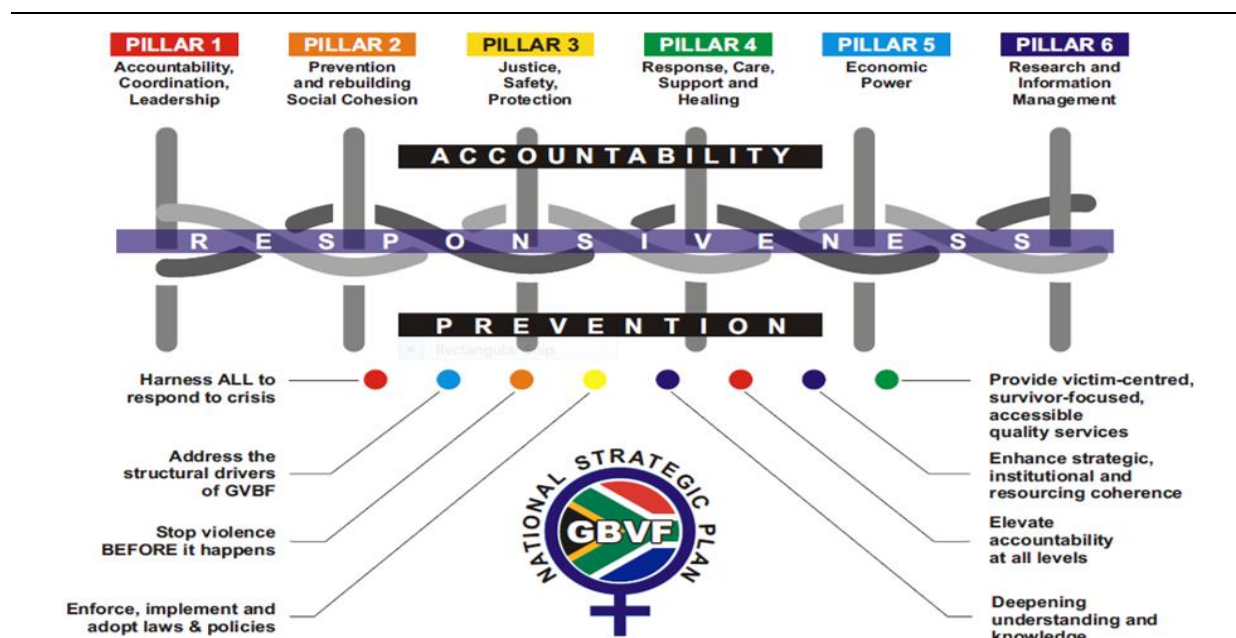
¹⁰⁹ https://www.gov.za/sites/default/files/gcis_document/201409/a620120.pdf

¹¹⁰ https://www.gov.za/sites/default/files/gcis_document/202203/4582228-01criminalandrelatedmattersamendmentact12of2021.pdf

¹¹¹ <https://www.saferspaces.org.za/uploads/files/2016-WPSS.pdf>

Policy frameworks	Description
Policy for Victims of Crime and Violence	to provide comprehensive shelter services, involving multiple government departments, with defined criteria, services, and monitoring frameworks to address violence in families and communities effectively. ¹¹²
National Child Care and Protection Policy (2019) ¹¹³	The National Child Care and Protection Policy (2019) establishes a collaborative framework involving stakeholders at all levels to ensure comprehensive care and protection for children in South Africa, aiming for their holistic development, protection from harm, and participation in decisions affecting them.
The Department of Higher Education and Training's Policy Framework to Address Gender-Based Violence in the Post-School Education and Training System (PSET)	The Department of Higher Education and Training's Policy Framework aims to address and prevent gender-based violence (GBV) in the Post-School Education and Training System (PSET) through awareness, prevention programs, and support for survivors, aiming to create a safe environment and provide efficient assistance systems. ¹¹⁴

NSP on GBVF Overview



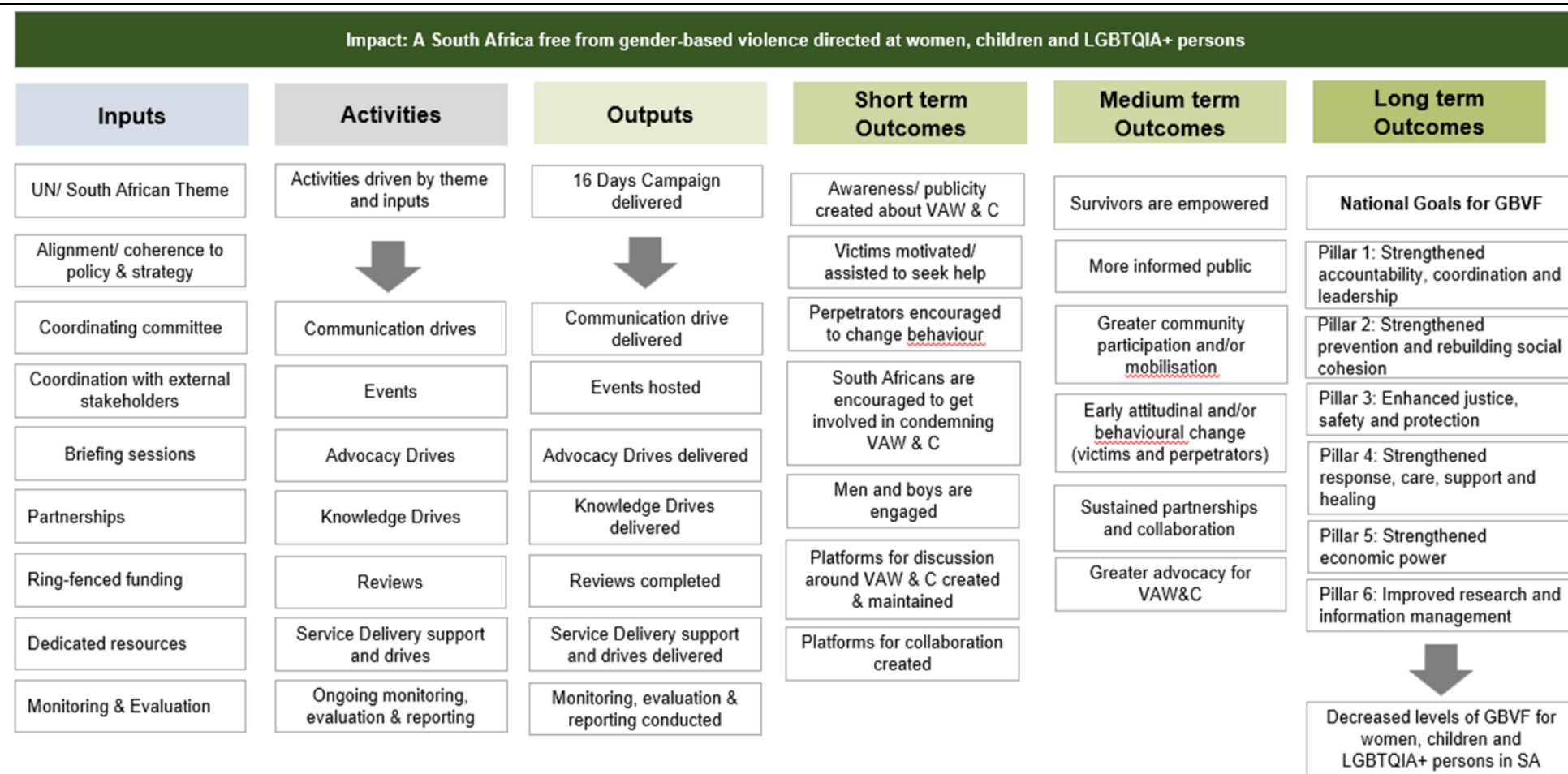
Source: GBVF National Strategic Plan

¹¹² <https://www.justice.gov.za/vg/gbv/NSP-GBVF-FINAL-DOC-04-05.pdf>

¹¹³ https://www.gov.za/sites/default/files/gcis_document/202102/national-child-care-and-protection-policy.pdf

¹¹⁴ Department of Higher Education and Training (DHET). (2020). Policy Framework to Address Gender-Based Violence in the Post-School Education and Training System. Pretoria, DHET.

Annexure D: Theory of change



Inputs

The 16 Days Campaign require key inputs into the Campaign at the strategic and operational level to ensure alignment with broader national strategies and goals as well as the required coordination and collaboration cross relevant stakeholders.

The 16 Days Campaign needs to align the theme (as released yearly by the UN) to broader national policies and strategies to ensure the focus of the Campaign is relevant and appropriate in line domestic needs and context. Funds need to be made available for the achievement of the Campaign in line with this theme and should be timeously, sufficiently and correctly allocated to the requisite departments and activities to ensure smooth delivery.

The programme needs to be adequately supported by a range of stakeholders including a dedicated coordinating committee with the necessary skills and expertise and ensure government departments are involved through briefing meetings, as well as supporting partnerships from other organisations including private sector and CSOs who offer complementary skills and or positive collaboration opportunities.

A robust and proportionate monitoring and evaluation system must be in place to allow for ongoing reporting and continuous learning and improvement. All these inputs are necessary for the achievement of the activities to be conducted in the 16 Days Campaign.

Several assumptions underpin the inputs for the 16 Days Campaign:

1. There is political support for the 16 Days Campaign.
2. The 16 Day Campaign is well received by government departments.
3. Stakeholders (government and non-government) understand how they can contribute to the theme/ objectives.
4. The annual South African theme is aligned to national policies and strategies for violence against women and children – ensuring it is relevant to the SA context and informed by evidence and VAWC trends locally.
5. The coordinating committee is established and functional.
6. The briefing sessions are arranged in advance and widely communicated.
7. The briefing sessions are well attended by stakeholders (government and non-government).
8. Coordination with external partners is aligned to the same portfolio or geographic area to ensure that efforts are supplementary or complementary.
9. All activities are deliberate and clearly aligned to both the theme and the relevant stakeholders.
10. Resources with the correct skills and knowledge are in place to design and implement Campaign activities.
11. Funding and resourcing is adequate and proportionate to the activities and length of Campaign.
12. Campaign performance is monitored.
13. Coordination and reporting structures are adequate and proportionate to the activities and length of Campaign.

Activities and outputs

The inputs described above will be used to deliver the 16 Days Campaign that is well designed, appropriate and relevant for the theme and South African context. Key activities are centred around raising awareness of the challenge of violence against women and children nationally, with specific activities to be determined on a yearly basis. These activities may include communication drives (social media campaigns, radio and television campaigns, distribution of pamphlets), events (e.g. targeted community events with key speakers); advocacy drives (e.g. hosting of roundtables, forums or dialogues that may focus on broader issues in policy); knowledge drives (e.g. training events, capacity building – within government and more broadly to the public); reviews (e.g. performance reviews, reflection on achievements to date); or service delivery support and drives (any VAWC services such as

medical care (physical and psychological), legal assistance, court monitoring and police services) The key output across all elements is that all stakeholders take an active role in the implementation of the Campaign and the activities are fully executed.

This requires successful delivery across several platforms as well as an integrated message to ensure various activities reinforce the key messages and theme. This requires processes and systems that are in place are sufficient to ensure and support implementation integrity across all stakeholders, partners and delivery channels.

Monitoring and evaluation activities must be conducted with fidelity and in line with established systems and frameworks. Data collected as part of these processes needs to be reliable and an accurate reflection of the 16 Days Campaign's implementation and effectiveness.

The two assumptions at output level are that stakeholders take an active role in the implementation of the Campaign and that Campaign activities are fully executed in line with the design and within the 16 day period.

Short term outcomes

Outcomes refer to the change we want to see and can be at several levels. Short term outcomes must be clearly defined and mirror the aims and objectives of the 16 Days Campaign.

Short-term outcomes refer to the immediate change as a result of the awareness activities. This includes raising awareness about VAWC and encouraging all South Africans (especially men and boys) to condemn these actions, as well as creating the relevant platforms to support continued discussion and collaboration on the issue. The Campaign should also motivate victim to seek help, while encouraging perpetrators to change their behaviours.

Assumptions at short-term outcome level are that the 16 Days Campaign reaches the right people at the right time (to make a difference), that the broader community and public are responsive and actively participate in the 16 Days Campaign. Furthermore, the Campaign should result in the achievement of collaborative partnership successfully achieved across public and private stakeholders, and that the activities should be extended beyond the longer-term campaigns and strategies.

Medium term outcomes

Medium-term outcomes refer to the longer-term retention and application of the Campaign drive including sustained partnerships and collaborations, a more informed public with stronger community participation, survivors who feel empowered along with early attitudinal and behaviour change in both survivors and perpetrators.

The main assumption here is that government and service delivery partners deliver services efficiently and that there is strong political will to sustain this effective delivery.

Long-term outcomes

Long-term outcomes or impact refers to the ultimate aim across all VAW & C which is a South Africa free from VAWC. This will require long-term changes across policy, institutions and cultural mindsets as well as the requisite resources to sustain this and should all support and contribute to the national goals for eradicating GBVF as set out in the NSP for GBVF.

As the 16 Days Campaign is an awareness campaign, the medium and long-term outcomes require broader efforts that stretch beyond this to achieve the structural and behavioural shifts to decrease and eradicate GBVF. The Campaign should contribute to raising awareness around the problem and efforts being made, however, response and prevention activities are the key drivers for creating these medium and long term changes.

Annexure E: Findings

Table 3: 16 Days Campaign Activity Overview

Type of activity	Example ¹
Community dialogues and forums	<ul style="list-style-type: none"> • CGE: Identifies areas with high levels of GBV and holds the stakeholders within these areas accountable – awareness sessions are run with the community or stakeholder accountability sessions held. • SAHRC: Several activating including hosting events such as International Human Rights Day commemorations, stakeholder engagement events, symposiums, and annual commemoration discussions. • DSAC: Community healing and dialogue circles • WC Safety: Men’s Dialogue platform for men to engage on the scourge of GBVF and the role men can play to hold each other accountable. • CSOs: Hold dialogues that include the hosting of dramas, poems and music; community drumming activity.
Sector dialogues and imbizos	<ul style="list-style-type: none"> • SAHRC: Conducted inter-provincial roadshows to raise awareness and promote GBVF-related issues as well as held an LGBTQ+ symposium in partnership with non-government organisations • WC Safety: Workshop on Sexual Orientation and Gender Identity (SOGI) facilitated by the Desmond Tutu Health Foundation, with WC DoH in attendance
Door to door campaigns	<ul style="list-style-type: none"> • NW DSD: Visit to victims’ families and child-headed households • CSO in Diepsloot: Door to door campaigns used as a buildup activity during the campaign
Research and policy development	<ul style="list-style-type: none"> • NW Department of Public Safety: Hosted a provincial summit in 2009 to assess the progress of the 16 Days of Activism for No Violence against Women and Children Campaign. The summit, led by the provincial Member of the Executive Council (MEC) at the time, aimed to evaluate the Campaign’s achievements and challenges and develop a five-year Programme of Action. • Academic institution: Undertook research on the 16 Days Campaign as part of its broader GBVF research at the time. • CGE: Undertakes a situational analysis which determines where and who the focus will be on in a particular Campaign year.
Support service exhibitions	<ul style="list-style-type: none"> • Several provincial DSDs reported on community exhibitions where government and non-government stakeholders set up a booth to raise awareness on the role they play in GBVF (such as provision of shelter or SAPS explaining their support mechanisms), one termed it a “service delivery blitz”.
Education and training – internal and external	<ul style="list-style-type: none"> • DIRCO – Minister conducted a keynote address during a virtual webinar on “Violence and Harassment in the World of Work” following the international theme • DSAC – hosted wellness programs for artists and athletes
Communication campaigns – radio, television, social media, pamphlet distribution	<ul style="list-style-type: none"> • A variety of departments and CSOs have used social media with varied evidence of social media posts, reported campaigns on radio, tv and social channels.

Source: Various documents across departments and CSOs as well as SSIs

Figure 4: Local Theme Development Process

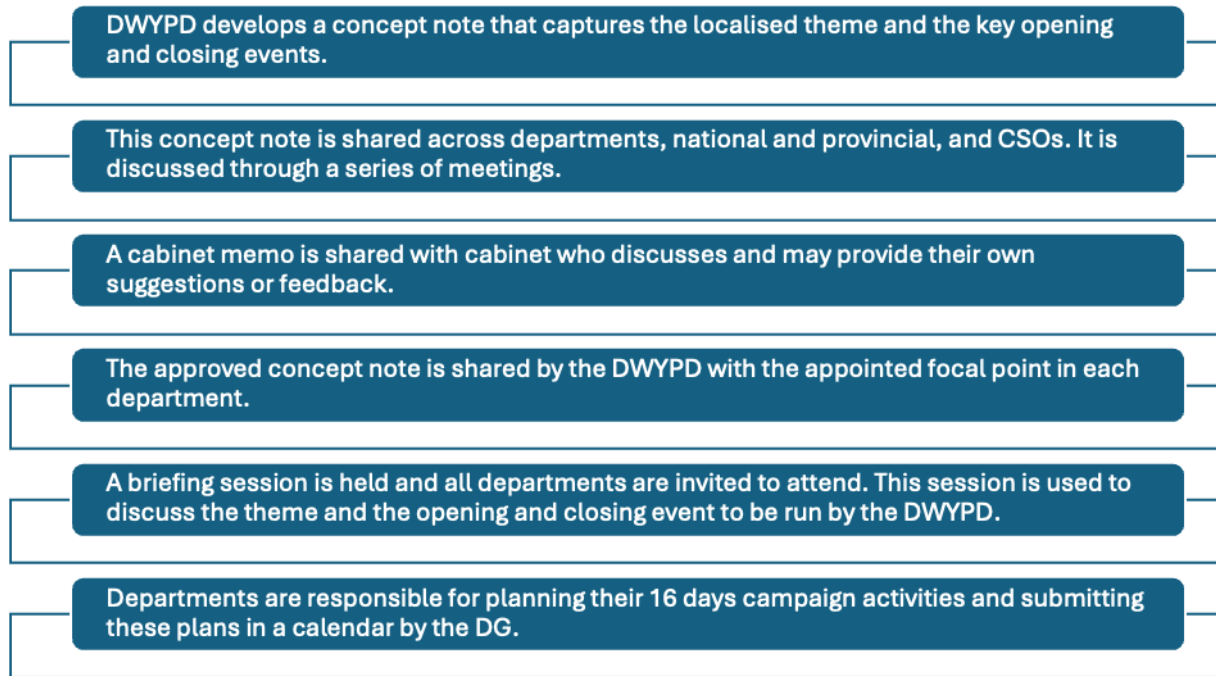


Figure 5: Campaign branding, 2021 - 2023





planning, monitoring
and evaluation

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