

An illustration featuring a diverse group of stylized people in the foreground, including a man with a beard, a woman in a blue hijab, a person in a yellow hard hat, a woman with glasses, a woman with dark hair, a person in a yellow shirt, and a female doctor in a white coat with a stethoscope. In the background, there is a light blue map of the Caribbean region. The top left corner has three thick diagonal lines in purple, green, and blue, with two horizontal bars in purple and orange. The background is a light pinkish-purple with white brushstroke-like patterns.

# Play Your Part: A Regional Caribbean Social and Behaviour Change Communication Campaign

A User Guide for  
Implementers



*For a Caribbean free of violence  
against women and girls*

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Social and Behaviour Change Communication (SBCC) is increasingly seen as a key intervention for addressing violence against women and girls (VAWG). The present User Guide for Implementers is based on a gender transformative approach to SBCC and the “Regional Social Behaviour Change Communications Strategy” that was developed to provide a comprehensive set of interventions to encourage and drive behaviour change to end violence against women and girls in the Caribbean.

As part of the SBCC strategy, the #PlayYourPart Communication Campaign is a regional response to VAWG in the Caribbean. The Communication Campaign is part of the Spotlight Initiative (SI), a joint programme of the European Union (EU) and the United Nations (UN) to eliminate all forms of violence against women and girls (VAWG), including harmful practices. SI aims to address a diverse and interconnected set of interventions required to address the continuum of violence faced by women and girls. The goal is to ensure that all women and girls live a life free of violence.

Using a Gender Transformative Approach to SBCC creates opportunities to actively examine, question and change rigid gender norms and imbalances of power that advantage boys and men over girls and women. It aspires to tackle the root causes of gender inequality and gender-based violence against women and girls and redress the power dynamics and structures that serve to reinforce gendered inequalities.

## SBCC Regional Strategy



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ACCESS

## UNICEF Gender Transformative Approach

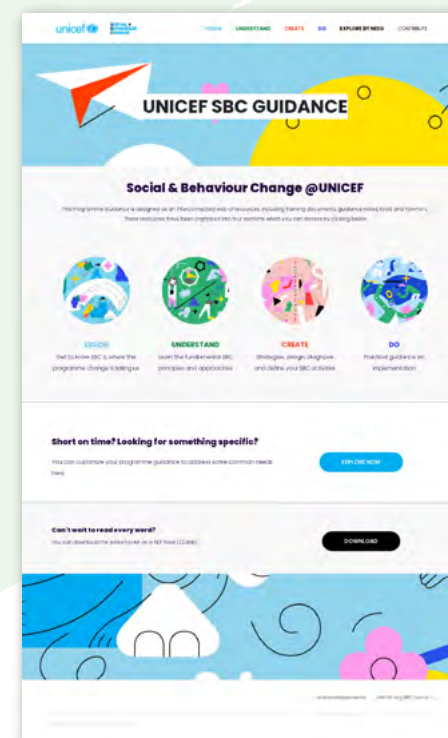
As an implementer, this guidance document provides you with the information to adapt the strategy and communication campaign package to your own country context. The overarching aim is to win hearts and minds so that structures and behaviours ultimately can be changed. In this guide you will find an orientation to the “Play Your Part” SBCC Strategy - its intention, content, and vision – as well as practical advice about how the strategy and campaign materials can be adapted, incorporated into relevant programming, and used to provoke informed conversations about problems and solutions associated with VAWG.

## This guide will help local implementers:

- ▶ **Envision a variety of implementation activities to accompany campaign materials and understand their rationales**
- ▶ **Prioritize and customize activities to fit national, sub-national, and local contexts**
- ▶ **Make a strategic plan for national rollout**
- ▶ **Prepare implementers to facilitate those activities effectively**

The guide is not intended to be a prescriptive document, but rather an aid to those looking to join a unified, regional effort to eliminate violence against women and girls for the benefit of all impacted by the issue, whether directly or indirectly.

**To consider:** Although there is no single solution to address the problem of VAWG, there is growing evidence of the range of actions that can prevent violence before it happens. Social and Behaviour Change (SBC) is a set of approaches and strategies that promote positive and measurable changes towards the fulfilment of women and children’s rights. Social Behaviour Change Communications (SBCC) is one approach to social and behavioural change, that can support VAWG prevention strategies.



## User Guide Structure:

### / Part 1: Why? Background and Rationale for using SBCC to Prevent VAWG

- Magnitude of the Problem
- Key Drivers and Determinants of VAWG in the Caribbean Region
- Connecting to your National Reality Regarding VAWG

### / Part 2: What? Strategy and Communication Campaign Content

- Strategic Objectives
- Approach
- Audiences
- Themes
- Branding, Look & Feel
- Materials

### / Part 3: How? Guidance on Implementation

- Engage Local Partners
- Make an Action Plan
- Host a Local Launch Event
- Start Small and Plan to Scale



# Part 1: Why?

## Background and Rationale for using SBCC to Prevent VAWG



### Magnitude of the Problem

Within the Caribbean, violence against women and girls is pervasive. Nearly half of Caribbean women (46 per cent) surveyed in five Caribbean countries face at least one form of intimate partner violence<sup>1</sup> in their lifetime.<sup>2</sup> Lifetime prevalence of intimate partner violence ranges from 39 per cent in Grenada and Jamaica, to 44 per cent in Trinidad and Tobago, to 48 per cent in Suriname, and 55 per cent in Guyana.<sup>3</sup> Meanwhile, the Bahamas, St Vincent and the Grenadines have some of the highest rates of sexual violence in the world.<sup>4</sup> At least 30 per cent of women in the Caribbean have reported high rates of fear of sexual violence, and women who experience abuse are often blamed for the abuse.

In recently published research, it was revealed that violence starts early, with 24 per cent of adolescents aged 15-19 experiencing intimate partner violence.<sup>5</sup> That's almost a quarter of girls falling victim to abuse before they even turn 20 years of age.<sup>6</sup> In the region, it is known that 48 per cent of adolescent girls report sexual initiation to be forced or somewhat forced in nine Caribbean countries.<sup>7</sup> Despite their heightened risk, adolescent girls often fall through the gaps of prevention and response programming on violence against children (VAC) and violence against women (VAW). Across cultural contexts, childhood exposure to violence is linked to the perpetration and experience of intimate partner violence in adulthood. Intergenerational violence is a significant factor of women's experience with intimate partner violence and family violence in adulthood.<sup>8</sup>

### Key Drivers and Determinants of VAWG in the Caribbean Region

VAWG is a complex and multi-faceted issue with many systemic and structural underpinnings. One such facet is the cultural acceptance and normalization of VAWG, which is a significant risk factor among women and girls, impacting the help-seeking behaviours of survivors, and affecting service provision.<sup>9</sup> Gender socialization, that starts in childhood and throughout the life course, is the process by which individuals internalize social (including gender) norms and roles, is a driver of gender inequality and violence.<sup>10</sup> Social norms are shared beliefs about what is typical and appropriate behaviour in a valued reference group. These beliefs shape the individual expectations about appropriate behaviours, and the actual behaviours of individuals within a social group. Stereotypical gender norms and harmful attitudes rooted in gender inequalities play a substantial role in driving VAWG in the Caribbean region.<sup>11</sup> Ideas that reinforce concepts of female submissiveness and/or male dominance perpetuate life-long gender inequalities in communities and compromise the human rights of women and girls. Violence against women and girls is also shaped by race, class, sexuality, and other social divisions. In order to address harmful gender norms, interventions need to create new shared beliefs within social groups that subscribe to the negative beliefs and behaviours. Because of the influencing power it yields, media in Caribbean countries plays a crucial role in generating and reinforcing gender stereotypes in homes, schools, communities and greater society.

# Part 1: Why?

## Background and Rationale for using SBCC to Prevent VAWG

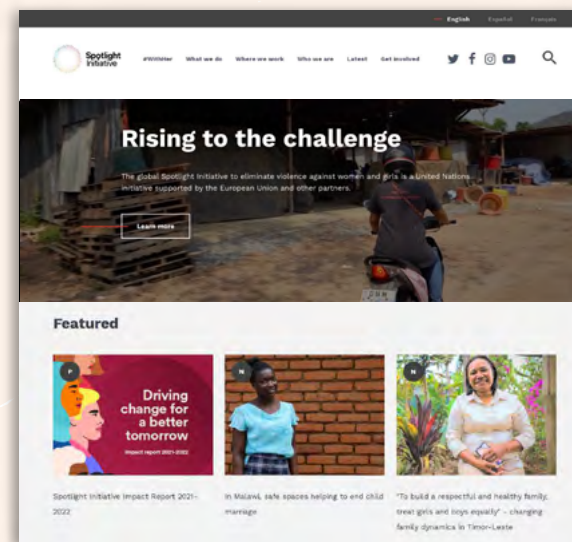


### Connecting to your national reality regarding VAWG

As it is well recognized, for a communication strategy to be most effective, it must respond to the needs of a particular context. This requires national and local level implementers to draw upon up-to-date information around the legal and policy environment that surrounds the issue of VAWG in their own context, the particular media landscape, as well as the behavioural and socio-cultural barriers and motivating factors that impede or enable the adoption of the desired behaviours.

The SI is working to prevent family violence in the Caribbean. Start by reviewing the situation analysis found in the SI website or research information on your country's situation. Supplement with additional available research or reports in order to provide an understanding of the current country situation and local reality. This should include:

- Analysis of the policy environment and any new or proposed relevant policies
- Description of all relevant existing or recent programmatic responses to VAWG and related issues
- Map of existing resources (including the media landscape/potential media partners, social services, educational resources, CSOs & potential partners, human capacity among implementers, training needs)



### TIP #1 for Local Level Implementation

**Conduct additional formative research and gender analysis as needed and as resources allow. This could be in the form of a situational analysis or gender desk review; baseline study in order to assess baseline indicators in key outcomes of interest regarding VAWG in your country (which may be conducted by outside contractor if resources are available); key informant interviews or focus group discussions on the social context and behavioural drivers to inform the campaign approach (this can be very targeted, to fill in gaps from existing regional level data, and can be done as part of a pilot phase of implementation that tests campaign activities and documents learning).**

**Take a look at Tool 1 in the [Tools for Adaptation](#) for more guidance.**

# Part 2: What?

## Strategy and Communication Campaign Content



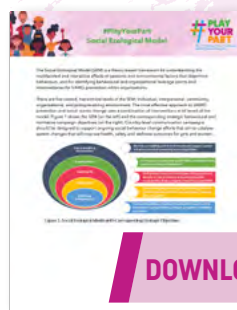
### Strategic Objectives

The SBCC strategy aims to contribute to the larger vision of **A Caribbean society free from family violence where all women and girls enjoy their rights and freedoms.**

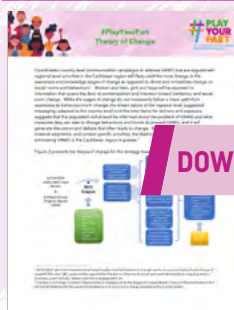
The strategic objectives are related to the focus themes (further described below) which tackle the root causes of VAWG. As a part of the SBCC strategy, the #PlayYourPart communication campaign is a regional effort to:

1. Challenge unequal gender norms, harmful behaviours and attitudes and stereotypes that drive violence against women and girls.
2. Support the promotion of healthy relationships and non-violence and reduce acceptance of violence as a normal part of relationships, discipline or authority.
  - a) Promote alternative models of positive masculinities with men and boys.
  - b) Empower women and girls to understand that they do not have to tolerate any form of violence, abuse or controlling behaviour in a relationship.
3. Disrupt the intergenerational cycles of violence between parents to children and between children to future partners.

### Social Ecological Model



### Theory of Change



### Approach

To stimulate change across all relevant levels of society, the SBCC strategy and #PlayYourPart communication campaign aim to be inclusive and foster collaborative action. Although the materials present clear and consistent suggested messages that are aligned with the Regional SI messaging framework and may apply across the region, the Regional SBCC Strategy is designed for implementers in different country contexts to decide on how to adapt those messages to align with their country priorities and SBC strategies and identify the best ways to deliver those messages as part of culturally-sensitive and context-specific communication campaigns. While core content and suggested activities are provided to anchor country-level campaigns, implementers need to adapt the suggested messages and materials, as well as develop and carry out engaging activities around that content, encouraging key audience groups to grapple with difficult but necessary conversations to develop their own VAWG solutions.

Country level working groups made up of diverse members that may include international, regional and local organisations already working on the SI and VAWG prevention activities (including at the policy and service provision levels) can oversee the process of applying the suggested messages and materials to their specific situation. **While the core content comes from regional-level priorities, each country should determine their own priority audiences and what messages and materials are relevant to their context, based on existing evidence from the SI country or regional programme documents and other available country resources; and how the materials will be used, based on stakeholder mapping and media landscape**

# Part 2: What?

## Strategy and Communication Campaign Content



**review.** Drawing on local data, country implementers can determine priorities for their own strategic response, identifying the key intended audiences and preferred communication channels, and designing activities to maximize local ownership and impact.

### TIP #2 for Local Level Implementation

**Select members of the implementation working groups strategically for their knowledge, talent, passion, and influence so they can be true champions who will be invested in the success of the campaign.**

**Take a look at Tool 2 in the [Tools for Adaptation](#) for more guidance.**

Suggested regional campaign materials focus on the primary audiences of adolescent girls, men, and adolescent boys, however the modular approach of the campaign allows implementing partners at the country and local level to focus on specific audiences in several ways. First, depending on the context and other VAWG prevention efforts, an implementer may decide to focus primarily on one audience (such as women) and use the materials which are most applicable to that audience specifically. Second, the materials can be used within activities which focus more explicitly on a secondary audience. For example, if an implementer wishes to focus on religious leaders as an audience, materials produced targeting a particular group as an audience can be used as conversation starters in activities which involve religious leaders, asking them to reflect on the messages and what they mean to them.

### TIP #3 for Local Level Implementation

**Use information obtained from the previous steps to prioritize locations to pre-test materials or pilot the campaign implementation and identify priority audiences for the local-level campaign. Prioritize the audiences in a way that will allow you to reach those that will be most likely to help achieve the campaign objectives given their specific situation.**

**Take a look at Tool 3 in the [Tools for Adaptation](#) for more guidance.**

## Audiences

The #PlayYourPart communication campaign is intended to reach different audiences across society whose actions have an impact on the prevention of VAWG in the Caribbean region. The following primary and secondary audiences were identified based on the formative research at the regional level:

### Primary audiences:

- Adolescent girls
- Men
- Adolescent boys
- Women<sup>12</sup>

### Secondary audiences:

- Families
- Leaders (religious, political, community)
- Community members

# Part 2: What?

## Strategy and Communication Campaign Content



### Themes

Three focal areas frame the regional SBCC strategy, reflecting the core domains requiring change in order to help prevent and ultimately end VAWG in the Caribbean:

<b>NORMS &amp; STEREOTYPES</b>	<b>Advocating for increased gender equality by countering stereotypes and addressing gender norms which position men above women in society.</b>
<b>ACCEPTANCE OF VIOLENCE</b>	<b>Ensuring that violence is never perceived as a normal or acceptable part of relationships, discipline or authority, in public or in the home.</b>
<b>FAMILY CYCLES</b>	<b>Breaking the cycle of violence by reaching adolescents and youth who have experienced family violence before they become victims or perpetrators of violence in adulthood.</b>

The communication campaign and related SBCC materials are designed to raise awareness and discussion around these three key themes which are relevant to VAWG. The themes are fundamental but are meant to be explored in different ways as discussions are facilitated by implementing partners who will use the materials as sparks for conversation and behaviour change in their specific country contexts.

The suggested messages in the linked document are based on the SI regional-level messaging framework and have been developed in consultation with SI regional level partners working in several countries across the Caribbean. The suggested messages are meant to be further localized and contextualized by implementing partners based on country and local level priorities and needs.

### TIP #4 for Local Level Implementation

**People change when they experience and feel problems that matter to them or those close to them, when they believe in new information and proposed solutions, and when they become active agents in planning and carrying out activities. Messages are not enough to change behaviour! At every stage and level of the process, as an implementer you should prioritize listening to participants and giving them power to lead actions.**



# Part 2: What?

## Strategy and Communication Campaign Content



### Campaign Branding, Look, and Feel

A regional branding has been designed to provide a common look and feel to the #PlayYourPart campaign. It is suggested, to the extent possible, that country-level implementers utilize the branding whether at the regional, national or local level, so that the overall campaign remains strong, consistent and recognizable. In this type of campaign, with multiple levels of implementers across different contexts, the branding acts as a way to tie various activities together into a cohesive effort which becomes familiar to stakeholders, key audiences and beneficiaries. However, **countries can also adapt or compliment the branding to include visual elements of their own contexts to increase ownership of the campaign.**

The campaign's visual identity is used alongside the Spotlight Initiative branding and includes the hashtag #PlayYourPart to provide both a campaign name and a call to action. The hashtag logo reflects the positive and hopeful nature of the campaign and uses vibrant colours to represent the diversity that exists among islands in the Caribbean. The visual identity has been developed with input from country partners across the Caribbean.

[DOWNLOAD BRAND PACK](#)



*For a Caribbean free of violence  
against women and girls*

The campaign's look and feel focuses on visuals that present stories and uses images and messages which emphasize how gender equality benefits society and how families thrive when violence is not present. The look and feel have been designed to be appealing across the CARICOM region, and to give the campaign a Caribbean vibe.

# Part 2: What?

## Strategy and Communication Campaign Content



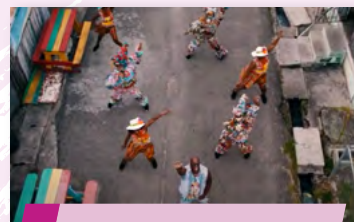
### Campaign Materials

The package of suggested communication materials takes into account different audience groups and different contexts. The materials are designed to mobilize a range of communication channels and be utilized in a variety of settings to create a dynamic multi-media campaign that allows space for each country's implementers to conduct customized complementary activities to engage their populations and process the campaign's messages in the most meaningful ways.

The materials available for implementers are described and linked below, along with individual user guides to assist with customizing and planning for dissemination activities.

#### Music Video

An original music song and video were produced in partnership with renowned Soca, Reggae and spoken word artists from the Caribbean. The music video was filmed in a sample of countries and features adolescent girls and community members inviting communities and countries to play their part for a Caribbean free of family violence, through messages of hope and positivity.



**DOWNLOAD  
Song, Music Video  
and Guide**

#### Public Service Announcement (PSA)/ Champion Videos

The two PSA videos use real life stories of champions from across the region who are advocates of VAWG prevention and are making a difference in their communities in a variety of ways (police officers, health workers, community activists, grandparents, etc.). Each of the videos uses a positive and hopeful tone while at the same time addressing the root causes and ultimate consequences of VAWG on women, girls and communities.



**DOWNLOAD  
Champion Videos  
and Guide**

#### Radio Package

An Entertainment-Education radio drama series aims to reach hearts and minds by intentionally weaving key messages through a compelling and relatable story. Six episodes (12-15 minutes each) are included in the package, using the regional messages and highlighting different types of family violence. The radio package also includes guidelines on how to produce and implement highly interactive call-in shows, which bring the audience into the issues through live callers and messages.



**DOWNLOAD  
Radio Drama  
and Guide**

# Part 2: What?

## Strategy and Communication Campaign Content



### Social Media Package

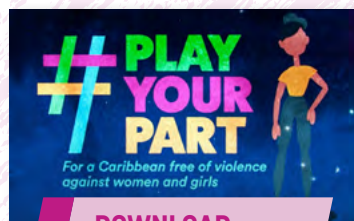
A social media package will reinforce program messages and provide cohesiveness to the regional-level initiative. Platforms such as a Facebook, Tik Tok and Instagram serve as a hub for information about the communication campaign and related programs, and promote the materials (videos, dramas, etc.). The social media package includes:

**ACCESS SOCIAL MEDIA PACK**

- Content and visual assets for each of the three Themes.
- Suggested copy with instructions on how to adjust it to the local vernacular and to specific contexts.
- Guidelines instructing partner organizations on best practices for posting social content, including frequency, promotion, cross-posting, tagging.

### Animation

One two-dimensional (2D) 2-minute animated video focuses on eliminating harmful stereotypes and addressing intergenerational cycles that perpetuate violence.



**DOWNLOAD Animation and Guide**

### Considerations for Choosing and Adapting Materials

As implementers, you are encouraged to become familiar with the available communication resources and determine which are best suited to meet local needs. You should review the materials and strategically select those which deliver targeted messages to the priority audiences identified for your context. In order to identify which materials are most effective with a particular audience, country teams should conduct focus groups or feedback sessions with representatives of that audience.

The materials will be provided in non-editable and limited editable versions so that they can be translated into relevant local languages or dialects, and have local information added. However, in order to maintain consistency across the regional campaign, messages cannot be altered in meaning. They will already have been developed with SI partners and pre-tested with key audiences. Instead, efforts should be invested in developing wrap-around activities to accompany dissemination of the materials, such as those suggested in the Activity guide.

### Activity Guide



**DOWNLOAD**

Video, audio and social media assets are designed to be conversation starters. Skilled facilitators will present the materials to open a dialogue that grapples with the issues related to VAWG prevention which are most relevant for that context, and help local groups create their own content that builds upon the campaign materials.

# Part 2: What?

## Strategy and Communication Campaign Content



### TIP #5 for Local Level Implementation

**If possible, adapt materials by translating content and making them culturally relevant to audiences and communities. In order to cultivate authentic ‘buy -in’, country implementers must:**

- Identify the right people to be local champions. In addition to the regional SI Champions, national and local advocates, leaders and community role models should be selected to become spokespersons for the campaign. Champions should be identified for their charisma, commitment, ability, and stature to galvanize broader support.
- Invest in advocacy. Leaders need to be armed with good information to become advocates and motivate others, but they also need to see it in their own interest to support the cause.
- Demonstrate concrete benefits. Be creative to help people realize the tangible benefits they will gain by being advocates and ending family violence in their communities.
- Provide an energizing vision that resonates. Partners need to envision the possibilities and value of collaborating on this effort. Help them believe in the vision, so they can then ‘sell’ it to specific groups you want to mobilize.
- Allow enough time to get people on board. It’s better to take time to have authentic champions that have been vetted and introduced to the campaign than just ‘launch’ activities without true commitment.

**Take a look at Tool 4A and 4B in the [Tools for Adaptation](#) for more guidance.**



This section provides you with the information to use the SBCC strategy and communication campaign package in your own country context and incorporate the communication materials into planned or ongoing SBC initiatives. It's important to keep in mind that this is not just an information campaign, it is a social change process. The overarching aim is to win hearts and minds so that structures and behaviours ultimately can be changed.

### Engage Local Partners

To ignite a social change process, the foundation must be built with local champions, organizations and advocates. Once sparked, motivation can be even harder to sustain. To sustain motivation and momentum:

- **Make the process truly participatory.** Plan collaboratively, in real partnership, with clear roles and opportunities for creativity. Coordinate and collaborate with existing and ongoing initiatives to address VAWG, to avoid duplication of efforts and find new avenues for reaching audiences.
- **Design for success.** Start small, focus on priorities, with small feasible actions, and measurable objectives. Then reward and recognize small successes along the way.
- **Grapple with the hard stuff.** Prepare for people to resist change and listen to their reasons why. The implementation process must allow time and space for well-facilitated dialogue activities for people to really grapple with the issues. Listen to people's concerns and foster their own creativity to solve problems themselves.
- **Ensure leaders have needed capacity** (skills, knowledge, time & resources). Provide necessary training and ongoing coaching

to make sure champions and implementers are competent in their roles. The campaign materials on their own won't be enough, but in the hands of skilled facilitators, their power can be

### Make an Action Plan

Create an action plan for conducting campaign activities over the implementation period. Activities should be strategic in their timing, aligning with events and moments which are already happening in communities and are related to the campaign issues and key audiences. Country-level working groups should be formed to review and advise on the action plan.

Keep in mind that a road map for implementation should reflect a vision for starting small, learning through the initial phase of implementing and adapting methods based on feedback. It should include the following elements:

- a. **A plan for ongoing, adaptive advocacy and dissemination of results.**
- b. **Budgets – plans for resource mobilization.**
- c. **Plans for an orientation and training session for local level partners and implementers.**
- d. **Plans for learning by doing. In lieu of pretesting materials, plan to pretest methods. For example, try approaches and document feedback in order to develop the most effective ways to engage audiences with the content.**

# Part 3: How?

## Guidance on Implementation

### TIP #6 for Local Level Implementation

**As part of the action plan establish M&E key outcomes and indicators and a system to monitor. Make sure you can answer the question: How will we measure our progress?**

**Take a look at Tool 5 in the [Tools for Adaptation](#) for more guidance.**

#### Results Framework and Evaluation Indicators



DOWNLOAD

## Compliment with existing SBCC strategies

Several countries are already implementing their own communication campaigns or plan to develop their own. The regional level communication campaign and materials aim to compliment and strengthen existing country SBCC activities. For example, Belize has developed its first SBCC strategy on Ending Violence against Women and Girls, supported under the Spotlight Initiative. The regional-level materials could be adapted to support their implementation plans in order to foster changes in their identified knowledge, attitudes and behaviour indicators.

## Host a Local Launch Event

The country's campaign launch event should serve the goals of engaging the public, raising awareness of the issue, and galvanizing support. The country-level launches will be an opportunity to 1) introduce stakeholders from all relevant sectors to the campaign; 2) achieve country-level implementers' familiarity with and readiness to disseminate the campaign materials; and 3) achieve broad endorsement for a leadership structure and process for overseeing implementation of the campaign. For more guidance about conducting a national launch event, refer to Tool 6 in the Tools for Adaptation.

## Start Small and Plan to Scale

Implementation should begin small, testing activities in limited geographic areas, with limited audience or topic focus, so that scale-up can incorporate adjustments based on learning from those pilots. Tool 7 in the Tools for Adaptation offers more guidance on implementation in addition to the points listed below.

- a. **To cascade the campaign down from the country level, it may be necessary to plan local activations at district level. Those events should familiarize field level implementers with the SBCC strategy and communication campaign materials and provide them with skills-based training on how to use them effectively.**

# Part 3: How?

## Guidance on Implementation

- b. The campaign could also support existing advocacy efforts to increase public awareness for programme priorities and initiatives.
- c. Conduct social mobilization activities. Social mobilization activities allow communities to get ready to hear the campaign messages. Include development of advocacy briefs and coaching for leaders, as well as grass roots community dialogues on topics related to VAWG prevention. The emphasis should be on stimulating conversation, getting people talking about the problems they experience, sharing their feelings and ideas about issues related to VAWG and gradually sharing information and proposed changes.
- d. Focus on supporting community members who are on board – “positive deviants” and local leaders who have come to believe in the campaign mission – so they can fuel social change through their networks.



### [Tools for Adaptation](#)

#### TIP #7 for Local Level Implementation

If resources allow, a formal evaluation of the campaign should be conducted, and results disseminated. Evaluation helps determine the a of your campaign and offers information to design future campaigns and other SBCC initiatives.

***Ask yourself the questions in Tool 8 of the [Tools for Adaptation](#) for guidance on how to evaluate your country's campaign.***



- 1 United Nations Children's Fund, 'INSPIRE Indicator Guidance and Results Framework - Ending Violence Against Children: How to define and measure change', <[www.unicef.org/media/66896/file/INSPIRE-IndicatorGuidance-ResultsFramework.pdf](http://www.unicef.org/media/66896/file/INSPIRE-IndicatorGuidance-ResultsFramework.pdf)>, accessed 8 March 2023.
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- 9 UNFPA, 'Gender-Based Violence' <https://caribbean.unfpa.org/en/topics/gender-based-violence-16>, accessed 8 March 2023.
- 10 United Nations Children's Fund, 'Gender Action Plan 2022-2025', <[https://www.unicef.org/executiveboard/media/7046/file/2021-31-Gender\\_Action\\_Plan\\_2022-2025-EN-ODS.pdf](https://www.unicef.org/executiveboard/media/7046/file/2021-31-Gender_Action_Plan_2022-2025-EN-ODS.pdf)>, accessed 8 March 2023.
- 11 UN Women, 'Caribbean women count: Ending violence against women and girls data hub', <<https://caribbeanwomenscount.unwomen.org>>, accessed 8 March 2023.
- 12 While women are considered a primary audience and are essential to the overall aims and alignment with the Spotlight Initiative, particular emphasis will be placed on speaking directly to adolescent girls and men and boys, in line with the formative research and strategic objectives.

# #PLAY YOUR PART

*For a Caribbean free of violence  
against women and girls*



**Spotlight  
Initiative**  
To eliminate violence  
against women and girls

An initiative of the United Nations funded by the European Union



**unicef**   
for every child

**pci media** 