



UNICEF GBViE Core Community Awareness Messages: Covid-19 Response

For many women and girls, #stayathome #restaacasa and #restezalamaison can be dangerous. Evidence shows that home is often the most dangerous place for a woman and her children. In addition, increasing food insecurity, where women are primarily responsible for procuring and cooking food, may place them at heightened risk of intimate partner violence due to tensions in the household. In addition, life-saving care and support to GBV survivors (i.e. clinical management of rape and mental health and psycho-social support) may be disrupted in tertiary level hospitals when health service providers are overburdened and preoccupied with handling COVID-19 cases.

The below messages should be used to raise awareness on the importance of supporting women and girls facing violence in the current context of covid-19 where their isolation may have increased and options for services have been reduced. The messages underline the importance of survivor-centred principles and healing approaches – violence is not the fault of the survivor; we all have roles to play in supporting one another even in times of physical distancing and stay-at-home orders; and there are still options for support and service provision. These messages should be contextualised for each location where they are used, and it is critical that hotline or resource numbers should only be shared if it is certain that the services are still functioning.

These messages can be shared in the following manners:

- Radio broadcast, SMS, WhatsApp, social media
- Included as part of RCCE on COVID-19
- Face to face / phone interactions
- Added to any IEC materials / posters / leaflets (including as part of kit distributions)

General Dos and Don'ts for awareness raising on GBV

- DO frame all messages in a way that respects and supports survivors.
- DON'T use language that could make the survivor feel she is to blame for the violence.
- DO your homework. Before beginning any awareness raising activity, work with GBV specialists to learn what services are available to support survivors who need help and what the procedures are for life-threatening situations.
- DO incorporate accurate, up-to-date information on response services for survivors into awareness raising activities related to GBV.
- DO NOT disseminate service-related information that is inaccurate or out-of-date. This can create further harm for survivors.

KEY MESSAGES

Intended Target: Women and Girls

Message:
This situation is creating fear, stress and anxiety, but violence is never ok. If someone is hurting you, remember it is not your fault
Guidance:

This is a CORE MESSAGE. If you can only share a few messages, this is a priority.

Include with Kits and other relief items distributed

Intended Target: Women and Girls

Message:

If you are harmed or feel threatened, intimidated or harassed, you have the right to reach out to seek help. (Add if available: During the current situation, services may be limited - you can call (Insert GBV Hotline/Helpline number) for more information and support.

SMS version (160 characters): If you do not feel safe, you have the right to reach out to seek help. You can call (Insert GBV Hotline/Helpline number) for more information and support (add the section in red only if services are available)

Guidance:

This is a CORE MESSAGE. If you can only share a few messages, this is a priority.

If a hotline number is included as part of this message, it is critical to ensure that the service is still functioning, and plans are in place for its continuity for at least 3 months (if a CSO partner) or a hotline that will remain operational

The number included should follow the GBV referral pathway which may require different numbers in different locations / areas / sub-national. Given the rapidly changing environment, options for GBV service provision are likely to change their modality, be reduced and/or operate differently than under normal circumstances. Liaise with GBV specialists (and/or coordination mechanisms) to be aware of what is available; what the current limitations of response services are; and key messages to raise awareness on available GBV services.

Intended Target: Women and Girls and Communities

Message:

#Stayhome is essential to reducing the spread of COVID-19, but home is not always a safe place. If women and children's safety is at risk or you are experiencing violence, you can flee.

During the current situation, services may be limited - you can call (Insert GBV Hotline/Helpline number) for more information and support.

Guidance:

If there is a hotline or safe shelter still functioning, the number could be included with the message (red above).

If there is a "#stayhome" hashtag that is being used in your content, please update.

To: Women and Girls

Message:

Remember, you are strong, and this isn't your fault. If you feel alone or isolated or fear violence, who do you trust? Who could you call? Who could be a supporter?

During the current situation, services may be limited - you can call (Insert GBV Hotline/ Helpline number) for more information and support.

Guidance:

This message is critical in situations where services are not available or will be shut down because of COVID-19 related measures.

If there is a hotline or safe shelter still functioning, the number could be included with the message (red above).

Intended Target: Girls

Message:

Being out of school, girls may be isolated from their friends and some of the adults who can support them. It can be hard to know where to turn for help. If you feel scared or if someone is hurting you, think of a supporter you can trust and reach out to. Remember, you are strong, and this isn't your fault.

Guidance:

If there is specific adolescent programming that is still available, contextualise this message to add relevant contact information.

Intended Target: Communities

Message:

During the COVID-19 pandemic, women and girls are most at risk of violence (including online or via phone). Don't underestimate the power of your voice to let women and girls know it is not their fault and where they can get support.

Guidance:

If there are specific forms of violence that are being reported in your location, add as a specific example in the message to highlight

Intended Target: Communities

Message:

It is easy to feel overwhelmed by what you are hearing about COVID-19 and fear. Violence is not the answer.

Guidance:

This is a CORE MESSAGE. If you can only share a few messages, this is a priority.

Intended Target: Community and Frontline Workers

Message:
If someone asks for help, comfort them and share information on support services (Insert GBV Hotline/ Helpline number if available). Do not make decisions without the person’s permission. This could make the situation worse.
Guidance:
COs contextualize the section on support services with actual services existing in country if available.
If a hotline number is included as part of this message, it is critical to ensure that the service is still functioning, and plans are in place for its continuity for at least 3 months (if a CSO partner) or a hotline that will remain operational
For life threatening situations, follow local guidance for how to respond.

Intended Target: Community

Message:
You have a role to play in keeping yourself, family, and community healthy and protected even in this challenging situation. If someone asks for help because of violence, you can comfort them and share this number (Insert GBV Hotline/ Helpline number if available). Remind them, it is not their fault.
Guidance:
COs contextualize the section on support services with actual services existing in country if available
If a hotline number is included as part of this message, it is critical to ensure that the service is still functioning, and plans are in place for its continuity for at least 3 months (if a CSO partner) or a hotline that will remain operational
If in your CO, you receive information that people are refusing to help others because of fear of being contaminated, please contextualize this message and liaise with C4D to align language already in use in RCCE activities.

Intended Target: Community & Frontline Workers

Message:
Humanitarian assistance is free. No sexual act or other favor can be requested in exchange.
Guidance: Core PSEA message that should be included
Include with Kits and other relief items distributed

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