

Rising to the Challenge
Spotlight Initiative Impact Report 2020-2021
Social Media Pack

EMBARGOED UNTIL 19 NOVEMBER 12pm (noon) New York Time



The Spotlight Initiative will launch 'Rising to the challenge', its impact report for 2020-2021 at the UN noon briefing. The highly visual report illustrates the Initiative's signature results towards ending violence against women and girls in the context of the COVID-19 pandemic.

Results

- 650,000 women and girls were provided with gender-based violence services despite COVID-19 related constraints and lockdowns.
- 880,000 men and boys were educated on positive masculinity, respectful family relationships, non-violent conflict resolution and parenting.
- 84 laws and policies have been signed or strengthened across 17 countries.
- One million young people joined in- and out-of-school programmes.
- US\$146 million has been allocated to civil society so far (48% of activity funds).
- 22% increase in the number of convictions of perpetrators of violence compared to 2019.

- 32% increase in the national budget to prevent violence against women and girls.
- More than 65 million people were reached through 80 locally tailored behaviour change multimedia campaigns in more than 15 languages.
- 1,111 local and grassroots women's rights organizations reported having greater influence and agency to work on eliminating violence against women and girls.
- 6 new countries developed methodologies to produce national data on violence against women and girls.

Social media messages

The social media messages are available in **English, French, and Spanish**.

Accounts:

- Twitter: [@GlobalSpotlight](#) (English); [@SpotlightAmLat](#) (Spanish)
- Facebook: [@TheSpotlightInitiative](#) (English); [@IniciativaSpotlight](#) (Spanish)
- Instagram: [@spotlightinitiative](#) (English); [@iniciativa.spotlight](#) (Spanish)

Hashtag: #WithHer

Links to the Impact Report: <https://bit.ly/RisingToTheChallenge2020>

- **PDF** in [English](#)
- **Audio** in [English](#) - [French](#)

Download the visuals here:

- [Animations \(Gifs\)](#)
- [Static visuals](#)
- [Français](#)
- [Español](#)

TWITTER

TWEETS	VISUALS
Laws and policies	
<p>[ENGLISH]</p> <p>Many countries developed response plans to confront #COVID19. @GlobalSpotlight helped design 88 strategies, plans and programmes to address violence against women and girls in 19 countries. https://bit.ly/RisingToTheChallenge2020</p> <p>#WithHer</p>	<p>https://drive.google.com/file/d/1v42bGphHteCPcKJHqXynnGm_xk0IKhuaP/view?usp=sharing</p>
<p>[FRENCH]</p> <p>En 2020, de nombreux pays ont dû réécrire leurs plans et</p>	<p>https://drive.google.com/file/d/1AXewsTUCWTz4MVZYNOYQ4ZFocqkJ8r5K/view?usp=sharin</p>

<p>stratégies pour répondre à la pandémie de COVID-19. @GlobalSpotlight a contribué à l'élaboration de 88 stratégies, plans et programmes de lutte contre la violence à l'égard des femmes et des filles dans 19 pays. https://bit.ly/RisingToTheChallenge2020 #WithHer</p>	<p>g</p>
<p>[SPANISH]</p> <p>En 2020, muchos países tuvieron que reescribir sus planes y estrategias para responder a la pandemia de COVID-19. @SpotlightAmLat ayudó a diseñar 88 estrategias, planes y programas para abordar la violencia contra las mujeres y las niñas en 19 países. https://bit.ly/RisingToTheChallenge2020 #WithHer</p>	<p>https://drive.google.com/file/d/1pcLtlZlz9XZfg154RBawKfaMPFB8lyZ/view?usp=sharing</p>
<p>Engagement with civil society organizations</p>	
<p>[ENGLISH]</p> <p>Partnering with women-led organizations is central to @GlobalSpotlight. The Initiative has delivered 50% of its programmed funds through civil society organizations. That's \$146 million! https://bit.ly/RisingToTheChallenge2020 #WithHer</p>	<p>https://drive.google.com/file/d/1Xc1bsf1e0OBXV_cBfJIEHCYTFSAjqqxT/view?usp=sharing</p>
<p>[FRENCH]</p> <p>Travailler avec des organisations dirigées par des femmes est au cœur du projet de @GlobalSpotlight. L'initiative a versé 50 % des fonds programmés par l'intermédiaire d'organisations de la société civile. Cela représente 146 millions de dollars ! https://bit.ly/RisingToTheChallenge2020 #WithHer CARO TO ADD LINK TO REPORT</p>	<p>https://drive.google.com/file/d/19Dkdsjgl2df7XL2eaS2_JJIXy_GlbLvH/view?usp=sharing</p>
<p>[SPANISH]</p> <p>Trabajar con organizaciones lideradas por mujeres es fundamental por @SpotlightAmLat al nivel mundial. La Iniciativa ha entregado el 50% de sus fondos programados a través de organizaciones de la sociedad civil. ¡Eso supone 146 millones de dólares! https://bit.ly/RisingToTheChallenge2020</p>	<p>https://drive.google.com/file/d/1N28KXuCzu3S8P3UgonS0FxxwIVXEc6yy/view?usp=sharing</p>

#WithHer	
Support services	
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<p>[FRENCH]</p> <p>Pour répondre aux défis posés par les restrictions de mouvement du #COVID19, @GlobalSpotlight a développé des services d'assistance à distance pour s'assurer que les survivantes puissent recevoir l'aide dont elles ont besoin malgré les contraintes causées par la pandémie. https://bit.ly/RisingToTheChallenge2020</p> <p>#WithHer</p>	<p>https://drive.google.com/file/d/1bWxK372W0wXfok2XNVNtwltoLT-LmzP1/view?usp=sharing</p>
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<p>[FRENCH]</p> <p>Pour que les efforts de prévention fonctionnent, il est essentiel d'impliquer les hommes et les garçons. @GlobalSpotlight engage les hommes et les femmes autour de discussions sur les normes de genre, le changement des attitudes et des comportements négatifs. https://bit.ly/RisingToTheChallenge2020</p> <p>#WithHer</p>	<p>https://drive.google.com/file/d/1phcKjxrg6D8lF9SH4BhxpFskzbUhUzY/view?usp=sharing</p>
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FACEBOOK

POSTS	VISUALS
Laws and policies	

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<p>Youth and changing social norms</p>	
<p>[ENGLISH]</p> <p>Comprehensive sexuality education is essential to tackling the root causes of violence against women and girls. Despite school closures during the pandemic, @TheSpotlightInitiative reached nearly one million young people in 2020 with programmes addressing sexual and reproductive health and violence, as well as gender and power dynamics more broadly. https://bit.ly/RisingToTheChallenge2020</p> <p>#WithHer #SpotlightEndViolence @EUPartnerships</p>	<p>https://drive.google.com/file/d/1F2_Ka918NC0n6yRUX1rt7LC6LVkhBa5v/view?usp=sharing</p>

<p>[FRENCH]</p> <p>Une éducation sexuelle complète est essentielle pour s'attaquer aux causes profondes de la violence contre les femmes et les filles. Malgré la fermeture des écoles pendant la pandémie, @TheSpotlightInitiative a touché près d'un million de jeunes en 2020 avec des programmes traitant de la santé et de la violence sexuelles et reproductives, ainsi que de la dynamique du genre et du pouvoir au sens large. https://bit.ly/RisingToTheChallenge2020</p> <p>#WithHer #InitiativeSpotlight @EUPartnerships</p>	<p>https://drive.google.com/file/d/17tRawRwb6DLc2AwJIsGXP3DvIaQxDaAX/view?usp=sharing</p>
<p>[SPANISH]</p> <p>La educación sexual integral es esencial para abordar las causas profundas de la violencia contra las mujeres y las niñas. A pesar del cierre de las escuelas durante la pandemia, @IniciativaSpotlight llegó a casi un millón de jóvenes en 2020 con programas que abordan la salud sexual y reproductiva, la violencia de género y las dinámicas de poder en general. https://bit.ly/RisingToTheChallenge2020</p> <p>#WithHer #SpotlightFinDeLaViolencia @EUPartnerships</p>	<p>https://drive.google.com/file/d/13EyY66lrD3_GB8zjnvzdztbkPgfYeHd/view?usp=sharing</p>

INSTAGRAM

CAPTIONS	VISUALS
Laws and policies	
<p>[ENGLISH]</p> <p>In 2020, many countries had to rewrite plans and strategies to respond to the COVID-19 pandemic.</p> <p>.</p> <p>@spotlightinitiative helped design 88 strategies, plans and programmes to address violence against women and girls in 19 countries.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1v42bGphHteCPcKJHQXynnGmxk0IKhuaP/view?usp=sharing</p>

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<p>Engagement with civil society organizations</p>	
<p>[ENGLISH]</p> <p>Partnering with women-led organizations is central to @spotlightinitiative's work around the world.</p> <p>.</p> <p>The Initiative delivers up to 50% of its programmatic funds through civil society organizations (CSO). To date, it has allocated \$146 million to CSOs.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1Xc1bsf1e0OBXV_cBfJIEHCYfSAjjqT/view?usp=sharing</p>
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<p>Le partenariat avec des organisations dirigées par des femmes est au cœur du travail de @spotlightinitiative dans le monde.</p> <p>.</p> <p>L'Initiative distribue jusqu'à 50 % de ses fonds destinés aux programmes par l'intermédiaire d'organisations de la société civile (OSC).</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>9Dkdsjgl2df7XL2eaS2_JJIXy_GlbLvH/view?usp=sharing</p>
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<p>[ENGLISH]</p> <p>To address the challenges of #COVID19 movement restrictions, @spotlightinitiative developed remote and mobile support services to ensure that survivors could still receive the help they need despite of the constraints caused by the pandemic.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1eO2kAEBZbKxyWyrJgh-2esQbsCcCbimJ/view?usp=sharing</p>
<p>[FRENCH]</p> <p>Pour répondre aux défis posés par les restrictions de mouvement</p>	<p>https://drive.google.com/file/d/1bWxK372W0wXfok2XNVNtwltoLT-LmzP1/view?usp=sharing</p>

<p>du #COVID19, @spotlightinitiative a développé des services d'assistance à distance pour s'assurer que les survivantes puissent toujours recevoir l'aide dont elles ont besoin malgré les contraintes causées par la pandémie.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	
<p>[SPANISH]</p> <p>En respuesta a los desafíos planteados por las restricciones de movimiento de #COVID19, @iniciativa.spotlight ha desarrollado servicios de apoyo a distancia para garantizar que los supervivientes puedan seguir recibiendo la ayuda que necesitan a pesar de las limitaciones causadas por la pandemia.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1CKto2uFyz_Cazmg7aTYuOW_UfuEm0kSs/view?usp=sharing</p>
<p>Engaging men and boys</p>	
<p>[ENGLISH]</p> <p>For prevention efforts to truly succeed, engaging men and boys is critical.</p> <p>.</p> <p>@spotlightinitiative engages both men and women in discussions around inequitable gender norms and changing negative attitudes and behaviours.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1yHbVsqcU7DO4g4GOAQOoUjTX3Oqpfw1Q/view?usp=sharing</p>
<p>[FRENCH]</p> <p>Pour que les efforts de prévention fonctionnent, il est essentiel d'impliquer les hommes et les garçons.</p> <p>.</p> <p>@spotlightinitiative engage les hommes et les femmes autour de discussions sur les normes de genre, le changement des attitudes et des comportements négatifs.</p>	<p>https://drive.google.com/file/d/1jphcKjxrq6D8IF9SH4BhxpFskzbUhUzY/view?usp=sharing</p>

<p>. #WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	
<p>[SPANISH]</p> <p>Para que los esfuerzos de prevención funcionen, es esencial involucrar a los hombres y a los niños.</p> <p>. @iniciativa.spotlight involucra a hombres y mujeres en discusiones sobre normas de género, cambio de actitudes y comportamientos negativos.</p> <p>. #WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1Y2ehQTGmcfoSYpkG-hfAn9H3orHdu2qe/view?usp=sharing</p>
Convictions of perpetrators and access to justice	
<p>[ENGLISH]</p> <p>Quality #data that is reliable is essential.</p> <p>. @spotlightinitiative works closely with governments and other institutions to better collect and use data to ensure to have the clearest picture of violence possible.</p> <p>. #WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1BX_VT1PN7gi7w5V8yF2rU0neapwmWJB6/view?usp=sharing</p>
<p>[FRENCH]</p> <p>Il est essentiel de disposer de données de qualité et fiables.</p> <p>. @spotlightinitiative travaille en étroite collaboration avec les gouvernements et d'autres institutions pour mieux collecter et utiliser les données afin de s'assurer d'avoir l'image la plus claire possible de la violence.</p> <p>. #WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations</p>	<p>https://drive.google.com/file/d/1bWy0jNnMM8YIKbwJgTXqT-t9fNLAG4oI/view?usp=sharing</p>

<p>#genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	
<p>[SPANISH]</p> <p>Es esencial disponer de datos buenos y fiables.</p> <p>.</p> <p>@iniciativa.spotlight colabora estrechamente con los gobiernos y otras instituciones para recopilar y utilizar mejor los datos y garantizar que tengamos la imagen más clara de la violencia.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1rXd0PwwkrW2xAdjpmg-su5KYwH2Hvb/view?usp=sharing</p>
Youth and changing social norms	
<p>[ENGLISH]</p> <p>Comprehensive sexuality education is essential to tackling the root causes of violence against women and girls.</p> <p>.</p> <p>Despite school closures during the pandemic, @spotlightinitiative reached nearly one million young people in 2020 with programmes addressing sexual and reproductive health and violence, as well as gender and power dynamics more broadly.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/1F2_Ka918NC0n6yRUX1rt7LC6LVkhBa5v/view?usp=sharing</p>
<p>[FRENCH]</p> <p>Une éducation sexuelle complète est essentielle pour s'attaquer aux causes profondes de la violence contre les femmes et les filles. Malgré la fermeture des écoles pendant la pandémie, @spotlightinitiative a touché près d'un million de jeunes en 2020 avec des programmes traitant de la santé et de la violence sexuelles et reproductives, ainsi que de la dynamique du genre et du pouvoir au sens large.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations</p>	<p>https://drive.google.com/file/d/17tRawRwb6DLc2AwJlsGXP3DvIaQxDaX/view?usp=sharing</p>

<p>#genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	
<p>[SPANISH]</p> <p>La educación sexual integral es esencial para abordar las causas profundas de la violencia contra las mujeres y las niñas.</p> <p>.</p> <p>A pesar del cierre de las escuelas durante la pandemia, @iniciativa.spotlight llegó a casi un millón de jóvenes en 2020 con programas que abordan la salud sexual y reproductiva, la violencia de género y las dinámicas de poder en general.</p> <p>.</p> <p>#WithHer #spotlightinitiative #spotlightendviolence #withher #unitednations #genderbasedviolence #womensrights #humanrights #strongertogether #womenandgirls #genderequality #feminism #feminist</p>	<p>https://drive.google.com/file/d/13EyY66lrD3_GB8zjnvzdztkPgfeYeHd/view?usp=sharing</p>