



### Press Release

## Third National Awareness Campaign **“Her Life Without Violence, Her Future Without Fear”** to End Violence against Women and GirlsMonday is launched under the patronage of H.E. Wafaa Bani Mostafa, Minister of Social Development

7<sup>th</sup> of April 2025 Amman

The awareness campaign **“Her Life without Violence, Her Future Without Fear”** was launched on Monday, 7<sup>th</sup> of April 2025 in Amman as a part of the three years campaign **“No Silence, No Tolerance”** for violence against women and girls (VAWG) carried out by EuroMed Feminist Initiative (EFI), Justice Centre for Legal Aid (JCLA), Children Villages SOS, Institute for Family Health (IFH), and the National Council of Family Affairs (NCFA), in the frame of the project "Improving access to gender-sensitive prevention and protection services for vulnerable communities in Jordan", funded by the European Union (EU) MADAD Trust Fund and implemented by the Spanish Agency for International Development Cooperation (AECID), with the collaboration of the United Nations Population Fund (UNFPA).

Held under the patronage of H.E. Wafaa Bani Mostafa, Minister of Social Development, the national campaign **“Her Life Without Violence - Her Future Without Fear”** is a crucial step in fostering a preventive culture against VAWG and ensuring victims can access the support they need. The campaign focuses on engaging communities and amplifying the link between prevention and services, to create a safer and more inclusive society for women and girls in Jordan.

H.E. Miguel de Lucas González, Spanish Ambassador to Jordan, emphasized Spain’s ongoing commitment to gender equality and praised the EU’s vital support in this field. “Spain is very proud to have a feminist cooperation; that means to include, not only all actions against VAWG, but the active promotion of gender equality as a cross-cutting principle in all our actions, recognizing that democracy, peace, prosperity, and social progress require the full participation of women.” he said.

Mrs. Mary Horvers, Representative of the EU Delegation to Jordan, underlined the importance of collective action in addressing violence against women and girls (VAWG), stating, "We can only tackle VAWG through joint efforts. This campaign highlights the vital need for collaboration, coordinated action and shared responsibility, to make meaningful progress."

Mr. Himyar Abdulmoghni, the representative of UNFPA in Jordan highlighted the significant efforts of the Jordanian government, in partnership with national bodies and local institutions, to develop effective mechanisms for preventing and responding to gender-based violence.

H.E. Dr. Barq Al Dmoor, Secretary General of Ministry of Social Development, speaking on behalf of H.E. Wafaa Bani Mostafa, the Minister of Social Development, highlighted Jordan’s leadership in combating VAWG in the region: "Jordan has made significant strides in addressing violence against women and girls by amending laws, expanding services, and empowering women to play an active role in the country economic development. The Ministry of Social





Development works closely with partner institutions and civil society organizations to ensure comprehensive protection and support for women."

In the presentation of the campaign, influencer Osama Al Jetawi who together with Imtiaz Al Jetawi - A Chef Cook and Dana Abu Khader – Media Person have joined the campaign, elaborated how they engaged to amplify its reach to a broader audience. He also underlined their commitment to continue this work and ensuring that vital information reaches more people, especially the younger generation and have impact in the prevention of this phenomena.

Hadeel Abu Hayyaneh - Project Manager at EuroMed Feminist Initiative, emphasized that the key messages will assure prevention as the most effective way to combat VAWG, encourage breaking the silence surrounding the issue, and promote help-seeking behaviour by highlighting available resources and the positive impact of accessing services. importance of encouraging women and girls not to remain silent and to seek support despite fears of stigma or retaliation.

During the panel discussion **"From Awareness to Action: Strengthening Protection and Prevention Mechanisms in Jordan"**, moderated by Ms. Hadeel Abdel Aziz - Executive Director of Justice Centre for Legal Aid, experts from project partner organisations and MoSD discussed the importance of enhancing cross sector cooperation to better counteract and prevent VAWG, and support victims. Ms. Hadil Al Faqih - SOS Children’s Village, Ms. Samah Marmash - Institute for Family Health (IFH), Ms. Suhad Sukari - Justice Centre for Legal Aid (JCLA), Mr. Emad Al Suhaiba - Protection and Juveniles Department, MoSD, Dr. Maha Darweesh - Doctor of Clinical Psychology shed light on challenges and opportunities and potential pathways for progress in their field. The panel featured best practices and strategies, future plans, and different perspectives, where the panellists explored the topic from various angles, and proposed solutions and recommendations. In her introduction remarks, and before welcoming the panellists, Ms. Hadeel Abdel Aziz reminded the ongoing violence on Gaza and expressed the gathering solidarity with the Gaza people. Discussing protection services and prevention, all panellists agreed that we are all becoming part of the problem if not standing by the women in need of services. Among the recommendations, participants underlined the need of further deepening cooperation and strengthening the referral system. The experts also underlined the importance of continued awareness raising and information spreading on services as protection was seen as a priority on the one hand and supports taking relevant prevention measures, on the other hand. The need for legal services was stressed, as it was pointed that reaching out to a lawyer always takes a long time for the survivors.

In her closing remarks, Boriana Jonsson, Executive Director of EuroMed Feminist Initiative, congratulated the project partners for the sustained collective efforts and collaboration in developing and implementing the three campaigns, which according to her is among the best practices in the Euro-Med region to be further shared and replicated. She reaffirmed EFI commitment to continue the fight against VAWG with focus on prevention, until a *Zero Tolerance* policy and action in the Euro-Med region ensures a life free of violence for all women and girls, on legal, social and policy levels.

The event served as a platform to unveil the campaign's messages and goal, and to further the national discussion on the need to raise awareness and change public attitudes towards VAWG. It also sought to engage communities in proactive efforts to prevent violence and raise awareness about survivor-centred services available across Jordan. It





was attended by over 100 participants, including relevant stakeholders, representatives from ministries, Members of Parliament, civil society organizations and community-based organizations, local communities, media professionals, activists, influencers, legislative representative, national institutions focusing on topics related to VAWG, decision makers, first respondents (police, social workers, judges) and academics.

To know more, contact: Hadeel Abu Hayyaneh, [hadeel.abuhayyaneh@efi-ife.org](mailto:hadeel.abuhayyaneh@efi-ife.org), tel: 00962-770707090.

EuroMed Feminist Initiative (EFI) is a policy platform that provides expertise in the field of equality between women and men as inseparable from democracy building and citizenship, for political solutions to all conflicts, and for the right of peoples to self-determination.

