



EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
Initiative Féministe EuroMed



Press Release

September 2019
Ramallah, Palestine

Launching of the Media Campaign on Zero Tolerance for Violence Against Women and Girls

On 15 September 2019, the Palestinian Working Woman Society for Development, the Union of Palestinian Women's Action Committee and EuroMed Feminist Initiative in consortium with 7 women's rights organizations launched a **Media Campaign on Zero Tolerance for Violence Against Women and Girls (VAWG)** in Algeria, Egypt, Jordan, Palestine, Lebanon, Tunisia and Morocco. It is part of the broader Regional Campaign on Combating Violence Against Women and Girls in the Southern Mediterranean Region funded by the EU. The Regional Campaign engages the society in preventing violence against women and girls, and in fostering societal and legal change.

The Media Campaign helps getting violence out of the private sphere and support changing of public attitudes. It encourages people to share their stories of violence by using the hashtag "Shu Ostik / Shu Ostak" which is Arabic for both women and men, meaning "What's your story? /What's your problem?". The hashtag invites women to share their stories of violence online, while engaging men to demand an end to this injustice and shift the blame from victim to perpetrator. It also provides women with a safe platform to have access to information on existing services.

The Campaign captures shared challenges in the region. However, it also addresses national priorities in combatting violence against women and is therefore simultaneously launched on both regional and national level. The Media Campaign comprises billboards, films, a website, radio spots, TV coverage and interviews along with social media coverage in seven countries. In Palestine, Faraj Suleiman, Walaa Abu Shalbalk, Ameen Saeb, Dalia Masri, Dina Azouni, Mona Samara, Hadeel Qasem, Mohamed Mustafa and Yafa Rahim have joined the campaign in order to contribute to the public debate.

The Campaign also addresses gender biases in education and gender stereotypes in schools. Particular attention is paid on tackling discriminative legislation, dissemination of information on existing services for victims, offering training programs for relevant authorities (judiciary, police, health, social services) to enhance institutional knowledge and skills of first responders.

Click [here](#) to read the Brief of the Regional Campaign launching conference in Amman, [here](#) to read the Brief of the Regional Expert Roundtable on combating discrimination against women and girls in legislation, and [here](#) to read the Brief of the Regional Expert Roundtable on promoting gender equality through education and. Click [here](#), [here](#), and [here](#) for photo-albums of all events.

The Palestinian Working Woman Society for Development (PWWSD), established in 1981, is a Palestinian women's, mass, developmental, learning human rights organization that contributes to developing the feminist struggle within national, social, and developmental dimensions. The organization believes that liberating women is connected directly with ending the occupation and establishing a full Palestinian democratic sovereign civil state. PWWSD is a reference for women and all those individuals or institutions interested in women's issues. PWWSD is active all over West Bank and Gaza Strip and an active member



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in several local, regional, and global networks and coalitions, such as the Palestinian NGO Network, the Arab Women Network (Aisha), the International Union for Workers Education.

The Union of Palestinian Women's Action Committees is a feminist, democratic, public and political framework that fights for the national rights of the Palestinian people to independence, return and the right of selfdetermination and for women's economic, social and political rights on the basis of equality. It was established in 1978 and has a wide base and branches in the West-Bank and the Gaza Strip.

Click [here](#) to read the statement on the launching of the regional campaign on Zero Tolerance for Violence Against Women and Girls, [here](#) to view the photo album and [here](#) to watch the Press Conference.

Website: <https://www.pwwsd.org/>

Facebook: <https://www.facebook.com/pwwsd/>

Twitter: <https://twitter.com/pwwsd?lang=en>

Instagram: <https://www.instagram.com/pwwsd.women.rights/?hl=en>

EuroMed Feminist Initiative is a policy network that encompasses women's rights organizations from the two shores of the Mediterranean. It provides expertise in the area of gender equality and women's rights as inseparable from democracy and citizenship, and advocates for political solutions to all conflicts, and for the right of peoples to self-determination.

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