



Press Release

Local dialogue in Irbid, Jordan on ending violence against women and girls, took place in the frame of the third national campaign “Her Life Without Violence, Her Future Without Fear”

14ht April 2025, Irbid

A local dialogue on combating violence against women and girls (VAWG) was held on Monday, 14th April 2025, in Irbid, Jordan. It took place in the frame of the third awareness campaign “*Her Life Without Violence, Her Future Without Fear*” which is a part of the three years national campaign “*No Silence, No Tolerance*” 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), Information and Research Center - King Hussein Foundation (IRC-KHF), Tafila Women's Society (TWCS), Arab Women's Association (AWO), and Family Guidance Awareness Center (FGAC) in the framework of the project “**Improving Access to Comprehensive Gender-based Violence Services 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).

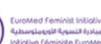
The local dialogue, organised by the EuroMed Feminist Initiative (EFI), aimed to create open and inclusive space for community members and leaders, service providers, and civil society to come together and engage in meaningful discussions on preventing violence and promoting survivor-centered services across Jordan. It served as a platform to foster proactive community efforts and raise awareness about the availability of essential services for survivors of gender-based violence as one of the means to prevent violence against women and girls.

Throughout the session, participants emphasized the critical role of community support and the importance of involving men in disseminating accurate information and actively participating in spreading awareness and combating VAWG. The dialogue promoted the key messages of the campaign, linked to the accessibility of services, the need to challenge harmful norms and misconceptions, and the value of working collectively to foster a safe and supportive community environment.

By encouraging open conversation, the dialogue also focused on empowering survivors to feel safe in seeking help, debunking persistent myths and stereotypes, and reinforcing the importance of prevention. Ultimately, the session reaffirmed that community engagement is a vital driver of change—one that protects survivors and contributes to building a more informed, resilient, and equitable society.

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The event opened with remarks from Ms. Hadeel Abu Hayyaneh – EuroMed Feminist Initiative, Mr. Ioseba Amatriain Losa – Project Manager, Spanish Cooperation Office in Jordan, Ms. Ola Al-Tibawi – Representative of the EU Delegation to Jordan, Dr. Hiba Al-Khasawneh – Director of Public Relations and Media, Bani Obaid Municipality, and Ms. Laila Nafaa - Director, Arab Women Organisation.

Ms. Rouba Emad, EuroMed Feminist Initiative, presented in the first session an overview of the third national awareness campaign *“Her Life Without Violence, Her Future Without Fear”* and shared the key awareness messages, of which 20 based on real testimonials from service beneficiaries and 10 designed to reinforce prevention actions. In addition to printed brochures disseminated in six governorates, and SMS outreach to 500,000 recipients, billboard placements, and influencer-led videos to engage youth audiences, community dialogues are organised in Irbid, Karak, and Zarqa, along with scheduled media appearances, further extending the campaign’s reach and public engagement.

The session was followed by a keynote presentation titled *“Understanding and Preventing VAWG: The Role of Media”* by Ms. Rana Al Hussein, a renowned journalist and human rights advocate. Al Hussein highlighted the responsibility of media outlets to challenge stigma, shift harmful social narratives, and promote informed, survivor-centered reporting that contributes to long-term cultural change.

The panel discussion brought together experts and practitioners who addressed both the opportunities and challenges in bridging the gap between prevention efforts and access to services. The panel featured Mr. Maan Al Duhon from the Arab Women Organisation (AWO), who highlighted the organisation’s ongoing work in preventing gender-based violence and developing practical tools to support survivors. He noted that artificial intelligence is increasingly present in vital sectors such as education and healthcare, and that it can be used to create tailored, effective tools that enhance awareness and contribute to real change in individual cases. He emphasized the importance of sustained community engagement and policy advocacy to ensure that protective frameworks are not only in place but also accessible to all. His insights reflected the critical role that civil society organisations play in bridging the gap between policy and practice on the ground.

Joining the panel was Ms. Ola Obeidat, a well-known media personality and Director of the Irbid office at Petra News Agency. Reflecting on her experience in journalism, she emphasized the media’s critical role in reshaping public discourse around violence against women and girls. She highlighted the unique power of local media in building trust and delivering accurate information to communities. A direct message was addressed to the heads of local associations, underscoring the significance of their presence and engagement: *“Each of you is responsible for dozens of women. Your voice is your responsibility to deliver the campaign’s message and purpose.”*

The panel emphasized the importance of debunking harmful myths and stereotypes, empowering survivors, and the crucial role of local communities and the media in fostering a protective environment for women and girls. Discussions also affirmed that prevention messaging and access to services must go hand-in-hand to create a lasting, sustainable impact.

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About EuroMed Feminist Initiative (EFI):

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

