ABBREVIATIONS

CSO  Civil Society Organisation
GBV  Gender-Based Violence
LGBTIQ  Lesbian, Gay, Bisexual, Transgender, Intersex and Queer
WRO  Women’s Rights Organisation
VAWG  Violence Against Women and Girls
FGD  Focus Group Discussion

COVER PHOTO Activist from Parece Normal Pero Es Violencia Campaign (Colombia), activist from Evoluciona Campaign (Cuba) and activist from Enough Excuses Campaign (Liberia).

ALL PHOTOS IN THIS REPORT ARE OF ACTIVISTS AND ACTIVITIES LINKED TO THE CAMPAIGN.

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The worldwide Enough Campaign aims to end violence against women and girls (VAWG) + gender-based violence (GBV) by challenging and changing the harmful social norms that contribute to abuse.
INTRODUCTION

Covering the first three years of the campaign, the purpose of this report is to:

Document and assess progress and results based on the campaign’s Theory of Change

November 2016
Identify learnings from the experience of the campaign to date
### Countrywide Reach

34 countries are involved in the campaign, of which—

- **Campaign Launch:** 24 countries
  - Bolivia
  - Dominican Republic
  - India
  - Cuba
  - Liberia
  - Benin
  - Mozambique
  - China
  - Nepal
  - Russia
  - Papua New Guinea
  - Solomon Islands
  - Sri Lanka
  - Colombia
  - Malawi
  - Zambia
  - South Africa
  - Zimbabwe
  - Morocco
  - Thailand
  - Indonesia
  - Pakistan
  - Guatemala
  - Nicaragua

- **Qualitative Data:** 13 countries form the primary base of qualitative data
  - •

- **Process Indicators:**
  - •
  - •
  - •
  - •

- **In-Person Studies:**
  - •

Oxfam country teams and partners decide to join the campaign— in principle any country can join the campaign. 10 countries are currently developing campaigns.

CASE STUDIES INCLUDED
- 20 in-depth interviews with staff
- 10 in-depth interviews with partners
- 2 external subject matter specialists
- 147 people in 11 focus group discussions with activists / change agents

Young activists part of the Chega! Campaign in Mozambique
METHODOLOGY

The findings are primarily based on qualitative data gathered from 13 of the 34 countries involved in the campaign. Ten countries were selected by the worldwide team to represent a diversity of regions, campaign approaches, and stages of advancement. Virtual semi-structured interviews conducted with staff and partner organizations of these ten countries provided information mainly on process indicators such as partnerships, participation, activities and reach. In-person case studies were conducted in three countries (Bolivia, Dominican Republic, and India) to gather information on process indicators as well as evidence of change (impact indicators) within reference groups and communities.1 The case studies included in-depth interviews with staff (20), partners (10), external subject matter specialists (2) and focus group discussions with activists/change agents (147 people in 11 focus group discussions). Interviews were also conducted with the worldwide and regional campaign leads and the Enough Campaign Assembly, which is the decision-making body of the campaign together with the global team, have provided feedback in order to ensure accuracy and to validate findings.
The campaign’s Theory of Change is based on evidence that social norm change is possible when approached through holistic, long-term, and multi-level gender transformative practice, and that people have the power to drive that change.

The Enough Campaign focuses primarily on two domains of change: communities (Objective 1) and institutions (Objective 3).

The Enough Campaign is strongly anchored in local contexts, with national campaigns developed jointly by Oxfam country teams and national women’s rights organizations and feminist movement actors. Country teams and their partners design tailor-made campaigns that are relevant for their context, choosing the issues to be addressed, exact target groups, and most appropriate strategies. National campaigns develop their own unique and context-specific branding.

The Enough Campaign focuses primarily on two domains of change: communities (Objective 1) and institutions (Objective 3).

These domains are interdependent and both are vital to ending VAWG / GBV, but they require different approaches to campaigning. National, regional and global policy and legislative changes can encourage shifts in social norms, however, at the local level, transformations in social norms can build grassroots momentum for policy and practice reform at the institutional level. The drivers of social norm change are key change agents that have considerable influence in social, community and political spheres, and can be better empowered to both challenge negative norms and promote new positive norms.

The campaign also recognizes the pivotal role of women’s rights organizations and feminist movements in leading social norm and legal change in their settings, and so the campaign explicitly works to collaborate, support and add value to these actors’ work (Objective 2).

Given that social norms are deeply rooted in social groups and cultures, campaigning at the national and community level is the primary focus of the campaign. The Enough Campaign is strongly anchored in local contexts, with national campaigns developed jointly by Oxfam country teams and national women’s rights organizations and feminist movement actors. Country teams and their partners design tailor-made campaigns that are relevant for their context, choosing the issues to be addressed, exact target groups, and most appropriate strategies. National campaigns develop their own unique and context-specific branding.
**DOMAINS**

**COMMUNITIES**
Strengthened community base of people promoting social norm change.

**WOMEN’S RIGHTS ORGANISATIONS**
Strengthened support to WROs: they are leading social norm change in their settings.

**INSTITUTIONS**
Strengthened institutional policy and practice to end VAWG / GBV.

**OBJECTIVES**

EARLY *Awareness Raising / Partnership Building* awareness of the problem of VAWG / GBV and forming collaborative and strategic partnerships to work on the campaign.

INTERMEDIATE *Educating / Capacity and Leadership Building for Social Norm Change* particularly understanding the relationship between social norms and VAWG / GBV; and ways of changing social norms.

LONG-TERM *Mobilizing / Taking Action* support WROs, influencers, change agents, community members, duty bearers, and others to mobilize and take action to change negative social norms to positive ones that support gender equality and end VAWG / GBV.
TACTICS AND ACTIVITIES

All of the campaigns utilized a combination of:

1. Large-scale communications campaigns and public events
2. Working with individuals and groups of people who have the potential to be change agents in their settings. Although delivered in very different settings, there are some common tactics and activities used across the campaign countries.

ART EXHIBITIONS AND STREET ART
Innovative Street Art in Solomon Islands—The Side by Side campaign organised a street art competition, #WomensWall, that aimed to raise the visibility of women figures from the Solomon Islands who have made notable achievements. The innovative artwork shared the key campaign messages that women in the Solomon Islands can be power holders in society and that they have a right to stand side by side with men as equals. The #WomensWall featured the Solomon Islands’ first female pilot, first engineer, a young woman musician from the Solomon Islands and a local artist.

FILM FESTIVALS AND FILM APPRECIATION SESSIONS
Critiquing the attitudes and norms presented in a film - Despite improvements, women in mainstream Bollywood films continue to be objectified and depicted as sexual stereotypes. To increase public awareness of gender bias and stereotypes in film, Oxfam India has awarded prizes for the ‘Best Film on Gender Equality’ in partnership with Motion Academy of Moving Images (MAMI) in the Mumbai Film Festival, the largest in India, for several years (2016-2018).

TRAINING AND CAPACITY-BUILDING OF CHANGE AGENTS

PUBLIC SOCIAL EXPERIMENTS
A social experiment is a kind of psychological or sociological exercise for testing people’s reactions to certain situations or events. In the campaign, it was usually actors performing a scene in public and then facilitating a discussion with viewers about their reactions to the scene.
SPORTS EVENTS
Sports in Morocco - In November 2017, the BARAKA campaign worked with its partners to organize a day that included mixed football matches with Larache’s girl players and their female coach as a way to breakdown gender stereotypes. The match set a precedent about normalizing spaces for girls and boys to play together. According to partner organization, Mhashas, girls continue to play regularly at the sports field with boys, reinforcing the idea that football is a game for all genders.

MEMES AND MEME COMPETITIONS
Memes in Bolivia – In November, 2017, the ACTÚA campaign ran a meme contest on the theme – ‘El Control es ridículo’ (‘Control is ludicrous’). In less than two weeks, the contest received 134 memes. These were posted on the Facebook page and then the community voted on the best ones. The contest generated nearly 20,000 reactions and 400 shares, and reached over 77,800 people, with no paid promotion. There was a phenomenal interaction rate of 25% to the meme contest. The audience not only viewed and shared the memes, but, most importantly, the memes stimulated discussion regarding the social norms that justify violence.

COMEDY
including the creation of new songs and music videos. Pussy True Color’s video ‘The most powerful weapon’ creatively and humorously discusses and challenges discrimination women experience in daily life, China.

SOCIAL EXPERIMENTS
Social experiments are filmed and shared online – Through the Vidimo-Nevidimo campaign’s social media accounts, the campaign in Russia has reached out to more than 25,000 people. More than 1.4 million actions were taken during an online marathon to challenge gender stereotypes during the 16 Days of Activism in 2019. People recorded and shared actions online that broke down traditional gender stereotypes, like men doing housework or wearing make-up, and women working in construction or being the pursuer in a potential romantic relationship.
OVERVIEW OF KEY RESULTS AND LEARNINGS

Early Outcomes

1. Development of partnerships for action
2. Widespread increased awareness of the issues of VAWG / GBV and social norms.

Partnerships with civil society organizations (CSOs) and youth organizations have been initiated and developed based on the campaign’s target group. For example, China’s Enough campaign partnered with 35 CSOs that had a presence and legitimacy in the particular target communities; Bolivia’s ACTUA campaign partnered with 15 young people’s organizations that had a variety of links into the target population, through theatre, arts, sports, LGBTIQ rights activism, sexual and reproductive health activism and rights, and music; and Liberia’s Enough Excuses campaign partnered with several CSOs that had extensive outreach programs with the youth in the urban and rural communities where they wanted to focus. Often these were new alliances and relationships and resulted in the ability to reach large new audiences to raise awareness on VAWG / GBV.

Communities

Strengthened community base of people promoting social norm change

Activists from Reseteate campaign in the Dominican Republic
General awareness raising included extensive communications and education campaigns:

**BENIN** The Ça Suffit campaign organised 15,000 young people to participate in dialogue and learning sessions, resulting in increased awareness on VAWG / GBV from 59% pre-test to 80% post-test.

**LIBERIA** In the first year of the Enough Excuses campaign (2019), over 900 women received awareness training about sexual GBV and tendencies for survivor-blaming.

**INDIA** In just five months after the Bano Nayi Soch campaign launch in 2016, more than 3.5 million people from 385 villages in 33 districts in 5 states were exposed to campaign messages. Online activities and in-person village, district and state-level events resulted in 1.27 million pledges and actions being taken by women and men on social media.

**INTERMEDIATE OUTCOMES**

The focus is on building the capacity and leadership of change agents to mobilize their reference groups and communities for social norm change. In this campaign, change agents are people who have the ability to influence social norms; to be “norm-setters,” within their reference groups. These are people such as natural leaders, role models, celebrities, artists and social media influencers. Country campaigns focused on capacity-building for individuals, collectives, and key influencers within the community base to enable them to detect negative social norms that perpetuate VAWG / GBV, to identify alternative positive social norms, and to understand what works to mobilize social norm change in their settings.

**INDIA** Bano Nayi Soch campaign trained 276 gender champions in five states in weekly meetings.

**PAPUA NEW GUINEA (PNG)** Inap Nau! campaign’s six community-based partner organizations worked in 36 villages with approximately 700 people in weekly awareness and learning sessions.

**BOLIVIA** ACTÚA campaign trained 30 young people in a three-year process as participatory action-researchers and produced three publications of their findings and content for mobilizing.

▲ From India’s ‘Bano Nayi Soch campaign’
▲ Young activists holding the ACTÚA campaign’s participatory action research reports, Bolivia

**Reference groups** are the social groups or networks important to an individual when they are making a particular decision about their behaviour. Reference groups shift depending on the social norm in question, and individuals will be influenced by multiple reference groups, across different beliefs and behaviours over time.
LONG-TERM OUTCOMES
Mobilizing for Social Norm Change

Most country campaigns are in the stage of community-based mobilization for social norm change. All of the countries are utilizing a mix of public, collective, and individual communications and diffusion strategies based on the best-practice evidence which suggests that new ideas are spread and accepted by a combination of:

1. Regular exposure in the media (traditional and social),
2. Reinforcement by religious, political or community leaders,
3. Observing attitude and behaviour change of members within one’s reference group.

The partners and focus group participants highlighted that the campaign opened spaces for dialogue about social norms and VAWG / GBV. In many cases, these were brand new conversations within the reference group, community or national context. The spaces were virtual, such as social media platforms, as well as physical spaces, such as young people’s groups, classrooms, institutions, organizations, and public activities and events. More than half of the countries that have launched have created their own campaign social media accounts that spark and nurture conversations online and / or move discussions to in-person activities.
CUBA The Evoluciona campaign’s social media strategy is the first of its kind in the country and has been the primary space for dialogue on ending GBV. It has 6000 followers on Facebook and reaches an average of 100,000 views per month, and about 50,000 shares and comments. As social media advertising in Cuba is restricted, all engagement is organic.

THE FIRST NATIONAL DIALOGUE
Evoluciona has had a high profile in the media. It is the principal space at the national level on this sensitive topic. This is the first time that there is a public platform on this topic, an online campaign. It has been able to build considerable reach in almost the whole country, not just with those already convinced, but with new audiences. It is used as a space for denouncements. It has had a high impact. People seek out the campaign as a reference on this topic.

PARTNER INTERVIEW, CUBA
RUSSIA By mid-2019, the Vidimo-Nevidimo campaign has had impressive reach, stimulating dialogue across the country including: 600,000 views of the documentary film produced to challenge gender norms, over 14,000 subscribers on Instagram, and presentations at more than 10 Russian festivals and events, including 3,000 people in St. Petersburg.

SRI LANKA The Not On My Bus campaign’s online activities include a Facebook page with frequent posts of graphics, videos, and memes. The campaign Facebook page has over 2700 likes, and consistently engages an online audience in three languages - English, Tamil and Sinhala. The page is a platform for discussion on the importance of bystander intervention. The highest reaching post was viewed by 145,000 people. Encouragingly, 35% of the likes on Facebook have been from men. Through work online and on-ground, the campaign has reached more than 250,000 people through digital screenings, public activation, and print media coverage and around 300 people through research workshops and direct engagements in five cities.

I learned about GBV and tried to talk to other young men about it. At this age, they mostly just want to play games and do sports. At first, they were not interested, but gradually there was growing interest. I convinced them that discussing these issues was important.

MALE, 18 YEARS OLD, FGD, RURAL INDIA

▲ An event from the Not On My Bus campaign in Sri Lanka
SHAPING THE TERMS OF DIALOGUE

Many country teams, partners and focus group participants credited the Enough Campaign with shifting the discussion of VAWG / GBV in their settings from legislation, justice systems, and survivor services, to a wider discussion of the social norms contributing to VAWG / GBV and gender inequality. While the Enough Campaign may not be the only actor working to shift the debate to social root causes, the Enough Campaign is certainly viewed as the key catalyst for this shift by the partner organizations in this review. VAWG / GBV has also become a topic for young people, where previously it was viewed as a concern for adults.

Taking an intersectional approach

BOLIVIA Young researcher-activists researched and published material discussing GBV against LGBTIQ people and violence in LGBTIQ relationships.

INDIA Ethnicity, caste, religion, and diverse sexual identities were integrated into the campaign. In the rural communities, change agents worked to overcome multiple discriminations, including against Dalit communities. In the urban settings, change agents addressed sexuality, social norms and VAWG / GBV.

CHINA 35 Communities organize public events to celebrate May 17th, International Day Against Homophobia, Transphobia and Biphobia.
There is evidence that significant shifts have occurred at the individual and family/relationship (interpersonal) levels for the change agents participating in the capacity-building processes. In the focus group discussions in Bolivia, Dominican Republic, and India, all the participants indicated that the first arena of change had occurred in themselves through learning, reflection, and discussion. This type of individual change weakens the existing norms within the reference group as the first members begin to shift to new perspectives.5

This was followed by an impact on their immediate circle of family and friends as they shared what they were learning and challenged the daily habits, attitudes, behaviours and assumptions. Using a socio-ecological model view, individual changes influence the immediate circle of people around that person, such as their extended family, friends, classmates, and co-workers. The case study change agents in Bolivia, Dominican Republic and India highlighted these interpersonal changes, in such things as more equitable division of domestic chores in the home, reduction of harassment of women on the street by their friends, increased involvement of girls in their arranged marriages, less controlling behaviour accepted by young women from their boyfriends, and a willingness to intervene in cases of VAWG/GBV.

Unlike the urban campaigns which largely focus on young people, the campaigns in rural areas utilize a community-mobilization approach which simultaneously engages multiple stakeholders, such as community men and women, youth, religious leaders, police, teachers, and political leaders.6 Based on the focus group discussions in India and reports from partner organizations in Papua New Guinea, Nepal, and China, there are signs of social norm change.
EVIDENCE OF SOCIAL NORM CHANGE

There are some indications that campaign activities are having an impact. Using the socio-ecological model as a framework, impacts at various levels can be detected based on external evaluations, observation of key indicator shifts by staff and partners, statements by young people in the focus group discussions about perceived changes in their reference groups and other anecdotal evidence.

CHINA Women are demanding to be referred to by their own names, rather than in relation to their husband or children.

NEPAL The Atti Bho campaign has been slowly shifting community norms which restrict women to the domestic sphere. As older women with authority over younger women in their households have increased understanding of the importance of education and now support young women to engage in formal and informal learning activities outside the home.

MOZAMBIQUE Following the Chega campaign in Mozambique, more young women are denouncing sexual assault and violence as men’s right to women’s bodies is challenged, communities and families reject this behaviour, and change agents push justice and legal systems to respond. In a country in which about 60% of women survivors do not denounce assaults, this is changing in Nampula province as a result of the influence of campaign. In the first half of 2019, 58 cases of sexual violence were reported; twice the number as last year.

INDIA More young people, mothers, and community leaders are refusing to allow child / early marriage in their village; young women are demanding a say in their arranged marriages; and young men role models are participating in domestic chores.

BOLIVIA Young people in focus group discussions reported that it was becoming increasingly unacceptable within their reference groups for boyfriends to control the cell phones, friendships, activities, and clothing of their girlfriends. In total, 310 young people (229 female, 81 male) developed 103 activities to socialize the prevention messages and encourage young people to discuss: (i) what attitudes naturalize violence, (ii) how they can be changed, and (iii) what young people can do in their day-to-day lives to help that change to take place.

During the year 2018-19, they did 44 activities involving 5,400 young people, while in the total lifecycle of the project more than 13,000 young people from three cities took part in violence-prevention activities.

DOMINICAN REPUBLIC Following the activities of the Resetéate campaign, students on the national university campus report a growing attitude of intolerance towards harassment on campus and a reduction in harassment of women and LGBTIQ students.

REFERENCE GROUPS

There is evidence of shifts in reference group social norms according to the change agents involved in the campaign. Social norms change as more and more members of a reference group think and act in different ways, until new shared beliefs are accepted within the reference groups, and previously accepted norms and behaviours are rejected or sanctioned.

EVIDENCE OF CHANGE

There are some indications that campaign activities are having an impact. Using the socio-ecological model as a framework, impacts at various levels can be detected based on external evaluations, observation of key indicator shifts by staff and partners, statements by young people in the focus group discussions about perceived changes in their reference groups and other anecdotal evidence.
A Community Mobilization Approach in Rural Communities

Country campaigns found that the best strategy in rural communities was a holistic community mobilization approach that engaged multiple sectors that included young people, adults, and community leaders. In close-knit communities, all key actors need to be involved for there to be norm shifts.

Integrating Depth and Breadth

A close integration of social media reach with deeper processes of individual and collective learning, reflection, and action are necessary for mobilization on social norm change. The social media campaign in Bolivia reached millions of viewers and shares with some of its most popular posts. On the other hand, an intensive three-year Participatory Action Research process empowered 30 young people to become critical thinkers and social norm influencers. To strengthen integration of the two components, the change agents began to take more leadership for online activities, including interacting with followers and viewers, and public activities were linked to the online posts.

LEARNINGS

Engaging Young People in Urban Settings

About 70% of the campaigns focused on engaging urban young people between the ages of 15 to 30 years. This is the demographic group with the most potential to break the generational reproduction of gendered norm patterns. The campaign has found a combination of online and offline activities and ensuring young people’s leadership is essential in meaningfully engaging this group. Experiences in the campaign show evidence that work with urban young people can have ripple effects to other age demographics, rural areas, and policy makers and duty-bearers.

Leadership of Young People

We felt like the campaign was made for us; it was made by us. We produced and shared the messages, books, tools, etc. that were created by us for young people.

Young Woman in FGD in Bolivia
Campaign Ownership with Young People

In the focus group discussions, in Bolivia and Dominican Republic, the participants highlighted that part of the draw for their activism and for their reference group engagement was that the campaign was created by “young people for young people.” It was not a pre-packaged campaign rolled-out by a government institution or an international organization, rather they felt ownership and commitment to the cause because the messages, content, and mediums were created by them and addressed topics of interest to them.

Addressing the multiple and complex drivers of VAWG / GBV

The Papua New Guinea Inap Nau! campaign is addressing the indirect norm that tolerates the use of violence to solve problems or enforce appropriate behaviour. That is, the campaign is not always addressing a social norm related to gender power inequalities, but also the norm that violence is normal and acceptable within families and in the community as a way to settle disputes.

Strategic multi-sectoral engagement

The Sri Lanka campaign ‘Not On My Bus’ intentionally chose to focus on a topic (sexual harassment on public transportation) that they thought would generate the most interest from the broadest audience. This is not necessarily the most harmful form of VAWG in the country, but it is the one that the greatest number of people will have contact with, either through experience, observation or hearing about it from friends and family. It is also a topic that may be of concern to private sector actors, such as the manufacturing businesses that hire young women, and governments responsible for public transportation services.

Young activists part of the ACTÚA campaign in Bolivia
women’s rights organizations

Strengthened support to WROs: they are leading social norm change in their settings

A core principle of the Enough Campaign is the importance of partnerships and co-creation with women’s rights organizations (WROs) and civil society organizations (CSOs). Of the more than 185 partner organizations worldwide, 50% are CSOs and about 30% are WROs (Figure 3). The remaining 20% of partners are a variety of research and educational institutions, artist and communications collectives, government entities, and the private sector actors. About 10% of these organizations are second-level entities: that is, they are associations of multiple CSOs. Some of these organizations have massive reach through their partner organizations. For example, Benin’s eight CSO partners have a combined reach of 50,000 young people throughout the country.
WROs partnerships were based on existing relationships, alignment of principles and objectives, and on strategically identified skills or connections. For example, Cuba partnered with the National Federation of Cuban Women in order to have reach and legitimacy; Sri Lanka partnered with a private sector organization of women in transport to strengthen links into the public transportation system; Russia partnered with young feminist “creatives” who had the ability to create engaging content and had an existing access to the target audience.

Discussing harmful social norms in a patriarchal society can be challenging but with the Campaign we’ve built self-confidence and now have the capacity to lead open discussions and to advocate for a change from harmful social norm to positive ones.

PARTNER ORGANIZATION, LIBERIA

“… Activist from No Excuse For Abuse campaign in Liberia

Valentine’s Day image by Noha Habieb
Being fully involved in the Enough Excuses Campaign has built our skills in several ways. For example: our skills in campaign planning and messages development have increased. We now know how to structure strategic messages to target a specific group of people, by engaging with partners from in and around West Africa. We now understand the power dynamics of masculinity and using new approaches by using the positive messages. Example instead of “Stop rape or you will go to Jail,” now we say “Sex is sweet if two people of consent age agree to do it.”

PARTNER, LIBERIA

There have been extensive processes of national capacity building as part of the Enough Campaign, however, Oxfam has not been the sole facilitator in this campaign, rather it has been an on-going process of iterative learning, knowledge exchange, and experimentation among all stakeholders and actors. Some examples:

LIBERIA Two WROs are working closely on the Enough Excuses campaign and have built their skills for social media campaigning, and now integrating content on VAWG / GBV into their programming on sexual and reproductive health and rights with young people.

CHINA About 59 leaders from 35 community-based organizations (CSOs and WROs) have completed the one-year Enough community facilitators’ training programme and continue to make changes in their communities and are now undertaking three or four community initiatives in their settings. The CSOs and WROs have advanced significantly in terms of knowledge, skills, and depth of gender analysis.
LONG-TERM OUTCOMES
WROs lead Social Norm Change

In all the country campaigns, the women’s rights organizations were co-creating and co-leading the campaigns with the support of Oxfam, through technical assistance, financial resources, linkages, trainings, and facilitating access to regional and international spaces.

NEW FEMINIST LEADERSHIP

One of the primary achievements of the campaign so far is beginning to create the feminist movement of the future, changing the mindset of young people. The traditional feminist leaders were challenged on how to get the young people involved. But with this campaign, the young people stepped up. Well-known and respected feminist leaders are stepping back, and supporting young people to be spokespersons in the media.

OXFAM STAFF MEMBER, DOMINICAN REPUBLIC
The third domain identified in the Theory of Change is institutional change, particularly the implementation of laws and policies to end and prevent VAWG / GBV, as well as advocating for a more survivor-centred justice system. All countries interviewed are directly or indirectly supporting institutional change.

In the urban-focused campaigns, social change within the population complements and supports the existing laws and policies. For example, Bolivia, Dominican Republic, Sri Lanka, and Liberia are partnering with education, municipal, transport, and women’s government ministries to improve policy and practice. In the rural community-based campaigns, duty bearers, particularly local community political leaders, are pressured and supported to enforce the legislation that exists to promote gender equality and end VAWG. For example, Benin, India, Nepal, and Papua New Guinea, involve community political leaders in awareness-building processes, and then work with them to improve implementation within their communities.

**BENIN** In smaller rural communities, the traditional village chiefs, the elected community leaders, and the religious leaders (90% of whom are male) are critical to have as allies. Christian, Animist, and Muslim religious leaders do not have much opportunity for interaction. The campaign organizes “kitchen assemblies,” informal gatherings which provide a welcome space for dialogue and potentially concerted efforts to address VAWG.

**MOZAMBIQUE** The Chega! campaign supports reporting and justice for women who have experienced sexual violence, and then works with traditional and digital news media to ensure that there is public awareness and pressure on government to enforce legislation related to sexual violence. The two WROs alone have supported nearly 100 girls and women to denounce cases of sexual violence to the authorities. They have collaborated with five government departments as part of the multi-sectoral effort to combat violence. The campaign has also worked with the mainstream media to increase reporting of cases of sexual violence. In 1.5 years, they have had 38 interviews, references, and news items on 8 different radio stations, television stations and newspapers.

**institutions**

Strengthened support to WROs: they are leading social norm change in their settings
CHALLENGING AND CHANGING HARMFUL SOCIAL NORMS CONTRIBUTING TO VAWG

Activist from Side By Side campaign in Solomon Islands
KEY ACTIVITIES FROM THE REGIONAL AND WORLDWIDE CAMPAIGN

2016

LAUNCH OF WORLDWIDE ENOUGH CAMPAIGN IN THE 16 DAYS OF ACTIVISM Nov-Dec

SUPPORTING THE INTERNATIONAL WOMEN'S STRIKE FOR INTERNATIONAL WOMEN'S DAY March

16 DAYS OF ACTIVISM Nov-Dec

17

VALENTINE'S DAY February

LAUNCH OF 'BREAKING THE MOULD' July

TRANSFORMING THE NORMAL CONVENING ASIA October

18

CHINA CONVENING November

WEST AFRICA YOUTH FORUM November

AFRICA YOUNG DIGITAL ACTIVIST FEMINIST CONVENING October

L.A.C. YOUTH BOOTCAMP August

FEMINIST LEARNING CIRCLES WITH TAKE BACK THE TECH September

19

#SAYENOUGH CYpher FOR THE 16 DAYS OF ACTIVISM Nov-Dec
REGIONAL AND WORLDWIDE CAMPAIGN: MAIN OUTCOMES

The Enough Campaign is a “bottom-up” campaign, in that the regional and worldwide initiatives build on and add-value to national work.

Worldwide campaigning in the community domain has primarily focused on:

1. Social media and communications campaigns
2. Regional capacity-building for young community-based change agents.

Social Media and Communications Campaign
From 2016 until 2018, the worldwide campaign moments of the Enough Campaign focused on amplifying the country-level content and activities, particularly around Valentine’s Day (Feb 14), International Women’s Day (Mar 8), and 16 Days of Activism (Nov 25 - Dec 10).

By 2019, a new strategy was piloted for the worldwide social media and communications campaigns. Since the majority of country campaigns focused on engaging young people, two worldwide spikes with a mix of branded and unbranded content were created by and for young people: Valentine’s Day (2019) and 16 Days of Activism (2019).
16 DAYS OF ACTIVISM SPIKE

The 16 Days of Activism 2019 was a global cypher with 30 poets and musicians from 12 countries in Africa, Asia, and Latin America and the Caribbean contributing 12 original videos. The reach was immense.

Valentine’s Day

The 2019 Valentine’s Day spike aimed to spark positive conversations among young people with messages of empowerment, gender equality, respectful relationships, diversity in love, and self-love. Eight feminist artists with large followings on Instagram and VICE Asia partnered, creating and sharing artwork for Valentine’s Day. The artwork received almost 23,000 likes and over 226 comments on Instagram.

Learnings

Young feminist artist collaborations for effective Worldwide Spikes

Rather than amplifying national materials, the most effective worldwide campaign moments were the result of partnering in an unbranded way with actors and influencers who have audiences and generate new global content for the worldwide social media environment, as happened with the artist-created Valentine’s Day cards, February 2019; and the #SayEnoughCypher for the 16 Days of Activism 2019.

Rebeca Lane - feminist rapper who took part in the #SayEnoughCypher
The Latin America and Caribbean regional campaign (BASTA) undertook formative research in 8 countries to understand the social norms and belief systems contributing to VAWG / GBV amongst young people in the region. Key findings included:

**Social Media campaigns reach Specific Populations**
Social media campaign strategies were powerful in urban and internet-accessible contexts. However, the content of the worldwide campaign was not always aligned with the priority issues in some more isolated places, such as Papua New Guinea and Solomon Islands. Materials from the worldwide campaign needed to be contextualised to be appropriate for audiences. Many countries had uneven internet coverage or low levels of access due to economic barriers, such as rural India, Mozambique, Benin, and Liberia.

**Regional Capacity-building for Young Change Agents**
As part of the capacity-building for community mobilizers, the campaign organized three regional events including 50 young people from 14 countries engaged in youth boot-camps.

**LAC Boot Camp** In August, 2019, 25 young people from 9 countries met in Guatemala to deepen their common vision, network, and build knowledge and skills. They organized a campaign spike for 16 days of activism.

**West Africa Youth Forum** In November, 2019, 22 youth participants from West Africa (Benin, Nigeria, Liberia, Mali, and Ghana) participated in a forum in Benin to exchange learning, strengthen knowledge and skills, create a regional network, and develop joint action plans.

- **Believe women sometimes act hard to get in regards to sexual relations, saying ‘No’ when they really mean ‘Yes’.**
- **Think that their friends believe lesbians should not show their sexual orientation in public.**
- **Think jealousy is an expression of love.**

**45%**
**65%**

**YOUNG WOMEN**
**YOUNG MEN**

**72%**

**73%**

**YOUNG MEN**
**YOUNG WOMEN**

**63%**

**YOUNG MEN**
Since 2018, the Enough Campaign has been creating spaces for WROs and feminist movement actors to come together to exchange knowledge, share learnings, and strategize, such as:

- ‘Transforming the ‘Normal’ In Asia’ Campaign Workshop
- Africa Young Women Digital Feminists Convening
- Worldwide Partners Sharing and Learning Convening in China
- Say Enough Asia Campaign Skill Shop
- Influencing for Good in partnership with APC and AWID.

The campaign has channeled unrestricted funding to feminist organizations and movement actors, including launching a Special Grant with FRIDA: The Young Feminist Fund. The campaign has also joined and supported feminist movements’ campaigns, including the International Women’s Strike.

Regional and worldwide actions have not significantly focused on the institutional level because the worldwide team has not had the capacity and has found the campaign’s greatest added-value is in the first two domains. However, two research studies have been commissioned to explore the potential to engage with continental and regional institutions in Africa and Asia. In addition, the possibility of collaborating with unusual institutional entities who reach and shape young people’s attitudes, for example Netflix and Facebook is also being explored.
The Enough Campaign shows significant progress along the pathway of change outlined in the Theory of Change. All of the countries reviewed have completed the Early Outcomes stage of forming strategic partnerships and initial awareness raising. The campaigns are all working on the Intermediate Outcomes (capacity and leadership development) and the Long-term Outcomes (mobilizing for social norm change). There is evidence of shifts in social norms in both urban and rural campaigns.

Young activists from Ça Suffit campaign in Benin
CHARACTERISTICS OF THE ENOUGH CAMPAIGN

A unique combination of characteristics that are piloting social norm change to end VAWG / GBV include—

1. Campaign co-creation and co-implementation with women’s rights organizations and civil society organizations and ensuring young people’s leadership.

2. Mutual capacity building including knowledge and skills sharing, and strategic linkages.

3. Creating spaces for dialogue and reflection, rather than being prescriptive or instructional.

4. Building on individual attitude change to foster social norm change in interpersonal relationships, reference groups, and communities.

5. Partnering with artists and social media influencers to create engaging social media platforms, powerful worldwide spikes, and far-reaching messages.

6. Utilizing different approaches in urban and rural settings: a focus on young people in urban settings, and a multi-sectoral community mobilization approach in rural settings.

7. Standing in solidarity with, and where appropriate supporting, women’s rights organizations and feminist actors’ leadership on social norm change.


3 The campaign Theory of Change has a fourth domain that relates to internal Oxfam structures and process, however, this was not part of this review.


We would like to acknowledge and thank all of the Enough campaign staff, partners and other collaborators who have tirelessly been co-creating and co-delivering the campaign over the past three years. We would also like to thank everyone who has contributed to this report.

This report is a summary of a longer report researched and written by Dr. Adrienne Wiebe - Independent consultant. With inputs from Bethan Cansfield, Head of Enough Campaign, and Chara Poucha, Enough Campaign Coordinator. This report was designed by Studio Kohl.

For more information on the Enough campaign, please visit www.saynoughtoviolence.org

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