



For the 16 Days of Activism against Gender Violence campaign, we asked SPC directors and staff to share a few words on the importance of gender equality and the need to eliminate all forms of violence against women. Here is what they said:

**‘[W]e need to continue to be talking about [violence against women], informing the public, and presenting alternative forms of relationships between women and men, and between boys and girls, in all their diversity.’**

**Brigitte Leduc, Gender Equality Adviser, Social Development Programme, Pacific Community**

*Media have a lot of power in informing people’s opinions; it can either reinforce existing norms and stereotypes that contribute to violence against women, or provide alternative views to redefine gender roles and promote alternative notions of caring masculinity.*

*Media plays an important role in how we view women and men and intimate relationships and family affairs. However, media are now better informed and coverage of domestic violence is progressively changing in the region, thanks to the important awareness-raising work done by the Pacific Media Assistance Scheme and FemLINK Pacific.*

*Although the 16 days of activism is happening once a year, we need to realise that this is a reality too many Pacific women and girls are living with every day. So we need to continue to be talking about it, informing the public, and presenting alternative forms of relationships between women and men, and between boys and girls, in all their diversity.*

*The 16 days of activism campaign, which runs every year from 25 November – International Day for the Elimination of Violence against Women – to 10 December – Human Rights Day – calls for the elimination of violence against women and invites everyone to take action against it*