



INSPIRE FREEDOM CAMPAIGN EVERY

TOGETHER
FOR WOMEN
AND GIRLS



Published by: IOGT International
2013

Layout: Kristina Sperkova
Texts: Maik Dünnbier and Kristina Sperkova



Community
Action Guide



INSPIRE FREEDOM FOREWORD	5
TOGETHER FOR WOMEN AND GIRLS	8
CLOCKWORK OF ACTIONS	11
MAGIC DRINK	13
MAKING PUBLIC SPACE OUR ART GALLERY	17
MAKING PUBLIC SPACE OUR STAGE	21
PUBLIC SUPPORT TO INSPIRE FREEDOM	23
SPARK ACTION WITH YOUR ADVOCACY	27
INSPIRE FREEDOM CHAMPIONS	31
MIX AND MATCH A MYRIAD OF POSSIBILITIES	33
BE PART OF THE GLOBAL MOVEMENT	35
MOST POWERFUL PREVENTION	37
STOP EXCUSING ALCOHOL VIOLENCE	39
QUOTATIONS	41
FACTS	42
SPREAD THE WORD IN SOCIAL MEDIA	44
MATERIAL	46



INSPIRE FREEDOM

The United Nation's Secretary-General started a campaign UNiTE to End Violence against Women which proclaimed every 25th of the month as Orange Day. Worldwide activities implemented on this day by UN country offices and civil society organizations strive to highlight issues relevant to preventing and ending violence against women and girls. That's why we call it "INSPIRE FREEDOM CAMPAIGN – TOGETHER FOR WOMEN AND GIRLS – EVERY 25TH.



Community
Action Guide



FOREWORD

The “Inspire Freedom Campaign - Together for women and girls - every 25th” is IOGT International’s flagship campaign to promote the rights of girls and women and to end gender-based violence, by preventing alcohol violence. In doing so we contribute to a life set free for all girls and women.

We inspire freedom through local actions and we do it together in our global movement of IOGT International – from Reykjavik to New Delhi, to Nairobi, Mexico City and Bangkok.

The Inspire Freedom Campaign is thus our way of highlighting and celebrating Orange

Day but it is not limited to one day per month. The Inspire Freedom Campaign is our first campaign in the 21st century where all IOGT International members stand and act together. We act on grass-root level with global scope, through concrete actions.

This Community Action Guide to Inspire Freedom Campaign provides a clockwork of activities, different actions that drive and support each other like cogwheels. It offers all participants opportunities to combine them as they see fit.



Small orange pictograms on levery even-numbered page are there to remind you that the effect of each action can be easily



INSPIRE FREEDOM



strengthened by sharing it further:

In the Inspire Freedom Campaign it is the grass roots that really matter: every action can be adjusted to cultural and local needs, to allow for local conditions to determine what activity you do and how you implement them. Moreover we provide facts and evidence as background for your actions.

Another brilliant aspect is that the actions making up our Inspire Freedom Campaign don't demand lots of resources, only heart-driven efforts and commitment - which is what we're good at in IOGT International - working heart-driven.



In short:

- WE DO IT EVERYWHERE, WORLDWIDE.
- WE DO IT TOGETHER, HEART DRIVEN.
- WE MAKE IT SIMPLE AND BASED ON LOCAL NEEDS AND CONDITIONS.

Our cause is to end violence against women and girls and in this way inspire a life set free.

Our way is to lead by example. We go beyond raising awareness to implementing concrete, simple actions. Like that the local, no matter how remote, and the simple action unfold to become a global force for good, to Inspire Freedom.



Kristina Sperkova



TOGETHER
FOR WOMEN
AND GIRLS
.....
poem

Your silent tears, your painful fears
Your screams and all your destroyed dreams
They touch us and hold us and move us
The hate, the rape
The ignorance of male dominance
We see them, we name them and shame them
And eliminate them

Your covered-up scars and humiliated hearts
Your broken bones, your shattered homes
They touch us and hold us and matter and
move us
All hostile jokes and oppressing yokes
Of notorious glass ceilings, objectification and
sexualization

We see them, we hear them, speak up against
them and break them

Your smothered cries, your imposed lies
Every your torn-out hair, your deep despair
They touch us and hold us and matter and move
us towards action

Each word of oppression and act transgression
This culture of excuses, discrimination and
degradation
Is nothing but human rights violation

They burn in our hearts, ache in our souls
Your traumas and confusions and
Every your contusions
We feel them and we see

Under layers of make-up, sunglasses and
long sleeves your unconquerable strength and
dignity

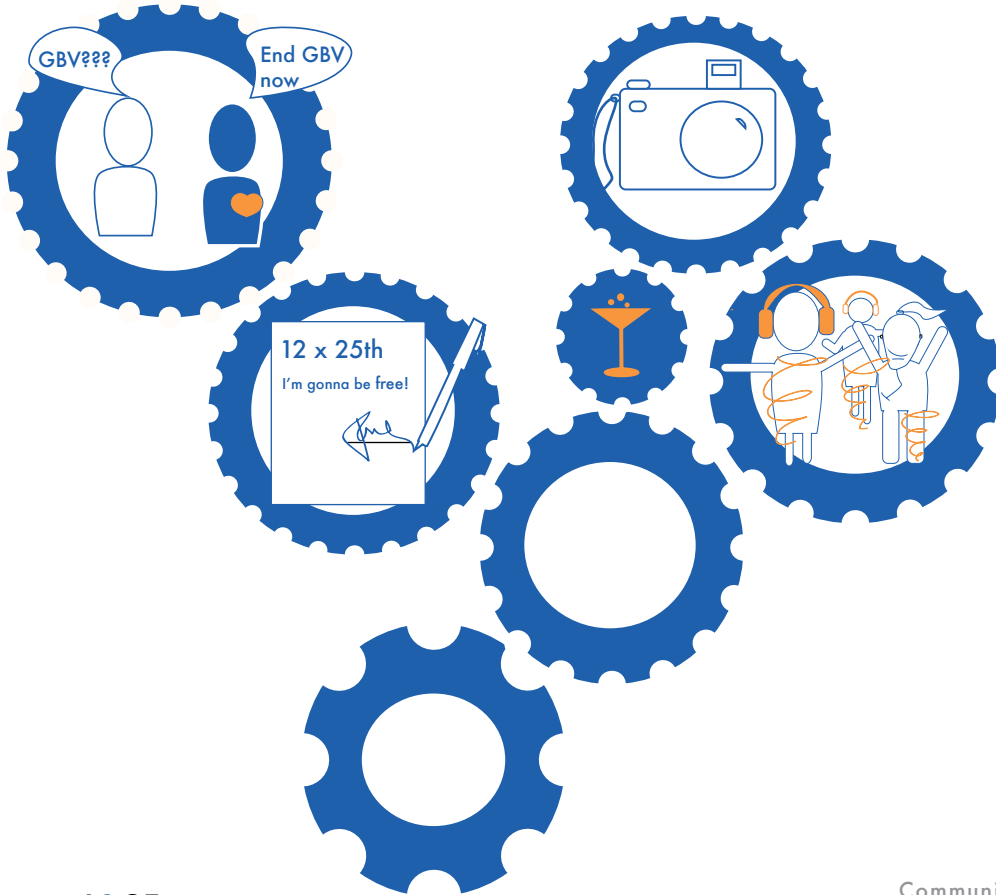
Driven by hearts burning
And compelled by aching souls
We move
Towards liberty and equality

For all women and girls and
humanity
To speak, work and walk,
do and dress and dream
wherever, whatever, whenever
We move
To make the world whole

EVERY



Maik Dünnebier



CLOCKWORK OF ACTIONS

We provide five different types of actions:

- Mixing the Magic Drink and giving it out,
- Taking photos and Pasting photos,
- Organizing a flash mob,
- Rallying support by collecting signatures,
- Advocacy meetings on all levels.

These five different actions offer plenty of creative combinations to mix and match them, as you see fits your local needs, and conditions: e.g. by combining the Magic Drink action with a Silent Disco; or the signature action with the photo taking action.

The basic point is: it is the grass roots that matter most. So that each action and each

combination of actions can be adjusted to culture and local needs, to allow for local conditions to determine what activity you run and how you implement them.

Another brilliant aspect is that each action and each creative combination of actions are easy to implement because they do not demand lots of resources, long planning and many people to help. If you're on your own, you can be a champion of the Inspire Freedom Campaign as much as if you are a small local group or a huge national NGO.

The clockwork of activities allows you to choose what you are capable of doing and to implement it according to your resources.

magic zauber drink
zauber drinks
magic drinks
uchawi drinks
uchawi drinks
magic drinks



MAGIC DRINK

Although the alcohol industry has too many people believe their myths about the magic of alcohol, most of us know that alcohol is NOT a magic drink: it causes medical, social, economic, and democratic harm, ruins families and communities, keeps people in poverty and exposes children to violence. Up to 80% of cases of violence against women and girls are related to alcohol. No magic at all.

Living alcohol free and choosing alcohol free drinks has a huge impact. It's not only healthy but helps preventing and reducing violence against women and girls.

It's simple, less alcohol use means less violence. They promote health, happiness and

freedom for the drinker and society around them.

That's why we have created a brand:

magic drinks

Tasty, stylish, alcohol free, good for you, your party and your community. Drinking the Magic Drink is our way to combine pleasure, fun, party with making a difference for women and girls because we also promote their freedom, dignity and equality.

Use the Magic Drink - logo sticker to put it on cups, glasses, bottles when you give out YOUR version of the Magic Drink in your Inspire Freedom Campaign event. The stickers can be found in the picture bank attached to this Guide. Feel free to be creative with mixing YOUR local recipe of the Magic Drink – only make it orange.



Share your recipes and pictures with us, for our global collection of local recipes for the Magic Drink.

The more people show that they drink alcohol-free, the weaker the alcohol norm will become - until it finally collapses.

We have a power to create a new, healthy and stylish culture.

Email the recipes, pictures or videos of your magic drink to our email:

magicdrink@iogt.org

Your products will be gathered and published on our webpage and in a book:

"Tastes of orange. Tastes of magic.

The Magic Drink world wide".

As a hub for the best Magic Drink recipes, the most beautiful pictures of Magic Drink, and your happiest and funniest party moments with Magic Drink we have created both a Twitter and a Facebook profile for Magic Drink.

Follow, like and share those accounts to be up to date on new recipes, the freshest drinks and the funniest moments from around the world.

Share the pictures, recipes and impressions of your Magic Drink in the social

media using [#MagicDrink](#) and

[#AlcoholFree](#) so our magic drink can

go global and viral.





MAKING PUBLIC SPACE OUR ART GALLERY

There is a great initiative going on in the world launched by a French artist called JR. He builds on the idea that art can change the world. JR started a project "Inside out" that makes it possible for groups of people to point at a problem in their community and bring it to the public space. To show the reality and make everyone understand that it concerns all of us.

Violence against women is a taboo in many societies. Violence connected to alcohol use is very often excused or banalized. It's time to start talking about it. So here is the idea. Let's paste posters showing faces of those who think that violence against women does not belong to this world.

It is simple and it is fun. Take a picture of a person in a pose as on the picture to the left. Email the picture and your post adress to inspirefreedom@iogt.org. We will send your picture to JR who will print the poster(s) and mail it directly to you.

Paste the posters in your town, neighborhood or village on the upcoming 25th of the month. Make sure that the persons agree to their pictures being pasted. If you are not allowed to paste posters on walls, you can paste them on sidewalks, cardboards, roofs. There are no limits and there is always a way. Imagine posters with the same message popping up all around the world. Remember to document the pasting process, share it on social media and with us. It's easy, it's fun, it looks good and it makes sense.



Active - sobriety, friendship and peace members have already gathered several portraits during their public event in Estonia and Belgium.

FLASHMOB



MAKING PUBLIC SPACE OUR STAGE

The UN has given us the 25th of each month to bring attention to the world-wide epidemic of violence against women. Orange colour is a uniting symbol for this day. We are taking this day to another level by arranging simple and low cost events or flashmobs.

What about a silent disco on 25th? You announce a day and place and all those who want to take part will bring their own music on their devices including headphones, some orange accessories and the fun can start. Everyone dances to the songs they choose, in their own rhythm, according to their own mood but yet all together for one cause. It's a good idea to have some information with facts on alcohol and violence printed for curious

passers-by. To make it easy for you, we have added to this Guide the most relevant facts and designed a leaflet.

Another very simple and easy to do idea is a flash mob called: "Cool drink". All you need to do is to go out to a restaurant or bar on each 25th and ask for a cool drink. When a waiter offers you a menu with alcohol, you say: "I asked for a cool drink not for alcohol. Do you have anything alcohol-free?" Imagine that this happens all over the world on each 25th. After some time the "cool drink" will be alcohol-free.

Make sure to document this activity, because it can become your own little research about the spread of alcohol-free drinks. Remember to share the pictures and your stories about how the flash mob went with us.



PUBLIC SUPPORT TO INSPIRE FREEDOM

There's hardly any ordinary person who thinks that women and girls should suffer from violence, that they should be harassed and oppressed. It's important to imagine this because it means that a huge majority of ordinary people in communities around the world, also your community, agrees with the beautiful goal of the Inspire Freedom Campaign. Now it is crucial to give all those who agree with Inspire Freedom also the opportunity to support us.

ople behind our cause to inspire freedom for women and girls together.

We want to do it together with as many people as possible and therefore collecting public support is crucial. You can do this as your Inspire Freedom community action or you can combine this action with others, like the Magic Drink or the Photo pasting.

To make it as easy as possible for you and your friends, check out the draft of a signature collection form in this Guide.

There are at least two ways: With the activity of a) getting and collecting signatures, and b) taking and gathering as many photographs as possible, we rally pe-

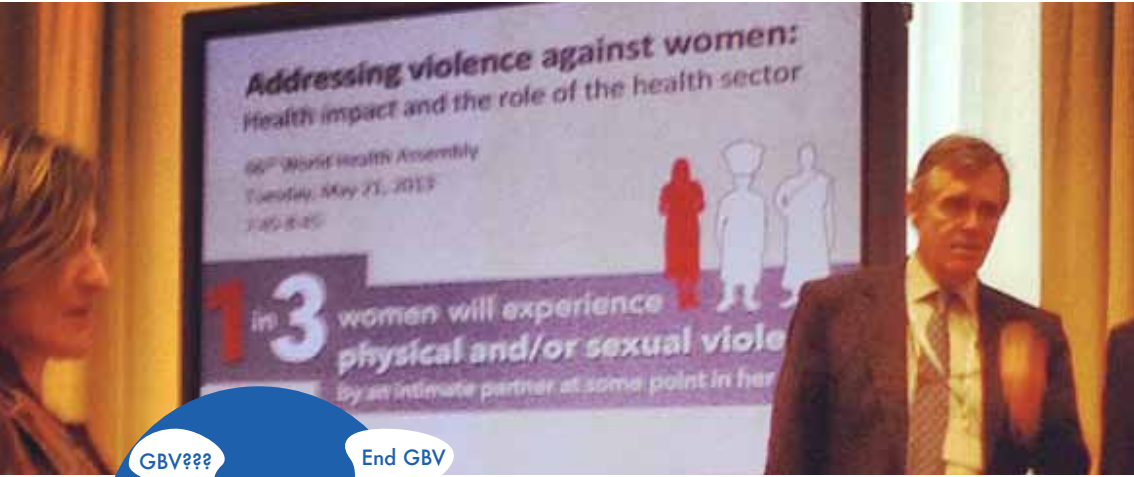
Also check out the chapter called "Paste" to see how to take photographs best – and then, it's just to go ahead, and invite people to help you inspire freedom.



12 x 25th
I'm gonna be free!



There are many ways to express support for a cause. Different cultures and personalities prefer different approaches. Signatures and photos are just few examples. Active - sobriety, friendship and peace gathered hand-prints of those who support the idea to be alcohol-free on each 25th.



SPARK ACTION WITH YOUR ADVOCACY

To liberate the billions of women and girls from gender-based violence, political action is needed – and to create political will for it, your advocacy needs to inspire politicians.

The way to do this is simple: gather signatures and/ or photos and/ or prepare a fact sheet about alcohol violence against women and girls; ask for a meeting with local politicians and take those materials with you; explain to the politician the situation, using the facts and figures but also the signatures and/ or the photos to tell stories about what you know victims of gender-based violence go through.

That way you give yourself a chance to not only speak to the mind of the politician but also to the heart. And it is usually when we act heart-driven that we can accomplish the greatest things.

You'll see that these meetings are actually fun and meaningful. So, ask more politicians from the local and national level, for a chance to discuss the issue with them. Be sure to follow up on the meetings you already had. The signatures and photos help you to show that there are many more people who deeply care about the issue and who want urgent action.




We have three simple goals:

1) Make as many politicians express their support for Inspire Freedom (through signatures, photos with the Magic Drink or in the pose for the pasting). Each of them becomes an Inspire Freedom Champion.

2) Conduct as many meetings as possible to put alcohol policy measures on the table in order to protect women and girls from violence (see later pages).

3) More NGOs and other partners (e.g. business) join our cause.

 Here is an idea. What about advocating in restaurants for having the

Magic Drink logo next to alcohol-free drinks in their menu so alcohol-free is easy to recognize? No more control-question: "Is this alcohol-free?"

We've prepared a host of facts and figures and an overview of fundamental policy ideas to be implemented – it's good to hand those to the politician in the end of the meeting.

This advocacy activity to spark political action can be combined with other Inspire Freedom activities like a public event where you give out free Magic Drinks or the Flash mobs – it's just to invite politicians to join you there, make them taste a Magic Drink, take a photo in support of your Inspire Freedom campaign and discuss with you the alcohol policy ideas.



INSPIRE FREEDOM CHAMPIONS

The Inspire Freedom Champions will make up a global network and IOGT International will make sure to give them special insight into the campaign and our overall Women's Rights and gender equality work. We offer them a platform to promote important values and be visible with their efforts and concerns for a better world with freedom for all women and girls.

Inspire Freedom Champions are outstanding public figures and organizations and businesses whose values drive them to support Inspire Freedom Campaign. The Inspire Freedom Champions program allows them to enroll as supporters of the goals of Inspire Freedom Campaign.

Who: decision-makers from your community, municipality, country and/ or region; but also other figures of your society that fill a role-model and/ or leadership function – they all can be invited by you to support Inspire Freedom Campaign and join as Inspire Freedom Champion.

Why: Harnessing the support from decision-makers and/ or admired role models adds another dimension to our grass-roots global movement.

How: We've created an Inspire Freedom Champion Certificate that will be given to each champion you manage to recruit. You can order it under: inspirefreedom@iogt.org.



MIX & MATCH A MYRIAD OF POSSIBILITIES

Mix and match according to your needs, possibilities, conditions and imagination. We have already mentioned some tips for mix and match and here are some more ideas:

When you arrange a silent disco, some people will get excited about the topic and would like to contribute with their voice. Take a picture of them for the pasting and invite them for the next pasting event. The pictures can be shared on social media encouraging even more people to join the cause. Silent disco and Magic Drink action also make for a wonderful combination.

When pasting the posters in public spaces, refresh yourself with Magic Drinks and share them with curious passers by. Have the fact sheets ready.

If you have no possibilities to join or arrange one of the suggested activities, you can join us in two ways: - by collecting support among colleagues and friends; and by sharing what the others do in the social media. Just look up our hashtags and click the Like- and Share-button. Each person's click means exponential increase in our reach.

We have prepared Inspire Freedom pictograms for you that you can share in your profile on social media.



saynotoviolence.org



BE PART OF THE GLOBAL MOVEMENT

People in Europe, Asia, Africa and North America have already joined the Inspire Freedom Campaign. We are growing into a global movement that together seeks to inspire freedom for women and girls.

To tell the United Nations, UN Women, other NGOs and basically the whole world that you have taken an active stand against violence against women and proudly joined the Inspire Freedom movement, it's important that you and your friends and organizations indicate this on our SayNo UNiTE page.

SayNo UNiTE is the umbrella campaign for our Inspire Freedom campaign. Say NO – UNiTE to End Violence against Women is a social mobilization platform on ending violence against women and girls, contributing towards UN Secretary General's system-wide campaign, UNiTE to End Violence against Women.

We have more than 5,000 actions so far and we are growing across the globe.

If you want to spread the Inspire Freedom Campaign and your work in it and with it even further, it's a great idea that you join UN Women in your country and tell them about your Inspire Freedom work. If you want help in getting in touch with them, just drop a mail to maik.duennbier@iogt.org.

What works to prevent partner violence?

Review evidence of association and promising interventions to address:

- Social norms around gender and violence
- Women's economic and social empowerment
- Childhood exposure to violence
- Harmful alcohol use
- Legal and justice system interventions



MOST POWERFUL PREVENTION

Alcohol policy measures are powerful in preventing violence.

An **alcohol marketing ban** protects girls and women from being targeted by the alcohol industry with specific messages, products and designs. It puts an end to the repetition of prejudices about women. It sets women and girls free from being objectified, sexualized and portrayed as inferior to men and tools for men's pleasure. Marketing bans also help bring down alcohol use. Less alcohol means fewer victims of gender-based violence.

Restrictions of alcohol availability, e.g. higher legal age limits and lesser density of

alcohol outlets, protect girls because alcohol intoxicated girls and women are much more likely to become victims of violence, like unwanted sex. Most importantly they ensure that fewer men use alcohol, protecting domestic peace and intimate relations.

Restrictions of alcohol affordability, like higher taxes, inspire freedom because they have a huge impact on reducing alcohol use. The more expensive alcohol is, the fewer people use it.

Alcohol free environments increase opportunities for violence victims to re-join society and feel safe. They also promote healthy lifestyles and inclusive environments.



STOP EXCUSING ALCOHOL VIOLENCE

Alcohol use comes with many illogical advantages for the user. They are greatly harmful for women and girls because those illogical advantages are often about excusing and legitimating men's objectification of women, their sexist jokes, harassment, threats of physical violence, beating, and rape. Intimate partner violence and domestic violence are incredibly often alcohol-related.

Only when this culture and the gender norms change do we stand a chance of eliminating gender-based violence. We must stop excusing misconduct and anti-social behavior just because the perpetrator was under the influence of alcohol.

Research shows that alcohol does not cause violence, but alcohol is a huge factor behind violence.

To stop excusing alcohol violence both the individual and the community need to take responsibility. As individual you need to speak out and empower others to do the same. As communities we need to provide many more safe, inclusive, alcohol-free environments. We all have to live today in an intoxicating culture. It means alcohol is everywhere. This is hard for women and girls who suffer from alcohol violence at home or in intimate relations. And it's difficult for girls who have alcohol addicted parents. They often feel excluded and their freedom confined. Alcohol-free environments change that.



// We must unite. Violence against women cannot be tolerated, in any form, in any context, in any circumstance, by any political leader or by any government."

Ban Ki-moon, UN Secretary General

// The biggest challenge is to convince a woman that it's not her fault. My daughter is 25; my stepdaughter is 22. As a mother, I want them to know that if a boyfriend is abusive, you cannot ignore it – 'Oh, he's been drinking,' or 'He had a bad day.' There is no excuse for a man hitting a woman. Ever."

US Senator, Debbie Stabenow, Michigan

// Looking at the world through the eyes of women and girls, we must see that this world has an alcohol problem and that if we don't solve it, we will not achieve equality and freedom."

Kristina Sperkova, IOGT International Vice President, Creator Inspire Freedom campaign



FACTS

Globally, one out of three women will be beaten, coerced into sex, or otherwise abused in her lifetime, with rates of abuse reaching 70% in some countries. Up to 80% of violence against women and girls is alcohol related.

DOMESTIC VIOLENCE

- Europe: 66% of victims were attacked by a person who had used alcohol
- UK: Alcohol is involved in 88% of cases involving dual perpetration of violence and 55% of sole perpetrator cases
- Argentina: 68% of cases are alcohol related
- Rwanda: focus group discussions in rural areas rank alcohol #1 cause

INTIMATE PARTNER VIOLENCE

- Africa, Asia: ca. 65% of women experiencing Intimate partner violence in South Africa, India, Uganda, Vietnam, Zimbabwe report alcohol use by perpetrator
- Brazil: 70% of cases alcohol related
- USA: 50% of cases involve alcohol
- Australia: 44% of intimate partner homicide cases associated with alcohol

ECONOMIC IMPACT OF GENDER-BASED VIOLENCE

- Australia, violence against women and children costs an estimated US\$11.38 billion per year.
- In Fiji, the annual estimated cost was US\$135.8 million or 7 percent of the Gross Domestic Product in 2002.
- Mexico, rural areas: \$20 monthly long-lasting increase in wife's income associated with 15% decrease in husband's alcohol use and 21% decrease in aggressive behavior
- Economic costs of Intimate partner violence in USA: \$12.6 billion yearly (perpetrators consume alcohol in 55% of cases)
- Canada: \$1.1 billion (perpetrators consume alcohol in 43% of cases)
- England and Wales: £5.7 billion, with an extra £17 billion estimated for emotional costs to the victim (perpetrators consume alcohol in 32% of cases)

CHILDREN OF ALCOHOLICS

- Europe: 16% of cases of child abuse or neglect involve alcohol
- Australia: ca. 34% (1 million) of children live in households with at least one addict
- USA: mothers convicted of child abuse are 3x; fathers are 10x more likely to be alcoholics.
- There are 26 million Children of alcoholics in the USA.
- USA: >50% of all abuse reports involve the use of alcohol.
- Europe: At least 9 million children grow up with alcohol-addicted parents

HARASSMENT

- Europe: 1 in 5 night life users involved in violence
- India: gang rape perpetrators alcohol intoxicated
- Australia: 40% of cases of physical and/or sexual assault of women alcohol related
- Cambodia: 83% of beer sellers exposed to unwanted sexual contact



Community Action can and should take place within your community, your village, town, school, local NGO, at your workplace, or your sports club. Sky is the limit. And of course, increasingly, Community Action happens within your social network in the new media. For Inspire Freedom Campaign we want to harness together with you and all your friends and networks the power of social media. That's why we have created some sample messages for you to use on 25th of every month, and throughout your engagement with Inspire Freedom Campaign.

In general you can always share and spread the facts (preferably in connection to a picture) from the fact sheet in this guide.

OVERVIEW OF INSPIRE FREEDOM HASHTAGS (#):

- #MagicDrink
- #AlcoholFree
- #InspireFreedom
- #Every25th
- #OrangeDay
- #EndVAW
- #GBV
- #IOGT

TWITTER

- Happy #OrangeDay! @IOGTInt focuses on ending #VAW by preventing alcohol violence through community action globally within #InspireFreedom campaign
- Today is #UNiTE campaign's #OrangeDay! How do you prevent #VAW? We do it through our #AlcoholFree #MagicDrink. Less alcohol, less #GBV
- Up to 80% of #GBV is alcohol related. To prevent #VAW alcohol policy is a powerful tool #OrangeDay #InspireFreedom
- Check our #OrangeDay #InspireFreedom video: concrete, simple action to #EndVAW for #LifeSetFree > <http://bit.ly/15rdF3G>

INSTAGRAM

- What will you do to #EndVAW on #OrangeDay? We drink #MagicDrink #AlcoholFree to #InspireFreedom from alcohol violence.
- Happy #OrangeDay to #InspireFreedom for women and girls. What's your #MagicDrink recipe for #AlcoholFree drink?

FACEBOOK

- The UNiTE campaign via @SayNO_UNiTE has declared the 25th of each month #OrangeDay to end violence against women and girls. Up to 80% of all violence against women and girls is alcohol related. That's why we drink #MagicDrink today #AlcoholFree to #InspireFreedom.
- Today – 25th is #OrangeDay, a day to highlight violence against women and girls and factors behind it. Alcohol is often disregarded in the context. But in Brazil e.g. 70% of all cases of intimate partner violence are alcohol related.
- Check our #OrangeDay #InspireFreedom video: concrete, simple action to #EndVAW for #LifeSetFree > <http://bit.ly/15rdF3G>
- The economic harm of intimate partner violence in the USA amounts to \$12.6 billion. Perpetrators have used alcohol in 55% of all cases. #OrangeDay #AlcoholFree is needed to prevent and eliminate #GBV.

12 x 25th

I'm gonna be free!



CLICK HERE
TO HEAR OUR
SONG ON
GENDER BASED
VIOLENCE



GBV???



End GBV
now



CLICK HERE
TO DOWNLOAD
ALL THE
MATERIAL

