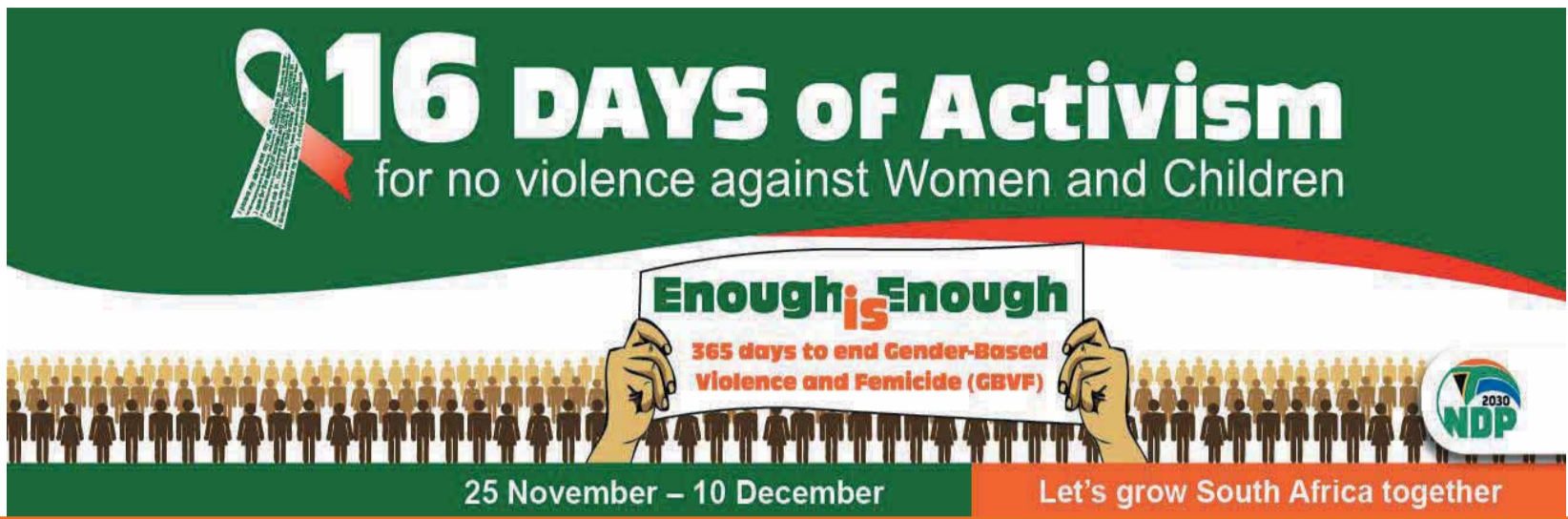


ADVERTORIAL



CALL TO END GENDER BASED VIOLENCE AND FEMICIDE



MEC BOITUMELO MOILOA

Every year on the 25 November we observe 16 Days of Activism Campaign on No violence against Women and Children. This annual campaign forms the centre point of government's comprehensive 365 Days of Activism for No Violence Against Women and Children. Given the scourge of gender-based violence in our province and the country at large, which is declared a national priority, government is implementing the Emergency Response Action Plan on Gender-Based Violence and Femicide, which was announced by President Cyril in September this year.

Violence against women and children is a violation of human rights, regardless of the position of whoever does it in our society. It can't be right that violence that is perpetuated against women and children has become their second skin when we have a good Constitution that protects the rights of all people in this country.

The onus is upon all of us to demonstrate our concern on the scourge of abuse and be exemplary in our communities through our deeds and speeches.

It is clear that we must do more as a society in combating gender based violence. We must get everyone in society to say, enough is enough! This must go hand in hand with behavioural change.

As a society we must mentor and teach young boys to always value and respect young girl children and women. We also need more men to stand up and make a difference. The voices and actions of men are crucial in the fight against violence and abuse.

Changing behaviour and ingrained attitudes will not be easy, but men must take the lead in this drive. It is time for men to join the fight, and become the vanguard of our common struggle to end violence and abuse.

It begins with responsible father figures instilling the values of human dignity, equality and respect in young men and boys. Ultimately men can ensure that we put an end to abuse, assault, rape and domestic violence against women and children.

We call on every man to continue to instil humanitarian values on boys the same way women are instilling values on girls if we are to create a society free of violence.

We make a special appeal to men who abuse women to seek professional help in order to deal with their anger.

We call on victims of gender based violence to speak up so that we eradicate all forms of abuse that take place in homes, at the workplace and any other places.

We call on North West communities to action.

- Reject and report abusers
- Act and don't look away!
- Do not protect abusers, report them!
- Do not engage in abusive activities and become an abuser
- Stop abuse.
- Be sensitive and supportive to GBV victims - share helpful information and support causes near you.
- Seek personal help to change harmful behaviors such as alcohol and substance abuse
- Teach children values of gender equality
- Protect children from exposure to violence and harmful content on internet and social media, including pornography, sexual solicitation
- Organize targeted community outreach and dialogues on solution towards a gender equal society.
- If you are an abuser, seek professional help. It is never too late.

Please use the following contact numbers for assistance:

Childline North West : (018) 297 4411

National Crisis Childline : 08 000 55 555

**Gender-based Violence Command Centre Toll free Number : 0800 428 428
Or Send a Please Call Me to *120*7867#.**

Enough is enough: "365 Days to end Gender Based violence and femicide"

