



## Say **NO** – UNiTE to End Violence against Women

Starting November 2009

**WHAT:** *Say NO – UNiTE to End Violence against Women* is a global call for action on ending violence against women and girls. It is presented by UNIFEM as a contribution to advance the objectives of UN Secretary-General Ban Ki-moon's campaign *UNiTE to End Violence against Women* through social mobilization.

*Say NO* triggers and highlights actions by individuals, governments, UN and civil society partners in support of ending violence against women and girls. Actions can range from adding your name to *Say NO*, advocating for legislation to reaching out to students at schools or donating funds towards the UN Trust Fund that supports local organizations on the ground. Every action is counted to showcase the global groundswell of engagement that exists on the issue, urging governments to make ending violence against women and girls a top priority.

**The goal is to reach 1 Million actions by November 2010.**

**WHO:** *Say NO* amplifies your voice on the issue.

The United Nations Secretary-General calls for stepping up action.

*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. The time to change is now. Only by standing together and speaking out can we make a difference.*

— UN Secretary-General Ban Ki-moon

UNIFEM Goodwill Ambassador Nicole Kidman is the spokesperson for *Say NO*.

*"I am committed to amplify the voices of women and girls who have been subjected to violence and abuse. That's why I was the first to sign on to Say NO. Let us count you in, too. There is so much we can do. Whether you volunteer at a shelter, reach out to young people, donate to the UN Trust Fund to End Violence against Women or advocate for better laws and policies – every action counts."*

— UNIFEM Goodwill Ambassador Nicole Kidman

**WHY:** Up to 70 percent of women experience physical or sexual violence from men in their lifetime. Everybody has a role to play in combating this global pandemic. Ending violence against women is seen as essential to reaching development targets, such as the Millennium Development Goals, and also to international security and peace. The time to act together is NOW. Let us count you in - take action on [www.saynotoviolence.org](http://www.saynotoviolence.org).