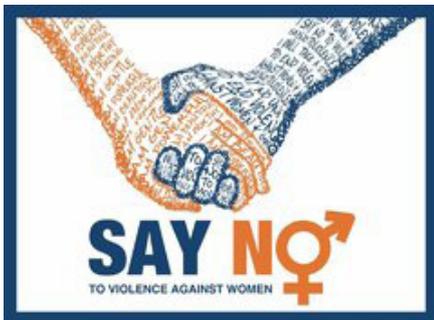


Calling for an Orange Day Coalition

Gender-based violence (GBV) statistics, already alarming in 2013, have escalated to such an extent in 2014 that there has been an outcry to announce a state of emergency. Not only in Namibia, but all over the world people are increasing efforts to actively address this cancer in our humanity. 16 Days of Activism is an international campaign to raise awareness on GBV, address contributing factors and recommending sustainable solutions. Starting on 25 November, International Day for the Elimination of Violence against Women it includes 29 November, International Women Human Rights Defenders Day and 1 December, World AIDS Day, to end on International Human Rights Day, 10 December. This effort is unfortunately limited to these 16 days at the end of the year when many people are strapped for time to complete projects, close off financial books or write exams, negatively affecting attendance and participation.



On 25 February Namibia joined the international community by launching Orange day, which is the concept of wearing orange on the 25th of every month to



extend the work done during 16 Days of Activism to keep the momentum going throughout the year. In 2008, the United Nations Secretary-General's, Ban Ki-Moon, launched the UNiTE to End Violence against Women campaign, which aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world.

On 25 February 2014 Namibia joined the international community by launching Orange Day.

In July 2012 Mr Ki-Moon proclaimed every 25th of the month as Orange Day. At the Namibian launch, at a press conference at Base FM, Ms. Rosa Namises, an activist of 15 years working to end GBV in Namibia, stated that we must act as though we are in a state of emergency in the wake of the current level of violence against women and children throughout the country. Indeed, the time for talking and writing policy documents is over. The time for action is upon us.

2014 represents a critical juncture for the future of development efforts to end violence against women and girls particularly in the light of 2015 as the target year for the current development framework (Millennium Development Goals) and the twentieth anniversary of the Beijing Platform for Action. Therefore, this year is a key moment to take stock of progress, assess gaps and challenges, and engage actively in advocacy that shapes future development frameworks and strategies which have the potential to prevent and end violence against women and girls.

The Namibian Orange Day campaign is spearheaded by a coalition of Namibian NGOs, which includes Victims 2 Survivors, MISA Namibia and Sister Namibia as well as UNAIDS. We wish to call upon ALL Namibians - Government, civil society, women's organizations, men, young people, the private sector and the media to join the Orange Day Campaign. You are welcome to contact the coalition for further information. This can be done by contacting the coalition at MISA Namibia, Sister Namibia via Facebook at Namibia 16 Days Campaign.

Sources Used:

(<http://www.ecumenicalnews.com/article/its-men-and-women-in-black-on-thursdays-from-october-31-22519>)
(<http://endviolence.un.org/factsheets.shtml>)

VIDA DE VOSS