



Change Makers can:

- Initiate/encourage/facilitate discussions on various forms of gender discrimination and violence against women in their communities
- Be role models for alternative behaviours
- Encourage others to recognise various forms of violence and gender discrimination
- Enlist the help of influential community members to create a positive environment and reduce risks for women

What Kind of Support Will Change Makers Receive?

While their own actions will help them grow, the We Can campaign alliance will support Change Makers through:

- Interactive training materials
- Campaign communication material
- Information on locally available support services for women
- Campaign events



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Change Makers



We
can

South Asia Regional Campaign

end all violence against women



Change Makers

What is the 'We Can' Campaign?

- The We Can End All Violence Against Women is a six-year South Asia regional campaign that aims to reduce social acceptance of violence against women in six countries in the region: Bangladesh, Sri Lanka, India, Nepal, Pakistan and Afghanistan.
- The campaign works to reach 50 million people in South Asia through five million Change Makers because it believes that people can influence people and change their attitudes and behaviours.

What are the Kinds of Change Makers?

A Change Maker is:

- Any individual who works to change his/her attitudes and practices relating to violence against women and influence 10 others to do the same.
- A group of persons who act together to change community attitudes and practices.
- Individuals who work to bring change through their work (in schools, offices, government institutions, factories, medical centers etc) by reaching out to their colleagues/clients and influencing them.

How Will Change Makers Work?

Initially, Change Makers will be encouraged to disseminate messages to end violence against women among people they know and also increase their own awareness on the issue. As the campaign progresses and more Change Makers enlist, they will be able to influence others by:

- Challenging existing gender-biased attitudes, stereotypes and practices in their communities
- Taking a public stand on violence against women
- Supporting women who experience violence



In South Asia, one in every two women experiences violence in her daily life.

**When one dreams alone, it is only a dream.
When many dream together,
it is the beginning of a new reality.**

-Friedensreich Hundertwasser