

Zorgniotti Fund 2024 – Summary proposed project MESSM

Awareness CaMpaign Against SExual ViolEnce in the MENA region (AMEENA)

Background:

AMEENA (Awareness CaMpaign Against SExual ViolEnce in the MENA region) is a comprehensive public awareness campaign dedicated to addressing and combating sexual violence in all its forms throughout the Middle East and North Africa (MENA) region.

Objectives

1. Raise Awareness about the various forms of sexual violence, including physical assault, harassment, and psychological abuse.
2. Educate about the prevalence and impact of sexual violence in the MENA region, dispelling myths and misconceptions.
3. Engage community members, influencers, stakeholders and the MESSM affiliated Societies and their members to participate actively in the campaign.
4. Support victims of sexual violence, encouraging them to seek help and report incidents.
5. Advocate for policy changes and initiatives that protect individuals from sexual violence and ensure justice for victims.

Public awareness Campaign Components

1. A series of Video Clips:

A series of powerful and emotionally compelling video clips will be present personal stories, statistics, and messages of support to highlight the urgency of addressing sexual violence, in addition to giving practical advice and useful hotlines for the victims to contact.

The videos will be distributed widely through television channels, the MESSM and all its affiliated Societies social media platforms, and streaming services, ensuring maximum reach and impact.

2. Social Media Campaign:

A robust social media campaign will be launched across major platforms to leverage the power of hashtags, viral challenges, and MENA Region medical influencers' partnerships in addition to the MESSM and its affiliated societies social media accounts to spread the message.

It will feature strong, impactful messages that include facts, statistics, and real-life stories related to sexual violence in the MENA region. Infographics, short video clips, and interactive posts will be used to engage the audience.

Key themes will include the prevalence of sexual violence, its forms, correcting misconceptions about it and its psychological and societal impacts, in addition to actionable steps individuals can take to prevent and respond to incidents of sexual violence.

Followers will be encouraged to participate by sharing their own stories, using campaign hashtags, and taking part in awareness challenges. Regular live sessions with experts and survivors will be hosted to provide deeper insights and foster community discussions.

Expected Outcomes

1. Increased public Awareness and Understanding of sexual violence issues within the MENA region.
2. Community Involvement, Engagement and Support for the campaign.
3. Policy Advocacy aimed at preventing sexual violence and protecting victims.
4. Improved access to resources and support services for victims of sexual violence.

AMEENA aims to create a transformative impact in the MENA region by breaking the silence around sexual violence and fostering a culture of respect and safety. By leveraging the influence of media personalities and the reach of social media, the campaign will mobilize a diverse audience, promote meaningful conversations, and drive actionable change. Together, we can build a future where everyone in the MENA region can live free from the fear of sexual violence.