

Checklist

For civil society organisations to run communications/advocacy campaigns to promote the values, aims and main provisions of the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence

The content of this publication is the sole responsibility of the authors and can in no way be taken to reflect the views of the Council of Europe or UN Women.

This publication was developed with financial support of the Council of Europe and in co-operation with UN Women.



The following checklist has been developed to help civil society organisations (CSOs) in the organisation of their communication and advocacy campaigns to promote the values, aims and main provisions of the Council of Europe Convention on preventing and combating violence against women (VAW) and domestic violence (DV), Istanbul Convention, generate positive narratives and dispel myths and misinformation about it.

While the checklist should serve as a roadmap for planning the campaigns, it should not be seen as prescriptive, and it will be up to CSOs to decide which proposed actions and tools they are able to implement according to national needs and available resources.

Initial research and brainstorming

- If necessary, do some research on backlash to the Istanbul Convention in your country and any relevant campaigns that may have already been developed
- Read the methodology explaining how the campaign is to be effectively implemented
- Identify which myths and misconceptions surrounding the Istanbul Convention are most prevalent in your country, and whether all four main problems identified in the methodology should be addressed in the campaign
- Decide which main proposed messages are most relevant to your awareness raising campaign to effectively address the main problems identified
- Look at all toolkits provided in the knowledge pack to gain some inspiration and, if possible, take the HELP course on VAW and DV by the Council of Europe
- Decide which toolkits are most relevant for your campaign and plan how you can effectively use them
- Complete the thought process by designing the layout of your campaign
- Read through the factsheet and brochure in order to help brainstorm key issues surrounding the implementation of the Istanbul Convention in your country and how you can address common myths
- Consider any important key dates relevant for the campaign (be they national or international)
- Develop a detailed timeline which defines the length of the campaign, key dates and key actions
- Consider other potential sources of funding you can make use of in case of need: public/private grants, state funding and project-specific funding which could be utilised for the awareness-raising campaign

Define target groups and means of communication

- ❑ Consider which decision-makers will be targeted through the campaign and which ones will be most effective to reach the general population including politicians, ministers, local authorities and group leaders
- ❑ Consider potential allies who can help you with running the awareness raising campaign such as other women's CSOs supporting the same cause and/or legal professionals or professionals working in the field of VAW and DV
 - If possible, think about unlikely allies who could also be mobilised to help with the campaign such as religious leaders, role models/celebrities, awareness ambassadors, or local artists
 - Begin reaching out to potential allies and unexpected allies to see if there is potential for collaboration
 - Create focus groups composed out of allies, unexpected allies, other women's CSOs
- ❑ Identify which section of the general population the campaign will target, that have no or limited knowledge about the IC
- ❑ Consider targeting other groups working with victims of VAW and DV such as: legal professionals, social workers, police officers etc. through your everyday work, such as regular trainings or meetings held by your CSO.

Means of communication

- ❑ Consider which means of communication are most relevant and effective for each target group
- ❑ If organising a political forum/group, consider which decision-makers should be invited, who should moderate, and what are the main aims of these forums/groups
- ❑ If organising a social media campaign, main messages and other relevant materials such as myths and facts should be created for the relevant social media platforms and allies should be contacted to help spread the messages and generate more activity online
- ❑ If starting a petition online, decide which platform to use (for example [change.org](https://www.change.org)) and draft the text of the petition highlighting the importance of the IC and why it needs public support, also consider which channels of communication are best to get more signatures
- ❑ If writing an open letter to your current government or parliament urging them to ratify/implement the IC, use the two examples of open letters provided in the knowledge pack to draft a letter and then contact other CSOs and women's organisations to sign this letter (consider the best timing to publish the open letter e.g., in line with national elections)

- ❑ If organising a public demonstration or call for action, consider what materials can be used as banners or leaflets to hand out, and define a central slogan or message (also think about how to use social or mainstream media to involve the general public and garner more attention)
- ❑ If creating a podcast, decide on a catchy title and develop one or two pilot episodes around topics that relate to the IC and highlight why it is needed on a national level, consider guest speakers to invite and also other already existing podcasts where your organisation could feature
- ❑ If developing a public advertising campaign, reach out to local authorities or state institutions who may be able to provide public spaces for advertising such as bus shelters, and consider what message needs to come across (using provided tools such as main messages, poster and infographics)
- ❑ Propose training to other CSOs/professionals working with victims of violence/other relevant stakeholders using the HELP course developed by the Council of Europe, so they can further promote it among their peers

Channels of communication

- ❑ Consider the most effective channels of communication outlined in the methodology, the feasibility of each available resource and the overall timeline of the campaign
- ❑ Select which channels of communication will be most appropriate for targeting the chosen decision-makers (political forums/groups, social media, mainstream media) and the general population (public advertising, social media, podcasts, mainstream media)
- ❑ Allocate sufficient funds and resources for each channel of communication and think about how to involve potential and unexpected allies in the dissemination of messages
- ❑ For more visibility, consider creating your own hashtag to use for social media

Developing and adapting key materials

- ❑ Consider which materials will be used throughout the duration of the campaign (considering the tools provided in the knowledge pack and the infographic, poster, and key messages)
- ❑ If necessary, adapt the key messages to the national context and put these into a visually appealing format (for example using [Canva](#)). Remember that the key messages form the basic framework of the awareness raising campaign.
 - Before using these messages, we recommend CSOs to further proof-check them with a communication expert in their own country.

- ❑ Consider how to use the provided poster showcasing the importance of a victim-centred and gender-sensitive response to VAW and DV and involve a graphic designer to translate the text, if necessary
- ❑ Adapt the infographic highlighting the journey of a survivor with and without the IC by choosing a name for the survivor in the story and involve a graphic designer to translate the text
- ❑ Consider how to use the myths and facts in the factsheet and key points outlined in the brochure on displayed materials, adapting these to the national context
- ❑ Consider how to use other provided tools such as:
 - The brochure by the CoE on the four pillars of the Istanbul Convention
 - HELP Course on VAW and DV – promote this course to legal professionals, law students, others
 - Other provided tools