



RAISE AWARENESS

Photo: KC Nwakalor for USAID / Digital Development Communications

Raising awareness of technology-facilitated GBV and other risks, and educating (male and female) users on their rights, privacy, and security, can support other mitigation strategies.

CHECKLIST FOR ACTIONS

- ☐ Support mass media and public campaigns to raise awareness on how to mitigate digital risks. Visual campaigns or videos showing what to do in the case of technology-facilitated GBV can be shared through social media. Tailor campaigns to gatekeepers to get their buy-in.

How can we support mass media and public campaigns?

- ☐ Collaborate with the private sector (e.g., tech companies and mobile operators) to design and roll out awareness programs highlighting specific benefits of women's and girls' being online. Again, these can be tailored to different audiences and gatekeepers.

How can we collaborate with private sector partners?



HOW DOES THIS LINK TO WEEGE?

ADS 205 Domains

- Access and Control
- Cultural Norms and Beliefs

WEEGE Principles

- 3 – Amplify Women's Voices
- 4 – Engage Men and Boys
- 5 – Collaborate
- 7 – Address Gender-based Violence
- 8 – Partner with Women
- 10 – Embrace Emerging Innovations

- **Work with social media influencers to reach younger girls (and boys). Reach users on the platforms they are already on—TikTok in Asia, for example—and through people they already listen to and respect. Partner with mega-influencers (for awareness), with macro-influencers (for engagement), and with micro-influencers (for conversion).**

What online platforms are our users already familiar with?

- **Leverage and adapt existing campaign materials from others who have already done this.**

What existing campaign materials or creators can we draw from?

- **Use channels that women already use and trust, and tailor content to reach those with lower literacy and digital literacy skills. Radio and TV are good channels for awareness-raising and information/knowledge-sharing, especially for women with lower levels of access to mobile and the Internet. Because radio and TV tend to involve group activity (in contrast to mobile communication, which is much more private and personal), this is also a good way to reach families and wider communities.**

What channels are most appropriate for awareness-raising?



WEEGE IN ACTION



Photo: Paula Bronstein/Getty Images/Images of Empowerment

Creating a compelling campaign using publicly available materials

Take Back The Tech has developed an online repository of materials and guidance to use for raising awareness about technology-facilitated GBV. The resource includes advice and practical steps to take for organizing a campaign, planning and building momentum, creating compelling content, and monitoring and evaluating the impact of the campaign. It also includes a wide range of multimedia materials from different regions that can be adapted—including banners, logos, posters, and infographics.

Using radio to work with families and male religious leaders

As part of the USAID Women Connect Challenge, Equal Access International's Tech4Families program in northern Nigeria uses a radio program to work with families and Muslim clerics, to combat negative norms and to promote social and religious justifications for women's use of the Internet.

Involving men in awareness raising

During the 2020 COVID-19 pandemic, A Call to Men set up a Facebook group, along with a wider community campaign, to raise awareness among men and boys of their role in countering technology-facilitated GBV against women and girls.

DOCUMENTS IN THE GENDER DIGITAL DIVIDE RISK MITIGATION TECHNICAL NOTE



HOW TO USE THIS GENDER DIGITAL DIVIDE RISK MITIGATION TECHNICAL NOTE



UNDERSTANDING THE RISKS OF ICT TO WOMEN AND GIRLS



TOOL 1: PRACTICAL RISK MITIGATION STRATEGIES

- » STRATEGY 1: UNDERSTAND THE CONTEXT AND THE RISKS: “FIRST, DO NO HARM”
- » STRATEGY 2: INVEST IN, SUPPORT, AND SHARE INSIGHTS ON DIGITAL PRODUCTS AND SERVICES THAT MITIGATE RISKS
- » STRATEGY 3: SUPPORT AND STRENGTHEN ICT OUTREACH AND DIGITAL LITERACY INITIATIVES
- » STRATEGY 4: SUPPORT INITIATIVES THAT INVOLVE (MALE/FEMALE/FAMILY) GATEKEEPERS
- » STRATEGY 5: RAISE AWARENESS
- » STRATEGY 6: COLLABORATE AND WORK WITH OTHER NATIONAL STAKEHOLDERS
- » STRATEGY 7: STRENGTHEN INTERNAL AND PARTNER CAPACITY FOR RISK MITIGATION AND SAFEGUARDING



RESOURCES 1–3: KEY DOCUMENTS