

# #MyVoiceMatters

**Community Voices to end**

**Female**

**Genital**

**Mutilation**

# What is #MyVoiceMatters?

- **#MyVoiceMatters is a campaign created by the End FGM European Network that focuses on the importance of Community Voices in the movement to end female genital mutilation.**
- **#MyVoiceMatters is made up of year-long online actions, activities and events aimed at raising awareness on Community Voices – specifically engaging affected communities and the activists working in them.**
- **#MyVoiceMatters aims to mobilise and mainstream Community Voices into all sectors and areas concerning FGM to emphasise the urgent need for community engagement.**
- **#MyVoiceMatters gives a spotlight to critical work being carried out by affected communities, including the work of the Network members and its partners, to end FGM in Europe and beyond.**
- **#MyVoiceMatters aims at calling on all relevant actors, including civil society organisations, institutions and individuals, to systematically engage with communities to end FGM.**

## Why do we talk about Community Voices?

Communities affected by FGM are not a homogeneous group, and it is important to understand their complexities. One community is different than another in terms of country of origin, ethnic group, religion, culture, etc. Beyond this, even a single community is made up internally by a great variety of individuals, in terms of gender, age, social status, religious status, etc. Through this campaign, we want to give a platform to all the Community Voices out there!

# Launch Day: February 6<sup>th</sup> International Day of Zero Tolerance for FGM

February 6<sup>th</sup>, International Day of Zero Tolerance for FGM is our CAMPAIGN LAUNCH DAY!

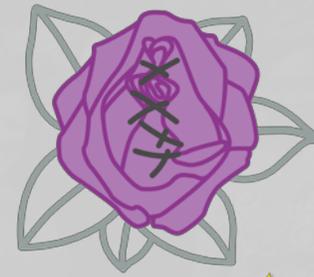
JOIN US in launching our campaign by getting inspiration from the 'Get Involved' section and help us get the word out!

\*NOTE: #MyVoiceMatters will run until December 2019 & additional material will be added to the toolkit throughout the year.

# Who are we?

The End FGM European Network (End FGM EU), is an umbrella network of 22 national organisations working in 12 European countries who are expert on female genital mutilation (FGM). End FGM EU operates as a meeting ground for communities, civil society organisations, decision-makers and other relevant actors at European level to interact, cooperate and join forces to end all forms of FGM in Europe and beyond. We put at the heart of our work grassroots voices to influence European governments and policy-makers to work towards the elimination of FGM. We build our members' capacity, offer spaces to share expertise and develop partnerships.

While being dedicated to being the driving force of the European movement to end FGM, we are equally committed to build bridges and cooperation with all relevant actors in the field of FGM both in Europe and globally. In this sense, we actively promote and foster cooperation between the European movement and movements in other regions of the world.



**End FGM**  
EUROPEAN NETWORK



# Our Members

Our members are national grassroots organisations and NGOs working to end FGM in Europe and beyond through projects around FGM prevention, protection of affected women and girls and service provision for survivors. Check our members profiles [here](#).



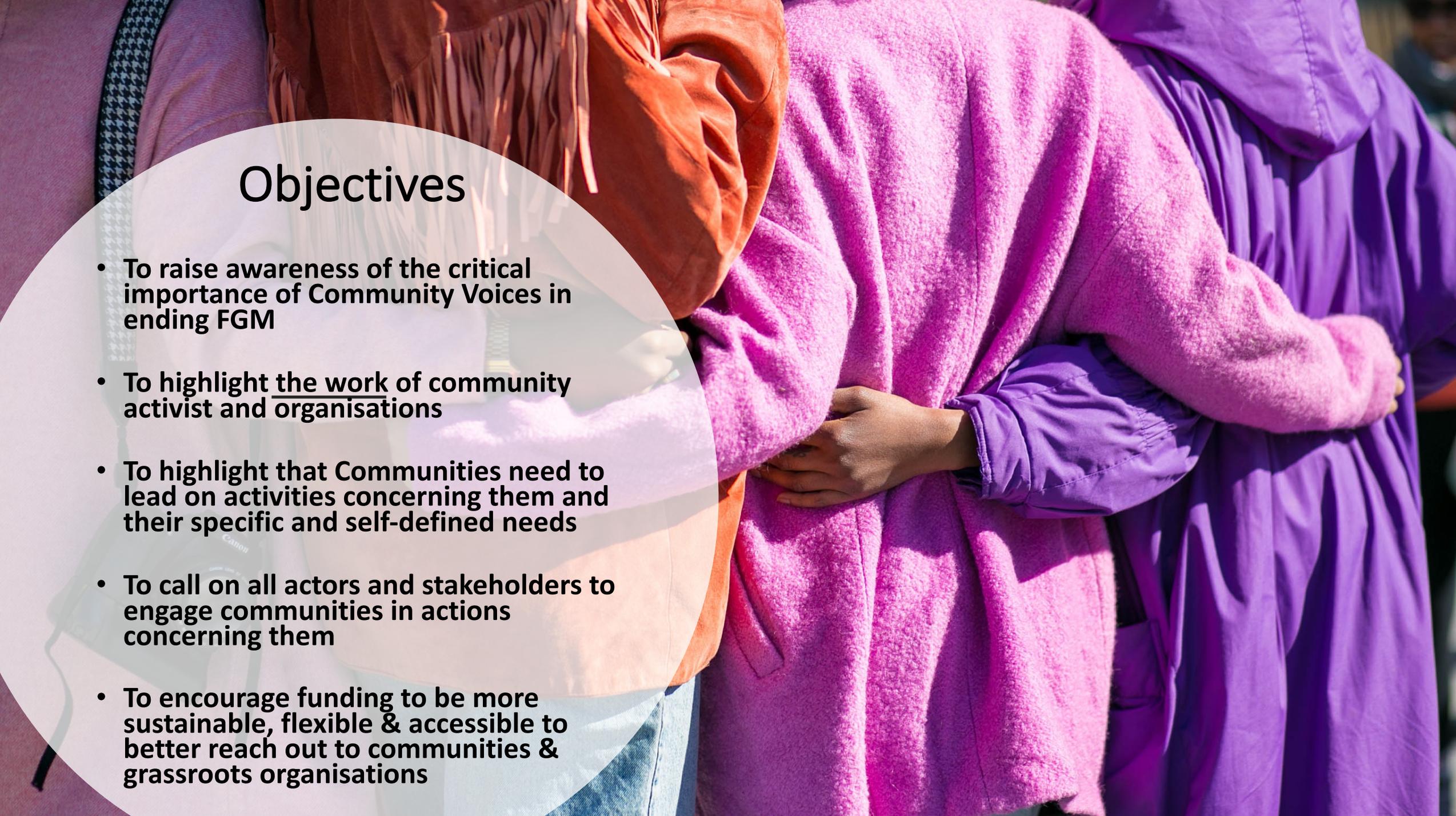
# Why do a campaign on this?

Globally the End FGM movement continues to grow and gather momentum. At the heart of this movement are community activists. It is important to recognise their work and ensure engagement and representation from FGM-affected communities. This is integral to both the mobilising of the movement and ending FGM for good.

With this campaign, the End FGM European Network is calling on all actors to provide more #SeatsAtTheTable in all fields focusing on ending FGM – whether policy & decision making, projects or service provision - survivors and affected communities must lead on activities concerning them and their specific and self-defined needs. No action impacting on communities must be defined, carried out and evaluated without them being fully engaged. Community Voices **must** play a more central role in all actions and decisions moving forward if we are to see an end to FGM.

So, #MyVoiceMatters is born! This campaign seeks to both create awareness on the issue of limited representation from affected communities, as well as to engage activists and organisations in sharing their work with communities and the efforts that have/can and **should** be made to further engage affected communities to end FGM.

In communities around Europe and globally women and men are speaking out against this practice.....



# Objectives

- To raise awareness of the critical importance of **Community Voices** in ending FGM
- To highlight the work of community activist and organisations
- To highlight that **Communities** need to lead on activities concerning them and their specific and self-defined needs
- To call on all actors and stakeholders to engage communities in actions concerning them
- To encourage funding to be more sustainable, flexible & accessible to better reach out to communities & grassroots organisations

A group of diverse people standing in a line, with a large white circle overlaid on the image containing text. The people are wearing various styles of clothing, including jeans, t-shirts, and sneakers. The background is a plain, light-colored wall.

# GET INVOLVED

Everyone has a role to play!

# How to get involved ?

Now that we've told you about the campaign – join us by getting involved!

There are many ways in which you can participate in #MyVoiceMatters...

## Get Active !

**This campaign is open to all and includes specific actions by:**

1. Community members and
2. Organisations, institutions and individuals

**Here are some of the ways in which you can participate in the #MyVoiceMatters campaign....**





Are you a  
community  
member/  
representative?

- Use your voice
- Host an event
- Share a message



## Community Members Use your voice!

This is **your** campaign and an opportunity to collectively make your voices heard, share your story and any actions in your community !

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### How?

#### Social Media Actions

 **Photo:** Take a photo of yourself/a group photo/ you & a friend holding one of our community poster examples from our materials folder OR... make your own! Find some inspiration in our materials section below!

 **Video:** Take a short video of you or others or another community member responding to the question: “**Why #MyVoiceMatters to end FGM?**”

**Twitter Storm:** Launch a Twitter Storm inviting communities from all across the world to join the conversation on why #MyVoiceMatters /#OurVoiceMatters in ending FGM using the hashtag. Outline the issues communities face in ending FGM and how these can be reduced with defined needs.



#### Hashtags



**#MyVoiceMatters #OurVoicesMatter #HerVoiceMatters  
#TheCommunityVoice #CommunityVoices #SeatAtTheTable  
#buildingbridges**

## Bringing people together is one of the many ways to raise awareness! Here are some suggestions to come together and take action for #MyVoiceMatters

### Community Members Host an event

- **Community presentation:** Get some community members together to present the #MyVoiceMatters campaign followed by some examples on why communities need to lead on activities concerning within the end FGM movement inviting key persons both within and outside the community including community leaders, policy and decision makers, religious leaders, and more
- **Action Coffee Morning:** Get some friends in your community together for an 'action coffee morning' where participants will have the chance to raise awareness on the #MyVoiceMatters campaign and share their stories on why #MyVoiceMatters. This is also a great opportunity to take some campaign photos or videos!
- **Get Creative!** There are no limitations to event ideas so get brainstorming! As long as you can find a way to highlight why #MyVoiceMatters and engage others on the campaign topic!



Community Members

# Share your message!

**Whether you're a blogger/vlogger/writer/poet – this is a great chance to share your message! Send us your work or upload your work and tag us on social media and we can circulate your message! Check out our [blog](#) section for previous activist submissions.**

Here are some thought starters to get your juices flowing:

- Why #MyVoiceMatters
- What Community Voices Teach us
- Why Listening is the New Activism
- A Seat at The Table: The Rights We Should All Have

Are you an  
Organisation/  
Institution/  
Individual ?

- Pledge your Commitment
- Host an event
- Raise & Give!

# Organisation/Institution/Individual Pledge your Commitment!

End FGM EU has **7 Principles for Effective Community Engagement** if you are an organisation/institution/individual looking to support #MyVoiceMatters community voices campaign to end FGM, why not pledge your support and share on social media?



## How?

Print some (or all) of our principles from our campaign materials section and share on **Twitter/Facebook/Instagram** with the following caption:

*"I/We pledge my/our support to the 7 principles for effective community engagement to end FGM!"*

## Hashtags

**#MyVoiceMatters #OurVoicesMatter #HerVoiceMatters  
#TheCommunityVoice #CommunityVoices #SeatAtTheTable**

## The 7 Principles for Effective Community Engagement



# Organisation/Institution/Individual

## Host an event

**What better way to raise awareness than by bringing people together? Here are a few suggestions to spark some inspiration:**

### Entertainment

- Host a screening! There are many community-based films on FGM either produced or starring community activists. For a full list [click here](#).
- Have an open mic night
- Host an exhibition
- Host a music gig/concert
- Organise a talent show/play performance

### Meetings

- Bring experts together: advocates, community representatives, survivors, activists to discuss and address the issues standing in the way of stronger community engagement. Write a report on the meeting and share your findings with #MyVoiceMatters
- Host a panel event: Invite community representatives, social workers, grassroots organisations to come and share their experiences of working with affected communities with an audience

# RAG Week: Raise & Give!

**End FGM European Network is a charity which means we are always raising funds! Help the #MyVoiceMatters campaign by:**

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- Hosting an arts fundraiser
- Launch an online kickstarter under a 'Community Engagement' theme
- Host a benefit – this can be anything you like: dinner, coffee morning, bake sale
- In business? Contribute a percentage of your sales to #MyVoiceMatters

DONATE [here](#)

# For all Sample Tweets

Whether hosting an event or simply participating to it – get tweeting! Here are some sample tweets for inspiration:

-  FGM-affected #communities must be engaged from A to Z in designing, implementing & evaluating all action affecting them. They are the actors that can deliver real change! #MyVoiceMatters #EndFGM
-  Funding must be more sustainable, flexible & accessible to better reach out to #communities & grassroots organisations & ensure that #buildingbridges initiatives to #EndFGM are possible! #MyVoiceMatters
-  Working together with #communities must be a top priority for #professionals to deliver sensitive services to FGM-affected women & girls and #EndFGM. #MyVoiceMatters

A person's hands are shown holding a small tree with soil. The tree has a thick, gnarled trunk and sparse, brownish foliage. The background is a plain, light-colored wall. The text "Some Essentials" is overlaid in white, centered on the image.

# Some Essentials

# The Pre & Post Event Checklist

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## PRE-EVENT

**Photography** –its always good to do some photo documenting of your event so be sure to plan for someone to take high quality pictures that can be re-used for the purpose of this subject. If you have the budget, hiring a photographer can really help with this.

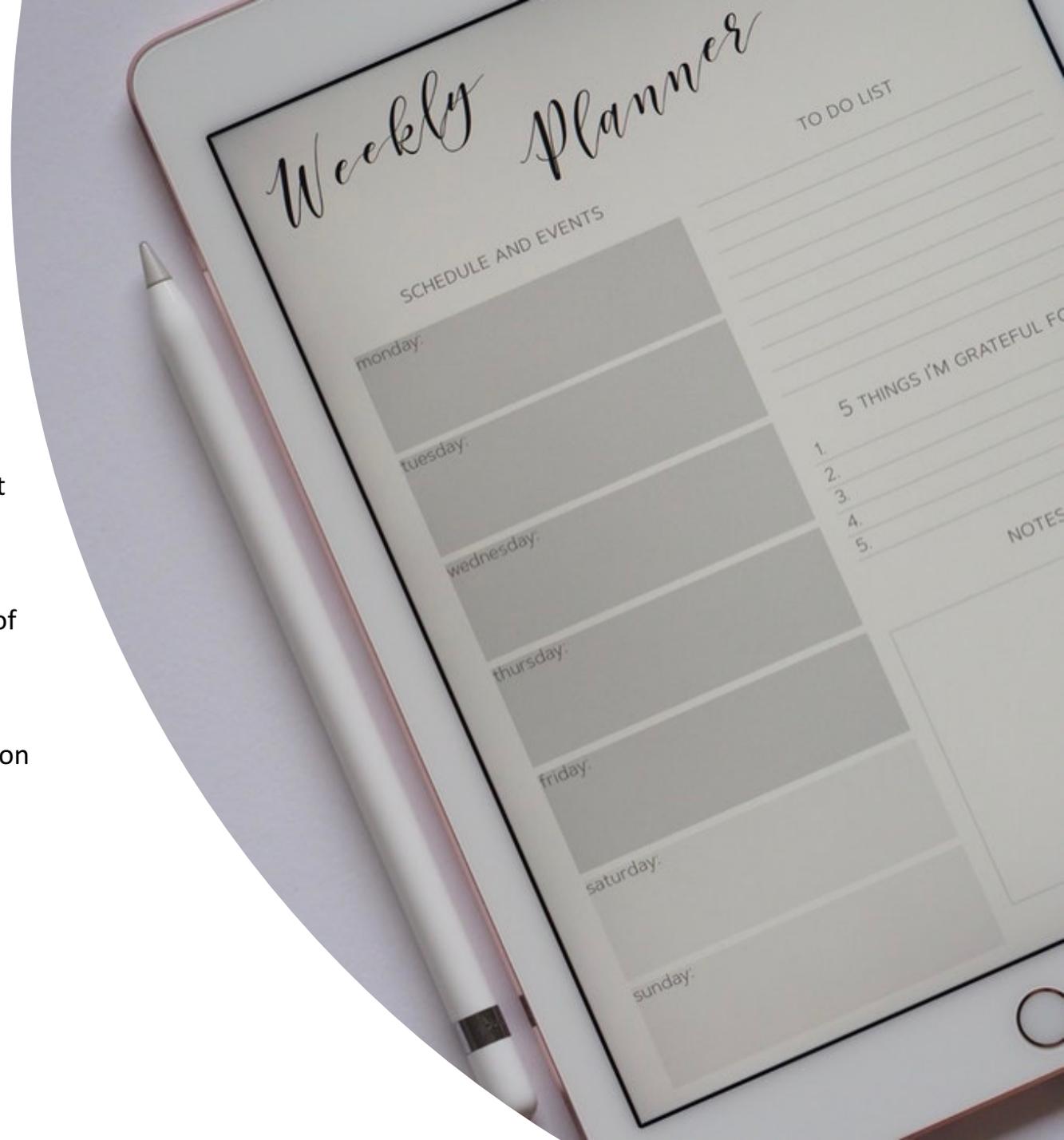
**Videography:** Today, we all have access to video recording through the use of smartphone technology - perfect for short campaign clips! For a longer recording of your event, a more professional camera/videographer hire should be considered.

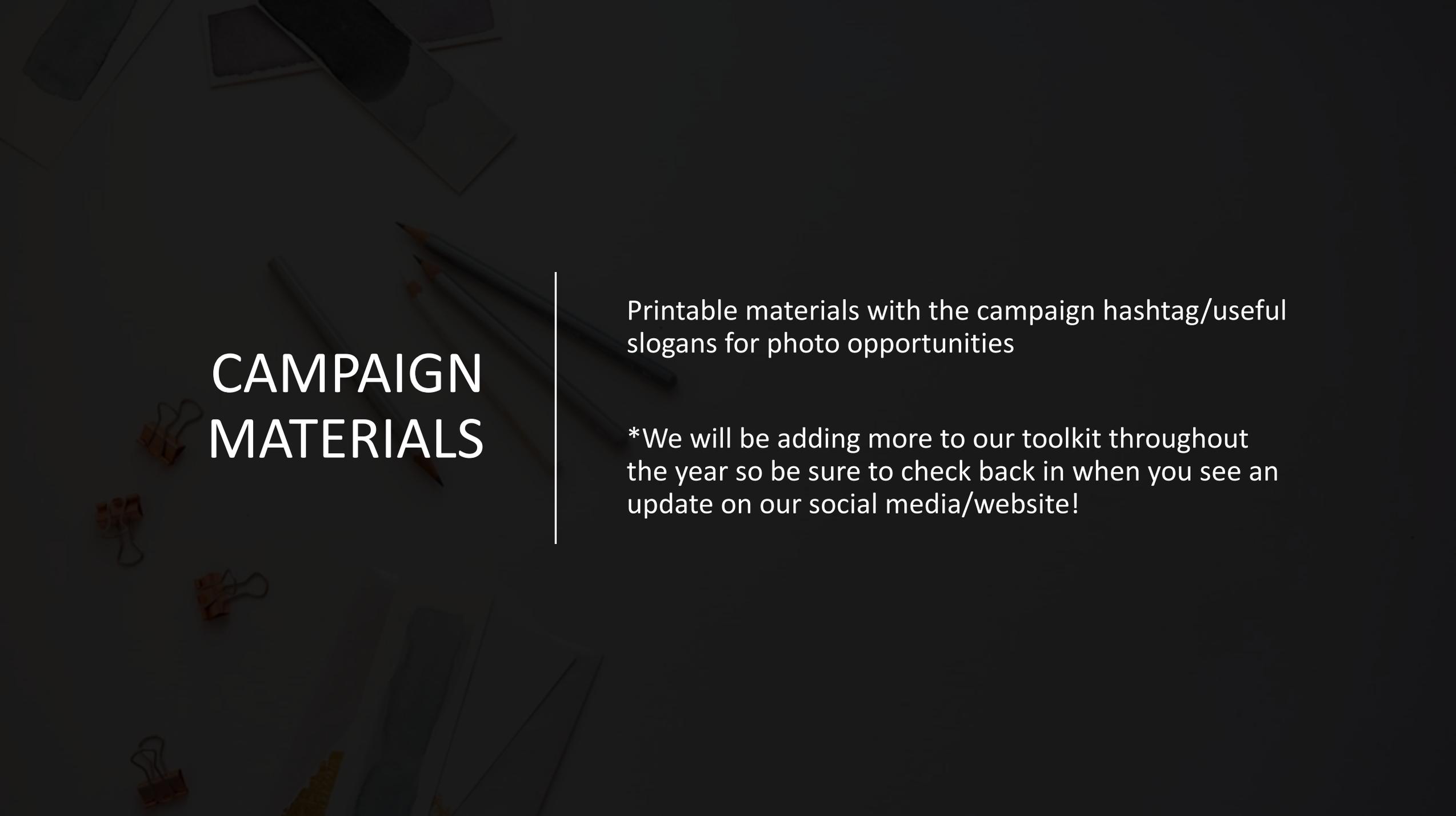
**Printing:** If you are planning to provide publications of any kind or information handouts or be sure to have a printer arranged in advance

**Media:** Keep track of media who register and attend. It is always helpful to engage/send them information before and after if they plan to report on it.

## POST-EVENT

Share any coverage using photographs and highlights from your event with the #MyVoiceMatters campaign by tagging us or sending directly to [info@endfgm.eu](mailto:info@endfgm.eu) – we love hearing of your events!





# CAMPAIGN MATERIALS

Printable materials with the campaign hashtag/useful slogans for photo opportunities

\*We will be adding more to our toolkit throughout the year so be sure to check back in when you see an update on our social media/website!

**I am a Survivor of FGM**

**and**

**#MyVoiceMatters**

**I HAVE A VOICE. LET ME USE IT.**

**#MyVoiceMatters**

**I WORK TO END FGM IN  
MY COMMUNITY**

**#MyVoiceMatters**

**COMMUNITIES  
NEED**

**#ASeatAtTheTable  
to end FGM**

**#1**

**UNDERSTAND COMMUNITY  
CONTEXT AND NEEDS**

**to end FGM**

**#MyVoiceMatters**

**#2**

**ENGAGE &  
COMMUNICATE  
APPROPRIATELY**

**for Effective Community Engagement to end FGM**

**#MyVoiceMatters**

**#3**

# **ENSURE INCLUSIVE COLLABORATION**

**for Effective Community Engagement to end FGM**

# **#MyVoiceMatters**

**#4**

**EMPOWER**

**for Effective Community Engagement to end FGM**

**#MyVoiceMatters**

**#5**

**DO NO HARM**

**for Effective Community Engagement to end FGM**

**#MyVoiceMatters**

**#6**

**BE ACCOUNTABLE.  
BE TRANSPARENT.**

**for Effective Community Engagement to end FGM**

**#MyVoiceMatters**

**#7**

**INVOLVE COMMUNITIES IN  
MONITORING & EVALUATION**

**for Effective Community Engagement to end FGM**

**#MyVoiceMatters**

# #MyVoiceMatters

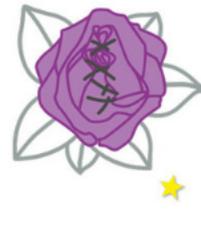


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#صوتي-مهمة

**#MyVoiceMatters**



**End FGM**  
EUROPEAN NETWORK

**#MaVoixCompte**

**#MyVoiceMatters**

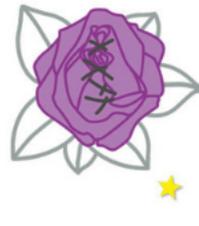


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**#MijnStemTelt**

**#MyVoiceMatters**



**End FGM**  
EUROPEAN NETWORK

**#MeineStimmeZählt**

**#MyVoiceMatters**



**End FGM**  
EUROPEAN NETWORK

**#MiVozlImporta**

**#MyVoiceMatters**



**End FGM**  
EUROPEAN NETWORK

**#LaMiaVoceConta**

**#MyVoiceMatters**



**End FGM**  
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**#Ηφωνήμουμετράει**

**#MyVoiceMatters**



**End FGM**  
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**#AMinhaVozÉImportante**

**#MyVoiceMatters**

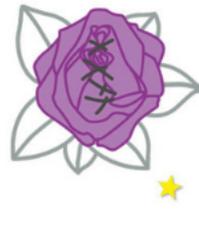


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**#MinRöstÄrViktig**

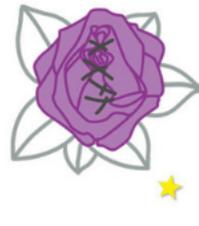
**#MyVoiceMatters**



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**#MinunÄäneniOnTärkeä**

**#MyVoiceMatters**



**End FGM**  
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**#Codkaygaqiimaayuulayahay**

**#MyVoiceMatters**



**End FGM**  
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**#CongoolamNeHiissa**

**#MyVoiceMatters**



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