

End FGM
EUROPEAN NETWORK



#ENDFGMMYTHS



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FEMALE GENITAL MUTILATION

IS...

#ENDFGM MYTHS



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FEMALE GENITAL MUTILATION

IS NOT...

#ENDFGM MYTHS

2020 Annual Campaign

#ENDFGM MYTHS

DEBUNKING MYTHS AND MISCONCEPTIONS ABOUT FGM

The End FGM European Network 2020 campaign is all about...

“DEBUNKING MYTHS & MISCONCEPTIONS”!

This year, anti-Female Genital Mutilation experts will share their knowledge with YOU!

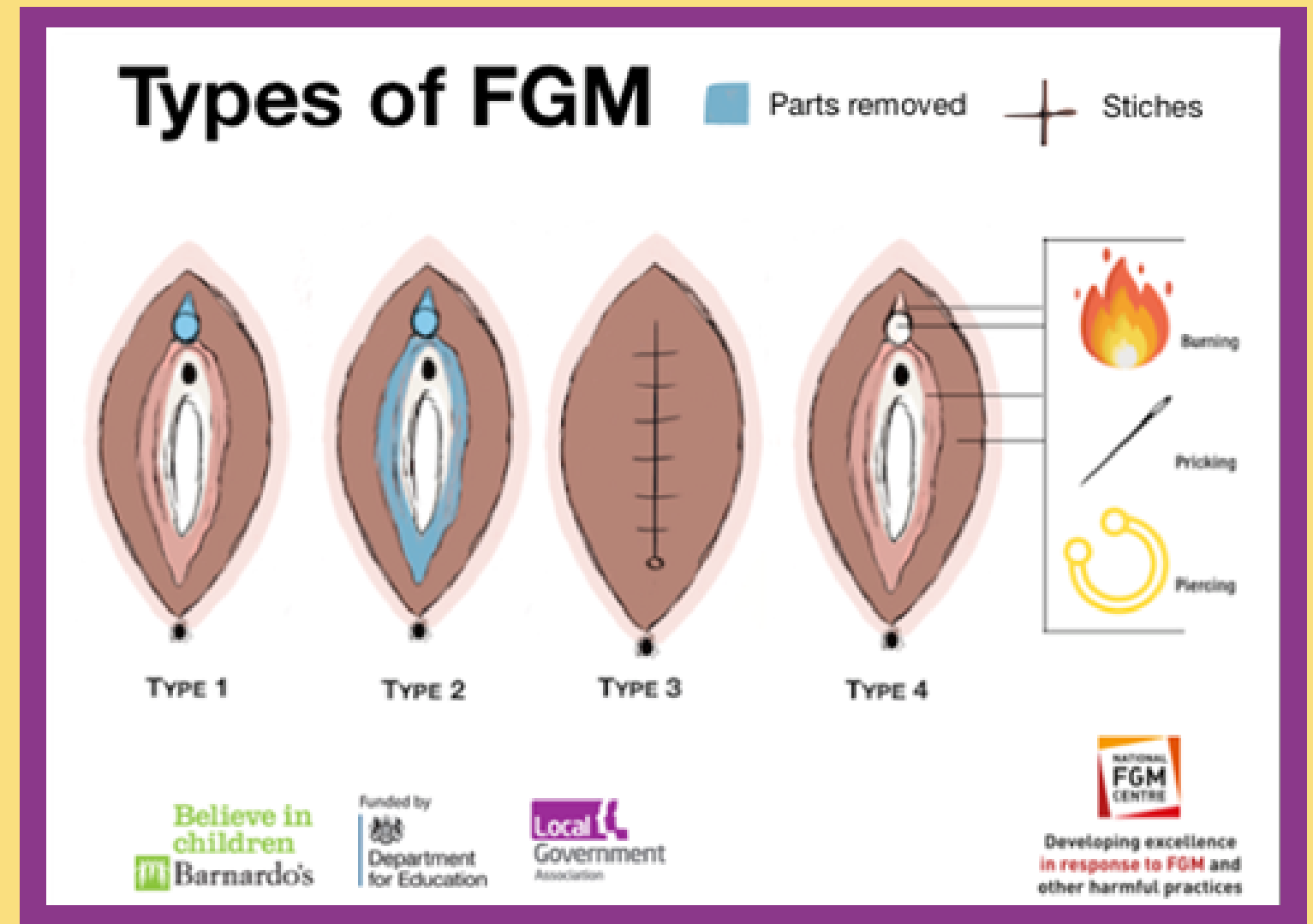
Did you know that 200 millions women and girls are affected by FGM worldwide and that in Europe alone, around 600.000 of them are FGM survivors? And this is just the beginning, there is so much more for you to learn this year.

Get involved and discover how you can change things to [#endFGMmyths!](#)



WHAT IS FGM?

- **Female Genital Mutilation** comprises all procedures involving the **removal** of the external female genitalia or other **injury** to the female genital organs for **non-medical reasons**.
- On average girls are subjected to FGM **between birth and age 15**. FGM is **not** prescribed by any religion and has **no** health benefits. On the contrary the practice can cause **life-lasting physical and psychological trauma**.
- **200 million girls and women** alive today have undergone FGM. At current rates, an additional estimated **68 million girls** face being cut by 2030.



TAKE ACTION & SPREAD THE WORD!

- Take a **selfie** or a **picture** with your friends, colleagues, family and peers and share it online with the hashtag **#endFGMmyths**
- Record a **short video** (1 minute) busting a myth about FGM
- Hosting an **event**: conference, exhibition, concert... ?
Share the campaign by debunking myths and misconceptions on FGM
- **Art**: poetry, song, sculpture, etc.

Use the hashtag:

#ENDFGMMYTHS

And share your work with us:

 @ENDFGM_Network

 @endfgmeuropeannetwork

 @endfgmeu



WHAT THE CAMPAIGN AIMS TO DO?

Although FGM is being known and talked about more and more, there are still a **lot of misconceptions and stereotypes** existing about it.

‘FGM is an African issue’

‘Parents who make their daughters undergo FGM don’t love them’

‘FGM s a religious practice’

Each month we will be tackling **one specific myth about FGM and its harmful consequences** on women’s lives.

We will be providing you with **already made and ready to use content** to learn more about Female Genital Mutilation and how to end this practice.

This campaign is a **social media campaign**. **MAKE YOUR VOICE HEARD!**



FEBRUARY THEME

WHAT IS FGM?

EXPLAINING WHAT FGM IS WITH CLEAR AND SIMPLE NARRATIVE

EVENTS:

- 4th of February: Let's Change event
- 6th of February: International Day of Zero Tolerance for FGM
- 10th of February: Strasbourg Plenary



RESOURCES AVAILABLE:

- Video *What is FGM?*
- Infographic on the 4 types of FGM
- Booklet *Myths & Misconceptions*
- Tweet sheet
- EP Resolution

MARCH THEME

WHO IS AFFECTED BY FGM?

RAISING AWARENESS THAT FGM AFFECTS WOMEN IN 92 COUNTRIES WORLDWIDE

EVENTS:

- CSW (Theme: Implementation of the Beijing Declaration)
- International Women Rights Day



RESOURCES AVAILABLE:

- Video
- The Global advocacy report

APRIL THEME

DOES FGM AFFECT SEXUAL PLEASURE?

UNDERSTANDING THE DIFFERENT TYPES OF FGM

EVENTS:

- End FGM EU General Assembly



MAY THEME

WHAT IS YOUNG PEOPLE'S ROLE IN ENDING FGM?

YOUNG PEOPLE ARE DRIVING THE END FGM MOVEMENT: DISCOVER SOME OF THEIR WORK

EVENTS:

- Launch of *The Purple Chair* YouTube channel
- Gender ABC closing event (26-27)



RESOURCES AVAILABLE:

- *The Purple Chair* videos

JUNE THEME

IS FGM LINKED TO RELIGION?

UNDERSTANDING THAT FGM HAS NO RELIGIOUS GROUNDING

EVENTS:

- European Development Days
- Youth Ambassadors closing event



RESOURCES AVAILABLE:

- Video Imam Ibrahim from the CoP

JULY THEME

HOW IS FGM A GENDER EQUALITY ISSUE?

25 YEARS AFTER THE BEIJING DECLARATION, FGM IS STILL AN ISSUE OF WOMEN'S EQUALITY

EVENTS:

- Beijing +25:
Generation Equality Forum, Paris



RESOURCES AVAILABLE:

- 2 members videos

SEPTEMBER THEME

IN EUROPE, ARE WOMEN'S GENITALIA TREATED WITH RESPECT?

EXPLORE FGM IN EUROPE AND RELATED PRACTICES

EVENTS:

- End FGM EU
Knowledge sharing event
- UN General Assembly



RESOURCES AVAILABLE:

- UNGA Report

OCTOBER THEME

HOW SHOULD WE TALK ABOUT FGM?

EXPLORING HOW WORDS MATTER AND WHY WE MUST USE NON-STIGMATISING LANGUAGE

EVENTS:

- European Week of Action for Girls



RESOURCES AVAILABLE:

- *How to talk about FGM* guide
- *How to talk about FGM* video

NOVEMBER THEME

ARE SOME FORMS OF FGM LESS HARMFUL THAN OTHERS?

ALL FORMS OF FGM ARE AS HARMFUL TO WOMEN & GIRLS

EVENTS:

- 16 Days of Activism
- African Summit



RESOURCES AVAILABLE:

- Activists quotes

SAMPLE TWEETS



In the following slides, you will find a **sample tweet** for **every month** of our Campaign.

If you will use them, **don't forget to tag us:**
@ENDFGM_Network

FEBRUARY SAMPLE TWEETS

Sample tweet for the 6th of February

[Follow](#)

On this day of [#ZeroTolerance4FGM](#), do you really know what is FGM? “Female genital mutilation comprises all procedures that involve the removal of the external female genitalia, or other injury to the female genital organs for non-medical reasons” [@WHOatEU](#) [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



Sample tweet for the month of February

[Follow](#)

Let's get back to basics: what do you really know about Female Genital Mutilation? Check out our video down below to learn about this harmful practice!
<https://bit.ly/2NQwjRC> [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



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MARCH & APRIL SAMPLE TWEETS

Sample tweet for the month of March

[Follow](#)

Did you know that FGM is practiced on all continents except for Antarctica? It is definitely not only an "African issue". To discover more data that could surprise you, check our report down below! [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



Sample tweet for the month of April

[Follow](#)

Do you think that FGM survivors have no sexual pleasure? Well, we could prove you wrong! Pleasure is linked to many factors and there are various types of FGM! Follow this link to find out more! [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



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MAY & JUNE SAMPLE TWEETS

Sample tweet for the month of May

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What do you think is the young generation busy doing, these days? We have an answer for you: fighting for women's rights! Check [#ThePurpleChair](#) YouTube channel on what young people do to fight Female Genital Mutilation. [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



Sample tweet for the month of June

[Follow](#)

Female Genital Mutilation is not prescribed by ANY religion. FGM is practiced all around the world by communities from various beliefs, including all 3 monotheist religions. [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



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JULY AND SEPTEMBER SAMPLE TWEETS

Sample tweet for the month of July



Name
@Username

Follow



200 million women worldwide are affected by FGM. In Europe, around 600.000 women and girls are FGM survivors! Female Genital Mutilation is a major issue. Check our map and you will find out the vastity of it: we need everybody's help to end this harmful practice. [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



Sample tweet for the month of September



Name
@Username

Follow



Harmful practices on women's genitalia also happen in Western societies: obstetrical & gynaecological violence occur especially during pregnancy and childbirth, resulting in physical and psychological pain. Read more: <https://bit.ly/37ldhuF> [#endFGMmyths](#)

12:00 PM - 6 Feb 2020



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OCTOBER & NOVEMBER SAMPLE TWEETS

Sample tweet for the month of October

[Follow](#)

Words matter and we should carefully think about what we say: discover what you should NEVER say regarding FGM and why, reading our guide on How to talk about FGM: <https://bit.ly/2RHvqMy> #endFGMmyths

12:00 PM - 6 Feb 2020



Sample tweet for the month of November

[Follow](#)

There is no hierarchy in pain. We should stop comparing the different types of FGM: NO, some types of FGM ARE NOT less harmful than others. Physical, psychological and emotional pain is not measurable. #endFGMmyths

12:00 PM - 6 Feb 2020



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IF YOU NEED MORE INFORMATION, PLEASE CONTACT

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