



## BACKGROUND: “ORANGE CAMPAIGN 2017”

From 25 November, International Day for the Elimination of Violence against Women, to December 10, Human Rights Day, the [16 Days of Activism against Gender-Based Violence Campaign](#) is a time to galvanize action to end violence against women and girls everywhere.

United Nations Secretary-General’s **UNiTE** Campaign has designated 25th of every month “**Orange Day**” to raise awareness and take action to end violence against women and girls. As a bright and optimistic colour, orange represents a future free from violence. Orange Day calls upon civil society, governments, and UN partners to highlight issues relevant to preventing and ending violence against women and girls. During the **16 Days November 25 to December 10** UNiTE asks organizations and citizens all over the world to intensify efforts to mobilize action domestically and globally.

Recognizing the unifying nature of one of the essential principles of the 2030 Agenda for Sustainable Development, the UNiTE Campaign will celebrate 2017 Orange Days under the overarching theme “**Leave No One Behind: Ending Violence against Women and Girls**” while underscoring its commitment towards reaching the most marginalized and underserved first.

Although older women in Africa are strong and resourceful, they are among the most marginalized groups. They have been disproportionately impacted by the AIDS pandemic which is both a cause and consequence of violence against women. The violence they experience remains largely invisible. It often begins in childhood, and is exacerbated with early marriage, and exclusion from health services, education and economic opportunities. Other life-course transitions, such as motherhood, widowhood and aging increase their vulnerability. Violence against older women, which is often perpetrated by intimate partners and family, may take the form of physical, sexual or psychological abuse, as well as financial exploitation and neglect.

This year during the **16 Days Orange Campaign GRAN** will spotlight the multiple challenges that older women in sub-Saharan Africa face: access to life saving medicines, access to life long learning and freedom from violence. Our goal is to raise awareness in our own communities. Our call to action is to challenge the Canadian government and the international community to meet their commitments to the Sustainable Development Goals and implement policies and programs that will improve the **human rights** of grandmothers in sub-Saharan Africa.

**#LeaveNoOneBehind**

**#OlderWomenCount**

