



ORANGE CAMPAIGN: END VIOLENCE AGAINST WOMEN AND GIRLS

KEY MESSAGES/TALKING POINTS

The United Nations Secretary-General's campaign **UNiTE to End Violence against Women** calls for global action to increase worldwide awareness and create opportunities for discussion about challenges and solutions. The UNiTE campaign uses the colour **ORANGE** as a uniting theme symbolizing a brighter future.

The UNiTE campaign will celebrate this year's Orange Days under the overarching theme "**Leave No One Behind: Ending Violence against Women and Girls**" while underscoring its commitment towards reaching the most underserved first. For this reason, in 2017, the UNiTE Campaign will continue to highlight specific Sustainable Development Goals through its Orange Days theme by putting a spotlight on the implications and consequences of violence against women and girls within the most marginalized groups, including refugees, migrants, minorities, indigenous peoples, and populations affected by conflict and natural disasters, amongst others. <http://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action>

Older Women in Africa are among the most marginalized groups. The violence they experience remains largely invisible. They face multiple challenges to their physical security and right to non-violence, including:

- failure by law enforcement and the legal system to protect them and ensure their right to well-being and safety
- failure to provide affordable, life saving medications in the wake of the AIDS pandemic
- limited access to education due to gender, early and forced marriage or age
- domestic abuse (by intimate partners and others in the household)
- elder abuse, occurring within a relationship where there is an expectation of trust
- neglect and failure to provide food and support when an older woman is unable to care for herself
- negative effects of child or forced marriage that persist in older age
- abusive traditional practices including witchcraft allegations and cruel, dehumanizing widowhood practices
- attacks and killing of older widows in order to take their property
- wife inheritance
- neglect and abandonment in cases of natural disasters and emergencies
- high vulnerability to sexual violence in refugee camps
- rape and sexual violence as war tactics in conflict areas, including exposure to HIV infection.

Its time to speak up to eliminate all forms of violence against women of all ages and girls, to uphold their human rights, and to **Leave No One Behind / Older Women Count!**