

## Activism against Women and Children Abuse: 16 Days versus 365 Days

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The year 2019 will mark 29 years of existence of the 16 days of activism for no violence against women and children. The campaign of 16 days of activism against women and children abuse was initiated in 1991 at the Rutgers University in the USA by the Center for Women's Global Leadership, and it is now a global campaign. The intention of this campaign is to challenge all South Africans to help end this violence and to generate awareness of the negative effects that violence and abuse have on women and children. Each year the South African population participates in the campaign through generating an awareness following a specific theme that could be adopted in that year or in consecutive years. For example, a theme in 2017 was "Leave no one behind: End violence against women and children". However, there is a challenge with regard to these themes because at times they become general and not specific to violence against women and children. That was seen in 1998, 1999, 2015 and 2016 because the themes were broad, general and not specific to women. For example, the 2015 theme was "From Peace in the Home to Peace in the World: Make Education Safe for All". Therefore this clearly shows that at times the country deviates from the purpose of this campaign against women and children abuse. This leads to a lack of awareness of women and children abuse.

Regardless of that, recent statistics show that in South Africa, women and girls are abused in various forms every 26 minutes either by an acquaintance or a stranger. The reasons for the escalation of the statistics in South Africa despite the 16 days of activism against women and children abuse could be as follows:

- The days that are chosen for the awareness against such violence are too few compared to the days of the year, i.e. 365 days. That implies that the country needs to look beyond 16 days of activism against women and children abuse within this specific period. Instead, consider having this campaign at least four times in a year or every quarter within a one-year period. Provide specific and focused themes that are focusing on the awareness of women and children abuse through dealing with problems and providing solutions that can be used to manage those specific problems experienced by women and children.
- There is a failure to recognise, to acknowledge and perhaps to adopt specific management styles proposed by researchers to curb the problems experienced by women, and also to adopt different strategies that can be used to reduce violence against women and children. Researchers have indicated the use of transdisciplinary approaches as well as community-based approaches as strategies that can be used to manage violence against women. These strategies could also contribute to reducing the statistics of violence against women and children. The implementation of evidence-based psychotherapies can be used to manage the effects of abuse that include emotional and psychological disturbances experienced by women and children in the context of South Africa.

In conclusion, there is a need for adopting an implementation science in South Africa through the use of recognising evidence practice and adopting strategies, policies and guidelines that are developed specific to end violence against women and children, thereby promoting their well-being.