

Celebrities, NPOs stand up to Gender-Based Violence

The Justice Desk (TJD), a South African human rights non-profit organisation, has launched an awareness campaign as part of 16 Days of Activism, which features 16 voices for 16 Days.



Photo: Supplied

The campaign will feature and amplify the thoughts, reflections, voices and suggestions of incredible individuals on their website and through their various social media platforms throughout 16 Days of Activism.

The 16 voices are made up of representatives from NPO organisations and foundations such as the Kolisi Foundation, SaHarvest, The Embrace Project, Women Lead Movement, Langa for Men, The Uyinene Foundation and Girls against Oppression.

The voices of well-known celebrities include Zolani Mahola, The Justice Desk's goodwill ambassadors, Marco Spaumer and Craig Lucas, as well notable business leaders such as Jon-Foster Pedley and Pumela Salela. Various community activists from The Justice Desk projects such as girl survivors of rape and young boys actively fighting against GBV will also be featured in the campaign.



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Bringing South Africans together in the fight against GBV

During the 16 voices for 16 Days campaign, the 16 chosen voices will be taking on the role of thought-leaders in the GBV space, ultimately discussing the ongoing gender-based violence crisis our country is facing, how action must be taken, how activism can be used as a tool for change, as well as other suggestions for how we can successfully combat gender-based

violence in our lifetime.

Through this campaign, The Justice Desk not only seeks to raise awareness of the GBV crisis in South Africa, but also “hopes to bring people together, inspiring one another to recognise the incredible power that South Africans have when we come together for change”. By amplifying these 16 remarkable leaders, they hope to inspire others in contributing their own thoughts and voices, uniting in solidarity and raising awareness to the important fight against gender-based violence.

16 Days of Activism against Gender-Based Violence is an annual international campaign that kicks off on the 25th of November, the International Day for the Elimination of Violence against Women, and runs until the 10th of December, Human Rights Day.

“Challenging gender-based violence is a collective fight. There are so many incredible people who have a voice and a way forward and we must listen. We can no longer work in silos, but must be encouraged to share our ideas, passions and plans of action,” says Jessica Dewhurst, the CEO of The Justice Desk.

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