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**It  
ends  
with me**

# It ends with me: Women United to End Violence against Women

USAID's SHOUHARDO III implemented by CARE has been delivering gender equity food security interventions in the char and haor regions of northern Bangladesh for more than four years. The Midterm Evaluation from 2018 suggested that the program should extend its interventions to prioritize on new brides and young mothers. These young women leave behind their known surrounding for starting a new life as a married woman at a new house. Often times, they have no say in the life choices in their in-laws' houses. These young women were unable to fully participate in the program interventions and therefore could not experience the full benefits. SHOUHARDO III's Participant-Based Sample Survey of 2019 also revealed that the program still needs to address issues around Violence Against Women (VAW). The new brides and young mothers see their limited mobility and opportunities for their economic empowerment as a normal phenomenon. Additionally, it was reported that mother-in-laws had control over household resources and were the primary decision makers. They were primarily the determiner of decisions related to the new brides and young mothers' mobility, livelihood activity, and other related aspects.

The core focus of the campaign is to mitigate the reinforcement of harmful norms and practices, including physical, economic, and psychological VAW, by mothers-in-laws primarily in Bangladesh with special focus to SHOUHARDO III implementing areas. This awareness campaign aims to unite women, particularly mothers-in-laws for opposing violence against young brides, mothers, and their subjugation by engaging mothers-in-law (primarily) and men (secondarily).

**It Ends With Me is a social media campaign that promotes awareness to empowers newly married women and young mothers by engaging with their mothers-in-law, husbands, and other relations.**

**The campaign's aim to produce user-generated content was successfully achieved by engaging with the follower/ audience. Also to create on-line debate and discussion on women's empowerment and GBV through facebook, twitter and instagram.**

**Launched in March 2020 with International Women's Day.**

## **CAMPAIGN REACH** (August 08, 2020 to February 07, 2021)

**5,75,000** unique reach.

**6,38,500** social media engagement through

- Expressed interest in the content
- Theme design 'likes'
- Useful messaging
- Strong content

**1,44,600+** views of posted videos (The number of people who watched the video at least 3 seconds).

**Local celebrities and influencers** share the posts in their own pages.

**12.1+ million** reach: The number of people who had any content from the Page or about the Page enter their screen. This includes posts, check-ins, ads, social information from people who interacted with the Page and more.

**13,600+** likes on Facebook, **53.8%** men and **46.2%** women.

**43,500+** reach on Instagram, **7,69,000+** reach on Twitter,

**Global reach** with Facebook followers in Saudi Arabi, United Arab Emirates, Malaysia, India and beyond.

**Facebook posts adapted to meet the needs of followers for information during the coronavirus disease 2019 (COVID-19) pandemic.**

**Social media posts included SHOUHARDO III program activities, violence against women awareness by sharing hotline numbers to call, child marriage awareness, advise and necessity of improving mother-in-law and daughter-in-law relationship.**