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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 any 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 in 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 awareness campaign that 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.**

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

## CAMPAIGN REACH

**2.8+ million** unique reach

**275,000** social media engagement through

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

**316,000+** 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

**8+ 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.

**16,000 + likes** on Facebook, 10,274 men and 6,334 women.

- 271 followers on Twitter, 64 on Instagram

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

For every Facebook post, and average of: **54,000 reach, 35 comments, 30 shares, 2,000+ clicks**

**Facebook posts adapted to meet the needs of followers for information during the coronavirus (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.**



# AUDIENCE ENGAGEMENT FINDINGS

Gender-Based Violence-related posts dominated the most reached list

## Post Reach

1. It Ends with Me (Call at 109 if you face violence) **1,743,498**
2. A story of Dukhila who is supportive to her daughter in law) **162,041**
3. 88% Women in Bangladesh experience sexual harassment in public place/transport. **159,817**
4. Be vocal to stop rape **159,343**
5. Psychiatrists contact numbers for support **158,421**
6. Video on Rehana's story (women empowerment) **143,090**
7. It Ends with Me (What characters make ideal wife) **136,105**
8. Misogyny, discrimination and violence against women during COVID-19 pandemic **126,462**
9. Album: Tale/Story of Rupali **123,330**
10. Domestic violence against women (women who believe husband's beating is justified) **112,534**
11. Minimizing the cost of violence against women (Mina's story) **107,310**



## ADAPTATION PLANS MOVING FORWARD WITH THE SECOND PHASE OF THE CAMPAIGN

### Campaign-specific messaging:

- Acknowledge the male champions – enablers of women who play a critical role in advancing women's freedom from violence.
- Fight against male stereotypes, sexual abuse of boys and violence against men.
- Prioritize and respect anonymity due to the sensitive nature of the topic within the local context.
- Start at the core of all discrimination – the mothers (going beyond the mother-in-law)
- Target the future husbands (create appealing contents for boys, not only young girls)
- A safe space for male victims also (beyond the female-specific focus)

## PROGRAM-SPECIFIC ADAPTATION

- Increase audience engagement by having a dedicated team to reply to comments and queries, and direct them to program's technical leads for expert advice.
- The campaign had a solid plan on community mobilization to convey the same message about EVAW, but the pandemic halted this. The program will explore ways to engage the rural communities including its participants to reach more and influence around EVAW efforts incorporating the messages relevant for them. Channels outside social media pages will also be explored, particularly for rural households without electricity or smartphones; potential alternatives could be local radio, billboards, mosque announcement, etc.
- Its partner media agency Prothom Alo has its wide reach within Bangladesh. Prothom Alo will also need to tap its own network to share the same message around EVAW and increase the campaign's reach.
- With the campaign's compelling reach and engagement results, this best be replicated with other CARE Bangladesh projects, as well as staff.