

Stop Stoning Women Now:
Global Campaign



2013 Campaign Allies Toolkit

Together We Can End This Form of Violence Against Women

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ABOUT THE CAMPAIGN

Our Petition

Stoning is not simply a relic of the past. In fourteen countries around the world, this brutal punishment and form of torture continues to exist in the here and now.

In 2008, a 16 year-old from Kurdistan Iraq named Aziz eloped with a man against her parents' wishes. Fearful of her life, she sought help from the Department to End Domestic Violence. Yet the Department turned her over to her father, and her family subsequently stoned her to death.

In July 2012, Najiba, 21 was stoned and shot dead in Afghanistan in front of a hundred and fifteen men of the community, cheering the stoning. This horrific incident was filmed by a community member present. Najiba had been accused of moral crimes by local warlords and commanders.

In Sudan, Intisar Sharif Abdallah and Layla Ibrahim Issa were sentenced to death by stoning in 2012, accused of adultery. Following growing Sudanese and international public pressure, they were released on appeal.

And in March 2013, the head of the Commission for the Promotion of Virtue and the Prevention of Vice in Tunisia, called for a 19 year-old Tunisian named Amina to be stoned to death for posting nude protest images online.

These are but a few recent cases of women being terrorized by this heinous practice.

Stoning is a cruel form of torture that causes grievous pain before death. It is a profound violation of fundamental human rights. The practice of stoning disproportionately targets women and their conduct, and it often further entails a number of civil and political rights violations that follow on from unfair judicial processes and conditions of detention. Women are more likely to be sentenced to stoning when misogynist interpretations of religious laws and cultural mores form the basis of laws governing sexual relationships and the family.

Let's stand together and say NO to stoning. Women's rights cannot be sacrificed to these interpretations. Women have the right to freely participate in and adhere to their own beliefs but today they continue to be silenced by acts of violence.

Stand up to violence against women. Cruel, inhuman and degrading punishment cannot be tolerated, and the universality of human rights must not be held hostage in the name of 'culture' or tradition.

We call on States where stoning still exists in law and in practice to be held accountable to their international human rights obligations by banning stoning in law and in practice and to bring perpetrators to justice.

We strongly urge the UN Office of the High Commissioner for Human Rights and the UN Secretary General Ban Ki-moon to heed this urgent call by openly denouncing the practice of executions by stoning as one of the most brutal forms of violence against women and as a form of torture or cruel, inhuman and degrading treatment or punishment.

Please see the petition here: https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition

What is the purpose of this campaign?

Our ultimate goal is to **end the brutal practice of stoning**. In the short-term - this November 25th, the International Day for the Elimination of Violence Against Women - we aim to galvanize a critical mass of **10,000 supporters worldwide** to sign our petition online on [Change.org](https://www.change.org). The petition functions as a mobilizing platform articulating our analysis of stoning as a persistent form of violence against women and our agenda. Targeting the UN human rights system with stage one, this in turn feeds into our medium-term aim – to successfully advocate for a **UN resolution against stoning**. In the medium-to-long term, the campaign’s goal is to **ban stoning** in countries where it still exists in law and **criminalize those who engage in this heinous practice** worldwide.

In order to achieve medium and long-term aims, we will engage in a separate lobbying strategy at the United Nations. This process will be integrated into the campaign on the ground.

Who is participating?

Key partners of the campaign include: Women Living Under Muslim Laws (WLUML); Women’s UN Report Program & Network (WURN); the Women’s Intercultural Network; Justice for Iran; Research Institute on Women, Peace and Security; Foundation of Solidarity for Justice; BAOBAB for Women’s Human Rights; Salmah Women’s Resource Centre; Solidaritas Perempuan; Groupe de Recherche sur les Femmes et les Lois Senegal (GREFELS); Shirkat Gah Women’s Resource Centre; Organization of Women’s Freedom in Iraq; and the Institute for Women’s Empowerment (IWE). We are joined by a broad and growing coalition of allies, influential individuals and international and local organizations whose work focuses on violence against women and torture and cruel and inhuman treatment and who champion the campaign and endorse the petition.

This toolkit has been created for the use of allies of the campaign. We hope that it will function as a reference point for all of us as we work to raise awareness and publicize the campaign, broaden the reach of the campaign and develop a critical mass of supporters.

IMPORTANT DATES

May 28th – International Day of Action for Women’s Health

June 26th – International Day in Support of Victims of Torture & Global Tweet-a-Thon

July 25th – Orange Day to Highlight Violence against Women & Thunderclap

October 11th – International Day of the Girl

November 25th – International Day for the Elimination of Violence against Women

ICO CAMPAIGN TEAM

Please feel free to contact the campaign team at the International Coordination Office of Women Living Under Muslim Laws (WLUML) with any questions regarding *Stop Stoning Women*. Your questions can be directed to the following –

Naureen Shameem: naureen@wluml.org

Yasmin Ghrawi: yasmin@wluml.org

TWITTER

Your use of social media platforms is important to *Stop Stoning Now*. Engaging in social media campaigning will allow you to reach a wider audience, engage with potential supporters worldwide, increase engagement and investment in the campaign, and publicize and broaden the reach of the campaign.

We suggest that you follow WLUML on twitter at [@WLUML](https://twitter.com/WLUML) and the twitter accounts of other campaign partners for updates and retweetable messages about the campaign.

Thank you for committing to using your social media platforms to spread the word about the *Stop Stoning Women* campaign. Please also share and highlight posts on stoning on our website: www.wluml.org.

If possible, we recommend tweeting about the petition and campaign at least once a week (outside of twitter blasts, see below for further information).

Hashtags

Whenever possible, please use the **#stopstoning** hashtag when you tweet to highlight the campaign. The primary goal is to get your followers and constituents to retweet or send the same tweet and **spread the word**, increasing awareness and support for the online petition. As above, follow WLUML at [@WLUML](https://twitter.com/WLUML) for more messaging.

Live-tweeting Local Campaign Events

Please use your twitter accounts to keep people informed about what is happening at any local campaign events. Live-tweet about the event by tweeting interesting facts learned or discussed and powerful quotes spoken at campaign events.

Global Tweet-a-Thon: International Day in Support of Victims of Torture

On **June 26th**, International Day in Support of Victims of Torture, please join us in raising thousands of voices together in a 24 hour global Tweet-a-thon to raise awareness about stoning as a form of torture.

Tweet-a-thon partners will each be assigned a 1 hour time slot on June 26th in which to host the travelling Twitter chat. Each Tweet-a-thon host can design their own twitter programme during this hour long time slot – hosts can post a series of important facts and figures about the practice of stoning,

or engage with followers and participants in a conversation by asking intriguing questions about the brutal punishment of stoning.

As June 26th approaches, watch this space for more information regarding the global Tweet-a-thon, including a schedule for our allies and partners, and suggested questions.

Thunderclap

The 25th of each month is designated 'Orange Day' by the UN Secretary-General's UNiTE to End Violence Against Women campaign to highlight violence against women and girls as a human rights violation in urgent need of action and redress. This **July 25th**, the Stop Stoning Women campaign will coordinate tweets and Facebook posts from partners, allies and supporters worldwide via the Thunderclap platform: <https://www.thunderclap.it/>

Please stay tuned for further updates so that you can sign on to our Thunderclap, which will raise awareness of the campaign via amplification, sending out all tweets at the same time on July 25th.

Sample Tweets

A comprehensive list of suggested tweets will be available shortly. Please contact yasmin@wluml.org or naureen@wluml.org if your organization will commit to translating tweets into another language or providing additional tweets.

- #UN Secretary General & the OHCHR: End Stoning Now #stopstoning
https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition
- Stand Up Against #VAW, #StopStoning Now https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition
- Help Support the #StopStoning Campaign – ongoing in 14 countries – Stop #Stoning #Women Now #VAW https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition

- Stop #Stoning #Women – this brutal punishment continues today in 14 countries #stopstoning https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition
- Don't Let Them Control #Women - #Stopstoning Women Now https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition
- Who Cares About #Stoning #Women? I Do. #Stopstoning Women Now https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition

FACEBOOK

Please issue a general announcement about the Stop Stoning Women campaign, highlighting the online petition, on your Facebook page(s). To draw attention to the campaign, please use visually engaging graphics, photos, posters and videos that participants can ‘Share’ and ‘Like.’ Include **#stopstoning** on the materials that you create.

We suggest that you personalize the campaign by directly involving your Facebook followers. For instance, you might highlight one campaign supporter every two weeks by changing your Facebook photo to theirs and posting a short statement of support penned by the campaign supporter. Encourage campaign supporters to share images, statements, photos and graphics that they create to highlight their support. Consider collating and posting a series of photographs of different individuals (in your organization, networks, and allies) holding up signs that state: ‘Who Cares About Stoning? I do’ with a personalized reason of support.

Visit the [WLUML website](#) to find sharable materials throughout the campaign, and tag us in your Facebook posts about the campaign so we can share yours.

Sample Facebook Posts

- Our allies worldwide recently launched the *Stop Stoning Women* campaign to raise awareness of this brutal punishment and form of torture that continues to target women in 14 countries worldwide. Sign the petition today and help them reach their goal of 10,000 signatures. Will you join us and say NO to stoning? https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition
- In July 2012, Najiba, aged only 21, was stoned and shot dead in Afghanistan in front of a crowd cheering the stoning. Along with allies around the world, we have launched the *Stop Stoning Women* campaign to push for an end to this brutal form of violence against women. Support our petition today and help us reach our goal of 10,000 signatures. Join us and send a message to the world – Stop Stoning Now: https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition
- Who should care about stoning? Stoning is a heinous form of torture that disproportionately targets women for attempting to exercise free choice in their personal lives. Let’s stand together to say NO to stoning – sign on to the campaign and help us end stoning: https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=share_petition

- Who should care about stoning? Do you believe women have the right to control over their bodies, without fear of torture? Do you want a world where women are no longer silenced by acts of violence? Let everyone know YOU care about stoning by supporting the campaign, *Stop Stoning Women* - https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=s_hare_petition
- In 2008, a 16 year old from Iraqi Kurdistan named Aziz eloped with a man against her parents' wishes. Despite urgently requesting aid from authorities, she was returned to her family, who subsequently stoned her to death. Don't let more women like Aziz be sacrificed to misogynist interpretations of culture and religion. Stand up for universal human rights and say NO to stoning – support our campaign today! https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=s_hare_petition
- Stand together with women around the world and help stop the ongoing practice of stoning in 14 countries worldwide. Tell the UN that women will not be controlled and policed under the fear of violent retribution. Help us reach our goal of 10,000 signatures and stop stoning women now - https://www.change.org/en-GB/petitions/united-nations-secretary-general-the-ohchr-end-stoning-now?share_id=yoibHCxjqB&utm_campaign=twitter_link&utm_medium=twitter&utm_source=s_hare_petition

Provocative Questions

Allies can also promote and raise awareness about the Stop Stoning Women campaign by posting provocative weekly or bi-weekly questions and statements that inspire debate and discussion regarding the practice of stoning women. Some examples include:

- “I chose to follow my heart and desires – so do I deserve to be stoned?”
- “They tell me my body is the site of honour under tradition and culture. If I do with it as I will, do I warrant punishment, do I deserve to be stoned?”

ACTION ON THE GROUND & ADDITIONAL WAYS TO SPREAD THE WORD

We are excited to be working with our allies on the *Stop Stoning Women* campaign. We urge you to **develop your own campaign activities** in support of the international initiative. To this end, we suggest the following:

- 1) Develop **campaign materials** specific to your context, to be circulated alongside the petition. These can include fact sheets or flyers on stoning in your country and country-specific graphics and social media messaging.
- 2) **Highlight the campaign at your own events**, where petition signatures are collected live and subsequently uploaded online.
- 3) Highlight the stoning campaign on your website and **compile a series of narratives** regarding stoning in your own context. Search for individuals who can speak/write to these narratives – whether a member of a legal aid team who worked on a stoning appeal, an individual previously sentenced to stoning, or an activist who worked on a targeted campaign to change national laws related to stoning. Pitch these narratives to your local media contacts in print and radio, and share the narratives via your online presence through short interviews hosted on Youtube or written up and posted on your website.

Here are some additional ways to help you spread the word about the *Stop Stoning Women* campaign:

- **Republish blog posts:** repost blog entries about stoning and the campaign from campaign partners worldwide. Check the [WLUML website](#) for new blog entries over the coming months.
- **Use your expertise to write an original blog post or host a blog series:** Blog about any local events you hold to raise awareness, blog about your national experience combating the practice of stoning women, write about how the threat of stoning affects girls and women in your country. Please email yasmin@wluml.org and naureen@wluml.org to update us on any blog entries, so that we can share them throughout the international coalition.
- **Mention the campaign in your press releases, emails and newsletters.**