

Country Launch & Anchor Event Guide

Organizing a Country Launch or Anchor Event

A crucial element of the OAFLAD #WeAreEqual campaign will be a series of country-specific events to launch and anchor the campaign over the course of the year. This guide will provide you with a step-by-step process to help you organize a campaign event that raises awareness, engages stakeholders, and promotes gender equality in your country.

An OAFLAD #WeAreEqual campaign event requires careful planning, effective communication, and collaboration with stakeholders. By following this guide and adapting the provided materials to your country's context, you can successfully raise awareness and promote gender equality in your country. Remember to engage key stakeholders, utilize social media platforms, and sustain the campaign's momentum through ongoing advocacy and collaboration.

Outlined in this document are the proposed:

- Campaign outcomes
- Utilizing the Social Media and Advocacy Toolkits
- Campaign pre-event activities
- Campaign event activities
- Campaign post-event activities

Campaign Outcomes

Based on the overarching #WeAreEqual campaign, country campaign event outcomes may include:

Increased Awareness: Raise public awareness about the importance of gender equality and the specific issues addressed by the campaign.

Stakeholder Engagement: Engage key decision-makers, government officials, civil society organizations, and influencers in advocating for and implementing gender equality initiatives.

Policy Commitments: Encourage governments and policymakers to make concrete commitments and take action to promote gender equality and close the gender gap in various sectors.

Media Coverage: Generate extensive media coverage to ensure widespread dissemination of the campaign's key messages and activities.

Grassroots Mobilization: Mobilize grassroots organizations, civil societies and communities to participate actively in the campaign and drive change at the local level.

Partnerships and Collaborations: Foster partnerships and collaborations with local organizations, influencers, and advocates to strengthen the campaign's impact and reach.

Public Engagement: Encourage public participation and engagement through social media, events, and other platforms to promote dialogue, share experiences, and advocate for gender equality.

It is important to ensure that these campaign outcomes align with both the overall campaign objectives within the context of country objectives. Communicate these outcomes to all partners and stakeholders involved in the country launch or anchor event to foster a shared understanding and commitment to achieving them.

Focus & Timing of the Campaign Event

Throughout the coming year, **#WeAreEqual** will focus on each of the four campaign pillars – health, gender-based violence, education and economic empowerment – to rally stakeholders and call for action around each of these key issues in order to advance gender equality. While every campaign event should amplify the core campaign message — **“We are equal. Working together, our society can be too.”** — campaign organizers and participants are encouraged to time their country launches and anchor events to the segment of the year that best corresponds to their priorities, interests, and local context.

Campaign Timeline

Jul-Sep 2023	Oct-Dec 2023	Jan-Mar 2024	Apr-Jun 2024
<p>Health</p> <p>We are equal. Our health care should be too.</p>	<p>Gender-Based Violence</p> <p>We are equal. Our freedom from violence should be too.</p>	<p>Education</p> <p>We are equal. Our education should be too.</p>	<p>Economic Empowerment</p> <p>We are equal. Our economic opportunities should be too.</p>
Potential Sub-Topics			
<ul style="list-style-type: none"> • HIV and AIDS • Maternal & Child Health • Sexual & Reproductive Health • Breast and Cervical Cancer • Malaria • Hepatitis • Obstetric Fistula • Pandemics • Other 	<ul style="list-style-type: none"> • FGM/ Harmful Cultural Norms • Early Child Marriage • Trafficking • Sexual Violence • GBV During Times of Conflict • Intimate Partner Violence • Mental Health • Other 	<ul style="list-style-type: none"> • Gender-based Disparities • Learning Environment • Economic Security & Empowerment • Risk of Acquiring HIV • Access to Comprehensive Sexuality Education • Sexual & Reproductive Health & Rights • Other 	<ul style="list-style-type: none"> • Inclusive & Equitable Economic Growth • Economic Independence & Security • Reduce Poverty, Drive Inclusive Growth • Climate Change Vulnerability • Informal Labour Force Participation • GBV in the Workplace • Other

No matter the timing and focus area, all country events have a crucial role to play in the impact of the campaign. Events that take place in the earlier half of the campaign will be important venues to help ‘launch’ the campaign and generate awareness and engagement in a specific country context, and events that take place in the second half of the campaign will act as crucial ‘anchor events’ to keep momentum and action going until the end of the campaign.

See appendix for an additional selection of awareness days and milestones to consider when timing your event.

Event Duration

Determine the appropriate duration for the event. Consider the agenda, the number of speakers, and the level of engagement you wish to achieve. Typically, a campaign event may last between 1 to 3 hours, including speeches, panel discussions, and interactive sessions. Ensure that the event allows sufficient time for networking, media interactions, and the sharing of campaign materials.

Social Media Toolkit

Utilize the social media toolkit provided by OAFLAD to maximize the campaign's reach and impact. The toolkit includes pre-drafted social media posts, infographics, videos, and guidelines for engaging influencers and supporters. Distribute the toolkit to all stakeholders, encouraging them to share campaign messages through their social media platforms. Provide clear instructions on tagging and using campaign hashtags to ensure consistency and visibility.

Advocacy Toolkit

A set of adaptable campaign resources and organized tactics/activities to help you implement an effective and successful campaign in your region or country. This toolkit will include overall OAFLAD key messages, messages on the four pillars; health, education, GBV and economic empowerment and messages for key milestone days.

Pre-Campaign Event Activities

Before the official campaign event, conduct pre-event activities to build momentum and prepare partners. These activities include:

Invitations:

- Identify key stakeholders to invite for the country event, including government officials, civil society organizations, women's rights advocates, influencers, media representatives, and development partner organizations.
- Personalize invitations and emphasize the importance of their involvement in closing the gender gap.
- Consider partnering with community-led organizations that can provide support and amplify the campaign message.

Develop Additional Campaign Collaterals:

- Building into existing campaign materials - adapt messages from the advocacy toolkit provided to tailor make collaterals relevant for your audience.

Social Media Collaterals:

- Using the campaign material provided by OAFLAD, prepare country-specific social media posts to encourage in-county participation.

Media Engagement:

- Use the media advisory and press statement provided for the campaign launch or anchor event.
- Use the press release template provided to announce the campaign launch or anchor event and invite the media to promote the campaign.

Partner Outreach:

- Use the outreach note templates for engaging partners and influencers.
- Identify and reach out to in country influencers and partners to participate actively in the campaign.
- Use the champion outreach note template provided to activate all champions officially before and on the campaign event day.

Campaign Event Activities

The following activities are key to a successful campaign event.

Morning of the Campaign Event:

- Distribute the press release to media outlets across the region.
- Activate social media with posting using the toolkit's messages and infographics.
- Release the campaign launch video shared by OAFLAD on country platforms, encouraging retweets.

Implementation Activities:

- Provide stakeholders with an advocacy toolkit containing key messaging.
- Assist stakeholder media teams in securing interviews by sharing a media outreach note.
- Support technical advisors in securing in-country partners and champions through a partner outreach note.
- Distribute a country event social media toolkit.

Post-Campaign Event Activities

The post-event phase is essential for maintaining momentum, deepening impact, and ensuring sustained commitment towards closing the gender gap.

Ongoing Advocacy and Engagement:

- Continue engaging with stakeholders who attended the country event, including government officials, civil society organizations, and partner organizations.
- Facilitate follow-up meetings or dialogues to sustain their involvement and commitment to the campaign's objectives.
- Encourage stakeholders to continue advocating for gender equality by using the advocacy toolkit and engaging with local partners.
- Support media teams in securing interviews and coverage related to the campaign.
- Foster collaborations with community organisations and influencers to sustain the campaign's impact.

Media Engagement:

- Maintain media engagement by sharing post-event updates, success stories, and ongoing activities related to the campaign.
- Seek opportunities for media interviews, op-eds, blogs, podcasts or guest appearances to keep the campaign in the public eye.

Collaboration and Partnerships:

- Explore opportunities to collaborate with other organizations, initiatives, or campaigns working towards closing the gender gap in your country.
- Foster partnerships with local institutions, NGOs, and community groups to implement specific projects or initiatives aligned with the campaign's objectives.

Ongoing Social Media and Advocacy:

- Maintain a strong presence on social media platforms by regularly sharing campaign updates, relevant news, and inspiring stories.
- Encourage stakeholders to continue using campaign hashtags and engaging with the campaign's content.
- Leverage the advocacy toolkit provided by OAFLAD to sustain the social media and advocacy efforts in your country.

Monitoring and Evaluation:

- Regularly assess the impact and progress of the campaign in your country.
- Monitor media coverage, social media engagement, and stakeholder feedback.
- Reflect on the lessons learned and share them with OAFLAD and other campaign partners to inform future initiatives.

Reporting and Documentation:

- Prepare reports documenting the country launch or anchor event activities, outcomes, and lessons learned.
- Collect and share testimonials, photographs, and videos from the event to showcase the campaign's impact.

Appendix: Additional Milestones and International Advocacy Days

In addition to the overarching campaign timeline and pillar spotlights shown above, campaign participants can consider elevating the campaign at additional milestones and awareness days throughout the year according to your interests and priorities. *Select examples may include:*

- **June 17:** #WeAreEqual Campaign Launch
- **July 31:** Pan-African Women's Day
- **September 18:** International Equal Pay Day
- **October 11:** International Day of the Girl Child
- **November 18:** World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse, and Violence
- **November 25:** International Day for the Elimination of Violence against Women; 16 Days of Activism against Gender-Based Violence
- **December 1:** World AIDS Day
- **December 10:** International Human Rights Day
- **December 12:** International Universal Health Coverage Day
- **January 24:** International Day of Education
- **February 4:** World Cancer Day
- **February 6:** International Day of Zero Tolerance to Female Genital Mutilation
- **February 11:** International Day of Women and Girls in Science
- **March 8:** International Women's Day
- **March 24:** World TB Day
- **April 7:** World Health Day
- **April 11:** International Day for Maternal Health and Rights
- **April 24-30:** African Vaccination Week
- **May 25:** Africa Day
- **May 28:** International Day of Actions for Women's Health
- **June 16:** Day of the African Child