Social Media Toolkit
International Day of Zero Tolerance
for Female Genital Mutilation/Cutting
February 6, 2019

INTRODUCTION

Female Genital Mutilation/Cutting (FGM/C) refers to cutting and other procedures that injure the female genital organs for non-medical reasons. According to the World Health Organization, FGM/C has no health benefits and can cause lifelong physical and psychological harm. To break the culture of silence around FGM/C, in 2003 the United Nations declared February 6 as an annual International Day of Zero Tolerance (ZTD) for FGM/C.

The US End FGM/C Network aims to eliminate FGM/C by connecting, supporting, elevating and advocating with diverse US stakeholders engaged in prevention, education and care.

This social media toolkit includes sample social media posts to generate awareness on FGM/C in the United States and globally. There is a particular emphasis on the need to overturn of the decision of the U.S. District Judge Bernard Friedman, who recently ruled that the U.S. FGM/C law was unconstitutional, and a call to action for state laws and other advocacy at the state level.

Please amplify messaging from the International Day of Zero Tolerance for FGM/C – February 6 - through March 8, which is International Women’s Day.

Join us on Facebook and follow us on Twitter to see the latest on this campaign.
COMMUNICATION GOALS

• Break the culture of silence around FGM/C by presenting data, testimonials, and research.

• Highlight the US End FGM/C Network’s efforts to end FGM/C by amplifying member activities and parallel social media campaigns

• Celebrate the launch of the US End FGM/C Network and the growing commitment of diverse organizations from throughout the nation – and the world - to speak out against FGM/C and work together to end this harmful practice.

• Emphasize the US End FGM/C Network’s alignment to United Nations Sustainable Development Goal 5 – which calls for an end to FGM/C by 2030.

• Underscore that FGM/C (which includes all forms of excision) is a form of child abuse and is a human rights abuse.

• Encourage audiences to call their congressional representatives to push for more resources or, in states where there is no law banning FGM/C, for legislation.

TOP-LINE MESSAGING

• Overarching sound bite: “FGM/C is a form of child abuse. It serves no medical purpose and only causes harm.”

• Like other forms of gender-based violence, FGM/C is fundamentally about power and control. FGM/C is rooted in controlling female sexuality.

• FGM/C is global in scope. It cuts across race, religion, geography, and socioeconomic class.

GLOBAL HASHTAG

#EndFGM
Please use this hashtag and our handle @USEndFGMNetwork in your social media posts.

Other hashtags: #ZTD2019 #MeToo #GlobalGoal5 #FGMIsNotMyReligion #NoFGM #ZeroTolerance4FGM
Join the U.S. and global community on Feb 6: International Day of #ZeroTolerance for Female Genital Mutilation/Cutting. Together, we stand united to #endFGM: www.endfgmnetwork.org #ZeroTolerance4FGM

According to @WHO: FGM/C serves no medical purpose and only causes harm. We can #endFGM in a generation www.endfgmnetwork.org #ZTD2019 #ZeroTolerance4FGM

We must all stand with Female Genital Mutilation survivors in the US and across the globe to ensure that the rights of girls are protected through sound laws 2 #ENDFGM: http://bit.ly/DetroitStatement #ZTD

Female Genital Mutilation is not a faraway problem. It is happening in the US. Help #endFGM by sharing stories of American FGM/C survivors: https://goo.gl/yv8goa

Through honoring community-driven approaches we can engage in respectful & open conversations to #EndFGM. Read the @main1_org report: http://bit.ly/HERInitiative #ZTD2019

FGM/C in all its forms is a dangerous and deeply harmful practice. Join the movement to #endFGM www.endfgmnetwork.org

@Equalitynow: 27 States have laws against Female Genital Mutilation. Learn more about the history of policies & laws against #FGM in the US & urge your representatives to do more! http://bit.ly/USLawsEN #ZeroTolerance4FGM

Storytelling is a powerful tool for social change. @Sahiyo is helping to #endFGM by breaking the culture of silence on Female Genital Mutilation/Cutting: https://goo.gl/xK7Rv2

Families are at the center of education efforts to empower communities to #EndFGM. @BRYCSinfo resources can help: https://brycs.org/raising-a-girl/

Medicalised #FGM is a growing problem that still constitutes a threat to the health & well-being of women & girls. We take on a #zerotolerance approach to medicalisation & say #NoFGM للاختان_البنات #لا_لختان_البنات http://bit.ly/282MMedical

A court in #Detroit overturned the U.S. federal ban on #FGM. Here is one survivor’s call to action: #endFGM https://goo.gl/UqDRvY

The trauma from Female Genital Mutilation/Cutting can last a lifetime. Join the conversation to #endFGM https://goo.gl/mWQT7j
@UNFPA: Over 200 million women and girls today have undergone some form of Female Genital Mutilation. Over 500K are at risk in the U.S. Find out how to #endFGM: www.endfgmnetwork.org

To #EndFGM, we must engage in thoughtful processes that allow all voices to be heard. Join us! www.endfgmnetwork.org

"Those who believe that FGM/C is a religious practice misunderstand the teachings of the prophet Muhammad." - Imam Magid @adamscenter. Join the conversation at #endFGM https://goo.gl/lb1s3q #FGMisNotMyReligion

"FGM/C is not sanctioned by the Coptic Christian religion" - Bishop Youssef, Join the conversation at #endFGM https://goo.gl/lb1s3q #FGMisNotMyReligion

**LINKS**

Here is a list of member organizations and resources to highlight and explore:

- The U.S. End FGM/C Network: www.endfgmnetwork.org
- Sahiyo: https://sahiyo.com/
- Safe Hands for Girls: https://safehandsforgirls.org/
- There is No Limit Foundation: http://www.thereisnolimitfoundation.org/
- Global Woman PEACE Foundation: http://globalwomanpeacefoundation.org/
- Equality Now: https://www.equalitynow.org/end_fgm
- Vital Voices Global Partnership: https://www.vitalvoices.org/
- Bridging Refugee Youth and Children’s Services: https://brycs.org/
- Sanctuary for Families: https://sanctuaryforfamilies.org/
  Finally Girls Matter (US Mali Charitable Assoc): http://www.finallygirlsmatter.org/
- UNICEF USA: https://www.unicefusa.org/
- Inter-African Committee-USA: http://iac-usa.org
- International Center Research on Women (ICRW): https://www.icrw.org/
- Muslim American Leadership Alliance (MALA): https://www.malanational.org/
- RAHMA: http://haverahma.org/fgm/
- Servicing Wild Flowers International: http://www.swfinternational.org/
- We Speak Out: http://www.wespeakout.org/
• The George Washington University, Department of Prevention and Community Health: https://publichealth.gwu.edu/
• 28 Too Many: https://www.28toomany.org/
• Partnerships for Health: http://www.partnershipsforhealth.org/spotlight.html