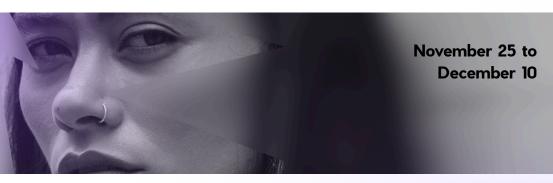
16 Days of Activism Against Gender-based Violence



This international campaign unites people around the world to call for the **prevention** and **elimination** of gender-based violence (GBV).

Key dates

November 25: International Day for the Elimination of Violence Against Women

This day raises global awareness of gender-based violence.

December 6: National Day of Remembrance and Action on Violence Against Women

This day honours the 14 women killed in the 1989 Polytechnique Montréal massacre, and calls for action against GBV.

December 10: Human Rights Day

This day marks the anniversary of the Universal Declaration of Human Rights, affirming the rights and dignity of all people.

Why it matters

GBV continues to affect women, girls, and 2SLGBTQI+communities at alarming rates. Every 48 hours in Canada, a woman or girl is killed in an act of gender-based violence. In 2024, 240 women and girls were murdered, primarily by men.

Victims and survivors of GBV often face lasting personal, social, and economic impacts with consequences that can echo across generations. **GBV** carries a high economic cost, with Canadian governments spending billions annually on healthcare, justice, and social services to respond to it.



Learn more, get the stats!

- Join the campaign
- Launch the 16 Days by wearing purple on November 25
- Honour the victims of the Polytechnique Montréal tragedy by wearing a white ribbon on December 6
- Read the Universal Declaration of Human Rights

Did you know?

The White Ribbon Campaign is a **global movement** of men and boys in more than 60 countries working to **end male violence** against women and girls. It began in Toronto in 1991 in response to the 1989 École Polytechnique massacre.

Change is possible – and it takes all of us.

Together, we can build a safer, stronger, more equal Canada for everyone.

