



# 16 Days of Activism Against Gender-based Violence

November 25 to  
December 10

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.

## Join the campaign



**Learn more, get the stats!**

- **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.