



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: that's **240 women and girls murdered** in 2024.

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.