

# MEDIA COVERAGE AND ADVOCACY REPORT

**THE INTERNATIONAL  
DAY OF ZERO  
TOLERANCE FOR  
FEMALE GENITAL  
MUTILATION**

Partnership with men  
and boys to transform  
social and gender  
norms to end female  
genital mutilation

**6 FEBRUARY 2023**

UNFPA-UNICEF JOINT PROGRAMME ON THE ELIMINATION OF  
FEMALE GENITAL MUTILATION: DELIVERING THE GLOBAL PROMISE



unicef   
for every child

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# Key Figures and Highlights

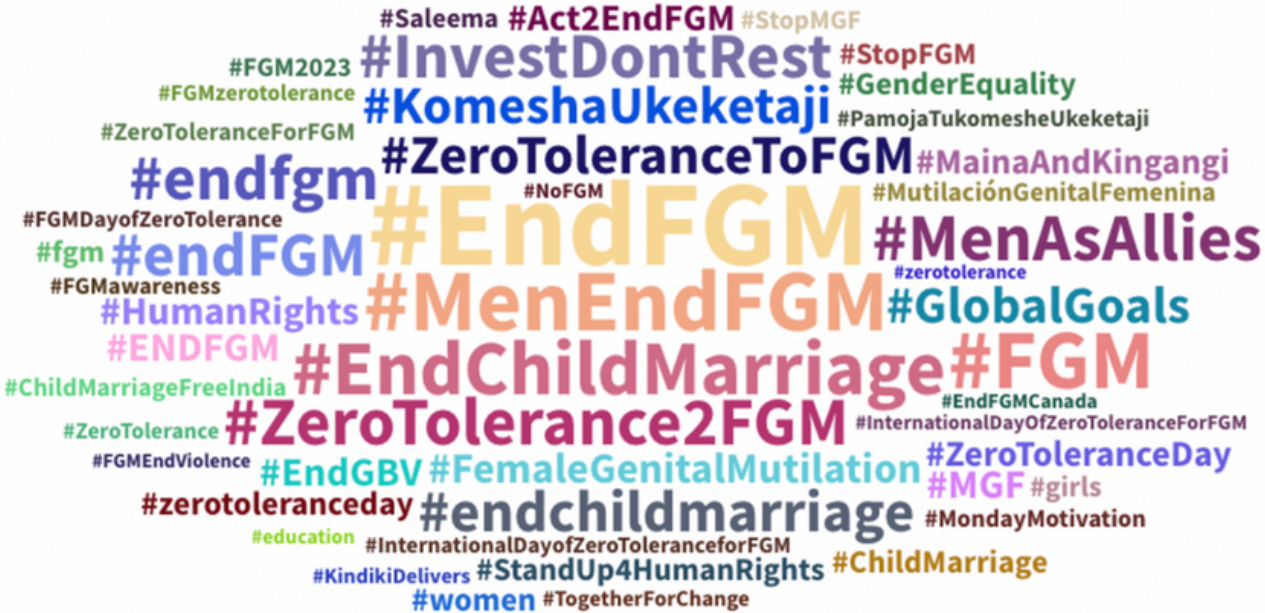


**#ENDFGM**  
 was used 16,352  
 times and had a  
 reach of  
**266 MILLION**

**#MenEndFGM**  
 was used 8,886  
 times and had a  
 reach of  
**68.4 MILLION**

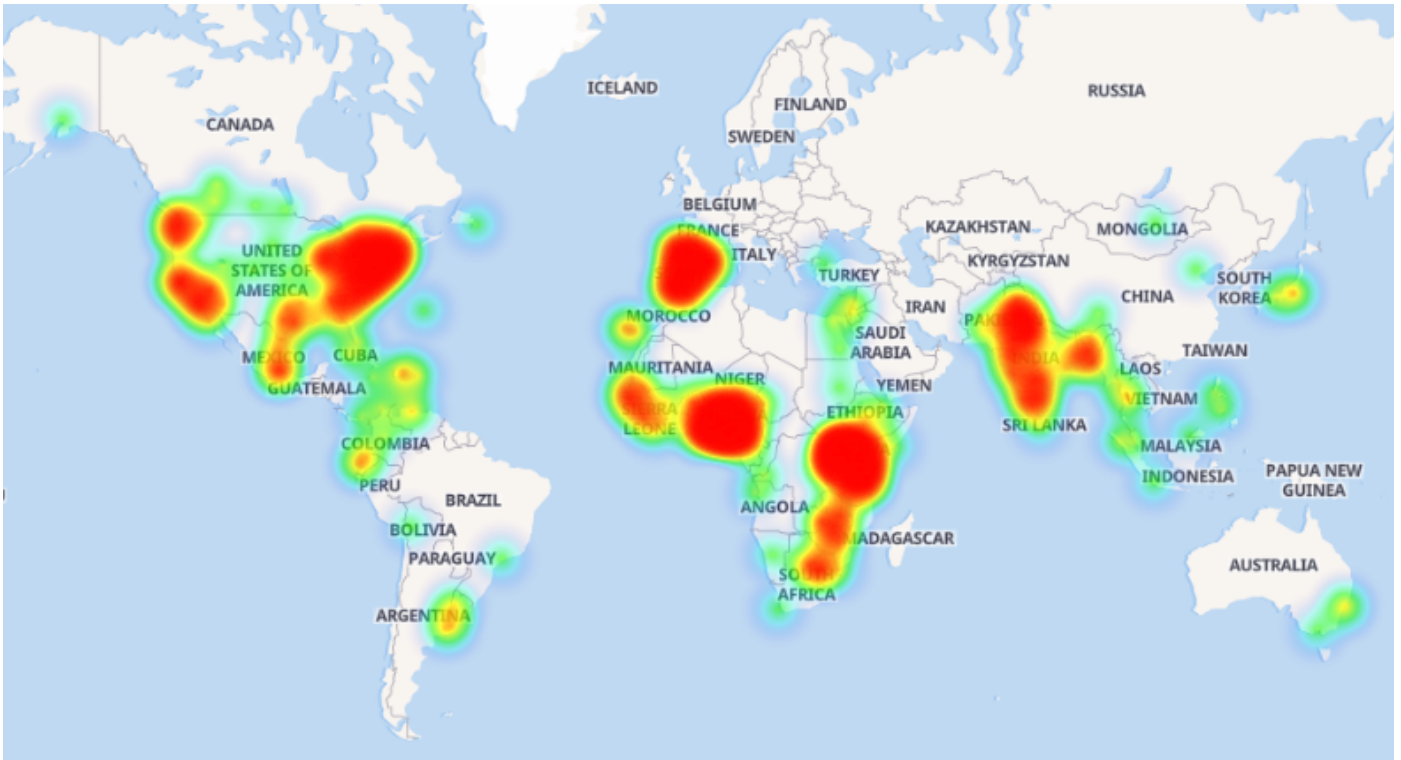
  
 The Joint Programme's  
 social media accounts  
 gained **286 followers**

**WOMEN's and girls'**  
 engagement  
 increased by **14.3%**  
 compared to 2022



# Demographic Coverage

## Social Media Engagement



### COUNTRIES with highest engagement

United States (**33.4%**)    Kenya (**21.2%**)    Nigeria (**8.2%**)

### AGE GROUP with highest engagement



### YOUTH

between 25 to 34 are the engaged age group with **55.8%** of total users

### Women's and Girls'

engagement on social media during the Int'l Day of Zero Tolerance for FGM increased by **14.3%** compared to 2022

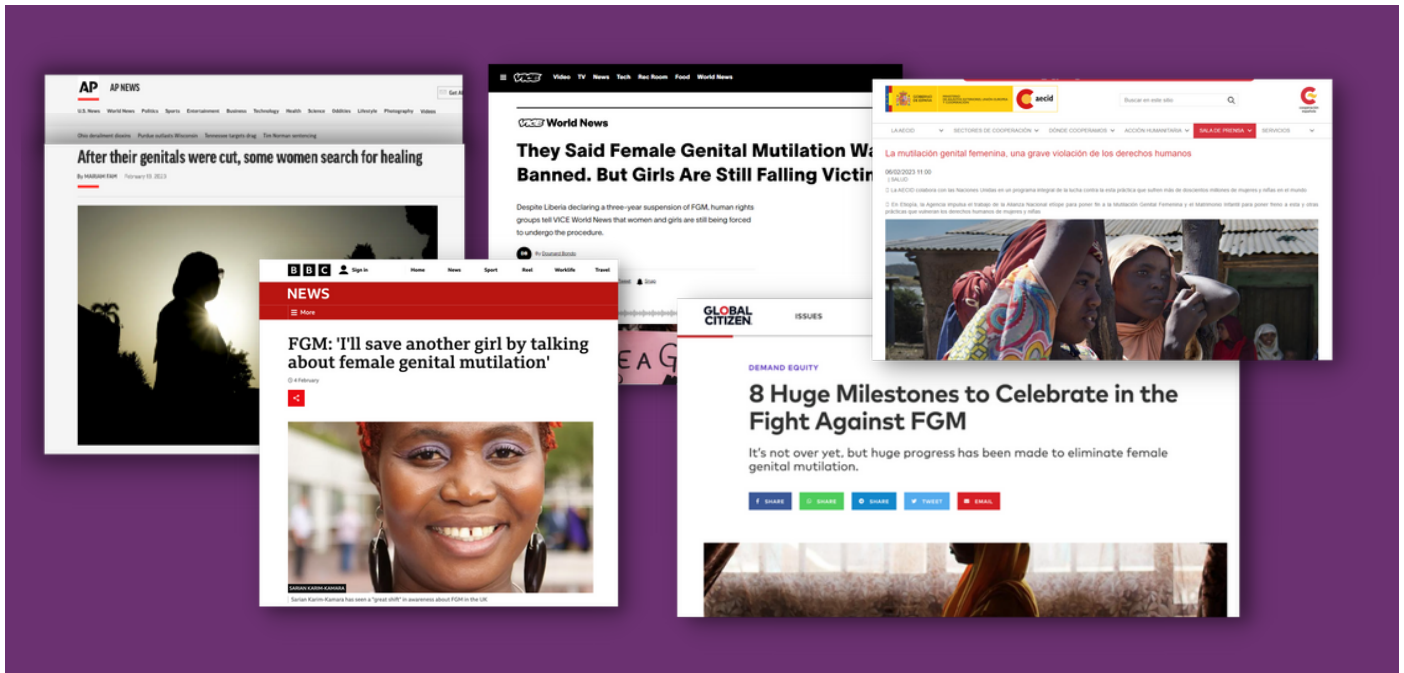
**44.4%** men and boys

**55.6%** women and girls

# News Coverage



**NEWS** 250+ pieces of coverage on news and web platforms



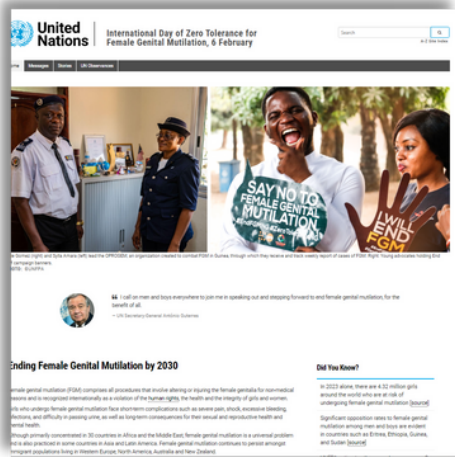
## News

[Forbes 1](#)  
[Forbes 2](#)  
[BBC](#)  
[Global Citizen](#)  
[Africa Business - Uganda](#)  
[The Guardian - Nigeria](#)  
[The European Sting](#)  
[Daily Mail](#)  
[SBS News - Australia](#)  
[France 24](#)  
[France Diplomacy](#)  
[VICE](#)  
[AP News](#)  
[Manila Bulletin](#)

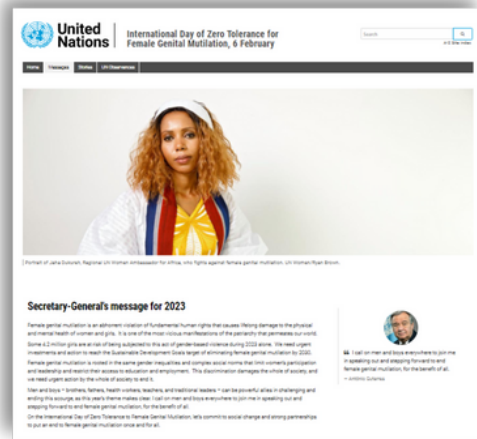
## Statements & Blogs

[World Health Organization](#)  
[European Commission](#)  
[UN Women](#)  
[World Bank](#)  
[UN City- Copenhagen](#)  
[UNFPA & UNICEF Kenya](#)  
[UNFPA & UNICEF Ethiopia](#)  
[UNFPA & UNICEF ESARO](#)  
[UNFPA Mali](#)  
[Spain \(AECID\)](#)  
[U.S. Department of State](#)  
[U.S. Department of Justice](#)

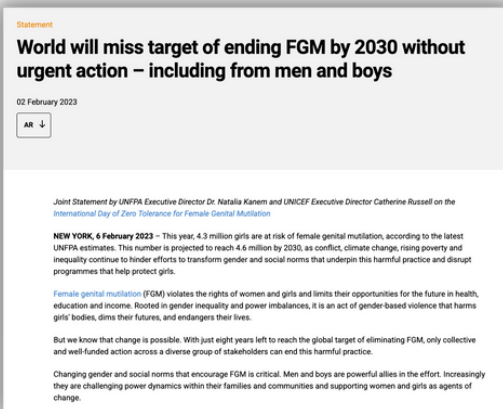
# United Nations Web Coverage



**United Nations - Theme page**



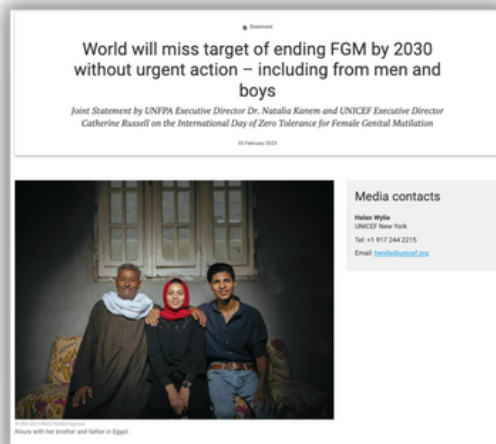
**United Nations - SG Statement**



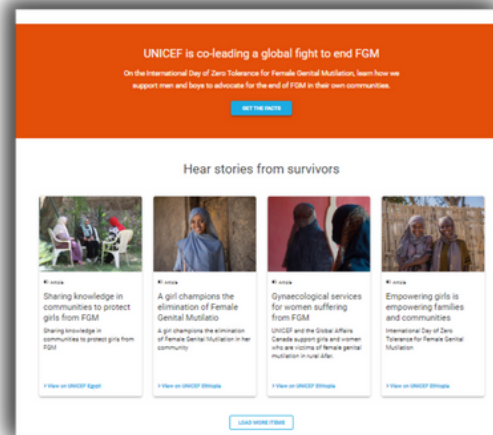
**UNFPA Joint Statement**



**UNFPA - Event page**



**UNICEF Joint Statement**



**UNICEF - web page**

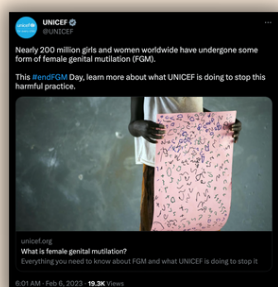
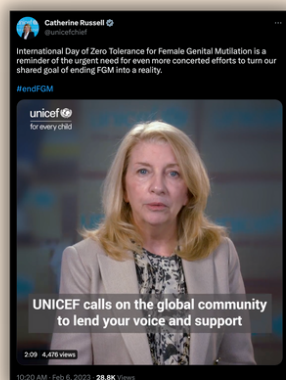
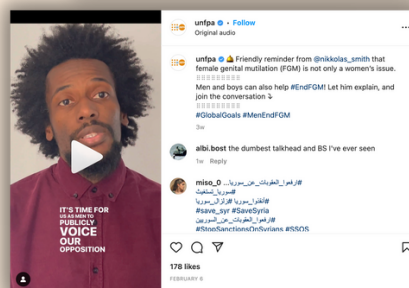
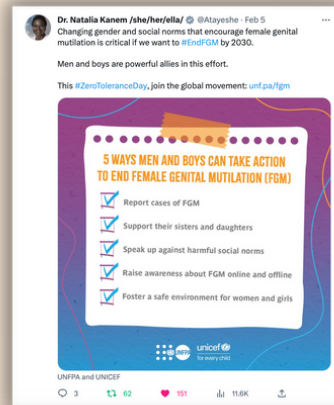
# Social Media Outreach

## Global Channels for UNFPA and UNICEF

### UNFPA Global

UNFPA's global accounts reached **over 220K** users on Twitter, Instagram, Facebook and LinkedIn.

The post with highest engagement rate was the **live streaming post** of the Feb 6 global broadcast on **LinkedIn** with **10.3%** engagement rate, over **700** viewers and **580+** comments.



### UNICEF Global

One post on **Instagram** had **6.2K** engagements and **161.9K** impressions.

Three posts on **Twitter** had a total of **77.4K** views.

# Social Media Outreach

Joint Programme Channels: @GPToEndFGM



## Twitter


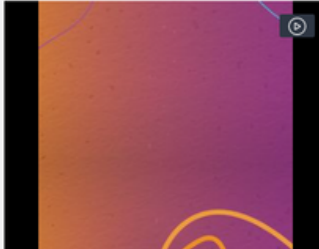
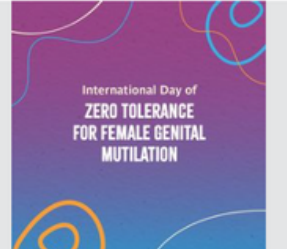
- 39 tweets
- 238 followers gained
- 48,566 Impressions
- 12,000 interactions
- 878 mentions
- 0.7 engagement rate

## Instagram

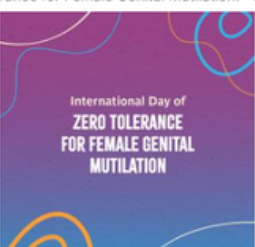
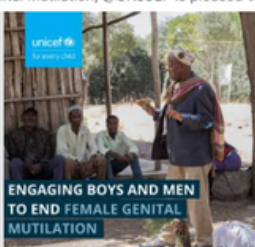
- 25 posts
- 48 followers gained
- 4,719 Impressions
- 227 interactions
- 0.67 engagement rate

## High-performing posts

### Twitter

<p>UNFPA-UNICEF... Feb 06, 2023 3:00 AM</p> <p>"We must work together with all stakeholders - including men and boys - to protect the..."</p>  <p>4 707 Total impressions 45 Retweets 149 Interactions</p>	<p>UNFPA-UNICEF... Feb 05, 2023 2:00 AM</p> <p>Have you marked your...? Join us tomorrow to commemorate this year's Int'l...</p>  <p>4 900 Total impressions 36 Retweets 97 Interactions</p>	<p>UNFPA-UNICEF... Feb 06, 2023 12:00 AM</p> <p>Today is the International Day of Zero Tolerance for Female Genital Mutilation. We...</p>  <p>1 805 Total impressions 27 Retweets 75 Interactions</p>	<p>UNFPA-UNICEF... Feb 06, 2023 8:00 AM</p> <p>LIVE! Join our show with @MFAIceland, @ItalyMFA, @AECID_es @SweMFA @FCDOInclusive @EuropeAid and young people including @CostlyDr, @OleLeshan, @4NIKKOLAS and others. How are you engaging online and on the ground? Use #MenEndFGM.   @UNFPA @UNICEF <a href="https://t.co/TIFUGAcvg9">https://t.co/TIFUGAcvg9</a></p> <p>2 487 Total impressions 12 Retweets 43 Interactions</p>
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### Instagram

<p>United Nations ... Feb 06, 2023 12:00 AM</p> <p>Today is the International Day of Zero Tolerance for Female Genital Mutilation. W...</p>  <p>32 Interactions 232 Total impressions 195 Total reach</p>	<p>United Nations ... Feb 06, 2023 10:05 AM</p> <p>This Int'l Day of Zero Tolerance for Female Genital Mutilation, @UNICEF is pleased to...</p>  <p>22 Interactions 141 Total impressions 130 Total reach</p>	<p>United Nations t... Feb 06, 2023 8:20 AM</p> <p>"I am proud to be a male ally, standing up against female genital mutilation." ...</p>  <p>16 Interactions - Total impressions 228 Total reach</p>	<p>United Nations t... Feb 03, 2023 4:41 AM</p> <p>#Join us to commemorate this year's International Day of Zero Tolerance for...</p>  <p>12 Interactions - Total impressions 295 Total reach</p>
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# Social Media Engagement

## Member State & Government Official Engagement

### Joint Programme Donors

[European Union](#)

[France](#)

[Iceland](#)

[Italy](#)

[Luxembourg](#)

[Norway](#)

[Spain \(AECID\)](#)

[Sweden](#)

[The United Kingdom \(FCDO\)](#)

[Germany](#)

[Belgium](#)

### Other Member States

[Anti-FGM Board Kenya \(Presidential Quote\)](#)

**Farnesina** @DipAIFA  
Italia organizzazione governativa  
Nella giornata internazionale contro le Mutilazioni Genitali Femminili **l'UE** ribadisce la ferma condanna di questa grave violazione dei diritti umani. Siamo in prima linea per combattere ed eliminare questa pratica anche grazie ad una legislazione nazionale all'avanguardia  
[#EndFGM](#)

**Norway in Geneva** @NorwayInGeneva - 7h  
Today is the 1st1 Day of Zero Tolerance for Female Genital Mutilation (FGM)  
Norway reiterates the strong & enduring commitment  
• to end this harmful practice which causes serious health problems  
• to end this extreme form of discrimination & human rights violation  
• to [#EndFGM](#)

**Luxembourg Aid & Development** @cooperation\_lu  
68 million girls are at risk to be subjected to FGM by 2030 - these figs call for urgent action **MLuxAid** remains committed to empowering women & to mobilizing communities to [#EndFGM](#), in particular men & boys, who are key actors in changing existing gender norms.  
[#MenEndFGM](#)

**AECID** @AECIDes  
**#Health** is one of the main axes of **#AECID**'s work. We collaborate with **@ONU\_es** in a comprehensive program to combat female genital mutilation, a practice suffered by more than **200** millions of women and girls in the world.  
[#EndFGM](#) [#ODS3](#) [bit.ly/3Xdn7cP](#)

**European Commission** @EU\_Commission  
EU official organization  
Female Genital Mutilation is a human rights violation and a crime against women and girls that causes life-long harm.  
We must [#EndFGM!](#)

**UK Mission to the EU** @UKMisBrussels  
To end female genital mutilation (FGM) means to empower **women** girls and women to make their own life choices.  
On the International Day of Zero Tolerance for FGM, the **UK** calls on **men** and boys to help transform social and gender norms to [#EndFGM](#)  
[#MenEndFGM](#) [@GPToEndFGM](#)

**Le France & FONU** @franceonu - 2h  
Organisation du gouvernement - France  
200 million girls and women globally have und female genital mutilation  
To end female genital mutilation means to emp  
• healthy  
• educated  
• make choices  
• contribute to the economy  
[#EndFGM](#)

**UK Mission to the EU** @UKMisBrussels  
To end female genital mutilation (FGM) means to empower **women** girls and women to make their own life choices.  
On the International Day of Zero Tolerance for FGM, the **UK** calls on **men** and boys to help transform social and gender norms to [#EndFGM](#)  
[#MenEndFGM](#) [@GPToEndFGM](#)

**Iceland** @IcelandUN - 7h  
Iceland **IS** has supported the **@UNICEF** and **@UNFPA** Joint Programme on the Elimination of Female Genital Mutilation for 15 years.  
"Engaging men and boys in promoting **#GenderEquality** and eliminating harmful practices is key to producing results"  
[#EndFGM](#) [#MenEndFGM](#)

**MFA Ireland** @IrelandDfM  
Ireland **IE** has supported the **@UNICEF** and **@UNFPA** Joint Programme on the Elimination of Female Genital Mutilation for 15 years.  
"Engaging men and boys in promoting **#GenderEquality** and eliminating harmful practices is key to producing results"  
[#EndFGM](#) [#MenEndFGM](#)

# EVENTS

Events hosted by UNFPA and UNICEF at the global, regional and county levels.



**UNFPA-UNICEF High-Level Broadcast Partnering with Men and Boys to Transform Social Norms to #EndFGM**

**1100+ viewers** across [LinkedIn](#), [Twitter](#) and [Youtube](#)



Global Youth Consortium



UNFPA & UNICEF Kenya



UN City, UNFPA, UNICEF, etc. docUNight



UNFPA & UNICEF Guinea



UNFPA Ghana Dialogue & Radio discussion



UNFPA & UNICEF Tanzania Roundtable Discussion



UNICEF Nigeria



UNFPA Djibouti



UNFPA & UNICEF Uganda



UNFPA & UNICEF Guinea-Bissau



UNFPA & UNICEF Gambia



UNFPA & UNICEF Nigeria



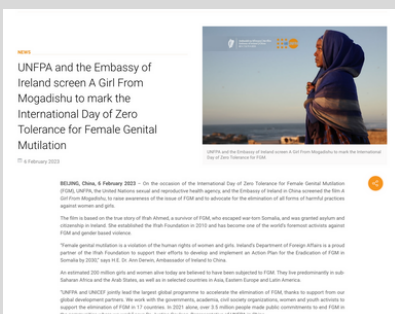
UNFPA Brussels



UNFPA Mali



UNFPA Somalia Open Cinema



UNFPA China & Embassy of Ireland in China



UNFPA South Sudan



Saleema caravan UNICEF Sudan

# EVENTS

## Events 'in the spotlight'

### Live Event in Uganda UNFPA and UNICEF

On 8 February 2023, UNFPA and UNICEF Uganda launched phase IV of the Joint Program on Elimination of FGM.

Stakeholders from the Government, civil society, grassroots, and other key organizations committed to implementing the new phase in close collaboration with UNFPA and UNICEF, including a focus on engagement with men and boys,



### Ending FGM in Guinea-Bissau UNFPA and UNICEF

On 24 February 2023, The Ministry of Women, together with UNFPA and UNICEF organized a roundtable event to discuss the issue of FGM in Guinea Bissau, with the aim to reflect with stakeholders on the results achieved and outline strategies that can accelerate the end of this practice.

A march, with around 300 participants from different institutions, also took place and was organized to call on decision-makers and society, in general, to urge all actors to commit themselves to ending this practice.





## Launching the Saleema caravan UNICEF Sudan

On 6 February 2023, more than 200 girls at Al-fayha Basic School for girls in Khartoum joined UNICEF, partners, parents, teachers, and donors to celebrate the International Day of Zero Tolerance for FGM.



At the event, the 'Saleema caravan' was launched. that will traverse communities sharing messages on the benefits of keeping girls Saleema through awareness-raising sessions, in and out-of-school youth dialogues, and theatrical performances via the interactive theatre groups.



The Saleema champions that spoke on behalf of the many other girls in Sudan called on fathers, brothers, uncles and grandparents students, teachers, child rights organizations, in Sudan and across the world to protect girls from FGM as well as address negative social norms that affect them.



## Community Even in South Sudan UNFPA South Sudan

On 6 February 2023, UNFPA South Sudan in partnership with Alight held a community activity in celebration of the International Day of Zero Tolerance for FGM in Doka Community in Eastern Gallabat locality in Gedaref. The activity mobilized youth, especially young men, to raise their community's awareness about the harms of FGM and the role of men and boys in sharing knowledge and information to support the social norms transformation around FGM and child marriage. The activity included speeches by representatives from the local governorate, Doka locality, CVAW, MOH, Gedaref Council of Child Welfare, the social development sector in DOKA, Doka and Community leaders, **drama performed by YPeers, traditional dance and trivia on FGM with awards.**

# EVENTS

Events hosted by partners - at the global, regional and county levels

**International Day of Zero Tolerance for Female Genital Mutilation**

Live on Twitter space

Join Us to Discuss: How can the voices of Men and Boys be a powerful tool to eradicate FGM

SUN, FEB 5, 2023 | 16:30 PM EAT |

@SolaceGirls @solaceforsor

Twitter Chat

**Tweet chat**

**International Day For Zero Tolerance For Female Genital Mutilation**

6th February 2023 | 2 Pm - 4 Pm

Theme: Partnership with men and boys to transform social and gender Norms to end FGM

"Join the conversation to share and learn, ask questions, and get answers"

#EndFGM #KomeshaUkeketaji

Twitter Chat

**THE GIRL GENERATION VIRTUAL WEBINAR**

**SAVE THE DATE**

02 02 23

02:00 PM E.A.T.

MEN & BOYS AS ALLIES OF #ENDFGM/C

Webinar

**INTL. DAY OF ZERO TOLERANCE FOR FGM 2023**

THEME: TRANSFORMING SOCIAL AND GENDER NORMS

HOST: RACHEL AROWOLD

GUEST SPEAKERS: GLADYS ODHENE, SANDE SYLVESTER, AMNA UMJHOZA

FEB. 7TH 7PM GMT+1

Panel Discussion

**#FPFriday Twitter Space**

**Eliminating FGM in Nigeria; how close are we?**

Speakers: Asalu Ibukun, Mrs Ngosi Nwasa Juba, Princess Marylene Oshubesan

FRIDAY, 3 FEBRUARY 12:00 PM

Twitter Chat

**TOPIC: THE EFFECTIVENESS OF SOCIAL MEDIA AND THE ROLE MEN AND BOYS PLAY IN ADDRESSING FEMALE GENITAL MUTILATION**

Speakers: Aanuoluwapo Owassein, Martha Akinjayeju, George Adjete

6th February 2023, 6pm

Twitter Chat

**INTERNATIONAL DAY OF ZERO TOLERANCE FOR FGM**

Theme: PARTNERSHIP WITH MEN AND BOYS TO TRANSFORM SOCIAL AND GENDER NORMS TO END FGM

POWERED BY: BIGIF, GENDER MOBILE, etc.

BIGIF, GENDER MOBILE & others

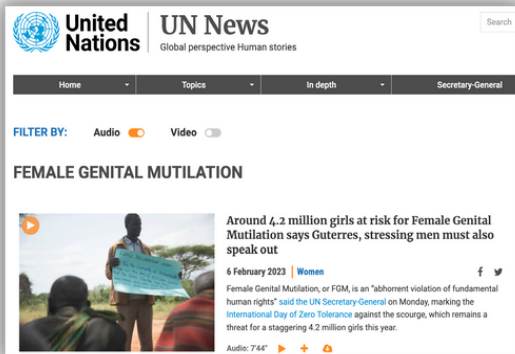
**RHEALYZ AFRICA #MenEndFGM LIVE @doitrightgrn**

**ZERO TOLERANCE AGAINST FGM SPECIAL EDITION**

Sun. 5th Feb 2023 4:30pm

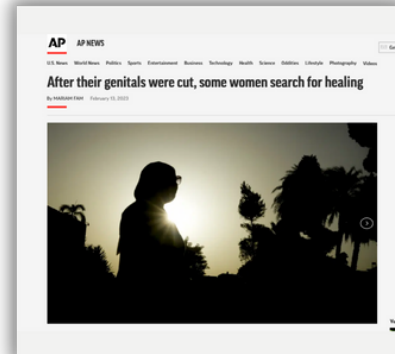
RHEALYZ AFRICA

# Interviews



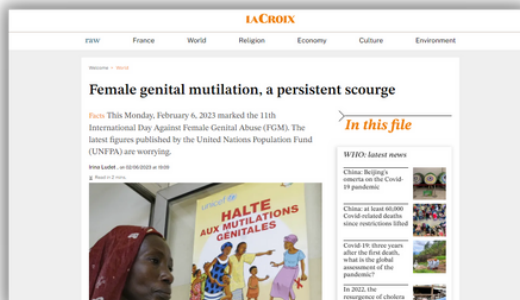
## UN News

Dr. Nafissatou Diop, Chief of Gender and Human Rights, UNFPA



## AP NEWS

Dr. Nafissatou Diop, Chief of Gender and Human Rights, UNFPA



## La Criox

Ms. Julie Dubois, UNICEF



## telerama.fr/

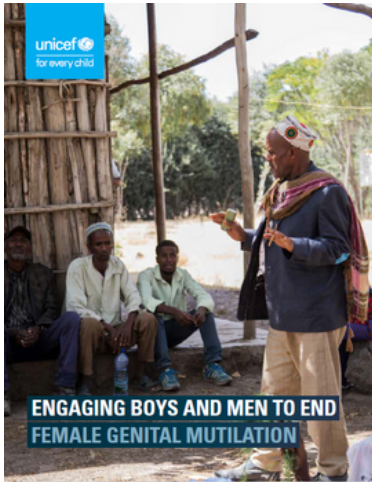
Ms. Julie Dubois, UNICEF



## Dev Dispatch

Ms. Nankali Maksud, UNICEF

# Launch of Knowledge Products



## Engaging Boys and Men to End Female Genital Mutilation

UNICEF

The report shares the latest data on the attitudes of boys and men towards FGM, with a particular focus on fathers of young girls, who are essential in halting the transmission of the practice into the next generation. It calls for boys and men to exert their influence in their families and communities, to support the effort to eliminate this harmful practice.



## Promoting Men and Boys Engagement in Ending Female Genital Mutilation

UNICEF and Equimundo

The focus of the study was on boys and men and household decision-making on FGM, sexuality, and FGM, and what could be done to engage men more fully in FGM prevention efforts. These regional and country reports summarize the four country studies and synthesize country-specific guidance to make programmatic recommendations for the region.






  
**ZERO  
 GENDER-BASED  
 VIOLENCE AND  
 HARMFUL  
 PRACTICES**

**Zero Tolerance for  
 Female Genital Mutilation**  
 @UNFPACameroon @Loyocameroon


  
**8,000,000,000 Likes**  
 #MenEndFGM #EndFGM #EndGBV



**UNFPA**  
 www.unfpa.org  
 United Nations Population Fund  
 605 Third Avenue  
 New York, NY 10158



**UNICEF**  
 www.unicef.org  
 United Nations Children's Fund  
 Three United Nations Plaza New  
 York, NY 10017