



## 16 Days of Activism Against Gender-Based Violence Report

**ORANGE THE WORLD**  
Fund, Respond, Prevent, Collect!

**Girl Guides Association of Trinidad and Tobago**



## OVERVIEW

The Girl Guides Association of Trinidad and Tobago conducted their 16 days of activism against Gender-Based Violence Campaign from 25th November 2020 to the 10th of December, 2020. The social media campaign explored four pillars.

1. The Empowerment of Young Girls
2. The importance of Mental Health
3. Women Empowerment
4. Women in Work.

## OBJECTIVES

1. Provide sustainable strategies to solve common issues women and girls face.
2. To raise awareness about the importance of mental health.
3. To empower young girls through positive content and provide a platform that amplifies their voices.
4. To highlight women in different male-dominated and creative industries. To share their stories that will shift the narrative.

**These objectives were achieved through : 1.Expert Interviews and 2. Social Media Posts**

# THE EMPOWERMENT OF YOUNG GIRLS



DONA DA COSTA MARTINEZ

EXECUTIVE DIRECTOR OF THE FAMILY PLANNING ASSOCIATION OF TRINIDAD AND TOBAGO.

**This groundbreaking interview gave young women and girls insight into leadership strategies and the importance of personal development.**

## Social Media Posts

This is not a comprehensive list of social media posts.



To view posts please go to [@girl\\_guidestnt](#)

# THE IMPORTANCE OF MENTAL HEALTH



NATALIE O'BRANDY-MC DOWELL  
PSYCHOLOGIST.

**This informative interview discussed  
'Mental Health of Sexual Assault Victims'**

## Social Media Posts

This is not a comprehensive list of social media posts.



To view posts please go to [@girl\\_guidestnt](#)

# WOMEN EMPOWERMENT



SHANICE WEBB

PRESIDENT OF THE TRINIDAD YOUTH COUNCIL

**This enlightening interview discussed the various issues women and young girls are confronted with, such as the concept of being "emotional"**

## Social Media Posts

This is not a comprehensive list of social media posts.



To view posts please go to [@girl\\_guidestnt](#)

# WOMEN IN WORK



STACEY LEIGH ROSS, MA. - ARTIST

**This refreshing interview explored the 'Women in the Art Industry' and reinforce it as a viable career for young women.**

## Social Media Posts

This is not a comprehensive list of social media posts.



To view posts please go to [@girl\\_guidestnt](#)

# WOMEN IN WORK



DR AYANNA SEBRO

TECHNICAL LEAD OF THE NATIONAL AIDS COORDINATING COMMITTEE.

**This interview expanded on the significance of how women and girls can use mindfulness and personal development to propel their career, especially in the medical field.**

## Social Media Posts

This is not a comprehensive list of social media posts.



To view posts please go to [@girl\\_guidestnt](#)



## OUR PERFORMANCE

---

- Our social media posts received on average 20-40 likes.
- Our posts received on average 3-5 shares.

---

# 700

VIEWS

---

**The Girl Guides Association of Trinidad and Tobago recorded over 700 views on all our social media pages.**

---



THANK  
YOU

To all our strategic Partners

---

Trinidad Youth Council

Youth Advisory Group of the United Nations  
Population Fund

National AIDS Coordinating Committee

Family Planning Association of Trinidad and  
Tobago

Trinidad and Tobago Youth Ambassadors