

UNFPA supports Office of the First Lady to launch anti-violence campaign

The Office of the First Lady officially launched the #BreakFree 2 #BeFree campaign on 14 November 2017. The campaign, an anti-violence initiative which will run for a year until December 2018, is supported by the United Nations Population Fund (UNFPA) through its gender equality programmatic work area.



The President of the Republic of Namibia, H.E. Dr. Hage Geingob demonstrated great leadership and commitment when he made a surprise appearance at the launch in Windhoek to sign the campaign's anti-violence pledge.

The pledge is the first step in which the public is encouraged to take a stand on actively being part of bringing about lasting, societal change. The Office of the First Lady seeks to obtain 100,000 signatures to the anti-violence pledge before the end of 2018.

At the launch, Dr. Chandre Gould, an expert from South Africa with extensive experience in evidence-based violence prevention programmes, highlighted violence as a development issue and quantified the economic cost of violence in South Africa. She commended Namibia for the bold stand taken on mobilising support to end the cycle of violence in communities.

First Lady of Namibia (FLON) Monica Geingos elaborated on how her office will engage the public to ensure that the campaign is interactive and seeks practical and relevant solutions. The campaign seeks to garner 10 ideas, propose 100 interventions, tell 1000 stories, have 10000 interactions and obtain 100000 signatures.

Every month, the Office of the First Lady plans to release a new theme which will be unpacked through the direct and active engagement of stakeholders.

UNFPA pledged to redouble its efforts to help ensure a safe and healthy future for women and young people, especially adolescent girls.