

Fife Violence Against Women Partnership (FVAWP)

16 Days of Activism Against Gender Based Violence 2025

Debrief Report

This report aims to provide an overview of key aspects of the 2025 campaign and focus on the key learning points for planning and delivery in 2026.

Overview of campaign

This FVAWP local campaign was a part of the international 16 Days of Activism Against Gender Based Violence campaign, which is an annual international campaign that starts on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. It is used as an organising strategy by individuals and organisations around the world to call for the prevention and elimination of violence against women and girls. The 2025 campaign within Fife aimed to tie in with the Scotland wide campaign planned by the National Improvement Service, while also incorporating our own ideas and events.

Delivery of campaign

A programme of events was pulled together and circulated. The programme contained a mixture of in-person events, online events, training sessions, social media posts and activism ideas.

In 2022 the programme was pulled together in a pdf document, circulated and printed. In 2023 the decision was taken to post a digital programme on the [FVAWP Public Awareness Webpage](#), and this was repeated for 2024 and 2025. A two page overview document was created and circulated the week before the campaign began. This included local and national events.

Key aspects of the programme included:

- Events
- Training
- Promotional Resources
- Social media / online information

EVENTS

Reclaim the Night event in St Andrews – Monday 24th November

The Students' Association hosted a Reclaim the Night march and speaker event, with support from the University of St Andrews. The march around town began 17:30, and concluded at the Union piazza. It is estimated **25** people attended the march, and **20** attended the speaker event in the Union afterwards.

Speakers gave reflections on the landscape of SGBV and how that had changed in their lifetimes. They also gave messages of hope and calls to action. Speakers were:

- The Principal (Professor Dame Sally Mapstone)
- Rosalyn Claase (Director of Student Experience)
- Dr Chris Lusk (Head of Special Projects, and formerly Head of Student Services)
- The Rector Stella Maris
- Zahra Ali (GotConsent Co-ordinator)
- Eliza Rinkema (Student speaker)
- Alex Chun (President of Wellbeing & Community)
- Holly McDonald (Campaigns & Impact Co-ordinator)



Press coverage: [Student Union Leads Reclaim The Night Protest](#)

Photo credit: The Union

Fife Women's Aid Annual Event - Tuesday 25th November

A full day in-person event at the Old Course Hotel in St Andrews which opened with a presentation by Dr Briege Nugent on the findings of local research with women at high risk. This report available from Fife Women's Aid. The keynote speaker Professor Jane Monckton Smith shared her research on the homicide timeline.

85 people attended the event. From the evaluations completed, 96.43% of attendees said they gained a better understanding of domestic abuse.



(Photo: Left – Attendees in the conference room. Right – keynote speaker Jane Monckton-Smith.

Credit: Fife Women's Aid)

Comments received after the event:

- "Jane and Sarah's presentation about the timeline was a stark reminder about the risks the women we work with are facing and how as professionals we can try to intervene at the various stages of this timeline"
- "It was AMAZING!!! The venue was wonderful, and the speakers were truly engaging. Best training event I have attended in a long time"
- "It was best DA event I have attended"
- "Having been in an abusive relationship in my past, this event helped me to make sense of what I experienced and to realise why I have carried this with me for decades. To hear factually about the homicide timeline was truly shocking but also important in affirming what I have minimised. I am so much more aware now of red flags and how to raise awareness and support others. It was so validating to gain insight from an expert and to hear that the perpetrator was not just an ex-boyfriend but a dangerous criminal. It's always about the abuser's patterns and beliefs and the victims of this type of abuse should never feel to blame. I can finally release the shame that has lived inside me for decades"
- "Briege Nugent's research gave powerful understanding of the impact of FWA and the current local statistics re this, and a reiteration of the Homicide Timeline is always very important in our every day work"

What Were You Wearing Exhibition – Dunfermline High School – Wednesday 3rd December

161 senior pupils and approx **10** staff attended the installation with some great conversations. An information stall and support was provided by Fife Women's Aid at the event. Learning from this event is being taken forward for future installations in school as always.

Feedback from the event attendees included:

- *"It shows how clothing is not a decisive variable in who gets sexually assaulted. Even guns are not preventative"* (Last comment refers to photo of army officer with gun)
- *"Left me speechless"*
- *"Very powerful"*
- *"Eye opening - age range, gender, story/background"*
- *"It's very effective to show what people miss and you think you can trust someone but you can't always trust them. Thank you for impactful experience"*

Reclaim the Night Let's Walk – Wednesday 3rd December

Estimated around **150** people attended to march from East Port, Dunfermline, down the High Street and to the Glen Pavillion within Pittencrieff Park. There were a wide range of organisations in attendance, including UNISON Fife, UNISON Health, Soroptimists, KASP, Beath High school pupils, Dunfermline High School pupils and elected members. Many people stood on the High Street to watch the marchers with their banners and chants.



Reclaim the Night Let's Talk – Wednesday 3rd December

126 people attended the event at the Glen Pavilion, Dunfermline. Refreshments, which were part funded by UNISON Fife were received on entry and time was provided for attendees to visit information stalls and enjoy conversation.

We were delighted to showcase an art exhibition by local artist Marie Henderson entitled *The Female Gaze: Reclaiming the Self*.

A programme of speakers was delivered, with Laura Pearson – Coordinator, FVAWP inviting speakers to the stage. The programme provided:

- Claire Baker MSP opened the event, welcoming and setting the scene for the importance of maintaining a high profile for ending violence against women and children.
- Staff and Pupils from Beath High School provided an insight into the Mentors in Violence Prevention (MVP) programme, using interactive exercises to engage the audience.
- The Women's Action Against Poverty group provided insights into what women need. The group were supported by Jo Dowd, Community Education Worker.
- Marie Henderson, local artist, spoke about her personal experience of domestic abuse and how she has been using art to process her experiences and feelings.
- Keri Duffy, Coordinator FVAWP and Steph Drummond, Domestic Abuse Investigation Unit, Police Scotland provided a brief overview of the Disclosure Scheme for Domestic Abuse Scotland (DSDAS) and advised on how to make an application utilising the Right To Ask.

Information stalls were provided by: Beath High School MVP pupils, Early Help and Support Dunfermline, Fife Centre for Equalities, Fife College, Fife Rape and Sexual Assault Centre (FRASAC), FVAWP/White Ribbon Fife, Fife Women's Aid (FWA), Kingdom Abuse Survivors Project (KASP), NHS Fife Screening Team, Safe Space, Soroptimists of Kirkcaldy and Dunfermline, UNISON Fife, Women's Action Against Poverty.

Stall holders told us they appreciated the opportunity for conversations and giving our information leaflets. One stall holder told us the event was better than they had expected and they definitely want to be involved again next year.

Evaluations were emailed to **30** participants, who gave permission to be contacted by email after the event. We received **10** responses. 100% of respondents said they learnt something new. 100% said they would recommend the event to a friend or family member next year.

Feedback and comments:

"Great turn out for Reclaim the Night, the talks after were great – you guys did a great job"

"It was a really good event and we were delighted to be part of it again. We had quite a bit of interest in our stand and gave out some of our info."

"The whole evening was memorable, however the speakers were amazing."

White Ribbon Fife Awareness Raising – Thursday 4th December

FVAWP Staff and volunteers supporting the White Ribbon Fife campaign attended Inverkeithing Train Station and participated in a national Train Station Takeover Day organised by White Ribbon Scotland.

Information cards, pens and white ribbons were given out at rush hour times – between 7.30am-9.30am and 5.00pm-6.30pm. It is estimated that **800** info cards and White Ribbons were given out to commuters and railway staff.

White Ribbon Fife Awareness Raising – Saturday 6th December

Dunfermline Athletic FC supported the White Ribbon awareness raising by welcoming FVAWP to attend the Dunfermline Athletic FC v Arbroath game.

FVAWP Coordinator, Laura Pearson and FVAWP Learning & Development Officer, Jen McDonald attended and spoke to fans as they arrived at the Norrie McCathie stand. It is estimated that **200** info cards and White Ribbons were given out to fans before the game and over half time.

DAFC players wore White Ribbon t-shirts while warming up before the game, which had an attendance of **4900**.

DAFC posted on their Facebook page (www.facebook.com/dafc) at 12noon and received 3 share, **57** engagements and **5394** views.

Fife Women's Aid Online event – Monday 8th December

Fife Women's Aid hosted a two-hour online webinar event with Jane Monckton Smith, which provided insight to the victim escalation timeline. The session explored the escalation of risk for victims of domestic abuse and emphasised the importance of making the connection to domestic abuse and pursuing relevant enquiry in the event of a death. The event was attended by **61** people.

Evaluation information:

91% of attendees said they had gained a better understanding of domestic abuse.

"I learned how violent resistance is a fear response and when women reach out for support or to disclose, this is an escalation"

"I learned that sometimes woman feel they are not able to reach out and receive the support they need and that when they do reach out for help it is the start of a long journey"

"I am familiar with the Homicide Timeline and how it can be used to track the perpetrator's escalation so to learn how the Victim Timeline can be used to track the Victim's response to escalating risk is really valuable"

Equalities Fair and Forum – Wednesday 10th December

Fife Centre for Equalities organised an Equalities Fair and Forum to take place on Human Rights Day. The event aimed to promote and celebrate the work of local partners who help people in Fife in fairness and respect of their dignity.

This year, the free drop-in event was supported and hosted by Tesco Dunfermline Fire Station Superstore. Stalls were set up and participating organisations attended to share free information and advice about the support they provide over the winter period.

The event was well promoted/visible on social media, with many partners also sharing the event. The store Community Champion also placed posters around the venue for the full week before the event, and paper flyers were shared at all FCE events building up to the WEF'25.

There were 17 stalls with **24** partner stallholders and **8** members of the FCE team. A BSL interpreter (10.30-12.30) was at the event to aid communication if needed (but there were no BSL users visiting on the day).

Stalls were hosted by:

- Age Scotland
- Climate Action Fife
- Cosy Kingdom
- Dunfermline Advocacy
- Fife Carers Centre
- Fife Centre for Equalities
- Fife Communities Climate Action Network
- Fife Inclusion Network
- Fife International Forum
- Fife Pride
- Fife Violence Against Women Partnership
- Fife Voluntary Action - Respite
- Greener Kirkcaldy
- Lead Scotland
- People 1st Fife
- Police Scotland
- Scottish Fire Services
- Seescape

It is difficult to accurately record the visitors as the event was drop-in, but it is estimated there were roughly **60** engagements. The venue was chosen to use the footfall of the store and have a wider reach of people who might not know about the local services already. Most staff felt the event was nice, had a good buzz and attendance, including FIN GT members, who gave positive comments.

Fife Centre for Equalities were collecting public opinions and will be collating an evaluation of the results.

Their networking Equalities Forum was held after the open session and was attended by **160** people.

TRAINING

From the training for staff and professional scheduled to take place during 16 days the following can be noted:

Monday 1 st December	Intimate Image Abuse	Postponed due to low sign up.
Tuesday 2 nd December	Under Pressure	8 out of the 11 people who had signed up for this training attended
Wednesday 10 th December	Engaging Safely with Male Perpetrators of Domestic Abuse –	6 out of the 13 people who had signed up for this training attended.

PROMOTIONAL RESOURCES

Printed posters and flyers were used to raise awareness of 16 Days and Reclaim the Night. Digital versions were also circulated and partners were invited to print out as well as request printed versions.

Digital resources, produced by FVAWP staff, were published on the [FVAWP Public Awareness Webpage](#). These resources aimed to encourage people to **do something** during 16 Days, emphasising that every little action makes a difference, especially the more people that take part.

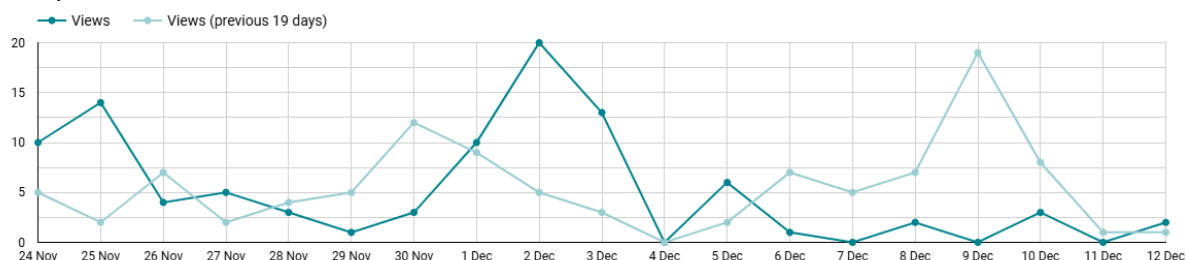
A **Take Action: 16 Actions** list was published and promoted digitally and paper copies distributed at 16 Days events. The list includes additional resources to enable people to learn more about women's rights, violence against women and girls including:

- 16 Recommended Reads
- 16 Recommended Watches
- 16 Recommended Articles

From 24th November to 12th Dec 2025, the statistics for the [FVAWP Public Awareness Webpage](#), page are:

- 97 views, from 59 viewers (suggesting repeated visits)
- Average of 1 minute 2 seconds spent on the page
- Most (47) came to the page directly, with 18 from google and 7 from FB
- 16 of the 47 came from a link on the Fife Council intranet
- 33 then viewed your main Violence against women page next
- 14 clicked on the 16 Days of Action anchor link at the top of the page
- 12 opened the 16 Recommended Articles link
- 10 opened the 16 Recommended Watches link
- 8 opened the event flyer for 8th December

The spikes in visits were:



Across the period, 25th Nov and 2nd Dec seem to be noticeable days. This coincides with the Fife Women's Aid annual event the following day (26/11) and the Reclaim the Night Dunfermline walk and event the following day (03/12).

This is the first time we have recorded these statistics and will use these as a baseline to measure our online activity year on year.

SOCIAL MEDIA / ONLINE INFORMATION

The campaign was supported by Fife Council communications teams, who published posts on Facebook, Instagram and LinkedIn to raise awareness.

Fife Council reported:

<u>PLATFORM</u>	<u>VIEWS</u>	<u>INTERACTIONS</u>
FACEBOOK		
<u>Reclaim the night reminder</u>	9,935	41
<u>16 Days begins</u>	29,936	302
<u>Reclaim the night event listing</u>	Event listing metric not supported	
INSTAGRAM		
<u>16 Days begins</u>	1,251	20
LINKEDIN		
<u>16 Days begins</u>	447	43
TOTAL	41,569	406

DAFC posted on their Facebook page (www.facebook.com/dafc) on Saturday 6th December at 12noon and received 3 share, **57** engagements and **5394** views.

FRASAC, KASP and FWA also posted during the campaign, but figures have not been captured for their posts at this point in time.

FVAWP was also able to post on their [FVAWP LinkedIn account](#) opened in September 2025, and currently followed by 208 accounts. These posts were coordinated by the Campaigns subgroup, with Learning and Development Officer posting content.

Post Date	Content Theme	Video / Image	Impressions	Reactions	Comments	Reposts
25.11	16 Days begins	Image	141	8	0	0
26.11	Take Action	Image	159	6	0	0
26.11	Survivor Quote - Fife Womens Aid	Image	254	7	0	1
28.11	Fife College – Emily Test	Video	122	5	0	0
01.12	FRASAC – client impact	Video	104	3	0	0
02.12	Reclaim the Night – school posters	Image	286	14	0	3
03.12	WWYW Dunfermline HS	Image	169	10	0	0
04.12	White Ribbon – Inverkeithing	Image	211	19	0	1
09.12	16 Days & KASP tour	Video	79	2	0	1
	Total		1525	74	0	6

The best performing posts are highlighted in bold. It demonstrates that personalised photos and local quotes are the most interesting to followers.

The campaigns group plan to review these statistics to inform most effective content for 2026 social media posts.

Summary

Total engagement

In total, **1,872** recorded engagements at our in-person and online events.

Across social media posts, where data was recorded and included in this report, our posts had a reach of **48,488** views by social media users.

(Please note that this may be people attending more than one event / viewing multiple messages.)

Learning and Reflection

Effort was taken to reflect on the campaign and enable the learning to enhance the 2026 campaign.

Promotion and marketing:

- Promotional materials prepared in advance to allow for longer advertising and marketing lead in time
- More targeted marketing to women's groups for public events
- Use clearer language in promotion and marketing to be specific about our reasons for holding Reclaim the night
- Press coverage in advance of Reclaim the Night, including banner making workshops
- Banners events to be promoted well in advance

Programme and Events:

- Many 2026 events focussed on engagement and conversation with the public in public places and this felt valuable and impactful to staff involved in these events.
- Agreed that Reclaim the Night 2026 will be held in Dunfermline again for another year and then move to another area in 2027. Date Wednesday 2nd Dec agreed.
- Agreed it is good if speaker programme is: Informational, Inspiring, showcases prevention work and support available.
- Possible speaker themes for 2026: New law enabling removal of perpetrators from the home, a positive male role model, Many Good Men/Misogyny work, SARCS in Fife. Work can be done to start to source speakers and promote in advance.

Social media:

- The posts that performed best were those with people photos rather than toolkit graphics (White Ribbon / roundup post of events etc.) and with quotes.
- We will aim to use national campaigns as a timely hook to storytell about what we are doing in Fife to reduce violence against women.
- Share news and people pics with a link back to the campaign web page. The overall themes and messaging of the campaign could be included on the web page.
- A social media plan was prepared in advance, allowing us to consider the range of messages and offering varied, meaningful content. We will use this approach again.