



# Building Responsibility and Accountability for Gender-Based Violence Elimination (BRAVE)



## for Gender-Based Violence Elimination (BRAVE)

**GENDER-BASED VIOLENCE (GBV) IN VIETNAM:** More than half of Vietnamese women reported experiencing at least one type of physical, sexual and/or emotional violence in their lifetime. However, it is likely that rates of GBV are significantly under-reported. Victim blaming, together with social and cultural norms, makes it particularly difficult to survivors to speak up and advocate for their rights. As a result, harmful gender stereotypes about women's and men's roles, social expectations that encourage silence from victims, and a culture of GBV that normalises perpetrators' violence continue to prevail.

Through **BRAVE**, CARE works to increase the rejection of GBV among the Vietnamese public by shifting the responsibility for GBV away from the survivor.

### KEY OUTCOMES



The public recognises the injustice of GBV, the rights of GBV survivors, and the accountability of perpetrators and duty bearers in ending GBV.



GBV survivors are active agents of change to break the taboo around GBV

#### Participants

Survivors of GBV, journalists and the public

#### Locations

Hanoi and nationwide

#### Co-implementing Partners

Centre for Studies and Applied Sciences in Gender, Families, Women and Adolescents (CSAGA)

Institute for Studies of Society, Economics and Environment (iSEE)



#### Timeframe, budget and donor

May 2018 – April 2020

600,000 AUD

The Australian Government



### HOW WILL THE PROJECT WORK?

Shifting away from victim blaming is one component of a complex and multi-faceted response to GBV. The project will run an engaging public campaign that focuses on the voice of survivors and the call to change behaviours that justify, condone, or ignore GBV as well as to promote peer support among survivors. The campaign will:



Engage the media and public through positive messages to shift away from victim blaming and move towards recognising the responsibility of the perpetrator;



Form a 'BRAVE network' of survivor leaders and their community-based organisations;



Provide training and networking opportunities for 'BRAVE network' to equip them with the skills, knowledge, and confidence to speak out against GBV and victim-blaming and to support their peers.

**11,000+**  
people to be reached directly

**2 mil+**  
people benefiting indirectly through media campaign

**BRAVE network**  
is formed

**SURVIVORS**  
speak out against GBV