

Overbrook Foundation Supports Campaign against Gender-Based Violence through Margaret Sanger Center International and Positive Concept Project, a Community Organization in Soweto

With support from the Overbrook Foundation, Margaret Sanger Center International (MSCI) is building the capacity of local organizations in South Africa to create awareness of the link between the HIV epidemic and human rights violations such as gender-based violence. MSCI provided funding and technical assistance to Positive Concept Project (PECOP) to strengthen its School-to-School campaign that raised public awareness of the problem of gender-based violence (GBV) in Soweto. During the “16 Days of Activism against Gender-based Violence” last December, the campaign reached more than 5,000 adolescents with educational activities in primary and secondary schools – targeting young people who might become victims or perpetrators of GBV, as well as teachers, police, and the media as gatekeepers of social change. In addition, PECOP sponsored community dialogues at the local public library, mobilized community activists to speak out on the issue of GBV, and coordinated media advertising and broadcasting of campaign events.

MSCI also worked with Vuselela and LetGrow, grassroots organizations in Diepsloot and Orange Farm, two impoverished areas of Johannesburg. MSCI helped these organizations to improve and expand their work with faith leaders and community activists to focus public attention on the problem of GBV, which makes communities and young people more vulnerable to HIV.



During the “16 Days of Activism against Gender-Based Violence,” Positive Concept Project brought this issue into schools for the first time, raising awareness with interactive activities and discussions.

A drama presentation by Positive Concept Project in a Soweto school.