
It's true that some petitions don't progress beyond the 'collecting thousands of signatures' stage, but the Change.org platform allows for amplification of the message, as you're encouraged to share the petition on your social media channels, to amplify the message – that's how I first heard about it.

Do your bit to change the narrative

While the platform states that more than 200-million people in 196 countries are creating change in their communities via the Change.org civic organising hub alone, they're going beyond just raising awareness in starting petitions on the social enterprise's free, open-source platform.

They're also mobilising supporters, and working with 'decision-makers at the highest levels of government and business' to drive solutions and create change at the local, national, and global level. Journalists, in turn, are also sourcing powerful stories and covering campaigns that originated on Change.org, and the petition starter 'declares victory' when a solution is reached.



#FairnessFirst: Stepping up to keep SA's females safe

Leigh Andrews 9 Sep 2019



The stand-out factor of signing the [petition from the Global Shapers' Community](#) is that you're not just signing your support for a cause, you're standing with their pledge for change.

As it's understood that GBV is "the manifestation of a profound lack of respect and our failure to recognise the inherent equality and dignity of women and children", the pledge is based on five building-block factors aimed at ending gender-based violence in SA, together:

Theme 1: Taking action and advocating

This is primarily a pledge to never physically, emotionally or verbally abuse anyone.

It's about taking part in more campaigns and initiatives to raise awareness on GBV, and learning what resources are available for supporting survivors in your workplace and community.



#WomensMonth: Advertising changes its view on women

Emma Carpenter 25 Aug 2016



You also pledge to challenge the way gender roles objectify women or represent women as having less value than men.

Theme 2: Speaking out

Next, you **pledge to speak out** when friends, family, colleagues or members in my community make inappropriate jokes or suggestions about women or GBV.



#FairnessFirst: Taking a stand against GBV with Brothers For Life and #ItStartswithMe

Leigh Andrews 14 Oct 2019



You also pledge not to condone or stay silent about gender-based violence, harassment, and discrimination.

Theme 3: Listening and supporting

Now, you **pledge to make an effort to understand women's fears**.

This means listening to their stories and elevating their voices.



#FairnessFirst: Amplifying the female voice

Leigh Andrews 15 Jan 2018



If you're not sure where to get started, you can ask women and local non-profit organisations how to be a better ally in preventing violence and helping survivors.

Theme 4: Raising awareness and advocating

Then you pledge to **publicise efforts in your community to end GBV**.



From #MeToo to #AmINext: How to address gender-based sexual violence in the workplace

Nadine Mather and Lusanda Raphulu 5 Sep 2019



This involves the use of social media to raise awareness about violence against women, as well as attending public forums that discuss issues around gender equality and GBV.

You also pledge to be an advocate in your community for sexual harassment prevention initiatives and safe reporting mechanisms, as well as other ways to prevent violence in all forms.

Theme 5: Educating myself and others

Lastly, you pledge to **educate yourself on the factors that lead to GBV**.

This means using your knowledge to mentor and teach others to act in ways that don't involve degrading or abusing girls

and women.



#FairnessFirst: We're all part of the problem. Rethink GBV normalisation

Leigh Andrews 16 Dec 2019



This involves an understanding that reflecting on your privilege and power can be uncomfortable, but that discomfort in allyship is part of the effort to end gender-based violence, prejudice and discrimination.

“ *The pledge ends: From this day forward, I promise to be part of the solution to ending gender-based violence in South Africa.* ”

Whether you [sign the petition](#) or not, the pledge is something we should all live by, to leave a better future for all.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #D2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #D2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #D2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, COO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>