

#BEBRAVE GLOBAL DAY OF ACTION TOOLKIT

BACKGROUND

The #BeBrave Global Day of Action aims to unite survivors and allies to put pressure on the G7 ahead of their meeting on June 28. The Brave Movement catalyses our global movement, especially in G7 Countries, and globally, to take action on Thursday June 9. This toolkit includes some ways in which you can take action, with templates and guidance for how to do it.

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KEY MESSAGES

- Sexual violence is the great silent scourge of our time. Shrouded in secrecy, it strikes individuals, shakes families, and ravages communities in every corner of the world.
- In the most powerful nations in the world, across every spectrum of society, in churches, on sports fields, in major industries, online and in homes, childhood sexual violence has caused and continues to cause untold suffering.
- The Brave Movement won't allow your institutions to hide in plain sight any longer. We demand bold and transformative action from G7 leaders this year.
- The time to act is now.

PURPLE COMMEMORATIVE PLAQUES TOOLKIT

Commemorative plaques identify where notable historical figures have lived and worked. They're used around the world to remember great deeds and renowned people. Now -we use them to remember the children and adolescent survivors of childhood sexual violence. And we say to global leaders - especially the leaders of

the G7 - the time to act is now. Listen to survivors and take bold and transformative action.

[Suggested language for the plaques](#)

Brave Movement Branding Guidance

Download [here](#)

Physical - Purple Plaques

We have created templates which you can edit and place in a location of your choice. We have also created detailed guidance for how to take part in this activity safely. If you do this, please take photos and tag us on social media.

- [How to Guide](#)
- [Purple Plaques](#)
- [Link to editable plaques](#)

Digital - Purple Plaques

We have created a number of digital Purple Plaques which you can download and share. Share the Plaque that represents your country. Share your own personal call to action. Create your own plaque.

- [How to Guide](#)
- [Digital Purple Plaques + Translations](#)
- [English Digital Purple Plaques + Social Media Copy](#)

Media materials

You can use these materials to reach out to press in your local area or country to let them know about the Brave Movement Purple Commemorative Plaques campaign. Feel free to edit the materials as you need to.

- [Template Press Release](#)
- [Template Pitch Email](#)

OTHER WAYS TO SUPPORT

Social media badges/ banners

Share your support for the #BeBrave Global Day of Action by downloading our badges and adding them to your channels for June 9th.

Download here:

- [#BeBrave Global Day of Action Badge](#)

Show your support on social media

If you or your organisation want to show support for the #BeBrave Global Day of Action, you can post about us on June 9th. You can find copy and downloadable assets in our social media toolkit.

- [Social Media Toolkit](#)

Advocacy / events

Influence leaders in your country!

Around the world, survivor advocates and allies will be taking to the streets on June 9th to ensure G7 leaders make new, bold commitments to end childhood sexual violence. If you live in a country that's not in the G7, you can make a big impact by speaking to ambassadors and parliamentarians and getting them to support the calls for G7 leaders to take action.

We have included guidance, a template letter and a list of ambassadors for you to contact.

- [How to Guide](#)
- [Template Letter](#)
- [G7 Country Ambassadors - names and contact detail](#)

Brave Movement 'Sign The Petition' Films

In these short films, survivors speak about their experiences, why they are supporting the Brave Movement and ask viewers to sign the Brave Movement petition. If you are in an English speaking country, please download and share the films.

- ['Sign the petition' films](#)