



Every vote cast on the website also counted as an Action on the Say NO – UniTE website. This means that all of those who voted contributed to the global call to make ending violence against women a top priority worldwide. Already over 2 million actions have been registered and that number is soon to raise with another 120,000 as the ad competition votes are included. The Say NO campaign, launched in November 2009, aims to trigger and highlight actions by individuals, governments and civil society partners. It is presented by UN WOMEN as a contribution to advance the objectives of UN Secretary-General Ban Ki-moon's campaign UNiTE to End Violence against Women through social mobilization.

The actions can range from reaching out to students at schools, to volunteering at local shelters, advocating for legislation or donating funds towards programmes that protect women and girls from violence

Working through traditional as well as online networks and social media, Say NO engages participants from all walks of life. A range of web-based and other tools available on saynotoviolence.org supports partners in their advocacy efforts, highlights their work to a global audience and inspires others.