January 2023

**Key messages**
for supporting the development of Strategy and action plan
aiming to debunk false narratives, myths and misconceptions about
the Istanbul Convention:

- continue to speak the truth, dismantle misinformation and false narratives about the Istanbul Convention
- highlight realities of women, survivors of violence against women
- use statistic – official statistic from your national statistic institutions, the Eurostat source\(^1\) and other official sources, and provide additional data provided by NGOs in your country
- provide information about the costs of Violence against women and DV – see the EIGE\(^1\) study: [The costs of gender-based violence in the European Union](https://ec.europa.eu/eurostat/web/products-eurostat-news/-/wdn-20211004-1)
- lobby for the values, aims, provisions and benefits described in the Istanbul Convention without stressing the concept “Istanbul Convention” that triggers resistance and already deeply infused with misconceptions
- focus on the 4 pillars: prevention, protection, prosecution and co-ordinated policies
- present a comparison between the situation of women in our country and in those who already ratified the Istanbul Convention underlining the benefits, good practices, changes and available statistics
- highlight key achievements of the Istanbul Convention in neighboring countries

girls”

- analyse the public discourse and use simplified arguments as well as engaging visuals for target groups in the social media

- avoid getting lost in the details of explaining the term gender, instead center the terms violence against women, rights and safety of women

- work on a local level, mobilise and engage local politicians, decision makers, municipality stakeholders in an honest discussion about the Istanbul Convention

- bring closer the work of women’s rights organisations and the preventive and responsive services they provide to build trust, strengthen their visibility and social base to combat their demonisation

- regularly analyze the political situation in your country and use all opportunities to attract possible allies