



# United Nations Mission in South Sudan (UNMISS)

Media & Spokesperson Unit  
Communications & Public Information Office

## PRESS RELEASE

Juba, 22 November 2013

### LAUNCHING OF THE NATIONAL CAMPAIGN AGAINST SEXUAL EXPLOITATION AND ABUSE

The Director General of the Ministry of Gender, Child, Social Welfare, Humanitarian Affairs and Disaster Management, Ms. Regina Ossa Lullo, accompanied by the Chief of the Conduct and Discipline Team of the United Nations Mission in South Sudan (UNMISS), Ms. Nathalie Ndongo-Seh, will hold a press conference on 26 November, at 10:00 am, at the Nyakuron Cultural Centre in Juba.

The press conference will mark the launch of a national campaign against Sexual Exploitation and Abuse which will last from 27 November 2013 until 9 December 2013. Sexual Exploitation and Abuse is the misuse of a position of power or authority to subject another person of vulnerability to sexual demands or sexual favors. As such, Sexual Exploitation and Abuse is a form of gender-based violence. Therefore, the national campaign will take place alongside the annual 16-Days of Activism against Gender Based Violence.

The campaign will underline the intent of the United Nations family in the Republic of South Sudan and the Government of South Sudan to implement a zero-tolerance policy towards Sexual Exploitation and Abuse. One of the main goals of the national campaign is to raise awareness on Sexual Exploitation and Abuse among all community groups, especially the most vulnerable ones. A further objective is to provide adequate tools and sufficient knowledge to identify actions and behaviors that may lead to Sexual Exploitation and Abuse, to prevent and report when it occurs.

The theme of the campaign is:

*Say NO to Sexual Exploitation and Abuse  
Break the Silence!!  
Mata Askut!!*

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By actively supporting this campaign, the United Nations family in South Sudan intends to build trust and confidence with the local population while acknowledging the seriousness of Sexual Exploitation and Abuse and the harm it causes.

The campaign will be implemented by a “Prevention for Sexual Exploitation and Abuse Task Force” which includes representatives of the Ministry of Gender, Child, Social Welfare, Humanitarian Affairs and Disaster Management, other line Ministries, the United Nations, and members of the civil society.

The campaign begins on 27 November 2013, in Juba, and will close on 9 December 2013. It will be carried out in all 10 States on the following dates:

- 27 November:  
Nyakuron Cultural Centre, Juba (Central Equatoria)
- 28 November:
  - + Bor (Jonglei)
  - + Wau (Western Bahr el Ghazal)
  - + Malakal (Upper Nile)
- 3 December:
  - + Rumbek (Lakes)
  - + Kuajok (Warrap)
  - + Aweil (Northern Bahr el Ghazal)
- 5 December:
  - + Bentiu (Unity)
  - + Yambio (Western Equatoria)
  - + Torit (Eastern Equatoria)

The closing ceremony will take place on 9 December 2013, at the Nyakuron Cultural Centre in Juba.