

**AWOJA: Jamaica's Umbrella Group**

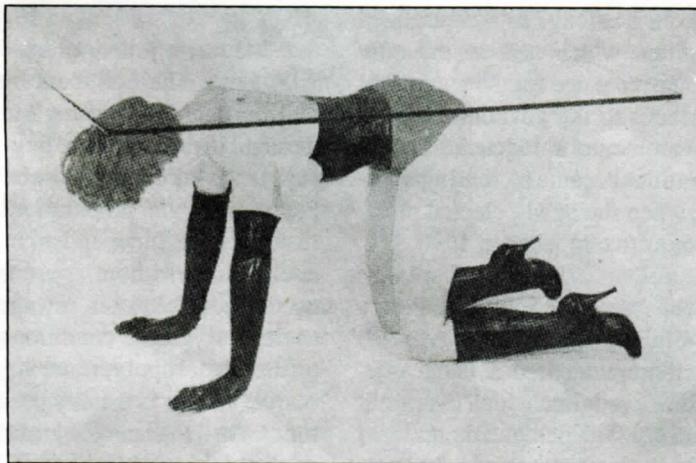
Another significant factor of the work in Jamaica is that it demonstrates the potential of the creation of alliances of women - focused on issues of poverty and social change - which transcend the usual boundaries of class and party. This process has recently been taken a step further with the launching of the Association of Women's Organizations in Jamaica (AWOJA) - Jamaica's first umbrella organization for women's groups. Its membership is representative of the widest cross-section of women's organizations anywhere in the region. Its aims and objectives make it clear that it intends to pursue an activist role, and the presence in its membership of groups like the Organization of Women for Progress (OWP) and SISTREN, along with the women's arms of the two main parties, will help to ensure that it makes a significant contribution to the process of social change.

Peggy Antrobus, *Survival Strategies and Women's Organizations*, Cornell, 1988



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**FIGHTING SEXIST IMAGES OF WOMEN**



**Controversial coffee table by artist Allen Jones, one of a limited edition produced in London; the top rests on the back of a woman in fetishistic clothing and in debasing position.**

*From :Working Women, by Jessica Strang*

As its name suggests the Women's Media Watch has a system set up for monitoring the media specifically for sexist images of women which are pornographic and derogatory. As SISTREN has said so often, it is these types of images which desensitize the society to the gravity of sexual violence against women and children.

Women's Media Watch also aims at raising the level of public awareness and concern about sexual violence through an education programme including letters, talks, production and dissemination of informative material. In addition, Media Watch is taking action by lobbying those who advertise, dramatize, and report in the media, as another means of changing the way women are portrayed.

*Women's Media Watch (Jamaica)*