The World Health Organization estimates that ⅓ of women in the world have experienced gender-based or sexual violence, and it is the main threat to women's human right to physical integrity. Yet the last decade has seen significant growth in human rights campaigns to address the violence. Information politics has played an unusually strong role in generating changes in attention and response to this issue: from media coverage of cause celebres in India to Slutwalks, from programs to educate young men to young women's use of social media to shame abusers. This paper will focus on the evolving agenda of movements to stop violence against women, from humanitarian protection to public sphere human rights to making the personal political.