



PERU
Tienes derecho a una vida sin violencia. [You have the right to a life free of violence.]

Pamphlet
 Spanish, Quechua
 Peru Defensoría del Pueblo, Defensoría Especializada en los Derechos de la Mujer
 21 x 10 cm, 6-panels
 Pamphlet provides information about domestic violence: definition, characteristics of

aggressors and victims, laws and statutes, rights of the victim, and roles of the victim and police in reporting and investigating cases of domestic violence.

ITEM # PL PER 373 (Spanish)

ITEM # PL PER 374 (Quechua)



Violencia familiar: procedimientos legales. [Domestic violence: legal procedures.]

Pamphlet
 Spanish
 Centro de la Mujer Peruana Flora Tristán
 14 x 21 cm, 38 pages
 Pamphlet provides victims with information about reporting domestic violence: definitions, national policies in Peru, role of the Public Minister, justice system, and DEMUNA (Defensoría Municipal del Niño y el Adolescente - Municipal Agency for Children and Adolescents).

ITEM # PL PER 375

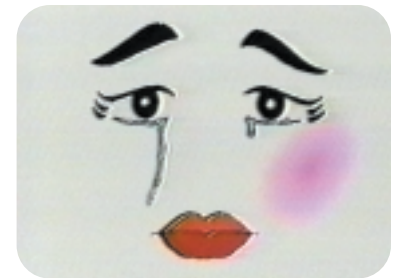
Linea de ayuda [Helpline]

[1 minute]
 Public Service Announcement
 Spanish
 DEMUS, Estudio para la defensa de los derechos de la mujer
 Animated PSA illustrates the prevalence of domestic violence, encouraging survivors to seek help from the DEMUS hotline.

ITEM # VT PER 50



Animated woman's face appears on screen as we hear a man's voice in the background: "You are so stupid... (abusive language)"



The woman begins to cry as the narrator speaks: "Do you think you are the only one? There are many, many people like you; with the same problem."



The animated faces multiply, illustrating the all too large number of women who are subject to domestic violence. The narrator says, "Do not allow it to go on. 'DEMUS': in cases of domestic violence and sexual abuse we provide aid and orientation for victims. Call us. There is a solution for everything."

A Disaster Men Can Avoid

► An egalitarian family man... resolves conflicts without resorting to violence : Violence against women : A disaster that men CAN prevent.

Poster

1999, English, Spanish

Puntos de Encuentro

ITEM # PO NIC 16 (Spanish)

ITEM # PO NIC 17 (English)



Objective

Puntos de Encuentro (“meeting points”) works to influence Nicaraguan public opinion on issues of gender and power relations between men and women. Puntos embarked on the campaign “Violencia contra las mujeres: Un desastre que los hombres SI podemos evitar” after Nicaragua suffered the most serious natural disaster in a long line of tragedies including dictatorship, war, earthquakes, a tidal wave and volcanic eruption, several droughts and a previous hurricane.

The word “desastre” (disaster) in the campaign slogan refers to Hurricane Mitch, which struck Nicaragua in 1998, killing and wounding thousands of people. References to the hurricane compare the strikingly high number of people affected by Hurricane Mitch with equally striking data available on the number of women affected by domestic violence. By comparing these statistics, Puntos places violence against women in Nicaragua in the context of a national disaster, in this case one that is avoidable.

The main purpose of this campaign was to “delegitimize” violence in men’s own eyes and to offer concrete alternatives to violent behaviour. The campaign was therefore implemented by men and targeted to other men in the areas of Nicaragua most affected by Hurricane Mitch, promoting the idea that men have the ability and responsibility to avoid being violent to their partners. It also aims to reach out to community leaders and women who influence male public opinion. One of the most innovative aspects of



◄ Violence against women: A disaster that men CAN prevent : If you feel on the verge of mistreating your family...

Poster

1999, English, Spanish

Puntos de Encuentro

30 x 40 cm

ITEM # PO NIC 19 (English)

ITEM # PO NIC 20 (Spanish)

the campaign was the alliances forged: the campaign was co-sponsored by the Men’s Association against Violence, and carried out in conjunction with almost 200 local organizations and media outlets.

Campaign Materials

A variety of materials were created for the campaign, in collaboration with the Costa Rica office of McCann Erickson:

Print

- 75,000 stickers and an equal number of posters (see PO NIC 17 above) were distributed to get out the message about violence against women. The posters give practical advice for men about what to do if they feel they are about to become violent.
- 73,000 pamphlets and brochures were also used to expand upon the campaign themes. Entitled “De hombre a hombre: Siete cosas que todo hombre debe saber para evitar un desastre en sus relaciones con las mujeres.” (From one man to another: Seven things we should all know to avoid a disaster in our relationships with women.), the pamphlet stressed the importance of treating women with respect and creating a secure family environment, emphasizing that violence is not an acceptable alternative.
- 1000 posters “An egalitarian family man” put forward some ideas on the meaning of equitable and respectful relationships among family members

Organization: Puntos de Encuentro

Campaign: “Violencia contra las mujeres: Un desastre que los hombres SI podemos evitar”
(Violence against women: A disaster that we men CAN prevent..)

Country: Nicaragua

Caminar, calmate [Take a walk, calm down] [30 seconds]

Public Service Announcement

Spanish

Punto de Encuentro

PSA provides anger management techniques for men to use to prevent domestic violence. Advises men who feel on the verge of becoming violent to “take a walk” and “calm down.” Several men attest that this technique has helped them calm down in the heat of anger.

ITEM # VT NIC 8



1. Spot juxtaposes images of men abusing their wives with men peacefully resolving family disputes. The male narrator emphasizes “Domestic violence is a disaster that we men CAN prevent.”

2. Voiceover at the end of PSA says, “Preventing violence...”



3. “It’s in your hands...”

- 1,000 guides with activities and tips to help men avoid violence were used in workshops.
- Eleven highway billboards with the message and general graphic concept of the campaign were placed for a year in high circulation sites such as the entrance to the seven regional capitals, main highways, and in major intersections.

- 5,000 calendars were also distributed by partner organizations. Both the caps and calendars were distributed during the last phase of the campaign in order to keep the messages visible for as long as possible after the campaign was over.

Broadcast

- Two 30-second television spots were created for urban and semi-rural audiences in Nicaragua. The spots feature men’s testimonies, and dramatize the messages in the posters. They were broadcast over three months (August-October 1999) on the two channels with the highest national level coverage and during the time with the greatest male audience. Furthermore, several local cable channels broadcast the spots for free as a sign of their support for the campaign.
- Four 30-second radio spots were aimed principally at the rural population. They were broadcast on 15 local stations as well as national stations, with three to four mentions per day for approximately five months, for a total of 17,200 radio references to the campaign.

Miscellaneous Materials

- 3,000 baseball caps, one of the most popular articles for men in Nicaragua, were distributed by partner organizations.

Impact

In addition to formative research and pre-testing, Puntos de Encuentro evaluated the campaign results, conducting a 1,992-person survey (1,492 in targeted areas and 500 in non-targeted areas), interviews and focus groups before and after the campaign to measure attitudinal change. Statistics indicate that 60% of men in the targeted regions had heard about the campaign, primarily from television and radio advertising (88%), posters (43%), billboards (37%), and stickers (67%). After the campaign, 15% more men agreed that they can avoid violence than agreed before the campaign. A similar increase was seen with regards to the statement that violence against women was an obstacle in community development (85% after vs. 70% before). Additionally, there was a 10% increase in the number of men agreeing that violence against women was as disastrous as the impact of Hurricane Mitch. Details on campaign impact were published in a pamphlet distributed to all campaign stakeholders as part of Puntos’ practice of accountability. The campaign has been internationally recognized and their materials reproduced or adapted for use in Spain, Chile, Mexico, the Dominican Republic, Ecuador, and Colombia.



PHILIPPINES

Ahas hagdan. [Snakes and ladders.]

Board game

Tagalog

Women's Legal Bureau, Inc

46 x 46 cm

Educational board game intended to teach players lessons pertaining to domestic violence.

ITEM # TD PHI 161

SOUTH AFRICA

Domestic violence promo.

[8 minutes]

Video

English

Soul City

A woman is abused physically and emotionally by her husband. Neither the victim nor members of the community report these cases of domestic violence to the police. A turning point comes when she sees another battered woman exhibit the same self blame and lack of self esteem that characterizes her relationship with her husband. As part of the healing process, she exposes her situation to her neighbours at a community meeting. Using South Africa's Domestic Violence Act, the woman obtains a protection order from her husband. When he becomes abusive on their front lawn, their neighbours come outside with pots and pans, making noise to alert the police. The husband is then arrested. This spot encourages women to report cases of domestic violence, and stresses the fact that domestic violence is not a private matter between a husband and wife, but rather an issue effecting the entire community.

ITEM # VT SOA 26



A husband punches his wife for disobedience: "I've warned you lots of times. You don't listen to me. Why don't you listen to me?"



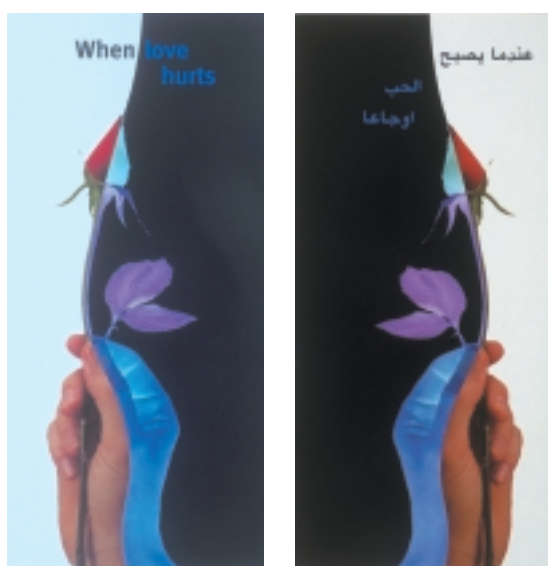
The effects of the violence.



After months of denial, the wife finally exposes the family violence in a community meeting.



The next time her husband gets violent, the neighbours show up with pots and pans to make lots of noise and alert the police.



SWEDEN

When love hurts.

Pamphlet

English, Swedish, Turkish, Arabic

Operation Kvinnofrid

21 x 11 cm, 8-panels

Pamphlet targets adolescent women and discusses different forms of abuse: sexual harassment, rape, verbal abuse, physical abuse and emotional abuse. Young women are advised to remove themselves from potentially abusive relationships. Telephone numbers are provided.

ITEM # PL SWE 39 (English)

ITEM # PL SWE 40 (Arabic)

ITEM # PL SWE 41 (Swedish)

ITEM # PL SWE 42 (Turkish)



TRINIDAD AND TOBAGO

Love not licks. Say no to violence.

Sticker

English

Working Women for Social Progress (WWSP)

6 x 28 cm

ITEM # TD TTO 11

UNITED KINGDOM

Home truths. [13 minutes]

Video

1999, English

Leeds Animation Workshop

This animated film is designed for use with 8-13-year-olds in a school or youth group setting.

In the film, five young people recount their experiences with domestic violence. They explain how living with violence affects them, their friends and families, and describe how each takes some action: telling friends or a trusted adult; or contacting voluntary or statutory agencies. They all assert their right to live in a safe environment, free from violence.

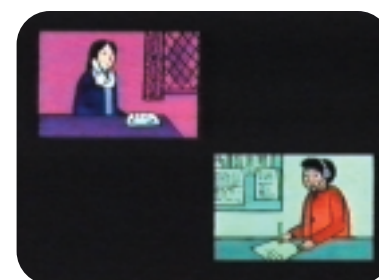
ITEM # VT UKD 65



Sidra's father puts on a happy face for the rest of the world. "All my friends thought my dad was great."



Her father often becomes angry and jealous. "But he was different at home. He wanted to control everything we did...If mommy went out he wanted to know where she'd been and who she'd seen."



Sidra speaks to a counsellor to find out how to help her family.



She then talks to her aunt who advises Sidra's mother to get help.

Startling Statistics Reveal Prevalence of Domestic Violence

▼ Every 12 seconds

Poster

1999, English

178 x 28 cm, 2-sided

Clock below images shows time intervals 12 seconds apart to emphasize the degree and prevalence of violence amongst women from all walks of life.

ITEM # PO USA 1392

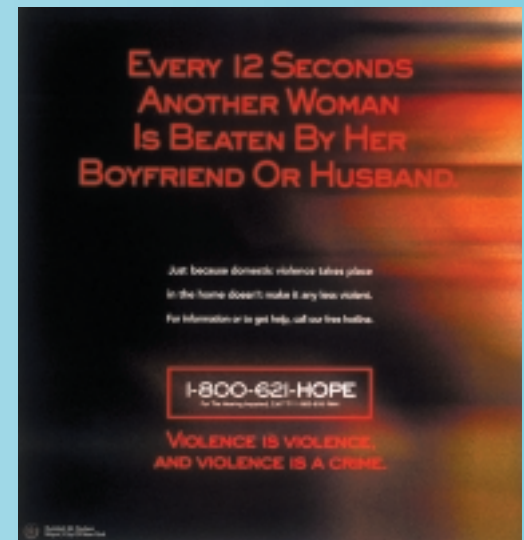
► Every 12 seconds another woman is beaten by her boyfriend or husband ...just because domestic violence takes place in the home doesn't make it any less violent. For information or to get help, call our free hotline. Violence is violence, and violence is a crime.

Poster

1999, English

60 x 40 cm, 2-sided

ITEM # PO USA 1416



Organization: New York City Mayor's Commission to Combat Family Violence

Campaigns: Domestic Violence Public Awareness Campaigns

Country: USA

Background

This poster campaign is the fourth in a series commissioned by the Office of the Mayor of New York City and created by Young and Rubicam advertising agency. The campaigns focus on different aspects of the impact of family violence, providing a number for the city's 24-hour domestic violence hotline.

The first campaign used photographs of real domestic violence incidents coupled with statistics about the prevalence and severity of the epidemic among adult victims. Displayed throughout the public transportation system, the message emphasized the criminal nature of violence against women in the home, proclaiming: "Domestic Violence. Call It What It Is. A Crime." The second campaign: "Domestic Violence. Our Kids Are Worth NOT Fighting For" focused on the impact of domestic violence on children. The third campaign focused on relationship abuse among teenagers. The campaign slogan "Relationship Abuse. Don't Settle for That," aimed to break the cycle of family violence

before it extends into adulthood. The fourth campaign, "Every 12 Seconds," featured here, focused on the core issue of violence against women by their partners.

In conceiving of these ads, Young and Rubicam — which donated its creative services on the campaigns — asked themselves a key question: "What do people believe now, and what do we want them to believe?" In this case, getting people to change their minds about domestic violence meant convincing them that abuse, even if it occurs in the home, is a crime. The striking horizontal ads, featuring women of different races and ethnicities, illustrate how domestic violence cuts across all races and classes. The ads were placed inside New York subways and buses in 1999, and were the first to occupy the entire length of the subway car. The posters ran for several months at a time for a period of one year.

Impact

The stark reality of domestic violence depicted in each campaign elicits strong responses from viewers. Calls to the hotline number provided in the posters increased by 14 per cent since the "Every 12 Seconds" campaign began running and overall reporting of domestic violence in New York City has jumped since the domestic violence campaigns began.



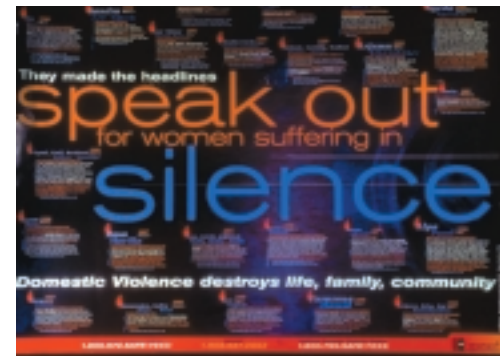
UNITED STATES
 Today these children saw something they'll never forget: They saw their father hit their mother.

Poster
 English, Spanish
 National Victim Center
 United States
 43 x 28 cm
 Bottom text reads: " Anytime a mother is abused her children are also affected. Her children see it, hear it, sense it. Male abusers are six times more likely to have seen their fathers beating their mothers than non-abusers. Services for children are available at every domestic violence program in Illinois. Last year we served over 8,000 kids and 21,000 women. Call for information."

ITEM # PO USA 1328

Every year, domestic violence ruins Mother's Day for over 4,000 children...Permanently.

Poster
 English
 Illinois Coalition Against Domestic Violence (ICADV)
 43 x 56 cm
 ITEM # PO USA 1381



They made the headlines. **speak out** for women suffering in silence. Domestic violence destroys life, family and community.

Poster
 1999, English
 Manavi
 49 x 64 cm
 Includes 23 news headlines related to domestic violence within the South Asian communities in the U.S. from 1990 through 1999.

ITEM # PO USA 1324

It's not a pretty picture when your boyfriend hits you. No one has the right to control what someone else does by threatening or hurting them. You're not "his" to hit.

Poster
 English, Spanish
 Illinois Department of Public Aid
 36 x 22 cm
 ITEM # PO USA 1325





He said he'd never hit you again...but that's what he said last time. Stop the cycle of violence.

Poster
1990, English
Family Violence Prevention Fund
39 x 28 cm
ITEM # PO USA 1327

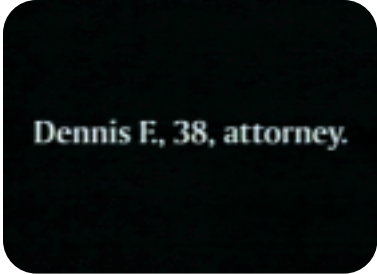
The cycle of violence. Find out more about domestic violence. Call your local domestic violence shelter or coalition.

Poster
English
L.A. Commission on Assaults against Women
48 x 64 cm
ITEM # PO USA 1329

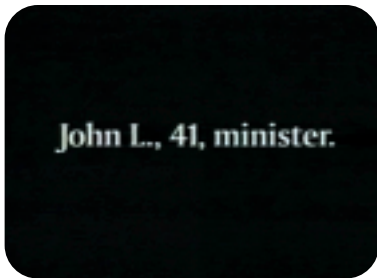
While you're trying to find the right words, your friend may be trying to stay alive. Talking with a friend who's being beaten up by her husband will never be easy. We understand that you want to say just the right thing, in just the right way. If you need help finding the right words, call 1-800-END-ABUSE and we'll send you useful information and suggestions. Whatever you do, however, don't wait too long to offer her your help. At least one out of every three murdered women is killed by her husband or boyfriend. So your friend might not have the luxury of time.

Poster
English
Family Violence Prevention Fund
44 x 28 cm
ITEM # PO USA 1334

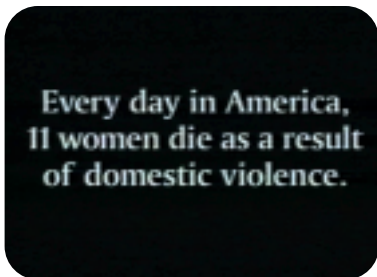




Men's names and professions flash on the screen:
 "Scott G., 45, physician"
 "Dennis F., 38, attorney"



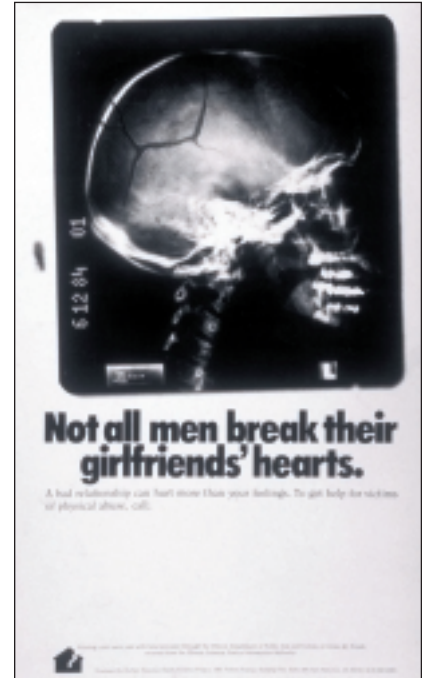
"Sal V., 29, teacher"
 "David S., 57, judge"
 "John L., 41, minister"



Message flashes on screen as the narrator speaks: "Besides being pillars of their communities, these men have one thing in common...they each killed their wives. To stop your violence call us today, before it's too late."

Pillars of the Community
 [30 seconds]
 Public Service Announcement
 English
 Men's Program of Marin County Abused Women's Services
 Spot dispels myths about the types of men who are violent, showing that educated, professional men also abuse their wives.
 ITEM # VT USA 837

Not all men break their girlfriends' hearts. A bad relationship can hurt more than your feelings. To get help for victims of physical abuse, call...
 Poster
 English
 Family Violence Prevention Fund
 45 x 22 cm
 ITEM # PO USA 1380



VENEZUELA
Mujer, dile no a la violencia. La violencia en el hogar es un delito. [Woman, say no to violence. Domestic violence is a crime.]
 Poster
 1998, Spanish
 Consejo Nacional de las Mujeres (CONAMU)
 40 x 60 cm
 Describes the effects of denouncing violence on both men and women.
 ITEM # PO VEN 10



There's No Excuse for Domestic Violence

Organization: Family Violence Prevention Fund (FVPF)

Campaign: There's No Excuse for Domestic Violence

Country: USA

"Neighbors" [30 seconds]
Public Service Announcement
Hill Holiday for Family Violence Prevention Fund
ITEM # VT USA 837



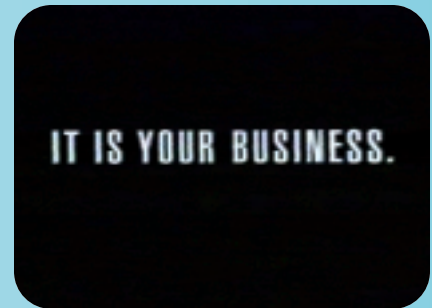
1. Couple getting into bed hear screaming in the apartment above. The couple looks at one another, as if to ask whether or not they should call someone.



2. The husband contemplates making the phone call.



3. The husband reaches his hand as if to pick up the phone and call the police, then — strikingly — puts out the light instead.



4. Message flashes on screen as the narrator speaks: "It is your business. For information about how you can help stop domestic violence, call us."

Background

The *There's No Excuse for Domestic Violence* national public education campaign was launched in 1994 in an effort to change the social norms that allow domestic violence to exist. The campaign is a partnership between the Family Violence Prevention Fund (FVPF), a national non-profit organization focusing on domestic violence education, prevention and public policy reform, and the Advertising Council, a non-profit organization. The advertising objective is to change the attitudes of key segments of the American public about domestic violence, and to increase their commitment to take action against the problem. The main target audience consists of potential interveners who are aware of the problem of domestic violence, and have the capability to do something about it, but currently disregard the issue either out of convenience or ignorance of how to make a difference.

Campaign Materials

FVPF created numerous kinds of materials and used a variety of venues to spread the message. In consultation with the Advertising Council and an

independent consultant, posters, bumper stickers, public service announcements, radio spots and action kits were developed with the slogan "There's No Excuse for Domestic Violence". The print ads have appeared in major American magazines, such as *People*, *Essence*, and *Newsweek*, and in women's magazines. Campaign videos have aired on PBS, and public service announcements have aired on network television, national TV programmes, local television, cable, community access, college radio and educational television. Since the launch of the *There's No Excuse* campaign in 1994, the PSAs have generated more than \$100 million in donated time and space in 22,000 media outlets across the United States.

Impact

FVPF has evaluated the effectiveness of *There's No Excuse for Domestic Violence*, and has noted encouraging increases in public awareness and willingness to take action after a campaign. The campaign also has received extensive media coverage in major United States newspapers such as *The New York Times* and *The Washington Post* and on the national news.