

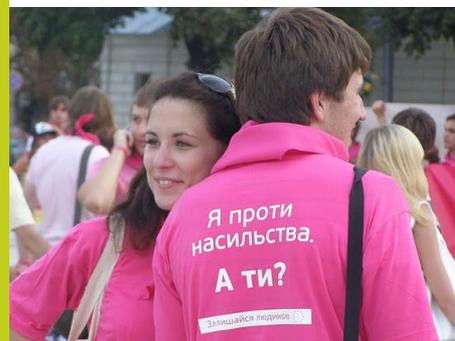
Human rights and democracy

Half a million Ukrainians make a stand against violence

EU supported the national information campaign calling for Ukrainians to jointly say no to violence

"A wall of silence prevails when it comes to talking about domestic violence. All countries face this problem but European practice shows that breaking down this wall and talking about the issue is the first step to stigmatising violence and making it unacceptable in society. This is why the EU is sharing its experience with the Ukrainian Government"

Tetiana Shulga, Sector Manager of the EU Delegation to Ukraine for cultural issues



EU Partners

Ministry of Social Policy of Ukraine

60 local NGOs

Facts and Figures

- Action financed by project: "Women and children's rights in Ukraine" - Communication component
- EU contribution: € 5,5 million (100% of total cost)
- Duration of the project: 2009 – 2011



Context

Domestic violence is constantly under-reported in Ukraine. Recent surveys show that 44% of Ukrainians have faced such violence in their lifetime. Often victims do not know where to turn for help and support. Breaking the silence is a key to tackle this issue. EU funded campaign encouraged open discussion and informed people what domestic violence is, how to combat it, and where to look for help.

Objectives

- To raise awareness of the problem of domestic violence in Ukraine.

Impact

- Very high media coverage (60 TV reports, 22 radio reports broadcast, 34 articles published in the print press, 259 online articles published).
- 500 000 Ukrainians received a branded bracelet.
- 42 147 visits to the campaign website, 3 500 Facebook and vKontakte users joined the campaign, 12 000 Ukrainians played the online game.
- 60 NGO partners participated in the campaign and over 300 volunteers took part in street actions and bracelet distribution.
- Calls to the national hotline (run by La Strada) increased by 43% compared to the same period of the previous year.

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The campaign kicked off on 3 June 2011 in Kyiv with the unveiling of a monument to respect and love, with joined hands as a symbol of Ukrainians uniting against violence.

Over the summer 2011 a network of more than 300 volunteers across the country distributed the bracelets in cities and towns to passers-by. By wearing a bracelet, each Ukrainian showed their support for the idea behind the campaign, and demonstrated to their friends and family that violence is unacceptable. The bracelets were also available for order free-of-charge from the web-site vsirivni.org. In addition, the campaign featured outdoor and radio advertising, distribution of information for victims of violence, press events, on-line actions, and a range of public outreach events in more than 15 Ukrainian cities.

As team leader of the EU Project “Women and children’s rights in Ukraine – Communication component”, Mr Rick Flint explained, “Our main message was - wear this bracelet and be a part of this campaign. We united half a million people across the country under the slogan ‘Zalyshays’a Ludynojū’. By joining us, they demonstrated respect to those they love and sending out a powerful signal that there are other ways of resolving conflicts.”



Art installation "Humanity Monument" became a symbol of unity against violence