

Awareness campaign " Speak out against DV"

AVON and the Alliance designed a special media campaign targeted at the victims and the society at large and conducted a series of media events in the country for this purpose. The first funds were gathered by the end of 2011 and will be transferred by the company to the Alliance for contributing to the funds of the NGOs for counseling services.

Aims and objectives

To make women aware of the fact that they can speak out and benefit of counseling services by the Alliance members in the country, to encourage them to do so. To gather funds for the counseling services of the Alliance members through making the public aware that they can buy the special products of AVON and contribute to this cause.

Results and impact

This is the first campaign of this kind and resonated strongly in the society as a model also of cooperation of the NGOs with the corporate sector. The campaign will continue and it will hopefully turn into a long-term cooperation between AVON and the Alliance.

Creator/owner/responsible institution

AVON- Bulgaria and the Alliance for Protection against DV

Stakeholder, Firstname: Anna

Stakeholder, Family name: Nikolova

Additional information

Nuts code: BG3

Metadata

ONGOING: Ne

TYPE: Awareness-raising campaigns/events

COVERAGE: National

TYPES OF GBV: Intimate Partner Violence

TARGET GROUP: General population

KEYWORDS: [intimate partner violence/domestic violence](#)