

Public campaign “Say yes”

The campaign has been directed towards mass media in order to encompass the widest possible public and to provoke public reaction. Main message was: “it is your right and responsibility to control the work of those elected and to influence their decisions, while it is their duty to hear your voice”. They decided to start a campaign in the second half of 2008 (in the year before local elections). Namely, activities related to local elections already started and they try to raise an issue of shelter financing during the election campaign when social and political scene was more sensitive to the pressures. Also, it is a period when the budget for the next year is created. The main idea was to raise the issue on poor financing of shelters for victims of family violence, while there is a lot of areas covered by budget where the state financing is not considered so necessary by wider public.

Activities were directed towards a general public; especially with the aim to inform them about the structure of public spending and about the fact that autonomous shelters do not have a stable base of financing (the main idea behind those activities was to get wider public support for their requests towards the policy makers). Furthermore, activities were directed towards policy makers in order to change the system of financing.

Through the campaign the AWHZ distributed 10,000 leaflets, 1000 badges with the motto, 3000 posters, advertisements in newspapers have been published and five advertisements showed on the national TV during 15 days. They also participated in TV and radio programme in order to present campaign and its goals.

Campaign materials: <http://bruketa-zinic.com/hr/2011/01/18/reci-da/>

<http://www.azkz.net/index.php?id=34>

Aims and objectives

The campaign had the immediate goal of raising awareness on the poor financing of CSOs working in the field of domestic violence and to influence decision makers, where the main idea was to find solution for permanently financing of autonomous shelters for victims of family violence. In addition, the campaign also aimed to increase general public attention on the issue of domestic violence.

Results and impact

On 25 November 2008 (the International Day for the Elimination of Violence against Women) the Minister for Family, Veterans' Affairs and Intergenerational Solidarity and five NGOs and representatives of respective counties and towns signed the contracts about financing of shelters and helplines for women victims of violence which ensured that the financing would be based on the model 30% (Government) : 30% (town) : 30% (county), while additional 10% NGOs have to provide by themselves.

Campaign gained wide public support as well as a reward for marketing efficiency.

Creator/owner/responsible institution

AUTONOMNA ŽENSKA KUĆA ZAGREB (Autonomous Women's House Zagreb - AWHZ)

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](#)