

## "I love. I react" campaign

The campaign falls under the government programme for containment of crime and anti-social behaviours "Razem Bezpieczniej" ("Safer Together"), National Programme of Counteracting Domestic Violence.

The established format of the campaign: brief messages on billboards, in the press, on the radio and television, in schools, police stations, hospitals, clinics, offices and Social Assistance Centers.

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## Aims and objectives

To counteract domestic violence and limit its effects through e.g.: - increasing social involvement in matters connected with counteracting violence - increasing social sensitivity to the occurrence of domestic violence; - expanding citizens' knowledge on the topic of domestic violence; - the promotion of family values

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## Results and impact

Effective response to any incident of domestic violence reported through the hotline number 801 109 801.

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## Creator/owner/responsible institution

National Competence Centre

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## Additional information

**Nuts code:** PL

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## Metadata

**ONGOING:** Ne

**TYPE:** Awareness-raising campaigns/events

**COVERAGE:** National

**TYPES OF GBV:** Intimate Partner Violence

**TARGET GROUP:** Parents/Families of groups at risk

**KEYWORDS:** intimate partner violence/domestic  
violence