

Media campaign: "do not skip signals: choose life" ("No te saltes las señales: elige vivir")

It encompasses three different TV advertisements of 20 and 40 seconds in the four official languages in force in Spain and in Romanian, Bulgarian, Chinese, French, English and Russian. One focuses on the threats. Another, in humiliation. And a third, in the annulment of the victim.

They have in common that they tell different situations of isolation and humiliation of women within their relationships with their partners.

The three stories have a happy ending, because the three women seek help from their environment out of the problem.

Weblinks

[HTM](#)



Aims and objectives

The aim of this new campaign is that both victims and their social environment (family, friends, etc.) can detect and identify the various manifestations of gender violence and act. Total budget amounted to 4.8 million euros.

Results and impact

Three advertisements disseminated in TV (27.5%), radio (20.9%), newspapers (12.3%), Magazines (7.9%), Internet (12.8%), Foreign countries (17.4%) and cinema (1.1%) (according to the initial budget)

Creator/owner/responsible institution

National Delegation for Gender Violence and Women's Institute

Additional information

Nuts code: ES

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