Campaigns to raise awareness about domestic violence

Several national campaigns have been presented on the website of the Ministry of Labour and Social Policy (especially interesting campaign directed at perpetrators of domestic violence under the title CHOOSE PROPERLY and campaigns on violence against the elderly and disabled). Campaign proceedings are available at: [http://www.mpips.gov.pl/przemoc-w-rodzinie/kampanie-spoleczne/](http://www.mpips.gov.pl/przemoc-w-rodzinie/kampanie-spoleczne/). Many campaigns were organized by NGOs’, for example: "I Love. I don't hit", "I love. I react", “Stop rape”, 16 Days Action Violence Against Women, Run against violence, (V-Day Warsaw University. Stop violence against women and girls), and also by media - Only weak batters - by monthly magazine for women “Pani”. Many regional and local campaigns were organized not only for educational purposes, they also were informing about addresses and telephone numbers of local support centers for victims of domestic violence.

Aims and objectives

Campaigns to raise awareness about domestic violence are carried out in Poland from 1996. Till now several national and many regional / local campaigns were completed. Each of them has its own topic: violence against children (2001, 2007, 2008, 2009), violence against the elderly (2010), broadcast to the perpetrators of violence (2011), broadcast to the victims of violence (or more broadly to the victims of violent crimes – and also sexual offenses). The aim of the campaign is to change the social approach to the phenomenon of violence (an encouragement to respond if you are a witness to violence), change the attitudes of victims of violence (do not be shy, you are not alone, it’s not your fault), and the perpetrators of violence (it's Your choice, you can change it).

Results and impact
Coverage and effectiveness of some campaign effects has been studied / monitored during and after the campaign. Unfortunately, the results of these studies are not available.

Creator/owner/responsible institution

Ministry of Labour and Social Policy and others

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Additional information

Nuts code: PL

Metadata

ONGOING: No
TYPE: Awareness-raising campaigns/events
COVERAGE: National
TYPES OF GBV: Intimate Partner Violence
TARGET GROUP: General population
KEYWORDS: intimate partner violence/domestic violence