

## "I love. I do not hit" 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. This allowed effective response to any incident of domestic violence reported through the hotline number 801 109 801.

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. Thanks to cooperation with the Police, in all cases requiring urgent intervention have been reported to the suitable Provincial Police Headquarters and from there, to the local police unit closest to the event.

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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:** No

**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