

# Awareness raising campaign “No des una segunda oportunidad” and Guideline for advertisements (Decálogo de publicidad)

During the campaigning, several events took place:

- Press conference and publication in the main national newspapers as well as the local ones
  - Internet campaigning with a short information movie
  - Television spot (TVE, Tele 5, Cuatro, La Sexta, Canal Sur)
  - Radio spots, including information and prevention strategies.
  - activities during the 25 November, including presentations in women/s centres and schools.
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## Aims and objectives

the main aim of the campaign was to make aware of the risks of DV and encourage women to report abuses and not give second chances to her offender. The guideline aimed at raising awareness of the dangers of minimizing the risk of an abusive situation, guidance on risks and how to act in the event of an attack, and show not only the advantages but also the risks of rupture

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## Results and impact

Elaboration of a guideline for gender-sensitive media advertisements

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## Creator/owner/responsible institution

Fundacion Mujeres

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## Additional information

**Nuts code:** ES

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## 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](#)