

HUMAN RIGHTS,  
DEMOCRACY  
AND THE RULE OF LAW

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

DROITS DE L'HOMME,  
DÉMOCRATIE  
ET ÉTAT DE DROIT

# Istanbul Convention Article 13 – Awareness Raising Campaigns

## Promising practice in CoE member states as mentioned in GREVIO reports

Jenna Shearer Demir

## Article 13 – Awareness Raising

1. awareness-raising campaigns should:

- be regularly promoted/conducted at all levels
- cooperate with national human rights institutions and women's organisations,
- increase understanding of all forms of violence
- discuss consequences on children
- address prevention

## 2. Awareness raising campaigns should:

- be **widely disseminated**
- include information on prevention

*The Council of Europe Convention on preventing and combating violence against women and domestic violence*

Chapter III – Prevention, Article 13 – Awareness-raising

<https://www.coe.int/en/web/istanbul-convention/text-of-the-convention>

### Awareness raising



### CoE Collection of Papers

### Raising Awareness of Violence against Women: Article 13 of the Istanbul Convention

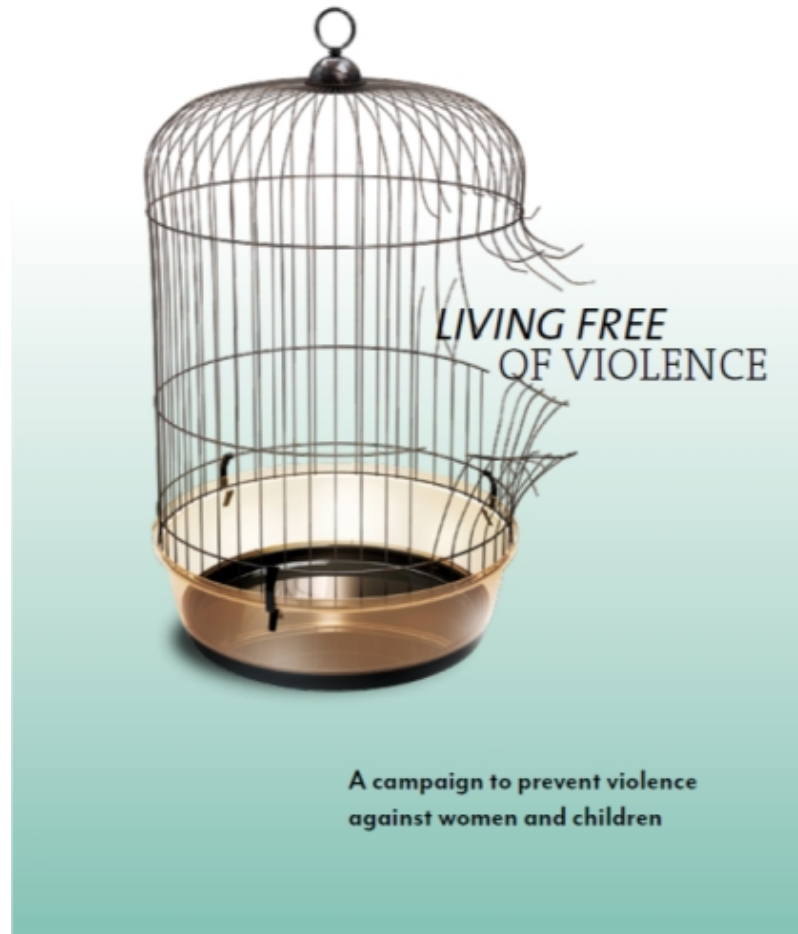
by Karin Heisecke

<https://edoc.coe.int/en/violence-against-women/7142-raising-awareness-of-violence-against-women-article-13-of-the-istanbul-convention.html>



### AUSTRIA

GREVIO report Sep 2017



**Living free of  
violence Alliance**  
(Allianz GewaltFREI  
leben)

<http://gewaltfreileben.at/>  
[office@gewaltfreileben.at](mailto:office@gewaltfreileben.at)

## LIVING FREE OF VIOLENCE

A campaign to prevent violence  
 against women and children



Violence against women and children	6
Domestic violence	8
Forms of violence	10
Violence makes you ill!	11
The cost of violence	11
Domestic violence: A violation of human rights	12
The rights of survivors	14
Support for women	17
Immigrants experiencing violence	18
Children experiencing violence	20
Support for children	22
Living FREE of Violence: A campaign to prevent violence against women and children	24
Living FREE of Violence: With your support	28
Contact	30
Addresses	31



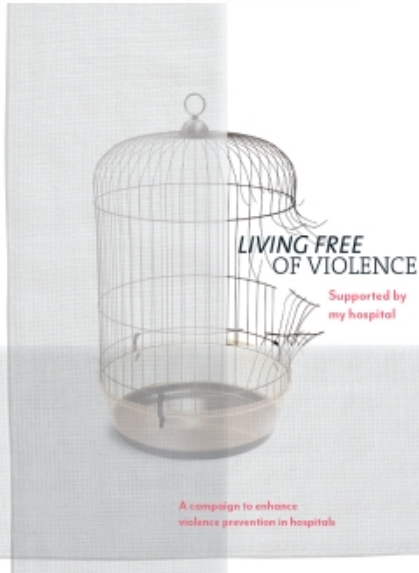
Workshops on the prevention of violence, for children and young people



An awareness-raising campaign by peers for peers



An awareness-raising campaign for the empowerment of immigrants



A campaign to enhance violence prevention in hospitals

Police emergency number ☎ 133

European emergency number ☎ 122

Women's Helpline ☎ 0800 222 555

The Women's Helpline:

- is available 24/7 days a year, around the clock
- provides contraception, free initial advice and help in situations of crisis
- for women, children and young people experiencing violence, as well as for their relatives.

Just call! We'll find a way out.



For further information on our campaign please visit our website: [www.gewaltfrei.at](http://www.gewaltfrei.at), or visit us on Facebook.

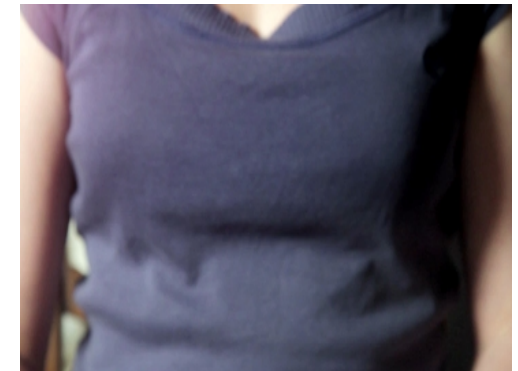
 [www.facebook.com/gewaltfrei.at](https://www.facebook.com/gewaltfrei.at)  
 [twitter.com/gewaltfrei.at](https://twitter.com/gewaltfrei.at)

© 2014



**LIVING FREE OF VIOLENCE**

Protection from violence – There is help!





## MONACO

GREVIO report Sep 2017



Ici j'ai eu mon premier  
coup ~~de foudre~~.

ÇA COMMENCE TOUJOURS PAR UNE BELLE HISTOIRE

**28  
NOV.  
2018**

**JOURNÉE INTERNATIONALE DE LUTTE  
CONTRE LES VIOLENCES FAITES AUX FEMMES**

Conférence : "Violences contre les femmes : comprendre pour éradiquer"  
animée Madame Karine LAMBERT  
Mercredi 28 novembre - 18 h - Auditorium du Lycée Technique  
et Hôtelier de Monaco - Entrée libre.

**APPELEZ LE**  
**116 919**

Appel anonyme et gratuit - 7J/7

www.gouv.mc

www.gouv.mc

Logos: SHE CAN, MONACO, Gouvernement Princier, aime, COMITE NATIONAL, ASEP, FORTIA, UNICEF, Service Public, etc.

*Here I had my first love at first sight blow.  
It always starts with a beautiful story.*

*The International Day for the Elimination  
of Violence against Women*

Gouvernement Princier  
Principaute de Monaco  
Direction de l'action et de l'aide sociales

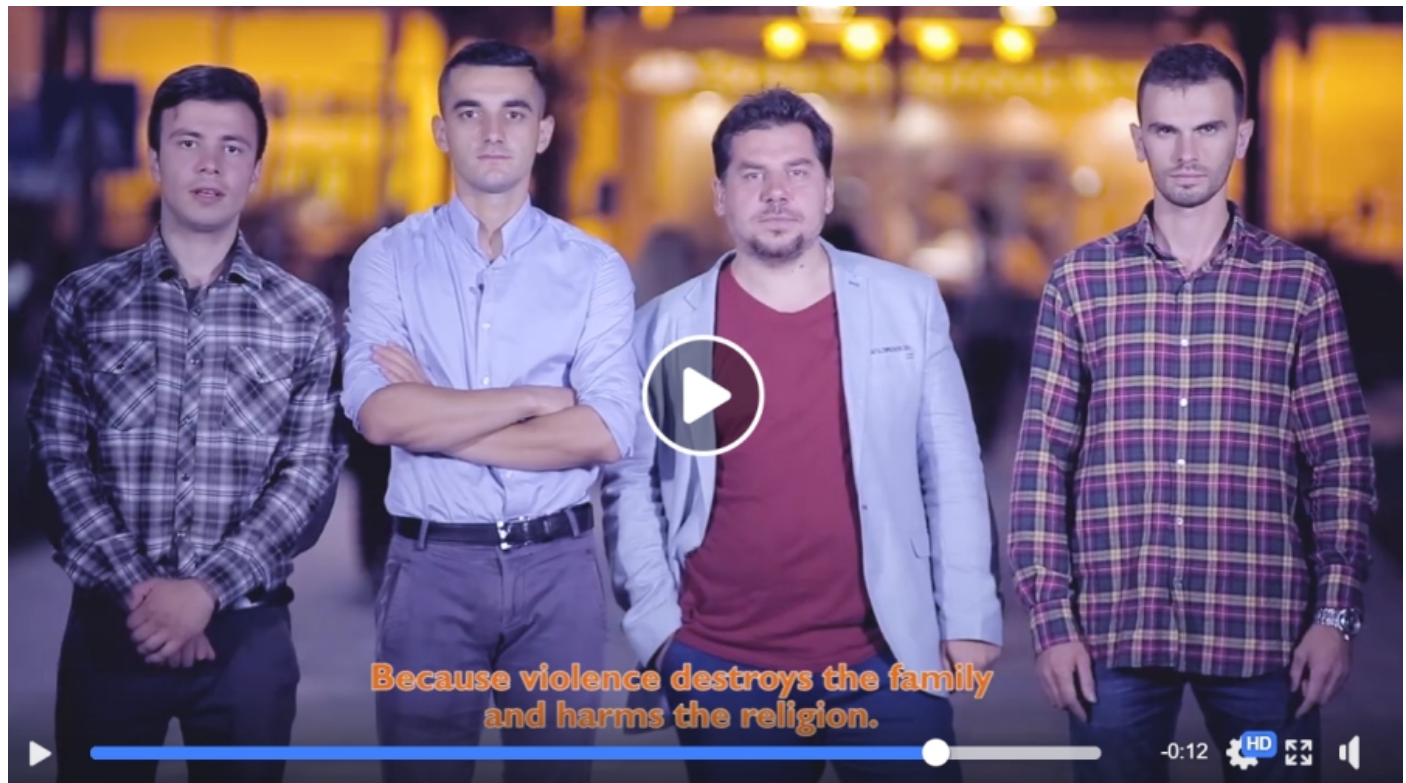
<https://service-public-particuliers.gouv.mc/Contactez-l-administration>



## ALBANIA

GREVIO report Nov 2017

### “I choose to live without Violence” campaign

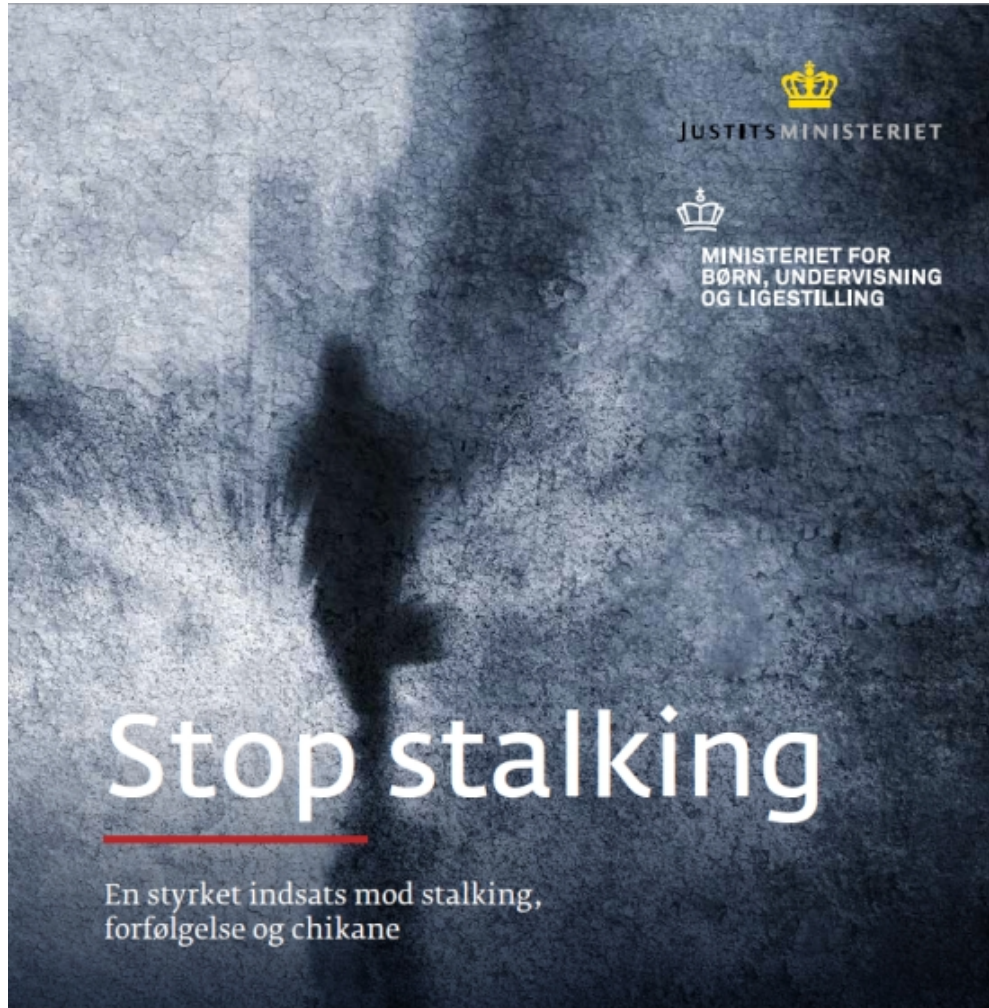


Qendra Fëmijët Sot. (UNDP, UN♀, Sweden)

[info@femijetsot.org](mailto:info@femijetsot.org)

## DENMARK

GREVIO report Nov 2017



Denmark Ministry of  
Children, Gender Equality,  
Integration and Social  
Affairs  
[sewi@sm.dk](mailto:sewi@sm.dk)



## DENMARK



**Stalking is a crime!**

**Danish Stalking Centre**

<https://en.danskstalkingcenter.dk>  
[kontakt@danskstalkingcenter.dk](mailto:kontakt@danskstalkingcenter.dk)



## MONTENEGRO

GREVIO report Sep 2018

- awareness-raising activities
- Roma and Egyptian women and their heightened exposure to domestic violence, forced marriage, child marriage and rape.
- 12 Roma and Egyptian settlements



## TURKEY

GREVIO report Sep 2018



**Turkish Family and Social Policies Ministry  
and Interior Ministry of Turkey**

[www.egm.gov.tr](http://www.egm.gov.tr)

[www.icisleri.gov.tr/kadin-destek-uygulamasi-kades](http://www.icisleri.gov.tr/kadin-destek-uygulamasi-kades)

### PORTUGAL

GREVIO report Jan 2019



### 'Do not cut the future!' campaign

- Faro, Lisbon and Porto airports
- Distribution of leaflets and posters on female genital mutilation



### PORTUGAL/GUINEA-BISSAU



*Comissão para a Cidadania e a Igualdade de Género*

<https://www.cig.gov.pt/acoes-no-terreno/campanhas/campanha-nao-corte-futuro/cig@cig.gov.pt>

## SWEDEN

### Kom-till-oss/“Come to us” campaign by the Swedish police

GREVIO report Jan 2019

### Youmou – online portal

#### Sexual assault

Sexualbrott - engelska

Sexual assault is when a person is forced or coerced into sexual acts. You can get help if you have been sexually assaulted. It is also a crime.

The screenshot displays the Youmo online portal with several content cards:

- Films: Youth Guidance Centre**: A grid of film stills with a text box stating: "Maryam is in a lot of pain when she has her period. Alex doesn't really feel like a girl, but instead feels more like a guy. Emil's never talked to anyone about how bad he feels. Simon's worried that he won't get an erection when it's time to have sex. Amanda's worried that she might be pregnant. Alyah and Reza are worried that Reza's family won't accept their relationship."
- About Youmo**: A text box explaining that Youmo is a website where parts of UMO.se are presented in several languages, providing information, pictures, and films about the human body, love, health, sex, and many other topics.
- Equality**: An illustration of a young woman and man sitting together, with text stating: "Girls and boys shall have the same rights and opportunities. Society isn't equal yet, but there are laws and plans about how to make it equal."
- UMO**: A red card with the text "More articles in Swedish at UMO.se" and a circular arrow icon.
- Leave Youmo quickly!**: A graphic featuring a red mouth with white teeth and the text "Leave Youmo quickly!"
- Illustration of a young man**: A cartoon illustration of a young man with a grey beanie and a red t-shirt.



Swedish Police Authority  
[ps0-idc@polisen.se](mailto:ps0-idc@polisen.se)  
<https://polisen.se/Kom-till-oss/Startsida/>

Swedish Agency for Youth and  
Civil Society  
[info@youmo.se](mailto:info@youmo.se)  
[www.youmo.se/en](http://www.youmo.se/en)

## FINLAND

GREVIO report Jul 2019

### VIOLENCE STOPPING OUTDOOR

**INTRODUCTION**

Finland is topping the domestic violence charts globally.

Outdoor is regarded traditional and slow, although each bus stop has its own 'specific' digital location on iDecide\* map.

**SOLUTION**

World's first real-time topical outdoor campaign triggered by an actual 911 call.

The aim was to make people realize that domestic violence is happening in their neighbourhood right now, and encourage them to report it more actively.

**RESULTS**

The campaign headlined in all the Finnish mainstream media and was also widely recognized by international press.

**42 000 000 IMPRESSIONS.**

Most importantly, the campaign generated lots of talk around the important yet sensitive issue.



Each bus stop of Hame is a location on the map.



A real 911 call was the trigger for the campaign.



The outdoor posters appeared immediately on the crime scene for the rest of hours.

TARGETED 48-HOUR CAMPAIGNS TOOK OVER THE STREETS OF HELSINKI IN 30 DIFFERENT LOCATIONS.



"In a way, this is the world's first outdoor campaign you hope that no one would see."  
**HELSINKI SANOMAT**

"Anti-Violence Ads Pop Up in Specific Helsinki Neighbourhoods Within Hours of 911 Calls There."  
**ADWEEK**

"One minute of responsibility. You cannot wipe off violence."  
**CUONENews.**

"By show face, I became the face of the campaign for a reason."  




WITH DAY/NIGHT EFFECT THE POSTERS REACTED TO THE DARK AND REVEALED THEIR TRUE NATURE.

**88%** OF THE 911 -CALLS ARE MADE AFTER DARK.\*

\* Helsinki Police Department Emergency call data



### FINLAND



TWBA/Helsinki  
and the Helsinki  
Police

[https://www.tbwa.fi  
/work/violence-  
stopping-outdoor  
info@tbwa.fi](https://www.tbwa.fi/work/violence-stopping-outdoor)

### FINLAND

Suomeksi | Svenska | English  
OPETTAJALLE

Sexual harassment experienced by youths is prevalent; schools very rarely intervene.

Anyone can be a harasser or a victim of harassment. Both boys and girls can be targeted in cases of sexual harassment. No one has to tolerate harassment. It must be dealt with both in schools and outside of them.

Of upper comprehensive school students, 61% of girls and 46% of boys have experienced sexual harassment at some time or repeatedly.\*

46%  
of boys

61%  
of girls

70% of youths who identify as gay, lesbian, bisexual or trans gender have experienced harassment\*\*

70%

NOT  
IN OUR  
SCHOOL

WATCH

Ombud for Equality  
[www.eimeidankoulussa.fi](http://www.eimeidankoulussa.fi)  
[equality@justice.fi](mailto:equality@justice.fi)

## FRANCE

### Great National Cause



[http://archives.gouvernement.fr/fillon\\_version2/premier-ministre/la-lutte-contre-les-violences-faites-aux-femmes-grande-cause-nationale-2010.html](http://archives.gouvernement.fr/fillon_version2/premier-ministre/la-lutte-contre-les-violences-faites-aux-femmes-grande-cause-nationale-2010.html)

### GREVIO report July 2019

Girl: Here you go, it's tea time ...

Boy: Great.

Girl: Here, you can take it.

Boy: Look what you did!

Girl: What?

Boy: You spilled some!

Girl: Sorry, there is only a little on the side...

Boy: You say that all that time, sorry sorry sorry!

Girl: What can I do?

Boy: You don't do anything well!

Girl: But what can I ...?

Boy: Do not do anything!

...

Narrator: Children learn a lot from their parents, including domestic violence. In France, a woman dies every two and a half days under the blows of her companion. End violence. Call 3919



## COUNCIL OF EUROPE



### Action page on Sexism

**2019 Committee of Ministers  
recommendation on preventing and  
combating sexism**

<https://www.coe.int/en/web/human-rights-channel/stop-sexism>



## Jenna Shearer Demir

Programme Advisor, Gender Equality Division  
Directorate General of Democracy

Jenna.shearer-demir@coe.int

[www.coe.int/genderequality/cooperation](http://www.coe.int/genderequality/cooperation)

[www.coe.int/equality](http://www.coe.int/equality)