

4.1 Raising awareness of domestic and sexual violence and giving people the tools to support victims of both

In 1999, the victim support association Apoio à Vítima (APAV) in Portugal, with partners in the UK and the Netherlands, ran a multi-media awareness-raising campaign to make people aware of the issues of domestic violence and sexual violence, and to mobilize women to seek help if they were victims or at risk, and the general public to report cases and support the women.

Materials produced

A wide range of materials was produced, divided into public awareness-raising materials, information for victims or at-risk women, and a manual and training kit for those working in agencies supporting the women. All the materials were produced in English and Portuguese and carry an identifying logo and the campaign name ALCIPE.

- For awareness raising, two different sizes of poster were produced. One is targeted at the women and reads ‘We understand that you don’t want to come forward. A victim of violence is a victim of crime. Don’t stay silent.’ The poster also contains information women need to contact APAV or other support services. The second poster is targeted at the general public and urges them to act if they know someone is a victim of violence. It includes the APAV information line phone number.
- Four leaflets were developed, two on domestic violence (as above, one for women, one for the general public), and two on sexual violence.
- A sticker with the APAV information line phone number was also produced, since a sticker can be put somewhere handy so that it can be easily consulted. It was widely distributed throughout the community and to support agencies.
- For professional groups working with victims (social workers, psychologists, legal advisors etc), training kits were created containing all the promotional materials and the ALCIPE manual. This was designed to allow easy handling and to fit in the pocket so that professionals could carry it with them. It is double-sided, with one part called ‘understanding’ and the other ‘how to act’ – this is an interesting idea and makes very clearly the link between knowing and acting.
- There were also TV and radio spots, and a parallel press campaign. All the materials were brought together under a specially designed logo, which is a simple, stylized flower. The colours of the logo were chosen because they are unusual in information and awareness campaigns in Portugal and so would be noticed and remembered. At the launch of the campaign, flowers were given to all the women present to help ‘fix’ the logo in their minds.

How the materials were put together

- APAV used two different professional communication companies – one developed the posters, leaflets and media spots; the other designed the logo, leaflets, manual and

packaging. The agencies worked in detail to decide on appropriate colours (skin colour for close identity with the victim, blue and green because these are soothing, non-aggressive colours) and to work on the messages both to support victims and to mobilize the public.

- The **message** of the project was clear but had two different aspects: don't be silent – because if you are a victim you can get help; because if you know someone is a victim, you should help.
- The **formats** were decided based on the different target audiences and the dual nature (awareness raising and training) of the project. The posters were produced in two sizes so that they could be used in different ways, and in two languages so that the project partners in the UK and the Netherlands could also disseminate them.

APAV contact details: for more information on the Alcipe project, contact APAV at: Tel +21 888 47 32, Fax +21 887 63 51. The APAV website can be consulted at: www.apav.pt.

Graphics references

[4.1 Alcipe logo.jpg](#)

[4.1 Alcipe sexual violence help leaflet.jpg](#)

[4.1 Alcipe domestic violence help leaflet.jpg](#)