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PREVENTING/ COMBATING GBV THROUGH MEDIA

By Suntparinte.md
Republic of Moldova

*COMBATING STEREOTYPES
AND DISCRIMINATION
THROUGH MEDIA*

LOCATION

REPUBLIC OF MOLDOVA

TIMELINE

March 2016 - Present

TARGET AUDIENCE

Parents and other adults

TYPE OF ACTION

Informing and awareness-raising
through media, public discussions

KEYWORDS

Gender-based violence,
stereotypes, gender
discrimination, media

ABOUT THE ORGANISATION

www.suntparinte.md is a media parenting website founded in 2016 by Youth Media Center NGO and initially supported by UNICEF Moldova. Currently, the media platform is supported by organisations such as IM Swedish Development Partner, United Nations Population Fund, East Europe Foundation, Swiss Cooperation Office in Moldova, UN Women and World Health Organization.

The website informs adults about non-violence, non-discrimination, shared parenting, tolerance, the right to reproductive health and how to prevent teen pregnancies, vaccination, disability inclusion, methods to prevent technology addiction, healthy eating habits, environmental protection, authorities' actions etc., through multimedia materials and public discussions.



(Parents and children who participated in the launching campaign of www.suntparinte.md website)

CASE DESCRIPTION

BACKGROUND

In Moldova, **approximately 63% of women have suffered from at least one form of violence** from their partner, while 40% have been physically abused.

A recent research indicates that 28% of men and 18% of women surveyed agree that **a woman should tolerate violence in order to preserve the family**. Shockingly, 41% of men and 19% of women affirm **there are times when a woman should be beaten up**.

In the Republic of Moldova, the stereotype that housework and childcare are woman's responsibilities still exists, and that the man's responsibilities is to bring money home. Moldova also fights against sexism advertising, where especially women sell anything and in all the indecent ways.

Suntparinte.md aims to support national development goals including the Sustainable Development Goals (SDG), especially Goal 5: Achieve gender equality and empower all women and girls; and Goal 16: Promote just, peaceful and inclusive societies.



(1st image – a sexist ad realized by a café; 2nd image – gender stereotype about housework roles, in a school book)

DESCRIPTION OF THE GOOD PRACTICE



(A public discussion with parents. The topic: Preventing gender-based violence)

WWW.SUNTPARINTE.MD

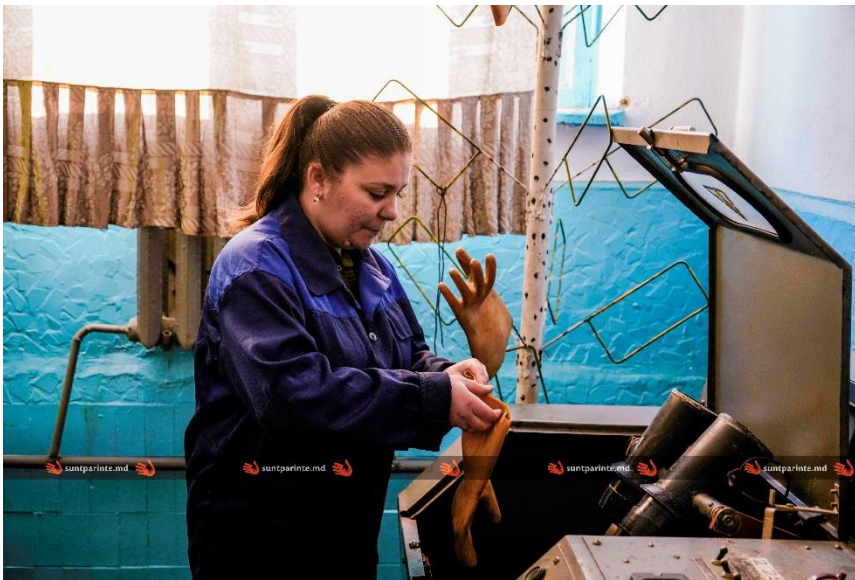
www.suntparinte.md produces multimedia materials about women empowerment and survivors of domestic violence, how to prevent and eliminate all forms of violence, which are victim protection / support services and what rehabilitation services do exist in our country, about the right to reproductive health for both women and men. We discovered fathers from all over the country who get involved in their families and we shared the examples to the others through our materials.

We organize events with women and men, where they can discuss with experts about violence, available services in their district, how to involve fathers in childcare and housework. Suntparinte.md also organises public discussions with adolescents about the right to reproductive health and how to prevent sexual violence.

We monitor the sexist advertisements and report every case of sexist advertising to the Council for Preventing and Eliminating Discrimination and Ensuring Equality from Moldova.

MAIN ACHIEVEMENTS

- Over 4 million adults have learned, through our materials, the role of gender equality in the family, in kindergarten, at school, at work, how to report domestic and gender-based violence, what means the right to reproductive health for both women and men etc.
- More than 1,000 parents and adolescents know, due to our public discussions, that a violent education doesn't mean positive parenting, that any form of violence should not be tolerated but reported to the police.
- 1 case that we won after we reported a sexist advertising. The economic agent removed the ad.
- Three prizes at three national contests for journalists, due to our multimedia materials on gender equality.



(This woman works as an electrical engineer at the Railroad. Suntparinte.md wrote an article about her)

(The editor-in-chief of www.suntparinte.md was awarded after participating in "Click for Gender Equality" contest)



STAKEHOLDERS AND PARTNERS

- IM Swedish Development Partner
- United Nations Population Fund
- East Europe Foundation
- Swiss Cooperation Office in Moldova
- UN Women
- World Health Organization
- Women's Law Center, Moldova
- International Centre for Women Rights Protection and Promotion "La Strada"
- National Coalition "Life without Violence"
- Trimbos Moldova and all the Mental Health Community Centers
- National Center for Child Abuse Prevention
- Institute for Family and Social Initiatives Moldova
- The local public authorities, schools, kindergartens, Youth Klinik, hospitals
- Online communities: Ask a Mom, Dear Woman, "Solidary Parents" NGO, Solidary Teachers etc.



(Public discussions with adolescents, parents and teachers from two districts, about how to prevent sexual violence and what does the right to reproductive health of girls and boys mean)



(1st image – a father who took a 14 days paternity leave, after such a law was adopted in 2016 in Moldova; 2nd image – volunteers from Youth Klinik Soroca learn how to prevent and combat gender-based violence)

FOLLOW UP

- Produce multimedia materials on gender equality, prevention of gender-based violence and engaged fathers
- Organize public discussions with adults and youth
- Monitor sexist ads
- Identify and promote good practices and motivational stories



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