

# A LONG-TERM APPROACH TO AWARENESS-RAISING ON VIOLENCE AGAINST WOMEN AND DOMESTIC VIOLENCE IN UKRAINE

Guidance to the Ministry of Social Policy of Ukraine



Council of Europe project "Combating Violence against  
Women and Children in Ukraine"

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# **Guidance to the Ministry of Social Policy of Ukraine with regard to a long-term approach to awareness-raising on violence against women and domestic violence in Ukraine**

## **Introduction**

Raising awareness of different forms of violence against women and domestic violence is an important element in the prevention of violence against women, because heightened awareness is a first step in changing entrenched views, attitudes and behaviour that perpetuate or condone the various forms of violence against women.

When considering the specific role of awareness raising as part of prevention efforts, it is important to consider and acknowledge the difference between changes in awareness and increased knowledge on a topic, and changes in attitudes and in behaviour. Heightened awareness is a precursor to changes in attitudes and behaviour, and can contribute to the creation of a supportive environment for policy change and implementation. However, it cannot be assumed that a higher level of awareness and of knowledge in itself will lead to attitudinal change with regard to violence against women. Rather, changing attitudes, with the aim of ultimately changing behaviour, requires further educational measures and deeper, long-term engagement. Awareness-raising initiatives should therefore be understood as one important element of a set of comprehensive measures aimed at improving the capacity for response to and prevention of violence against women. It should also be noted that the current knowledge base on the interface between prevention and awareness raising, and on how these interventions contribute to disrupting pathways to the perpetration of violence against women, is still limited<sup>1</sup>.

Numerous interpretations and definitions exist to capture awareness raising initiatives. They range from narrow to broader definitions, referring to public information or communication initiatives on the forms and prevalence of violence against women, and to make known the help services and legal remedies available. They may also include the notion of increasing the awareness of educators and professionals who

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<sup>1</sup> Cf. Sara Rafael Almeida, Joana Sousa Lourenço, François J. Dessart and Emanuele Ciriolo, Insights from behavioural sciences to prevent and combat violence against women (<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC103975/lbna28235enn.pdf>): "... little scientific evidence exists on the *ex-ante* and *ex-post* impact evaluation of initiatives applied specifically to violence against women". On the complexity of factors leading to perpetration of violence against women, cf. Hagemann-White C. et al. (2010), Factors at play in the perpetration of violence against women, violence against children and sexual orientation violence – A multi-level interactive model (part of the Feasibility study to assess the possibilities, opportunities and needs to standardise national legislation on gender violence and violence against children for the European Commission), Publications Office of the European Union, Luxembourg, available at: [http://ec.europa.eu/justice/funding/daphne3/multi-level\\_interactive\\_model/understanding\\_perpetration\\_start\\_unix.html](http://ec.europa.eu/justice/funding/daphne3/multi-level_interactive_model/understanding_perpetration_start_unix.html)

deal with violence against women, of media professionals, and of policymakers.

In the context of the Istanbul Convention, the obligation to raise awareness of all forms of violence against women and domestic violence forms part of a range of obligations in the area of prevention contained in Chapter III of the convention. It must therefore be considered in close connection with these provisions, which spell out a number of general obligations to challenge stereotypes and prejudices, to involve men and boys, and to empower women (Article 12), to promote gender equality and non-stereotyped gender roles in education (Article 14), to train professionals (Article 15), to work with perpetrators (Article 16) and to involve the media and the private sector in preventive efforts (Article 17). The potential for synergies and mutual reinforcement between the measures covered in the different articles of the Istanbul Convention should be acknowledged and used.

The aim of this guidance is to support the Ministry of Social Policy in its efforts to plan awareness raising activities as integral part of a long-term comprehensive approach to ending violence against women and domestic violence in Ukraine. It builds on information and learning from previous awareness raising efforts in Ukraine and international knowledge regarding best practices regarding awareness raising. This guidance will highlight challenges identified, as well as approaches that have proven successful, provide information on key issues that need to be considered when planning a longer term awareness raising effort, and suggest concrete first steps towards the preparation of the awareness raising strategy.

## **Background**

In the context of the Council of Europe project “*Fighting Violence against Women and Children in Ukraine*” a mapping of recent and current awareness-raising initiatives on violence against women and gender equality in Ukraine was developed. Two local consultants were involved in cooperation with the Ministry of Social Policy and other relevant actors in order to identify approaches that proved to have worked best as well as a number of challenges when implementing awareness raising initiatives in Ukraine. These aspects fed into the recommendations contained in this guidance.

As part of the mapping, an analysis of awareness raising campaigns on violence against women - both by government and non-governmental groups - in Ukraine was conducted. The majority of the campaigns took place in the past two years. The mapping provided an overview of the campaigns and their outcomes / evaluations where available, and supplemented by an analysis by an expert researcher. Further, a compilation of information campaigns on combating domestic violence and violence against women that used video clips was provided. It described the different clips and assessed whether they complied with the criteria that are required for a clip to be

recognized as social advertisement and to qualify for free airtime on public television channels in Ukraine.

### Findings of the mapping conducted: challenges identified

1. As a result of the **absence of a common strategy and coordination of actions** between the organisers of initiatives so far, there has been a duplication of messages, appealing to the same target audience by means of the same communication channels. Thus, the information is being duplicated whereas the coverage of the audience is not increasing.

2. **Insufficient segmentation of audiences** seems to be commonplace. By not defining a specific target audience or determining very widely, the information campaigns are not tailor-made and adapted to the specific sites of each group of individuals.

3. Also as a result of insufficient specification of audience, the **messaging is not clear or is very general (such as “do not be silent”, “break the silence”, “break the circle”, or “I am against violence”)**.

4. Another challenging aspect for public institutions is **how to attract attention** to enlarge their audiences and to make their messages appealing to different target groups. These institutions are knowledgeable of the content of the issue of violence against women and domestic violence and how to implement measures, but lack knowledge and expertise with regard to communication and the organization and planning of information campaigns, as well as lack resources to engage information and communication specialists. This undermines the capacity to organise successful awareness raising initiatives.

5. It appears that so far, efforts by public institutions have largely **focused on expert audiences**. This means that they target people “on the know” of the issue (civil society, academia, policy makers) but have failed to reach the unconvinced or those who do not know or are unaware of the issue of violence against women. The international campaign “16 Days of activism against gender based violence” is an example of this. Where it fostered cooperation among experts through an important number of roundtables, discussions and presentations, the impact remained exclusively in the expert circle.

6. **Media organisations** have recently shown their interest in counteraction to gender-based violence. In particular, this is the result of initiatives organised by NGOs working on the area of women’s rights and/or violence against women. However, journalists often lack of knowledge on gender equality and/or gender-based violence.

If this is the case, media reporting may actually reinforce gender stereotypes and gender roles or depict violence as a private matter of the family or even excusing the perpetrator. Therefore, journalists need knowledge and skills to cover cases of gender-based violence.

**Engaging with the media for awareness raising can have a strong leverage effect and should therefore be given particular consideration in the planning of longer term awareness raising efforts in Ukraine.** For this, it will be important to build on the work to engage with the media that has already been done by different stakeholders in Ukraine<sup>2</sup>.

7. The Ministry of Social Policy itself identified an additional challenge. The analysis conducted showed that **not all audio-visual material that was produced fulfilled the criteria to be considered as “social advertisement”** and therefore qualifies for free airtime on public broadcasting channels. Knowledge of these requirements needs to be fostered among public officials when deciding on audio-visual or other material.

8. A final common challenge is that no campaign or initiative so far has produced a robust **evaluation of results** after the conclusion of the activities. For only two of the mapped campaigns, information was available on concrete indicators, notably the increase in the number of calls to the hotline that was advertised through the campaigns.

Due to the general limited experience / known difficulty of measuring the impact of such initiatives, the design of the evaluation framework should be given careful consideration.

### **Spotlight: Evaluation<sup>3</sup>**

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<sup>2</sup> For example, the “Media Guide for Reporting on Gender-Based Violence in Ukraine” (2017), recently developed by UN Women Ukraine

<sup>3</sup> See examples of methodologies to assess impact in campaigns in the UN Women’s Virtual Knowledge Centre to End Violence Against Women and Girls (2011), Campaigns to end violence

In the context of evaluation, it is important to keep realistic expectations with regard to outcomes or the impact of an awareness raising campaign or programme. It is important to consider that due to the multiplicity and complexity of factors contributing to VAW and its elimination, measuring the impact of awareness raising campaigns can be difficult<sup>4</sup>. The World Health Organization cautions that “*it is difficult to measure potential changes in levels of violence associated with media interventions*”, while highlighting that research suggests that understanding the behaviour of their audience and engaging its members in developing the intervention are key. Impact of awareness raising on changes to attitudes and behaviours should be understood in the context of “contribution” rather than “attribution” (i.e. they will have made a contribution to the overall change, but the change cannot be attributed directly and solely to the awareness raising measure).

### **Spotlight: What Awareness Raising Can and Cannot Achieve**

Whereas changes in attitudes and behaviour necessitate further and longer term, sustained measures, awareness raising campaigns or programmes can contribute to the understanding that violence against women is a public issue which needs to be addressed by government and society as a whole. Providing accurate information about its forms and prevalence, as well as its impact on children, is a first and essential step and can help to dispel myths and increase the understanding of those affected by violence, as well as that of “bystanders”, and provide suggestions on how to intervene and challenge violence and attitudes that condone it. Increasing awareness of existing legal and other remedies and support services can help encourage victims/survivors to seek support and redress, and perpetrators to seek treatment.

What can be evaluated is for example the level of knowledge of an issue (baseline and endline surveys), and to a certain degree a change in attitudes towards an issue (for example, with a message such as “violence is unacceptable and a crime”). When a

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against women and girls, UN Women, in particular Chapter 7.10: Assessing impact in campaigns, available at: <http://www.endvawnow.org/en/articles/1339-assessing-impact-in-campaigns.html> and tools for evaluation of mass communications initiatives, in Chapter 7.9: Campaign evaluation, available at [www.endvawnow.org/en/articles/1336-special-tools-to-evaluate-mass-communication-activities.html?next=1337](http://www.endvawnow.org/en/articles/1336-special-tools-to-evaluate-mass-communication-activities.html?next=1337) Chapter 1.5: What can one expect from a campaign on VAW? available at: [www.endvawnow.org/en/articles/1155-what-can-one-expect-from-a-campaign-to-end-vaw.html](http://www.endvawnow.org/en/articles/1155-what-can-one-expect-from-a-campaign-to-end-vaw.html)

<sup>4</sup> With regard to realistic expectations of advocacy campaigns on violence against women (which also give relevant insights for awareness-raising campaigns), see UN Women’s Virtual Knowledge Centre to End Violence against Women and Girls at: [www.endvawnow.org/en/articles/1155-what-can-one-expect-from-a-campaign-to-end-vaw.html](http://www.endvawnow.org/en/articles/1155-what-can-one-expect-from-a-campaign-to-end-vaw.html).

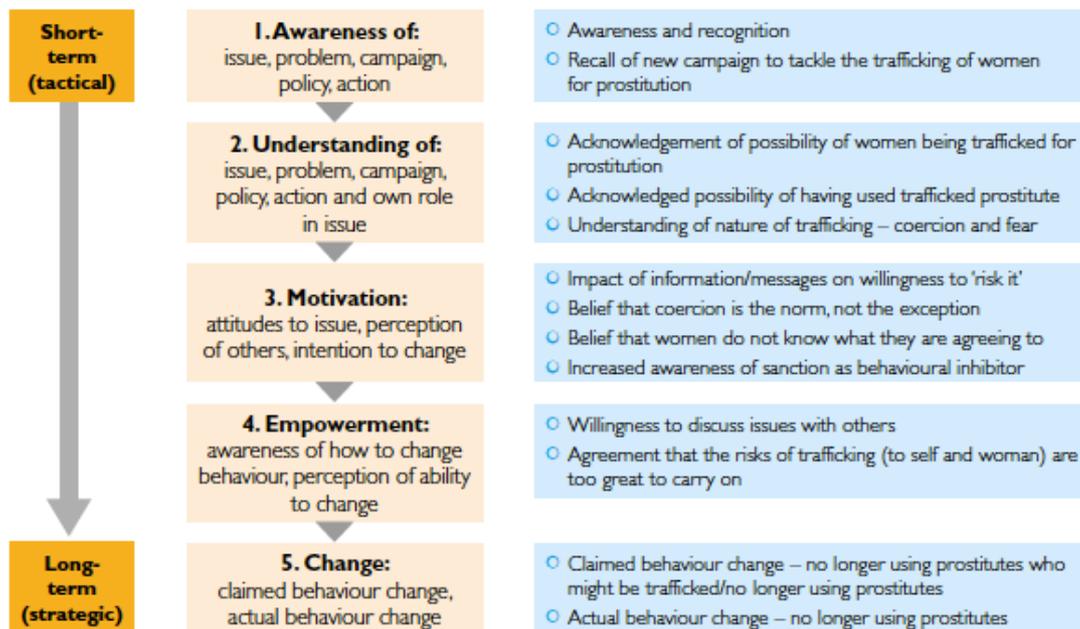
hotline number is featured in the context of the campaign, the evaluation can measure whether the hotline receives more calls (and if callers were inspired to call by the campaign). However, it is important to consider that other factors, beyond the scope of the awareness raising initiative, may contribute to the final outcome of whether attitudes change, and whether a victim/survivor decides to seek support and redress, and whether a perpetrator seeks treatment.

Developing a logic model and evaluation measures will help to frame the concrete and realistic expectations on what awareness raising can contribute to the overall efforts towards ending VAW.

### Awareness raising vs. change in behaviour or attitudes

The chart below, which is featured in the UK Government Equalities Office’s guide “Tackling Violence against Women and Girls. A Guide to Good Practice Communications<sup>5</sup>” (p.52), shows an example of mapping of attitudinal and behaviour change goals in relation to a specific form of violence against women: trafficking of women for the purpose of prostitution. It reflects the journey from raising awareness of the issue to changes in attitudes or behaviours through communication activities.

Mapping attitudinal change in relation to the trafficking of women for prostitution



### Awareness raising and education initiatives that contain behavioural

<sup>5</sup> [https://thewomensresourcecentre.org.uk/wp-content/uploads/297847-Tackling-Violence-women-hyperlinked\\_V3.pdf](https://thewomensresourcecentre.org.uk/wp-content/uploads/297847-Tackling-Violence-women-hyperlinked_V3.pdf)

**components** are described in the report “Insights from behavioural sciences to prevent and combat violence against women”, which was published by the European Commission<sup>6</sup>. An example of a campaign that aimed to raise awareness and to increase a change of behaviour among survivors with regard to reporting to the police and seeking assistance is provided on p.20 of the report:

### **Increasing reporting by women victims of domestic violence**

- **Target group:** Victims.
- **Target behaviour:** Reporting violence to police and seek assistance.
- **Behavioural causes and levers:** Knowledge (of hotline), framing (of violence as crime).
- **Initiative:** A 2002 advertising campaign by New York City focused on increasing reporting by women experiencing domestic violence via a 24-hour telephone hotline. The aim was to increase awareness of the hotline and to foster a positive attitude toward reporting of violence. Behavioural levers included framing messages to highlight that violence is a crime for which there is no excuse, and that abusers are diverse and include men with a positive image in society. The campaign used posters on subways and buses (approximately 20 % of NYC buses and subways in 2002), in schools and in hospitals, among others. Posters showed pictures of men — typically a college athlete or professional businessman — behind prison bars, with headings such as ‘Employee of the month. Soccer coach. Wife beater’, ‘Big man on campus. Start athlete. Abusive boyfriend’ or ‘Successful executive. Devoted churchgoer. Abusive husband’, along with the subtext ‘There’s no excuse for violence against women. Men who hit or abuse their partner belong in jail. Report domestic violence and get the help you need’.
- **Impact:** Results showed that calls to the hotline increased by 36 % in the second week of the campaign (Donovan and Vlasis, 2005).

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<sup>6</sup> Sara Rafael Almeida, Joana Sousa Lourenço, François J. Dessart and Emanuele Ciriolo, Insights from behavioural sciences to prevent and combat violence against women, EUR 28235 EN, doi:10.2788/412325

<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC103975/lbna28235enn.pdf> “This literature review unveils possible behavioural causes of violence against women and presents behavioural levers to its prevention and reduction, along with general principles for effective communication. Several awareness-raising and education initiatives in the field and containing a behavioural component are pointed out. The proposed approach puts a strong focus on the evaluation of actual impact. Four main conclusions are reached: 1. Initiatives should be designed to encourage or discourage a specific behaviour in a well-defined target group; 2. Initiatives should be designed using appropriate behavioural levers; 3. In order to ensure that initiative has the intended effects on the target audience, pretesting is crucial; 4. It is essential to set specific, measurable, attainable, realistic and timely objectives, and to evaluate them.”

## The Way Forward: Key Issues to Consider

In order to achieve the highest impact and effectiveness, all awareness raising efforts should be aligned with and supportive of Ukraine's overall, comprehensive approach to ending violence against women, and:

1. **Be based on and contribute to the implementation of existing commitments;**
2. **Be planned and implemented in coordination with partners and stakeholders that work on addressing VAW in Ukraine;**
3. **Build on lessons learned from previous awareness-raising efforts / campaigns in Ukraine;**
4. **Build on existing knowledge / data;**
5. **Be equipped with a realistic budget and staffing;**
6. **Be based on a logic model;**
7. **Involve the media.**

As part of Ukraine's overall, comprehensive approach to ending violence against women, awareness raising efforts should:

**1. Be based on and contribute to the implementation of existing commitments**, as defined in relevant multi-year national action plans / strategies, notably the current action plans<sup>7</sup> for the implementation of the State Social Program of Ensuring Equal Rights and Opportunities of Women and Men (2017 -2021) and of the National Human Rights Strategy (by 2020).

This means that the **timeline and choice of topics for awareness raising activities should be aligned with and supportive of the activities implemented in the context of the existing (and possibly forthcoming) national action plans and programmes.**

They could focus on activities featured in the action plans related to:

- the availability of legal recourse for victims of gender based violence, raising awareness of new laws or of the better implementation of existing laws due to training of law enforcement and judiciary;
- newly available or improved services for victims/survivors, raising awareness of the existence of shelters, national and regional hotlines, trained health professionals, etc.; or

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<sup>7</sup> Measures regarding trafficking, as well as GBV in conflict - cf. the NAP on the implementation of 1325 - are not included, as they are not within the scope of the Council of Europe's support to MSP in relation to the Istanbul Convention.

- the prevalence of violence, raising awareness on the nature and extent of violence against women through new or not yet widely known data / research.

Awareness raising could also help to galvanise public support for the passing of draft bills related to violence against women. This can be relevant in the context of the draft laws that were recently passed in Ukraine (law on bringing national legislation in line with the Council of Europe Istanbul Convention and the law on preventing and combating domestic violence) and will likely become even more relevant once the Istanbul Convention has been ratified, when all forms of VAW that are covered by the Convention will need to be addressed through legislation and other measures.

It will be important to consider the scope for awareness raising related to the already planned measures, rather than develop awareness raising activities that are disconnected from the activities defined in the action plan. **A full overview of relevant activities under the current national action plans and suggestions on related awareness raising initiatives are included in Annex 3.**

Once Ukraine has ratified the Istanbul Convention, all forms of violence against women covered in the Convention need to be covered in awareness raising measures, as per article 13 of the Convention.

**Example: Awareness raising in the context of national action plans on violence against women in France**

[www.stop-violences-femmes.gouv.fr](http://www.stop-violences-femmes.gouv.fr)

In 2000, the French Government conducted a large-scale survey on violence against women (ENVEFF), and subsequently, it ran an awareness-raising campaign (Break the Silence, 2001) based on the findings. Since the mid- 2000s, the French Government has implemented triennial action plans on violence against women, which have included yearly communication campaigns aimed at raising awareness. The campaigns use print and video public service announcements in mainstream media, as well as leaflets, posters, and brochures. The beginning of each yearly campaign is usually planned to coincide with the International Day for the Elimination of Violence against Women, 25 November. The above-mentioned website accompanies the campaigns and provides information on different forms of violence against women (sexual violence, sexual harassment, intimate-partner violence, forced marriage, female genital mutilation), a helpline number, information on the protection offered by French legislation, and information to women in need of help as well as to professionals working with victims. It also provides information on NGOs that can be contacted for help. In 2011, the main aim of the awareness-raising measures was to make the helpline known and to encourage victims to seek help. It was run in partnership with specialist NGOs (most notably the network FNSF, which

managed the helpline 2010-2012), and measures to deal with the anticipated increase in calls to the helpline were taken. In 2012, the focus of the government's awareness-raising campaign was sexual harassment, with a dedicated website. The campaign that began in 2013 encourages women to seek help and use the national helpline – 3919 – for which coverage was expanded in 2014. The 4th Action Plan to Prevent and Combat Violence against Women (2014-2016) ensured continuity for such awareness raising measures, as does the current 5<sup>th</sup> plan of mobilisation and combat all forms of violence against women 2017-2019<sup>8</sup>: based on France's obligations under the Istanbul Convention and in line with the 2016 action plan of mobilisation against sexism, it includes awareness raising at many levels (society more broadly, as well as specific target groups such as young people, men, etc., and a range of specific professional groups). It acknowledges the need to deconstruct harmful gender stereotypes and sexism, as they prepare the ground for the acceptance of violence against women, and it has specific measures related to particular types of violence, such as sexual violence, prostitution, violence against young women, including FGM, and violence against women with disabilities. The 5<sup>th</sup> action plan includes activities by different government entities, has a clear action plan with indicators and indicates a resource allocation of over 125 million Euros for its implementation.

**2. Be planned and implemented in coordination with partners and stakeholders that work on addressing VAW in Ukraine** (other ministries, local and regional authorities, international organisations, bilateral donors, civil society organisations).

Coordinated efforts for awareness raising should be an integral part of the overall coordination regarding VAW prevention and response.

Where a structure for coordination already exists, awareness raising / communication should be integrated in its remit, with a specific structure to ensure a framework for implementation (such as a working group with all relevant stakeholders).

If a new coordination mechanism needs to be set up, it should be guided by the provisions in Article 10 of the Istanbul Convention<sup>9</sup> and should provide space for the integration of awareness raising and communications measures, such as, for example, by setting up a specific working group on the topic.

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<sup>8</sup> <http://stop-violences-femmes.gouv.fr/IMG/pdf/5e-plan-de-lutte-contre-toutes-les-violences-faites-aux-femmes.pdf>

<sup>9</sup> Cf. Council of Europe: Implementing Article 10 of the Council of Europe Convention on preventing and combating violence against women and domestic violence – establishing national co-ordinating bodies. Analytical report of common challenges and lessons learned from bodies set up under different international human rights treaties (November 2016) <https://rm.coe.int/16806f6fc0>

A working group on awareness raising and communication could provide the setting for coordination among multiple stakeholders (including different government entities - such as Ministry of Health, Ministry of Interior, Ministry of Education and Science, local state administrations, city councils, newly amalgamated territorial communities - international organisations, as well as civil society, such as NGOs and ideally also media representatives) to foster cooperation for the strategic and practical planning of awareness raising initiatives.

**An example of a coordinated effort** for awareness raising in Ukraine has been the fostering of a broad partnership for the 16 Days of Activism on Gender Violence, where positive experiences with the coordinated efforts in Ukraine in the past years was developed further and over 30 government entities, international and non-governmental organisations have joined forces.

### **3. Build on lessons learned from previous awareness-raising efforts / campaigns in Ukraine.**

The mapping of previous awareness raising initiatives in Ukraine identified challenges (cf. section above on challenges identified) as well as the following learnings and suggestions for success factors, which should be taken into account for future planning:

- Pooling efforts of gender and information/communication specialists (joint discussions, training) can cross feed the knowledge on both aspects. It is common that gender equality/violence against women experts put the focus on the substance of the work, but have less knowledge of communications strategies, such as how to develop tailored messages that will resonate with specific audiences. On the other hand, those knowledgeable in the field of communications often lack understanding on issues such as harmful gender stereotypes or notions of gender equality. Cross feeding and transfer of critical knowledge is essential to maximize the effect of awareness raising and to prevent counterproductive effects.
- Coordination of activities of public organizations, state institutions, media, which simultaneously carry out campaigns with common goals (the Ministry of Social Policy could act as the coordinator as the topic falls under its responsibility). Sending messages that reinforce each other and a division of tasks among different partners can assist in achieving larger or more comprehensive goals of campaigns on violence against women.
- Planning needs to include evaluation of results of the awareness raising campaign.

- Publicizing and discussing the results of the campaigns can not only help to multiply the effects of the campaign but also help design future activities and how to evaluate them. A clear picture on the results achieved can also serve as baseline for future initiatives ensuring a longer term impact of campaigns.
- The communication channel to be used and the carrier of the message will vary depending of the design of the campaign, in particular the target group. It could be a video clip format, as TV can reach a larger audience. Using of new forms of awareness-raising initiatives for Ukraine (TEDx, mobile games, online tests, graffiti, moralis) may also merit consideration, as well as inserting information on non-standards carriers (cups for coffee, packages in stores, advertising brochures in supermarkets, public transport tickets).

#### 4. Build on existing knowledge / data

- **Information on the current level of awareness / knowledge and of attitudes** will a) help to identify issues and areas where there is a particular need to raise awareness / change attitudes, and b) serve as a baseline in order to measure changes after the awareness raising activity. This could include for example:
  - information on attitudes towards different aspects of violence (the European Commission's Eurobarometer survey<sup>10</sup> on attitudes regarding gender based violence could serve as inspiration),
  - information on attitudes towards laws (acceptance of existing laws, support for further legislation).
- **Data / statistics on different aspects of violence against women** regarding for example prevalence, regional differences, socio-demographic characteristics of victims / survivors and perpetrators (age, social status, places of residence, belonging to ethnic minorities, regions and other features), is necessary in order to
  - a) identify high priority target groups, and
  - b) to ensure that messaging is based on solid facts.

Existing data (such as recent studies supported by UN agencies in Ukraine - cf. Annex 1) should be used, and where data does not exist, and gaps in knowledge / data should be identified in the initial planning stages of any awareness raising campaign.

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<sup>10</sup> European Commission, Special Eurobarometer 449, Gender Based Violence, 2016  
<http://ec.europa.eu/COMMFrontOffice/publicopinion/index.cfm/Survey/getSurveyDetail/yearFrom/1974/yearTo/2016/surveyKy/2115>

- Knowledge and expertise on the topic (violence against women), on communications (such as what messages and channels of communication work well in the Ukrainian context) and on monitoring and evaluation will be required to design successful awareness raising initiatives. **Messages should be pre-tested before they are used in a campaign.**

#### **Spotlight: messaging**

With regard to messaging, it is of particular importance to ensure that the interest of victims is at the centre. Messaging (both in words and imagery) must avoid inaccurate or biased representations and the reinforcement of stereotypes and myths, such as that certain behaviours are typically male or female, that women are inherently weak and helpless victims, or that certain types of behaviour (wearing short dresses, drinking alcohol, etc.) provoke violence. Messages instead should focus on facts and / or highlight solutions / ways out from the violence. Whilst development of messages has to be specific to the local context, there are some general principles to be considered, which are presented in more detail in the communications guides provided in the resource list in Annex 2.

#### **5. Be equipped with a realistic budget and staffing.**

Appropriate allocation of financial and human resources is essential for the planning, implementation and evaluation of awareness raising activities.

- When budget allocations are made for the activities in the context of the existing national action plans, these should include budget allocations for the awareness raising initiatives related to them, and they need to include planning, implementation and evaluation.
- If the MSP leads the work on awareness raising as part of the overall coordination on VAW work, this implies the allocation of the necessary resources, including human resources. It will require dedicated time of staff / consultants with expertise in communications and awareness raising to lead the work in this field and to coordinate stakeholders. Expertise in monitoring evaluation will also be required.
- If budget and staff time allocation is limited, it is important to carefully consider which goals can be achieved within a context of limited resources, or how additional resources (for ex. in kind / pro bono contributions, partnering with international organisations and / or with the private sector) can be mobilised.

- In addition to dedicated staff with communications expertise, it will also be important to ensure that there is a basic shared understanding and sufficient capacity of all stakeholders to engage in awareness raising and communications initiatives, in particular, but not limited to, public servants at national, regional and local governments).
- Where capacity building and training on communication or awareness raising is required, it should be included in the budget planning. It could be delivered in the context of an initial round table / workshop to kick off the awareness raising strategy. Separate follow up trainings could also be organised. Provisions need to be made to build the capacity of communications experts on the topic of violence against women, as experience in different countries has shown that lack of understanding of the topic by communications experts in charge of awareness raising initiatives can undermine the development of appropriate messaging.

**6. Be based on a logic model** that clearly defines key elements of the strategy and its evaluation, including:

a) a definition of:

- the issue at stake (what aspect of violence against women will be addressed: services, law, information on prevalence,...)
- the desired outcomes (increased awareness on which aspect of violence against women among which target group).

b) information on the activities that will be carried out in order to achieve the outcome. Questions to consider in this context are:

- who will be addressed / engaged with (target group),
- through which means of communication will they be reached,
- which message(s) will be communicated and who will be the messenger,
- who will be the partners, etc.

c) information on how the success / outcome of the awareness raising activities will be measured (evaluation). **The evaluation** will depend on the type of awareness raising measure.

- It could include baseline and endline surveys measuring change in awareness of the issues covered.

- If a hotline or other service is publicised through the awareness raising initiative, an increase in the use of the service could be measured (whilst considering that other factors beyond the awareness raising campaign may influence the use of services such as hotlines).
- Outputs (such as number of people reached through (social) media, clicks on a website, number of leaflets distributed, etc.) could be measured. This does not give direct information on increased awareness, but can help to estimate how many people have been reached with a particular message.
- For changes in attitudes and behaviours, longitudinal studies would be required, and it needs to be considered that it will be difficult or impossible to establish a direct link between the awareness raising activity and the changes. It should therefore be evaluated in the context of “contribution” rather than “attribution”.
- If evaluations of the national action plans related to violence against women are conducted, the awareness raising components should be part of them.

d) information on the (human and financial) resources required for implementation.

## **7. Involve the media**

Experience has shown that working directly with media professionals (in their role of “multipliers”, communicating and raising awareness through their reporting on VAW) can have a strong leverage effect:

- When journalists are supported / trained to accurately and sensitively report on VAW, they can play an important role in awareness raising efforts through their everyday work (past experience in Ukraine shows that the campaigns that involved the media directly had the biggest outreach). On the other hand, when journalists report in an inaccurate or stereotypical way on VAW, they can play a negative role, undermining other awareness-raising efforts.
- Involving media as partners in an awareness raising strategy and building the capacity of journalists to address VAW in their everyday work (for ex. using the *UN Women Media Guide for Reporting on Gender-Based Violence in Ukraine (2017)*) can therefore be recommended an important element in an awareness raising strategy.
- A small survey among journalists (conducted as part of the Council of Europe project) has shown that there is interest in a) training on reporting on VAW, b) the establishment of a voluntary code of practice for the media and c) an

interdisciplinary network comprising journalists, lawyers, teachers, doctors, etc. The Ministry of Social Policy can take forward these ideas and build on existing work in this area as an important part of the awareness raising strategy.

The Council of Europe publication “Encouraging the participation of the private sector and the media in the prevention of violence against women and domestic violence: Article 17 of the Istanbul Convention”<sup>11</sup> provides further details on engaging with the media.

Council of Europe Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media<sup>12</sup> highlights in particular that:

*“Media organisations should be encouraged to adopt self-regulatory measures, internal codes of conduct/ethics and internal supervision, and develop standards in media coverage that promotes gender equality, in order to promote a consistent internal policy and working conditions aimed at (...) a non-stereotyped image, role and visibility of women and men, avoidance of sexist advertising, language and content which could lead to discrimination on grounds of sex, incitement to hatred and gender-based violence.”*

If not yet implemented, this recommendation should be given consideration in the Ukrainian context.

### **Suggested First Steps**

A. A staff member / consultant with relevant expertise, who will lead the planning and implementation of awareness raising efforts needs to be assigned. This person can serve as focal point within the MSP and to other relevant Ministries (as well as regional and local authorities) and stakeholders on communication/social advertisement.

B. A structure for the work on awareness raising needs to be decided and set up (for example a permanent working group). It should be set within the structure of coordinated action on violence against women, and consideration could be given to existing structures.

C. For all future planning, the learning from previous awareness-raising efforts (what worked well, what worked less well) need to be systematically considered and addressed. Also, a stocktaking of existing data and research and identification of gaps,

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<sup>11</sup> <https://rm.coe.int/16805a20d6>

<sup>12</sup> [https://search.coe.int/cm/Pages/result\\_details.aspx?ObjectID=09000016805c7c7e](https://search.coe.int/cm/Pages/result_details.aspx?ObjectID=09000016805c7c7e)

and where necessary, commissioning of further research, should take place at the beginning.

D. To ensure a shared understanding of awareness-raising and the role it can play in the context of the coordinated efforts to end violence against women in Ukraine, we recommend the organisation of a workshop / training on awareness raising in the context of the MSP's coordination work on GBV. It should include all relevant stakeholders and partners (national and regional office MSP staff, as well as other ministries and regional and local administrations, international organisations, civil society) as well as experts on communications and experts on violence against women.

The workshop should involve all stakeholders and address issues such as

- basic principles regarding awareness-raising (cf. the booklet on the implementation of Article 13<sup>13</sup> - also available in Ukrainian and other practice guides, cf. Annex 2);
- lessons learned from previous awareness raising efforts from relevant stakeholders, including NGOs;
- possible gaps (for example with regard to available data, human / financial resources, partners, etc.).

This initial workshop will enable all stakeholders to develop a shared understanding and provide the main structure to develop and define elements such as the goals, target groups and messages of the strategy, along with a time line and resource needs.

### **Preparation of the awareness raising strategy**

Following the initial workshop, the working group can start preparing a strategy for awareness raising activities on violence against women.

1. The following general aspects need to be considered starting the preparations:

- Identification of opportunities for awareness raising in the context of the commitments of the national action plans (topics and timing) and establishment of priorities among them.
- Identification of opportunities for awareness raising at the national, regional and local levels (for example, different opportunities to engage with partners, such as local media or local businesses, at regional and local level could be explored by the local authorities).

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<sup>13</sup> <https://rm.coe.int/168046e1f1>

- Definition of concrete goals for the different elements of the awareness raising strategy and definition of specific target groups, such as (potential) victims, (potential) perpetrators, professionals working with them, etc.
- The timeline and choice of topics for awareness-raising strategy should be aligned with and supportive of the activities implemented in the context of the existing (and possibly forthcoming) national action plans / programmes and legislative priorities.

2. The strategy could focus on **activities** featured in the action plans<sup>14</sup> related to:

- **the availability of legal resources, including new laws**, for victims of gender based violence such as the criminalization of domestic violence. This could mean highlighting the recently passed laws or the better implementation of existing laws due to training of law enforcement and judiciary,
- **newly available or improved services** for victims/survivors (shelters, national and regional hotlines, trained health professionals, etc.). For example, an awareness raising initiative that encourages survivors to seek support could be timed to follow the implementation of activities to improve services for survivors.,
- **the prevalence of violence**, raising awareness on the nature and extent of violence against women through newly available data / research (cf. the list of existing data / research in Annex 1),

3. Once goals and target groups have been defined, the most suitable messages, means and communication channels can be identified. The **learnings from previous campaigns** need to be considered here, as well as suggestions on promising means of communication.

- Research has shown that TV spots are the primary source of information on human rights issues for Ukrainians, in particular women - they may therefore be an effective way to reach women as a target group (information on which age group needs to be considered in this context).
- If children, young women or young men are the target group, it is important to consider how they can best be reached (for example, they will likely use different media than adults, and will respond to different messaging, according to gender, age group, etc.).
- In order to raise awareness among specific professional groups, formal training activities that are integrated in their regular professional activities may be the most suitable way to reach them.

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<sup>14</sup> A full overview of relevant activities under the national action plans and suggestions on related awareness raising initiatives are included in Annex 3.

- Particular attention should be given to the planning of meaningful ways to engage with media professionals.

4. **Timing** of campaigns should consider particular dates that can be used as a “hook” to attract interest in the topic, for example international days: 25 November - VAW, 10 December - Human Rights, 8 March - Women, 7 April - Health, 11 October - Girl Child, etc.

5. Planning **monitoring and evaluation** (M&E): The format of M&E will depend on the types of activities that are planned.

6. Definition of the **necessary financial and human resources for all activities**. If resources are lacking, a plan needs to be developed to raise them before starting the activities. Alternatively, the plans need to be adapted to fit the available resources.

7. **Involvement of all levels of public authorities** should be considered. In order to ensure a consistent approach to implementing the strategy, it would be useful as well to produce and distribute guidance on awareness raising on VAW to relevant staff members of the Ministry of Social Policy and to all other entities of the national mechanism that carry responsibility for the prevention and counteraction of domestic violence (in particular Ministry of Internal Affairs, Ministry of Health, Ministry of Education and Science), as well as among local state administrations, city councils and newly amalgamated territorial communities, which are involved in the implementation of the strategy. The guidance should be ideally not just distributed on paper, but shared in an interactive, training setting such as the initial workshop.

## Annex 1:

### Research / Data

Existing data on prevalence of violence against women, as well as on attitudes and on ways of reaching audiences:

- Incidence of violence against girls and women (prevalence survey, conducted 2014):  
<http://www.unfpa.org.ua/eng/publications/470.html>
- CEDAW survey (2014, containing survey on availability on social services to women survivors of violence):  
[http://www.unfpa.org.ua/files/articles/4/51/CEDAW\\_3%20surveys\\_%20ENG.pdf](http://www.unfpa.org.ua/files/articles/4/51/CEDAW_3%20surveys_%20ENG.pdf)
- Survey on gender based violence in the conflict affected regions of Ukraine (2016):  
<http://www.unfpa.org.ua/eng/publications/655.html>
- Economic Costs of Violence against Women in Ukraine (May 2017, UNFPA, DFID)  
[http://www.unfpa.org.ua/files/articles/7/45/Economic%20Costs%20of%20Violence\\_2017.pdf](http://www.unfpa.org.ua/files/articles/7/45/Economic%20Costs%20of%20Violence_2017.pdf)
- Results of UNICEF's U Report poll (among young people) on gender based violence <https://ukraine.ureport.in>

## Annex 2:

### Further resources

UN Women Media Guide for Reporting on Gender-Based Violence in Ukraine (2017)

A useful resource for strategic communications to end violence against women is the UNIFEM toolkit “Making a Difference”, which is available in Russian:

<http://www.endvawnow.org/uploads/browser/files/Making%20A%20Difference%20Russian.pdf> and in English:

<http://www.endvawnow.org/uploads/browser/files/Making%20A%20Difference%20English.pdf>

Sara Rafael Almeida, Joana Sousa Lourenço, François J. Dessart and Emanuele Ciriolo, Insights from behavioural sciences to prevent and combat violence against women, EUR 28235 EN, doi:10.2788/412325

<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC103975/lbna28235enn.pdf>

UK Government Equalities Office: Tackling Violence against Women and Girls  
A Guide to Good Practice Communications

[https://thewomensresourcecentre.org.uk/wp-content/uploads/297847-Tackling-Violence-women-hyperlinked\\_V3.pdf](https://thewomensresourcecentre.org.uk/wp-content/uploads/297847-Tackling-Violence-women-hyperlinked_V3.pdf)

UNODC Prevention in Trafficking in Persons Toolkit - Tool 9.9 Awareness-raising campaign checklist

[https://www.unodc.org/documents/human-trafficking/Toolkit-files/08-58296\\_tool\\_9-9.pdf](https://www.unodc.org/documents/human-trafficking/Toolkit-files/08-58296_tool_9-9.pdf)

TOOLKIT for the evaluation of the communication activities. European Commission  
DIRECTORATE-GENERAL FOR COMMUNICATION (July 2015)

[https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit\\_en.pdf](https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf)

Evaluating Government Communication Activity. Standards and Guidance

[https://gcs.civilservice.gov.uk/wp-content/uploads/2015/09/GCS-Evaluation-Book\\_16-09-15-1.pdf](https://gcs.civilservice.gov.uk/wp-content/uploads/2015/09/GCS-Evaluation-Book_16-09-15-1.pdf)