



**STOP VI.E.W.**

Stop Violence Against Elderly Women

**CI SONO STORIE DIFFICILI  
DA RACCONTARE**

**Conferenza europea di presentazione  
dei risultati e delle prospettive del progetto**

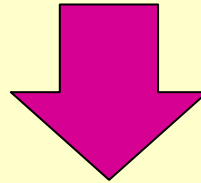
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**CIRCOLO DELLA STAMPA**

**Corso Venezia, 48**

**MILANO**





**Giving voice to the victims.  
Media campaign as a tool for  
raising awareness**

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# 1. MEDIA CAMPAIGN

- **to inform Slovenian public** that the elderly in Slovenia, especially the elderly women, are victims of their families, institutions and of their social environment;
- **to raise awareness and sensibility of the needs of the elderly**, and of the violence the elderly are victims of;
- **to inform the public** and especially the elderly women about where to find help;

## 2.

# RADIO CAMPAIGN

### ➤ **Radio campaign:**

- **run during the whole year** (1 or 2 / month) on the national and the majority of local radio stations;
- **radio teams** composed of: a specialist in the field of violence, a representative of a government institution, a representative of an NGO dealing with violence against elderly women or the violence in the family;
- **discussions focused on violence against elderly women**; on legislation concerned (Family Violence Prevention Act), official duties of the police, centres of social work and hygiene;
- through **direct telephone line** people were able to call in and ask questions to which they received immediate answers, or share their own or other people stories.

### 3. MEDIA CAMPAIGN AS A TOOL FOR RAISING AWARENESS

MEDIA CAMPAIGN IS THE **STRONGEST AWARENESS-RAISING ACTIVITY** WITH WHICH GENERAL PUBLIC CAN BE REACHED

- Media that are most **commonly used by the elderly** (elderly women) should be used to reach them:
  - **RADIO** (74% of elderly in Slovenia listen to radio regularly, source: BOPRO ZDUS 2011)
  - **LIFE STORIES**, cases of violence, types of help, good practice should be frequently present in media:
    - warning about **social consciousness** and responsibility
    - building zero toleranc** towards violence against elderly women
    - empowerment of elderly victims
    - calling attention** on the needs of the elderly (elderly women)

## 4.

### **GIVING VOICE TO THE VICTIMS**

**RADIO CAMPAIGN ENTIRELY MET, AND EVEN SURPASSED, THE SET OBJECTIVES THROUGH:**

- **coverage of the entire country**
- **active participation of people calling in during every single broadcast**
- **a great number of questions asked by “callers-in” showing the need of this type of information, and of the presence of violence in our society**
- **the project revealed the necessity to talk publicly about the violence, and as such it should be continued.**