CI SONO STORIE DIFFICILI
da raccontare

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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 tolerance 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.