Campaign Plan
Name
Title of Institution
1. Issue and Background

The topic of the advocacy is the violence in the family. This issue is not a new one; however, it remains important even after a long period of time. Before making some statements there is a need to study the issue and identify whether the situation has to be changed, and whether society wants it and needs. This information can give a certain knowledge which is necessary for a future campaign.

Domestic violence is considered to be the most popular type of violence in the world. Almost every sixth couple deals with it. In addition, this statistic takes into account only physical violence, however, we need to remember that there are economic, religious and moral violence which can be noticed within the family. Moreover, domestic violence can be followed by alcoholic or other type of addiction of one of the family members, however, not necessarily. Almost each case of violent incident which is accompanied with the alcoholic addiction is the cruelest and the most violent one.

In addition, as the family is a system, it means that violence in one part of it provokes violence in the other part of the system. It means that violence against women causes violence against children, which is expressed by their mothers. This is called a mother’s abuse affect.

For some reason, when we speak about domestic violence the majority of society thinks about violence against women. But can children suffer and in what way? According to some scholars, children who witnessed abuse can suffer depression, poor impulse control, feeling of a lack of power, stress disorder or low self-esteem. All these feelings can cause some type of addiction, provoke suicide, fear or isolation or running away syndrome. Children can think that they should be blamed for problems their mother have, as usually abuser uses them as an excuse for beating a woman. Moreover, children have nothing else to do, but helplessly watch beating of their
mother. This problem can cause a “survivor guilt,” which can make a huge problem in the future of a child.

Almost the same problems can be faced by women who are abused. They can turn to alcohol or drugs to forget about their problems and pain, they can develop emotional or mental illness as they know they cannot cope with their own problems. In the end, they will not be able to fulfill their parenting role. And again we turn to children. As we can see, even if a child is not abused directly, the consequences of the domestic violence can influence him/her.

As it can be noticed, violence in the family is quite an important issue, which has to be changed and regulated. There is a need not only to help people who suffer from it, but also those who can be influenced; for instance, children, as they can either suffer from violence or perceive it as normal family relations. This influence will later transform into the same violent behavior. In addition, we have to explain those who provoke violence that their behavior goes against all social norms and the expression of an aggression in family has to be stopped (and can be expressed in sport, art or in some other way).

What is needed to be remembered is that domestic abuse can be different: physical, psychological, sexual, financial or spiritual. Below there are two graphs which show the level of violence in different forms. We can notice that although men can also suffer from violence, their experience is less practical that the one of women.
These graphs show that women suffer from domestic violence much more than men, and that violence experienced in families has different displays. Unfortunately, the graphs do not show the experience of children. The problem is that children are unlikely to inform teachers or police about their negative experience, they keep silence about violence in their families and most of them grow up thinking that this behavior is normal.

Does government help people who suffer from domestic violence? For sure it does, the thing is that the level of this help varies from one country to another. The graph below shows that the government takes huge steps to help and support abused people. Starting from 1990s, the number of actions taken by government increased rapidly, and it is a good example for people, as it indicates that they can search for a help and it can be provided to everyone who needs it.
The next graph shows what we are dealing with: reported cases of violence during 5 years. As we can see, despite a lot of programs, government help and NGOs, the problem of domestic violence increases. However, these numbers can have a positive effect too, as, probably, women became more open, they understood that they have to fight for their safety. No matter what is the reason for it, the problem remains crucial and one of those that needs immediate actions to be taken.

2. Goals and Plan
As it was mentioned above, the main and final goal of the campaign is to stop violence in families. Before that, some other goals have to be achieved. Starting from the short-term goals, there is a need to study and find out the main spheres of violence, which means that there is a need to understand what type of violence is used the most. This will give us a clear understanding where we should start from. It is impossible to achieve everything at once, so each part of campaign will be focused on a particular type of violence in families.

Having decided where to start from, there is a need to decide what spheres of life and parts of those the campaign will cover: media, social life, etc. according to this campaign, there is a need to focus on media first: internet, newspaper, television. There is a need for cooperation with television companies which will air our video about domestic violence with the information where abused people can find a help. Moreover, there will be a web-page with information about violence, how to deal with it and how to fight it, indicating who can help, etc. In addition, we will have a policy of anonymity, as some people are afraid to speak about this problem openly, they are afraid that they will be found by those who abused them.

We will also cooperate with different NGOs who will support us in our goal to make family safer and society better. The cooperation with families whom we helped will also be established. This cooperation is going to represent a positive example of our help: the information about their “transformation” will be used, if necessary in our future videos. It will show other families that there can be positive changes and that there is a way to help them.

The last type of cooperation will be established with a police, as we want abusers to be punished for their illegal actions against family members. We will ask to form an anonymous phone hotline, where women and children can call. There will also be an opportunity that even neighbors and relatives of those women and children who are abused will be able to call and inform police about cruelty in the family.

Money and other funds will be taken mainly from donates and government: our program is to be shown to various Committees within the authority and we will also use different types of
CAMPAIGN PLAN

grants, which will provide us with money we need to help those who suffered from domestic violence.

Handmade markets created by us, will have double effect: firstly, these will help children and mothers to open themselves to the society. Secondly, these will make them feel that they are important and that they make incredible contribution into their future and future of those who need our help. For sure, the sum of money gathered at such markets is not going to be huge, but other mothers and children will be able to change their negative experience, they will see that they are not alone with their problems, they will open their hearts and minds. Finally, it will be helpful for those who are searching for support.

I do not think that there will be people who are against us, however, some group can be. Firstly, it may be a religious group, people who believe that men are not equal to women, as husbands, fathers are stronger and they are leaders. There is an answer to this statement: we support and help only those who need our help and, most important, who asks for help. We understand that we cannot make someone think that what they believe in is wrong.

Moreover, those men who were convicted by our program in domestic violence will also be against our program. They are going to think that we destroyed the ideal world where they lived. But these are consequences we have to face anyway: the murderers also think that government destroyed their world by putting them into prison, but it does not mean that government acts in a wrong way. The same situation is represented in our case.

To make the words clear, what are the main goals of our campaign?

First of all, let’s speak about short-term goals:
- to help people become united while dealing with a common problem;
- to help people to find their own place in the society;
- to express support to those who need it through conducting and holding certain meetings where people exchange their experience, their problems and their ways to fight with those;
- to help morally, physically and materially;
CAMPAIGN PLAN

- to give legal support to those who are searching for a punishment of abusers, for a divorce and for a new family (for children);
- to find justice.

In the intermediate run, we will try to decrease the level of violence which can be noticed in the families, we will try to conduct our activities within the policy of anonymity (where it is needed) and support everyone who asks for it and who contacts us. For those people, who came to us, we will help them with adaptation within society, to start a new life.

Finally, in the long run, we want to form a safe society where the family is seen in the different way: where family is a holy union, which cannot be a place of violence, family is a place where everyone is equal and where members help each other. It is a small society where cooperation, love, understanding and support exist.
Reference


United States Senate Committee on the Judiciary. (October 1992). *Violence against women.* A Majority Staff Report, 102nd Congress, p.3.