

AVA SILMAD

Brief

- Every fifth woman in Estonia has experienced domestic violence.
- Every third person knows someone who has been violent against woman.
- People don't realise that there is a problem in Estonia.
- Estonians don't know where to turn to when they have this sort of a problem.

Solution

- Our goal was to let every single person know that there is a way out of an abusive or violent relationship.
- The campaign "Ava Silmad/Open your eyes" was launched widely in social media, TV and print.
- A special website was created where you could find practical tips and information on how to protect yourself, where to turn and how to act.
- A special song was created in collaboration with Cool D.

Impact:

- During this period it was a widely covered subject in media.
- The number of callers on victims helpline "1492" grew ten times.
- A well-known woman Triin Tulev came out and told Estonia about her violent relationship.
- The campaign's Facebook site grew from 0 to 1500 members.
- The Facebook community "Estonian men against violence" gained 5400 members.
- The campaign "Ava Silmad/Open your eyes" and the movement "Estonian men against violence" that grew with it was supported by Estonian celebrities.
- A lot of eyes were opened and where there is a problem, there is a way out!



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