

THE *BROKEN WINGS* CAMPAIGN

“Broken Wings” campaign is a national campaign launched by The General Inspectorate of the Romanian Police in the field of awareness and preventing domestic violence. The campaign was created and implemented nationwide in partnership with Necuvinte Association, an NGO that activates in this field.

The campaign was designed starting with the end of the abusive cycle – the death of one person - but presented from the opposite perspective – women with no access to information, turning from victims into aggressors and having their own justice done.

The bedrock of the campaign was the “Broken Wings” documentary film, built around the stories of women who have lived a life of abuse and fear, which made them give up all their hope and eventually turned from victims to aggressors, ending up killing their abusive spouse.

The only women penitentiary in Romania, Targsor, located in Prahova County, was the starting point of the campaign, the place where the documentary film “Broken Wings” was created. The film includes 4 interviews with women, victims of domestic abuse, imprisoned for killing their abusive spouse. The entire campaign has been built based on the interviews carried out in the penitentiary, the documentary giving the name of the entire campaign.

Taking into consideration the statistical data (the gender distribution of the victims of domestic abuse shows that 85% are women, 12% children and only 3% men), the increasing number of complaints registered and the fact that the real magnitude of domestic abuse phenomenon is still unknown (many women continuing to suffer the abuses without asking for help), as part of the campaign, there were different materials created, each targeting a different social group. Although “Broken Wings” addressed all victims of domestic abuse, the main focus was on women, social disparities and gender equality.

The campaign was managed by a team consisting of representatives of two police departments at national level (The Crime Research and Prevention Institute and the Public Order Department) and a team of experts from Necuvinte Association (advocate, legal aid, social worker and psychotherapist).

There were created and printed **810.500 materials** that were distributed nationwide in all **3.537 police stations** in the country, both urban and rural.

The materials have been created from a multidisciplinary perspective, based on the current legal framework of Romania by the campaign's team.

- The slogan "*Domestic violence is a crime under Criminal Code and it is punishable with imprisonment*" targeted general population information and awareness;
- A TV Spot having the message: "*Ask for help, don't become the next news story*" was addressed to potential victims of domestic violence to encourage reporting of abuse;
- „*The Safety Guide for the Victims of Domestic Violence*” an information guide for people who understand that they are in an abusive relationship and take the first steps towards leaving that environment.
- *The Poster*, an A4 format material containing basic information and useful phone numbers that was distributed by the Public Order policemen in the main hallway of the apartment buildings targeting the “black number” of domestic abuse – women who either do not acknowledge that they are in an abusive situation, either they don't trust authorities or are too afraid to ask for help.

As part of the Campaign, the *Broken Wings Caravan* started at national level in July 2017. The Caravan was the first action of this kind used as an instrument to promote access to justice and awareness towards human rights violations.

The *Caravan* targeted 15 counties in Romania and aimed at organising awareness raising events on the phenomenon, events that brought together representatives of local institutions and stakeholders with responsibilities in the field of preventing and combating violence.

The main objective of these events was to find out what is the situation at the local level, what are the main issues the victims are facing, but also to identify institutions who offer local assistance and identify solutions to local problems.

The National Campaign „*Broken Wings*” was awarded by Civil Society Gala in *Defending general and individual human rights* category.

<http://www.necuvinte.ro/current-projects/broken-wings-campaign/?lang=en>