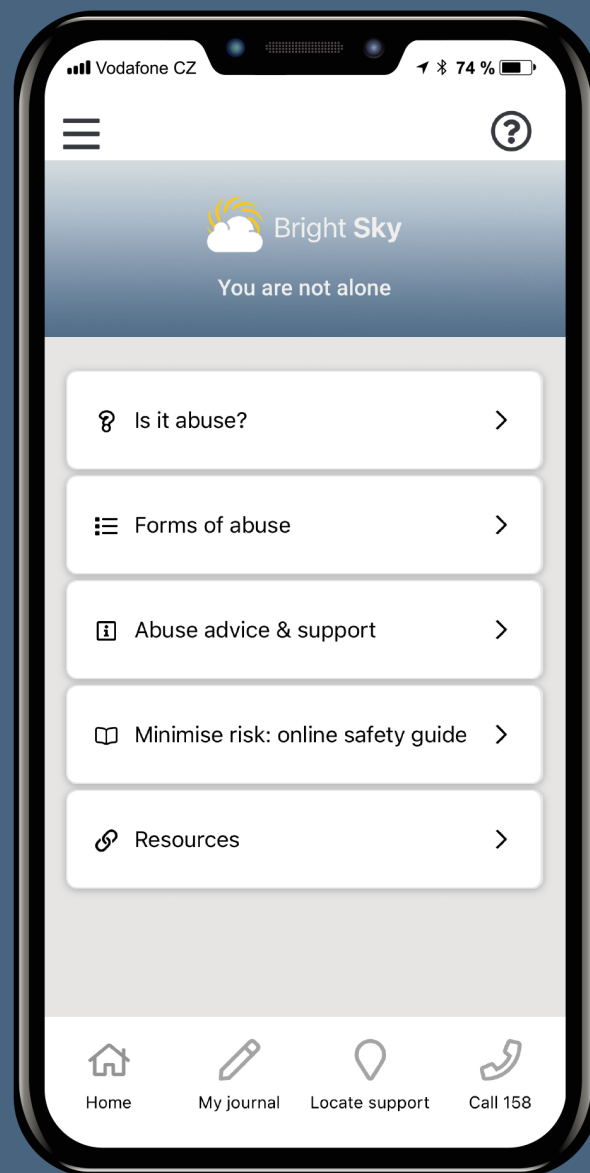


Mobile app to address domestic violence



Zuzana Holá
Director, Vodafone Foundation



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Content

- How Bright Sky is helping victims?
- Tool of prevention and awareness raising
- Evaluation and continuous development



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What is Bright Sky?



Bright Sky is a safe, easy to use app and website that provides practical **support** and **information** on how to respond to domestic abuse.

It helps anyone concerned about abuse, to **spot the signs** and find a **safe route** to support.



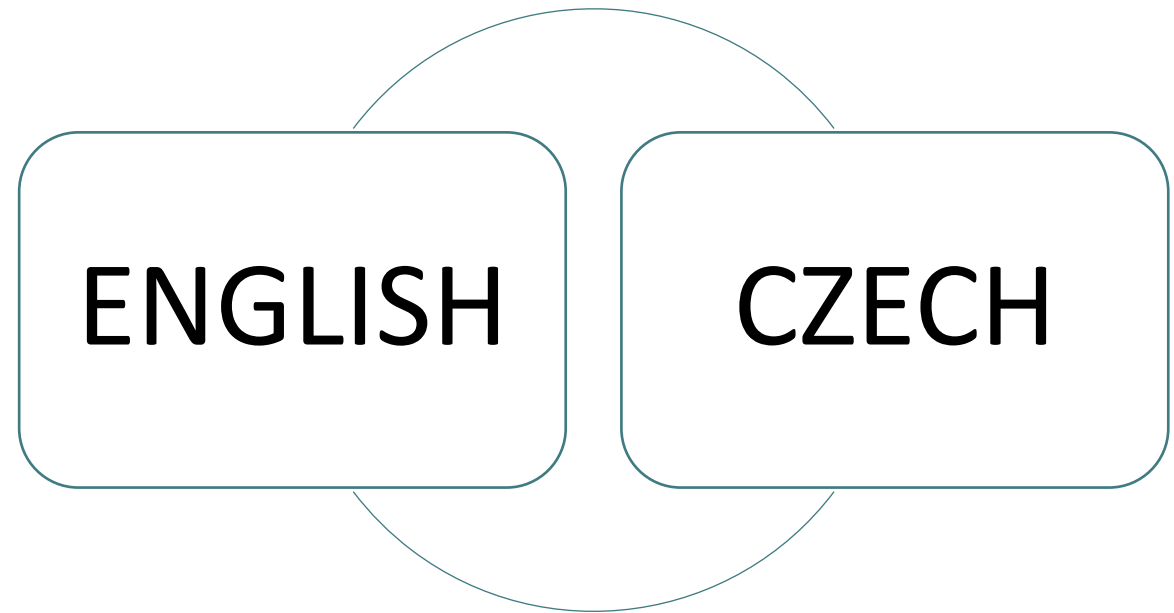
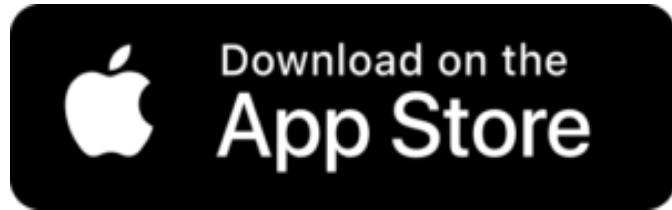
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Download the FREE App or visit www.bright-sky.org



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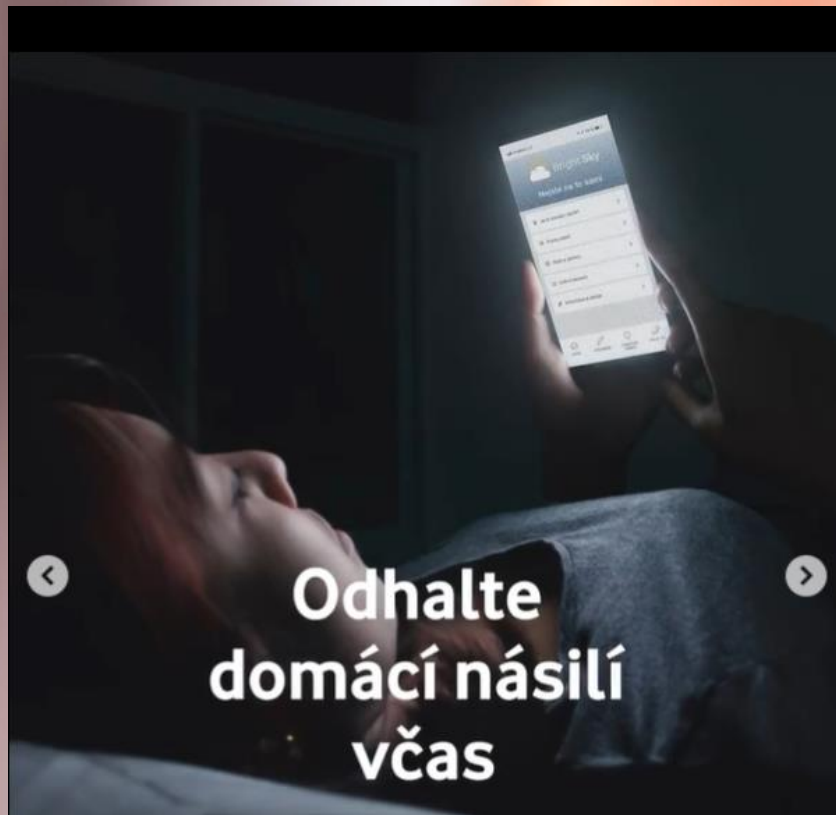
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Lenka, 35 years old

- Mother of two
- IT specialist
- Married for 10y



adelaebel

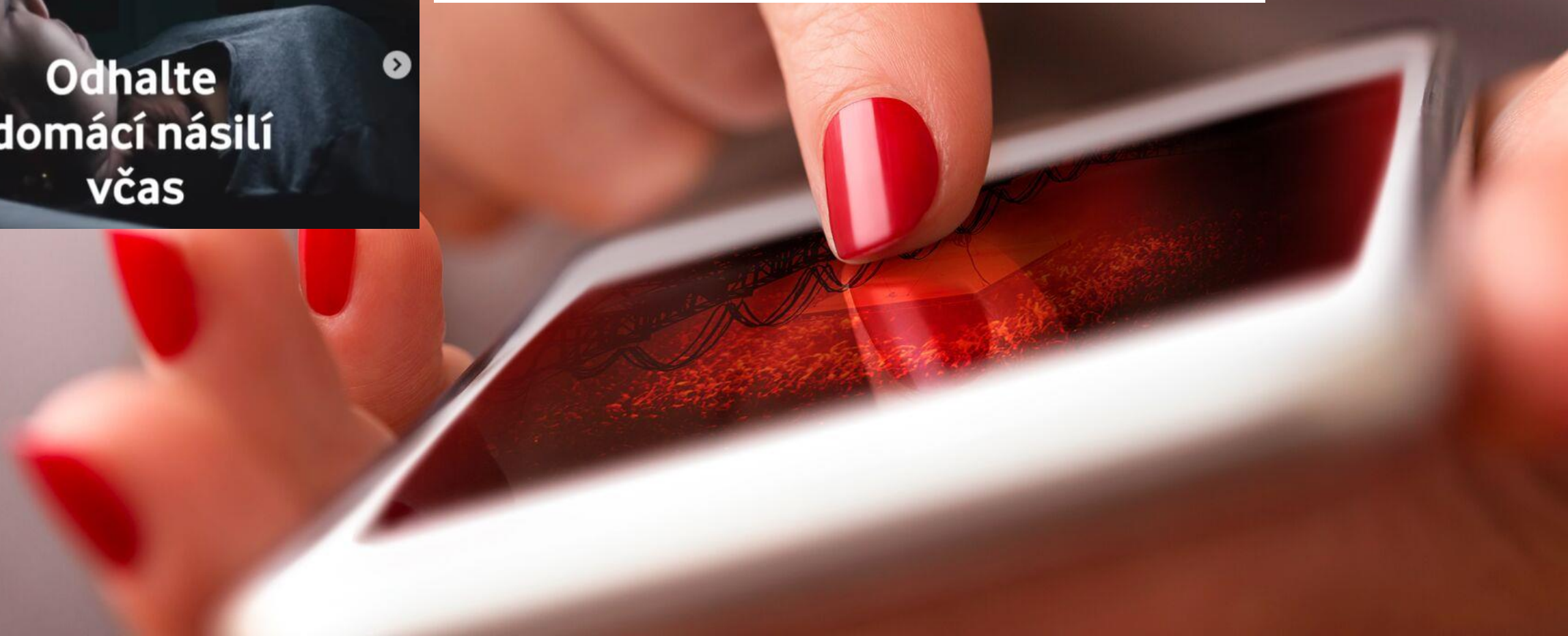


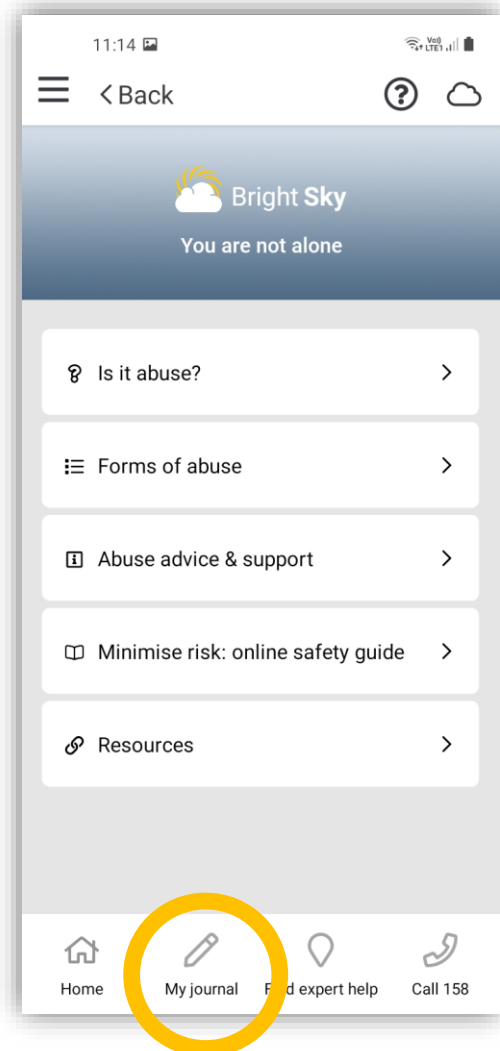
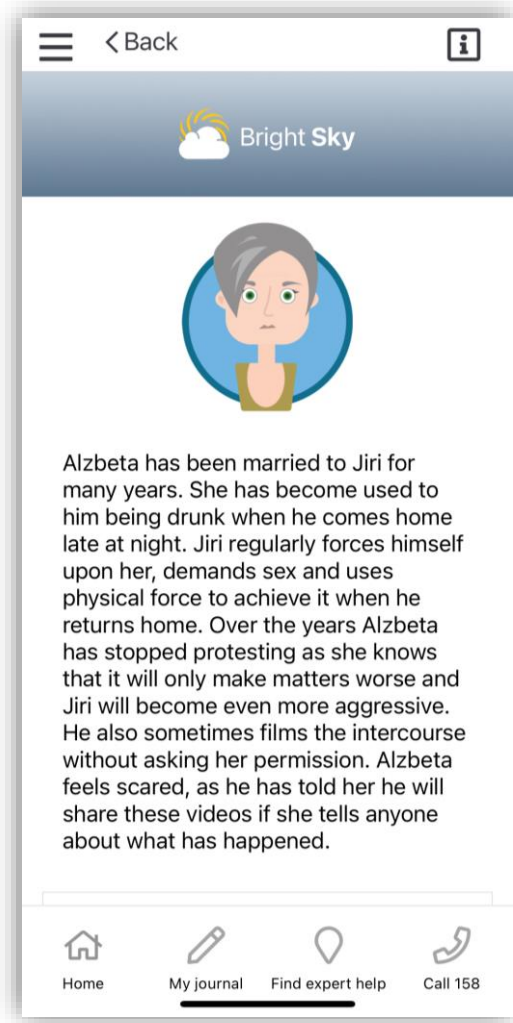
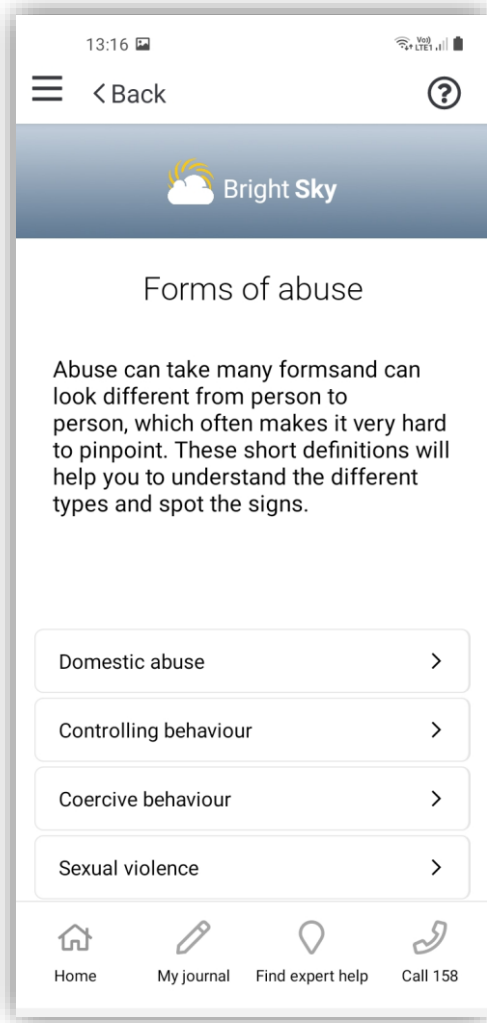
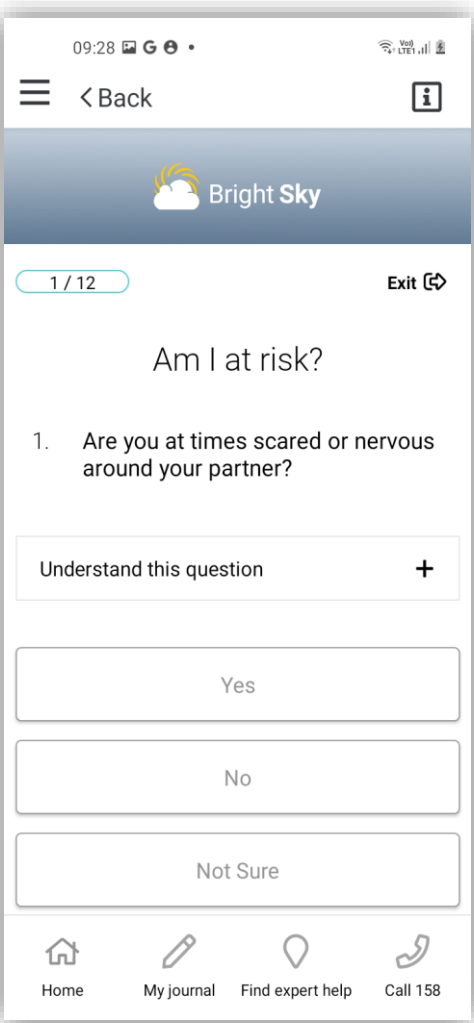
adelaebel Are you familiar with the BRIGHT SKY app?

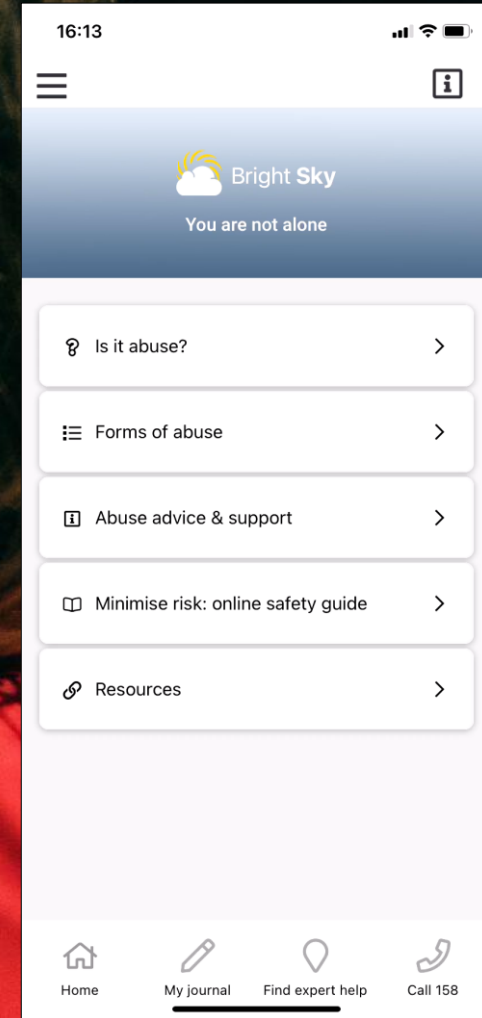
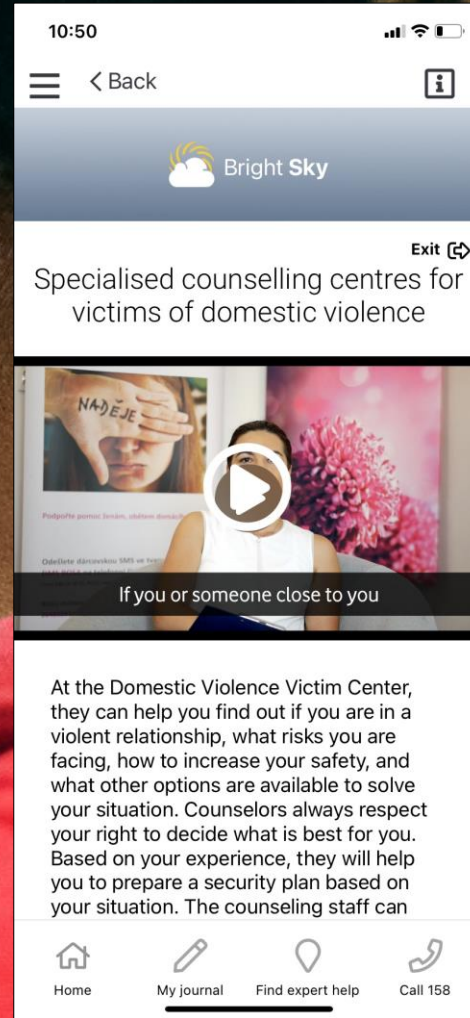
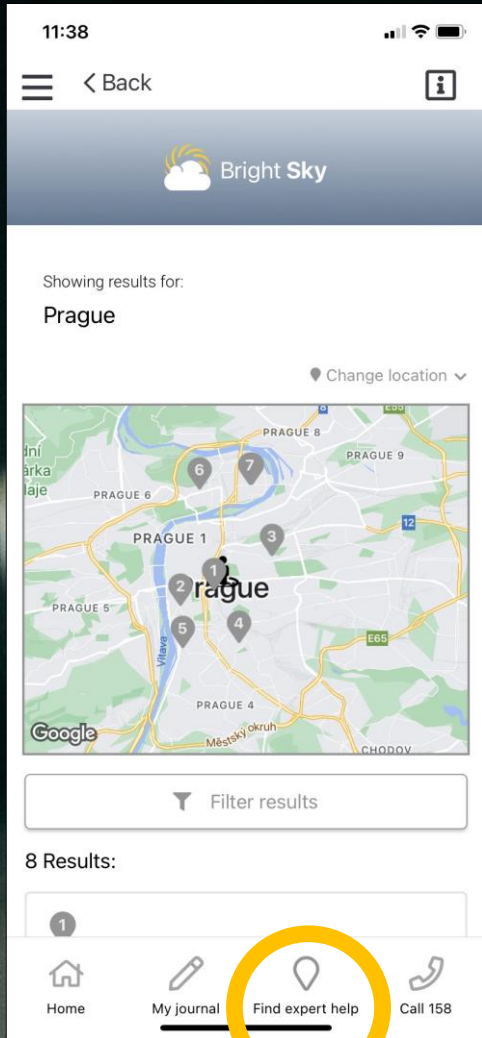
@nadacevodafone created this app to help victims of domestic violence.

Do you know if this topic applies to you too? Take the "am I in danger?" test " or send it to friends you think might need it.

#domacinasili #budmeksobelaskavi #brightsky

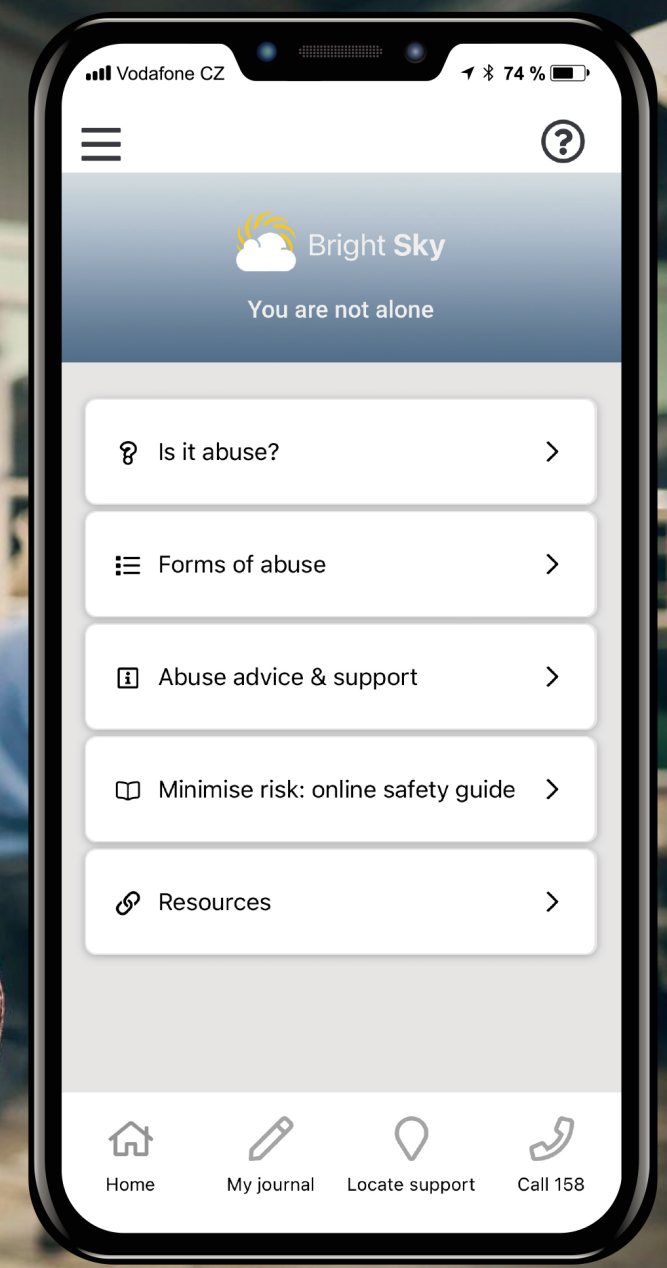


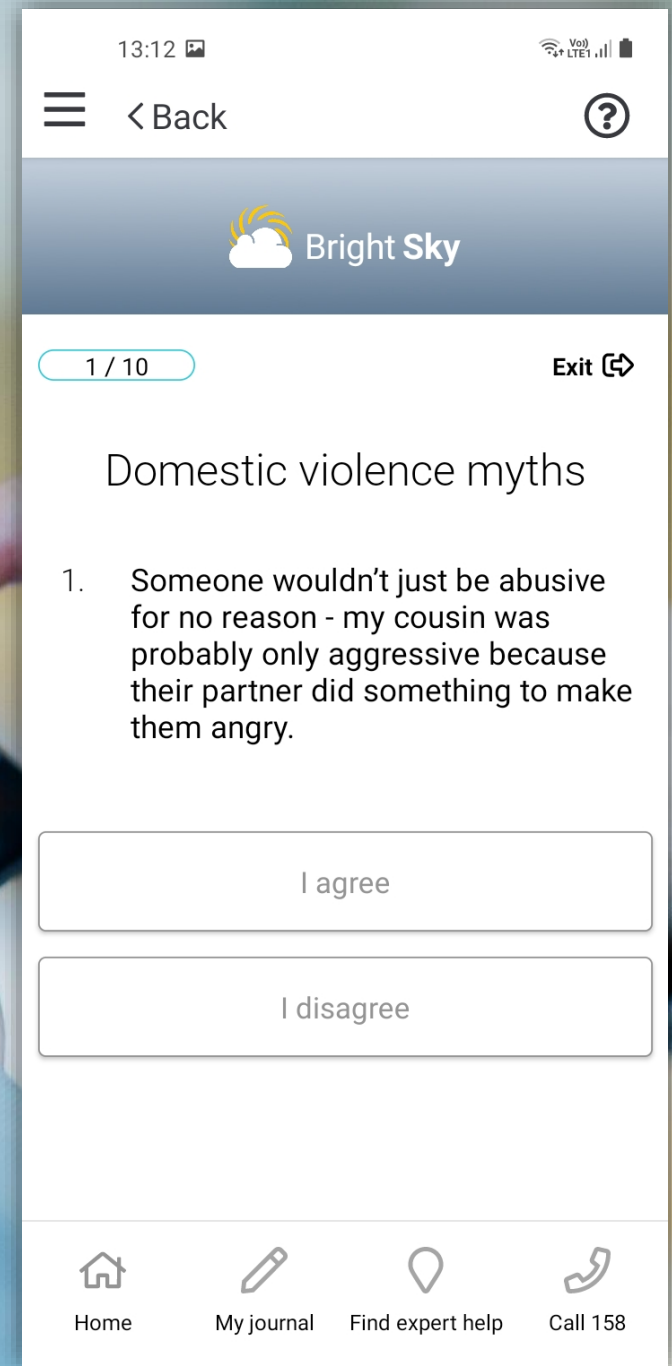
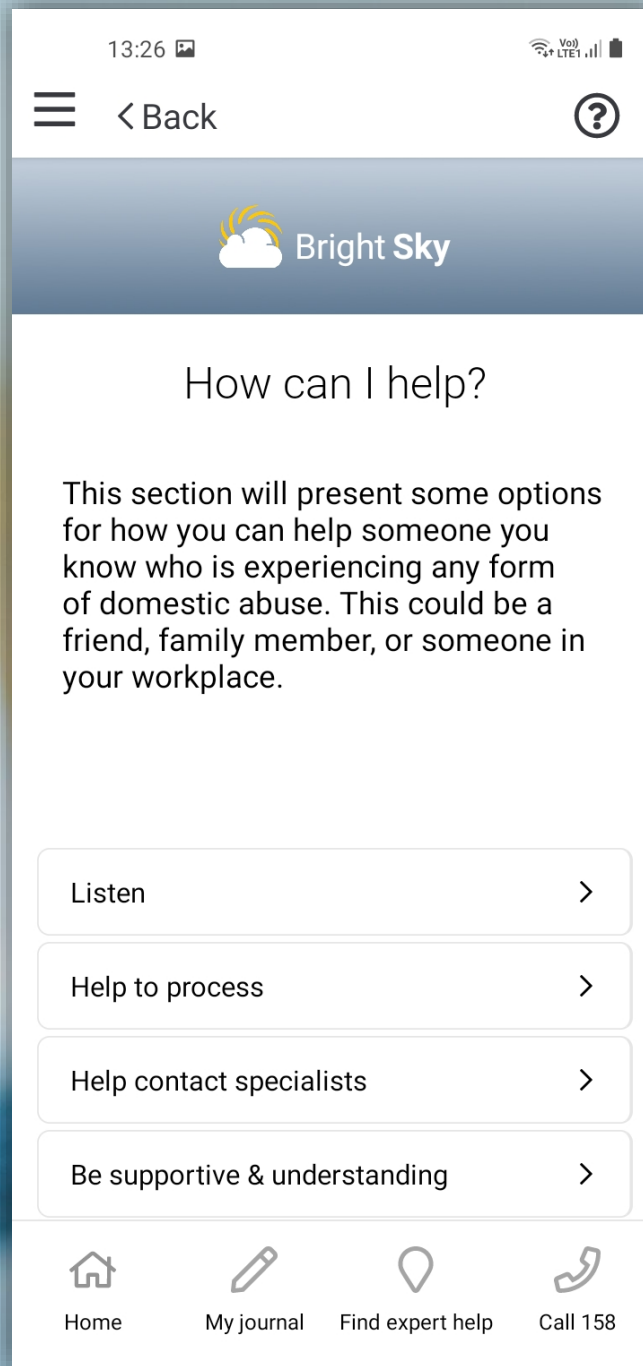
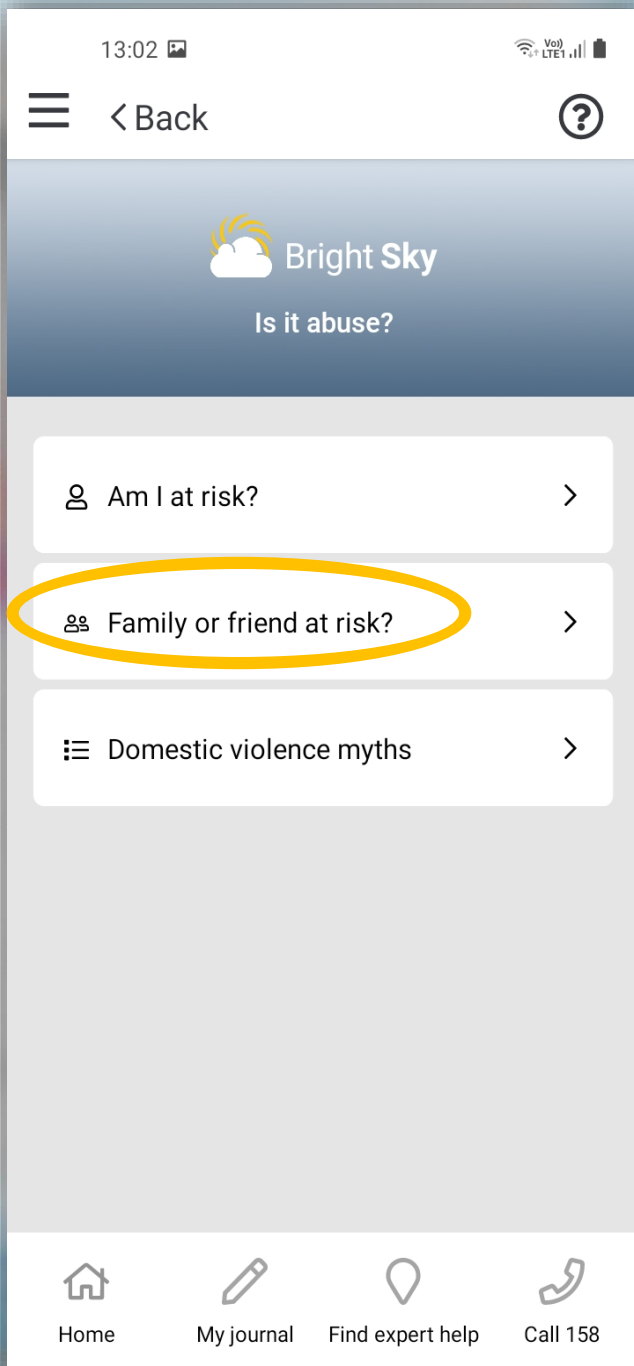




Help for victims of DVA

- Recognize and react
- Reduction of latency of crime
- Prevention of secondary victimization
- Prevention of revictimization
- Agency and choice-giving control back to survivor





Tool of prevention and awareness raising

- How to recognize signs of DVA
- How to offer help
- Dispels the stereotypes of domestic abuse
- Educates general public about different forms of abuse

Prevent domestic abuse and violence is everyone's responsibility.



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Evaluation I.

- Information available but not accessible
- CZ experts consulted
- Testing
 - ✓ ř,ě,ž,č,í
 - ✓ Videos not playing
 - ✓ 'Find help' locating Czech services in Britain



Evaluation II.

- Mix markets
- UX/UI
- Accessibility
- Qualitative feedback

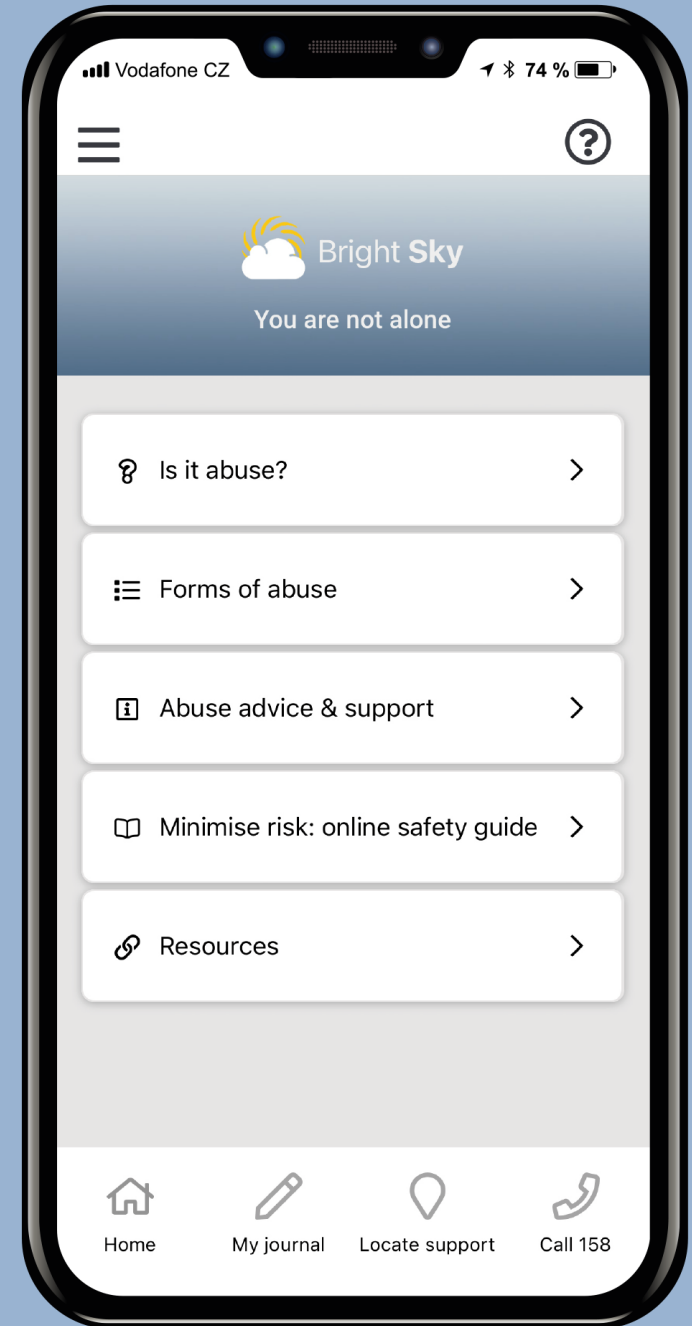
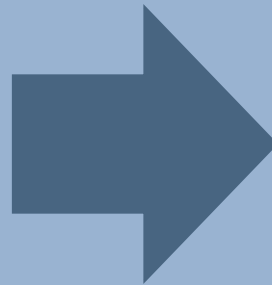


Evaluation II.

- Too much text
- User unfriendly

- Blind unfriendly





Evaluation III.

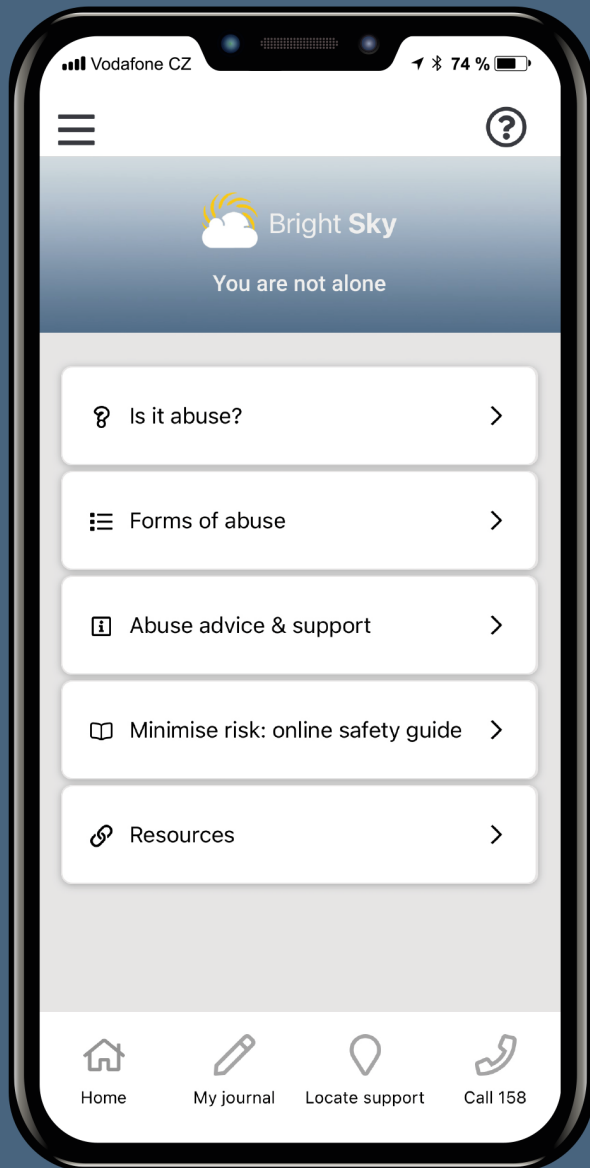
- 1, 5 million direct and indirect lives improved through Bright Sky globally
- 400 000 in Czech republic
- CZ: 80 000 app downloads and web visits combined



Future

- New content: Guide to the Legal System
- Tech innovations
- Research





Zuzana Holá

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Thank you!



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