

NEW MEDIA CAMPAIGN

The new media campaign is the next step of AVON Cosmetics in the fight against violence committed against women. Besides underlining emergency of the problem and attempting to initiate a public dialogue it reveals the specific forms of domestic violence.

Using the commonly known symbol of physical violence, the bruise, it speaks mainly about nonphysical forms of violence committed in households. These are mostly overlooked by public or considered as a tolerated common part of men and women relationships.

ADRIANA SKLENAŘIKOVÁ KAREMBEU, project ambassador:

„NOT ONLY BRUISES MAKE YOU A VICTIM...“

RESTRICTION OF MOVEMENT IS ALSO A FORM OF DOMESTIC VIOLENCE

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DANIELA PEŠTOVÁ, project ambassador:

„NOT ONLY BRUISES MAKE YOU A VICTIM...“

PROHIBITING ACCESS TO FINANCES IS ALSO A FORM OF DOMESTIC VIOLENCE

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DANIELA PEŠTOVÁ, project ambassador:

„NOT ONLY BRUISES MAKE YOU A VICTIM...“

CHECKING OF MOBILE PHONE IS ALSO A FORM OF DOMESTIC VIOLENCE

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TRUE STORIES

Martina

"In the beginning of our relationship, my husband was very thoughtful. He was interested in anything connected to me. He wanted to be with me for the entire time and spent the whole free time with me. "You don't need friends! You've got me!" is what he used to say. He was guarding my every single step but I was still convinced that it was his manifestation of love to me. When I gave birth to our son, my husband's obsession was even intensified – I was not allowed to leave our home and when I once visited my friend without his permission, he made me a hysterical scene at home. On the next day, he was apologising, swearing that it would not be repeated again, but having fights together was a common part of our life. He forbade me to go out of our home without his permission. Finally, after ten years I found my courage, took my son and left. Today I am very glad I did it. I have my new life, a great partner and I am trying hard to forget those dreadful moments I have experienced. I hope I will be able to do it sometimes."

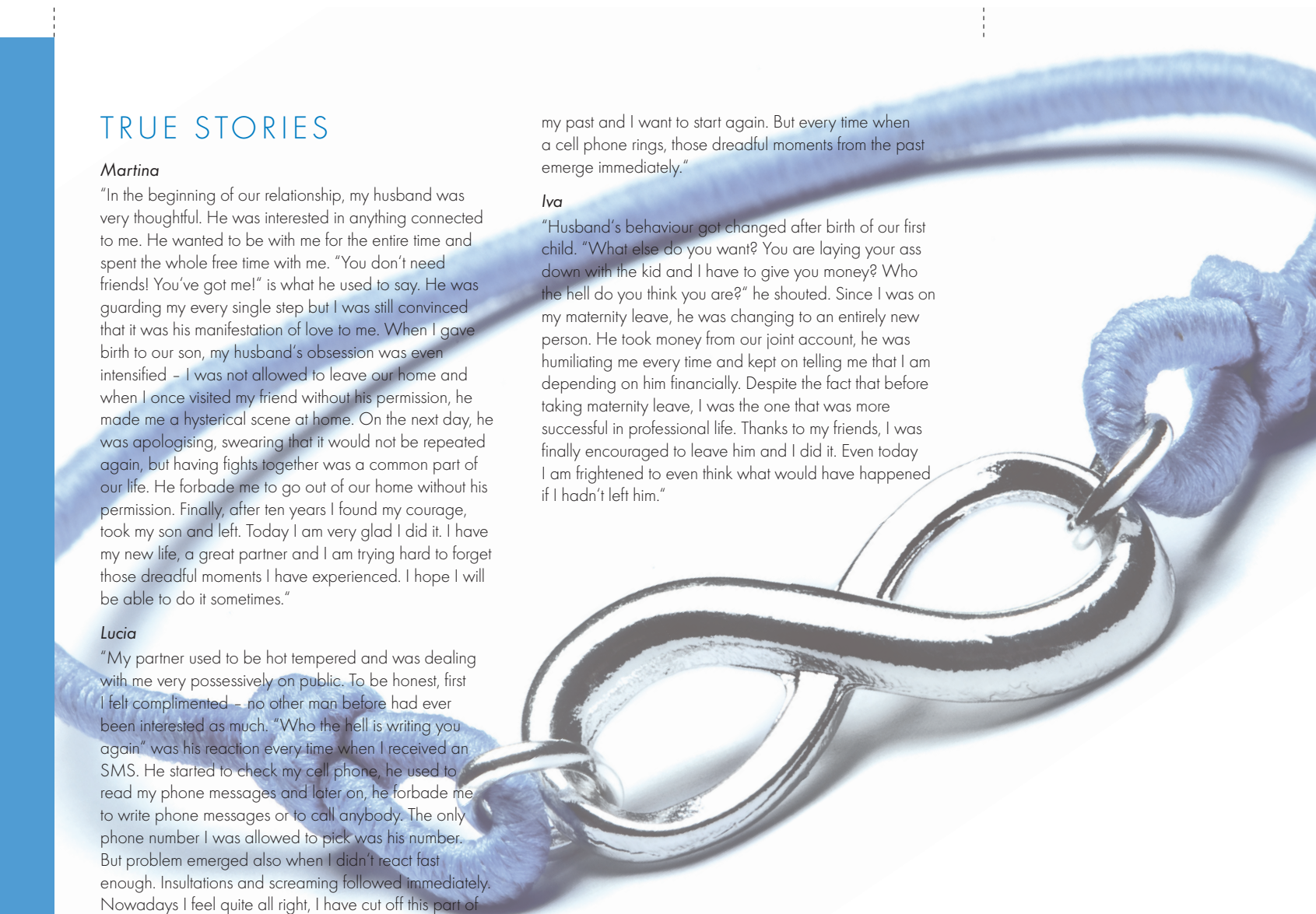
Lucia

"My partner used to be hot tempered and was dealing with me very possessively on public. To be honest, first I felt complimented – no other man before had ever been interested as much. "Who the hell is writing you again" was his reaction every time when I received an SMS. He started to check my cell phone, he used to read my phone messages and later on, he forbade me to write phone messages or to call anybody. The only phone number I was allowed to pick was his number. But problem emerged also when I didn't react fast enough. Insultations and screaming followed immediately. Nowadays I feel quite all right, I have cut off this part of

my past and I want to start again. But every time when a cell phone rings, those dreadful moments from the past emerge immediately."

Iva

"Husband's behaviour got changed after birth of our first child. "What else do you want? You are laying your ass down with the kid and I have to give you money? Who the hell do you think you are?" he shouted. Since I was on my maternity leave, he was changing to an entirely new person. He took money from our joint account, he was humiliating me every time and kept on telling me that I am depending on him financially. Despite the fact that before taking maternity leave, I was the one that was more successful in professional life. Thanks to my friends, I was finally encouraged to leave him and I did it. Even today I am frightened to even think what would have happened if I hadn't left him."



WOMEN'S EMPOWERMENT BRACELET

If you want to help, you can do it by buying the special symbol **WOMEN'S EMPOWERMENT BRACELET**.

Any financial means obtained will serve as a support of improving the quality of SOS line service operated by Alliance of Women in Slovakia and will be used to finance specific projects oriented to fight against domestic violence committed against women in Slovakia.

THE WOMEN'S EMPOWERMENT BRACELET 3.32 EUR 100 SKK
3376 1



The women's empowerment bracelet is made of elastic material and is in universal size. If you want to buy it, please contact your AVON Lady/Gentleman, visit www.avonprotidomacemunasiluu.sk or call the infoline 02/49 11 00 39.

You can also help by direct payment to the account of public fund-raising AVON AGAINST DOMESTIC VIOLENCE – no. of account 2000730918-8130

Thank you for your support.

Conversion rate 1€ = 30,1260 Sk

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AVON AGAINST DOMESTIC VIOLENCE



AVON AGAINST DOMESTIC VIOLENCE

Topic of domestic violence belongs to a more general group of "violence committed against women". Here we can include domestic violence, sexual abuse, sale of women or different types of gender based violence. These are acts that can cause physical and mental harm in private and social life of a woman.

In september 2008, AVON Cosmetics started a new philanthropic project AVON AGAINST DOMESTIC VIOLENCE which is stepping to a next stage by informing about specific forms of violence. The core topics are the nonphysical forms of violence committed against women that are often overlooked by public or even considered as a tolerated common part of men and women relationships.

This charity project was founded in order to point on difficult life situations that numerous women are forced to get through, to continue improving their position in society and to contribute to common awareness on topic of domestic violence committed against women. Essential feature of the project is also obtaining financial means to support particular projects oriented to fight against domestic violence by sale of a special symbol - "The Women's Empowerment Bracelet".

Ambassadors of the project and world wide renown top models Daniela Peštová and Adriana Sklenářiková Karembeu together with global ambassador of AVON Cosmetics Reese Witherspoon and partner of the project, non-governmental organisation The Alliance of Women in Slovakia will help to achieve goals of the project.

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Reese Witherspoon

Reese Witherspoon is a global ambassador of AVON Cosmetics

A HIDDEN THREAT - NONPHYSICAL FORMS OF VIOLENCE

One of the most common misleading information on domestic violence is the popular opinion that manifestation of violence committed against women is just about physical violence. IT'S DEFINITELY NOT LIKE THAT! Physical violence is just a visible peak that hides broad possibilities of nonphysical forms of violence. These are acts that can cause physical and mental harm in private and social life of a woman. Sometimes overlooked. This is sometimes claimed even by victims of such violence. In any class of our society you can hear an opinion that nonphysical manifestations of violence are softer and less painful. IT'S NOT LIKE THAT! There are no "softer" or "harder" forms of violence!

Victims of domestic violence live in constant fear, uneasiness and the feeling of being in danger. Such way of life is definitely traumatizing and can cause long term or even permanent injury of physical and mental health. Physical manifests of domestic violence are well-known because they are quite obvious. Police and courts can deal with it better, proving crime of nonphysical violence requires higher standard of proof and therefore it's more difficult to stop such conduct or to punish the offender.

Psychological symptoms are often hidden so an average eye can't notice them: distress, reactive fear, depressions, diminished ability to concentrate, misrepresented perceiving of reality, pressure, feelings of guilt and embarrassment, losing their own personal importance and self-confidence, sleeping disorder, nightmares, sexual disorder, eating habits defect, suicidal tendencies, medication addiction...

Women who experienced domestic violence committed by their partner say that nonphysical violence will be even worse after police or court action.

Forms of domestic violence

PHYSICAL VIOLENCE: torture, kicking, beating, hair pulling, burning, murder

EMOTIONAL ABUSE: hazing, emotional tyranny, damaging of property and torturing of domestic animals, verbal threats, blackmail, remorse evoking, guilt evoking, ridiculing

SEXUAL VIOLENCE: rape, forcing to do sexual activities against woman's will

SOCIAL VIOLENCE: isolating victim out of society, keeping from contact with vicinity and friends, blocking of telephone, etc.

ECONOMIC ABUSE: limiting access to money, forbidding regular job activities

Experience with different forms of violence

FORMS OF VIOLENCE	WOMEN	OFTEN DEMONSTRATIONS
Experience with physical violence	20%	slaps, jostles
Experience with sexual violence	16%	sex extortion
Experience with emotional abuse	46%	vulgar insults, invectives
Experience with economic abuse	29%	limitation of finances
Experience with social violence	18%	controlling activities, cell phone control

Who is the offender?

Offenders are usually not significantly different or recognizable. Offenders are not the first impression "monsters". They are not strangers. They are husbands, partners and fathers. Domestic violence is committed by highly educated, wealthy and well respected men as well as by men without job, education or property.

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When does it whole start?

First symptoms appear already in the first year of marriage or partnership and problem culminates after 10th year of relationship. Violent behaviour starts to occur in relation to difficult situations and demanding life periods. In more than 35% of partnerships where domestic violence was committed, first problems started shortly after getting married.

Most cases of domestic violence are remaining undisclosed. The main reason is that women often wrongly presume that they had provoked the violent conduct by their own behaviour. Relationship between victim and offender is characterised by binding and dependence of victim on offender. One of the features of this specific relationship is the loyalty to offender, tendencies to protect him and to sympathize with him. Woman sympathizes with him more than with herself. Tortured women are most endangered when they manifest their will to leave the relationship with torturing partner.

The most frequent reasons why women don't report violence committed in their families:

- 1 concern about her security
- 2 concern about security of her children
- 3 fear from family break-up
- 4 fear from publicity
- 5 reputation harming
- 6 voice of conscience
- 7 financial/emotional dependence on partner
- 8 children's dependence on partner
- 9 fear from insecurity
- 10 lack of information about where to find help
- 11 not willing to reproduce the story of unpleasant incident and to talk about details before court
- 12 not trusting the public institutions

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Partner of the project

ALLIANCE OF WOMEN IN SLOVAKIA

Aliancia žien

"Despite the fact we are one of the oldest organisations that helps victims of domestic violence in families in Slovakia and that we are trying to stop the violence in society, we have found out that public doesn't know enough about our work and the help we offer.

In 2001 we prepared drafts of law amendments that are even today helping to fight with violence committed against women and we have again initiated the idea of amendment of the Police Force Act. We want to continue in our legislative activities. We give lectures to students of law and we try to use every single opportunity to include media in our work, we have done 4 media campaigns, we have issued quantity of materials. But the AVON project has reminded us that it's just not enough. But at the same time, it supported us with energy and hope that we can address more women because AVON is able to penetrate to every single part of Slovakia. And because of the 2008 campaign, a double figure of SOS line phone calls was recorded in comparison to the previous monthly average.

Cooperating with AVON, we would like to concentrate on prevention because we believe that violence can be eliminated out of society by training and education. We believe that our message carried by AVON will help to stop violence in families and in society."

Katarína Farkašová
chairperson of Alliance of Women in Slovakia

www.alianciazien.sk

SOS line: 0903 519 550

HOW CAN YOU HELP?

- 1 Try to find out as much as you can about violence in families and ways how to help the victim
- 2 Try to encourage the woman affected by violence experience to talk about violence
- 3 Listen to her and if she claims that her partner is causing harm to her, trust her and don't blame her for anything.
- 4 Persuade her that she is not guilty or responsible for the violence, she is one of numerous women that are tortured by their partners.
- 5 Tell her that it is very dangerous to ignore the violence, that violence is usually intensified after some time and that only offender himself bears responsibility for his conduct. There is neither justified apology that violence was provoked nor situation when it could be excused.
- 6 Talk about different possibilities of how to change her situation and the consequences of this change.
- 7 Help her to decide but don't push her to the decision.
- 8 Support her - no matter what her decision will be.
- 9 Tell her that nobody can go through such problem alone, help her to find an expert help.
- 10 Make sure she knows that her behaviour and feelings are normal and understandable.
- 11 If she needs a support, accompany her to offices and institutions.
- 12 Help her with taking care of children and handling every day matters.
- 13 Help her to prepare "crisis plan" or "emergency plan", help her to find a safe place, a shelter for her and her children.
- 14 Don't try to confront her violent mate.
- 15 Tell her to refuse any attempts of her relatives to challenge or to do a confrontation with the offender, try to recommend the call on SOS line of Alliance of Women in Slovakia instead. - 0903 519 550.

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Don't behave indifferently because your indifference makes others possible to act violently. Act against violence!

Violence committed against women vs. children

Children are victims every time, even when they have experienced violence between adults just as witnesses. To be "just" a witness of the violence brings the same traumatizing experience as the fact of being a victim. Based on this traumatizing experience, girls are more likely to become victims of violence in the future and boys to become offenders than other kids that have never faced the violence. Experts therefore warn that violent men are violent fathers at the same time. There are cases where after divorce, violent men turned their anger against their children even when having a legal possibility to meet them. Therefore they should not be allowed to meet their children after divorce automatically, without any expert support and they should never meet them when children refuse such meetings.



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AGAINST DOMESTIC VIOLENCE

Sources: IVO Violence committed on women as a problem of public governance, 2005; STEM Representative research on domestic violence, 2006; Monitoring of organisations providing help to victims of domestic violence 2006; Alliance of Women in Slovakia; Representative research on occurrence and experience of women with violence in Slovakia, 2008

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ADRIANA SKLENAŘIKOVÁ KAREMBEU

ambassador of the project

Adriana Sklenářiková comes from Brezno, a small town in Central Slovakia. She is one of the world's most famous topmodels. As a symbol of ideal beauty, she appeared on covers of magazines Elle, Cosmopolitan or GQ. She cooperated with world's most prestigious designers, but it was the Miss Wonderbra advertisement that made her famous.

She married French football player Christian Karembeu in 1998 and lives in Paris nowadays. Besides modeling she is involved in charity activities. She actively cooperates with French Red Cross and currently also with AVON Cosmetics. As the ambassador of the AVON AGAINST DOMESTIC VIOLENCE project, she takes part in fight for women's rights.

ADRIANA SKLENAŘIKOVÁ KAREMBEU
"No woman can say she is not involved in this issue at least from a hearsay view. Each of us has at least vicarious experience with one or more forms of domestic violence."

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DANIELA PEŠTOVÁ

ambassador of the project

Daniela Peštová is Czech Teplice-born, even with roots in Eastern Slovakia. She is one of the most sought-after topmodels. Her face shines on covers of numerous fashion magazines and she is the star of plenty prestigious brand campaigns. She appeared on covers of world editions of magazines Vogue, Elle, Marie Claire, Cosmopolitan, Glamour or GQ.

She resides in Prague and lives with her current partner, well-known Slovak singer Paľo Habera. She is a mother and still a successful topmodel. She is the face of luxury jewels and fashion accessories exclusively for AVON. She has also become an ambassador of the charity project AVON AGAINST DOMESTIC VIOLENCE and is a supporter and messenger of the noble idea of offering a selfless help to women in a dreadful life struggle.

DANIELA PEŠTOVÁ
"Even children are often silent witnesses of domestic violence. Unfortunately, some women don't leave their violent partners only because of children, but children on the contrary should be the factor to leave. They are innocent victims that will carry this experience further to their relationships."

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