



AVON  
AGAINST  
DOMESTIC  
VIOLENCE

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# GENESIS OF THE PROJECT

AVON Cosmetics globally devotes itself not only to beauty care, but also to improvement of women's position in society and conditions for their health and living. In countries of its business occurrence, AVON participates in various charity projects. In Czech and Slovak Republic, it has been helping with prevention of breast cancer for more than 10 years by its charity project AVON Against Breast Cancer.

This year, AVON has decided to expand its charity activities in Central and Eastern Europe. This time it gives deeper look at generally sensitive but indisputably serious **issue of domestic violence committed against women.**

New charity project **AVON Against Domestic Violence** was established to show numerous women how to escape their life struggle. In this way, AVON wants to continue with improving women's position in society and to help with better awareness regarding the issue of domestic violence committed against women.

AVON declares that it's important to draw attention to this fact and to use the company's position in favour of thousands of women in our country. AVON wants to speak with them about domestic violence and to show them that despite such difficult situation, they still have the possibility of choice.

Ambassadors of the project Daniela Peštová and Adriana Sklenářiková-Karembeu together with partners of the project - Acorus in Czech Republic and The Alliance of Women in Slovakia, will help to achieve goals of the project.

Essential feature of the project is also obtaining financial means to support particular projects focused on fighting against domestic violence by sale of special symbol - **The Women's Empowerment Bracelet.**

We believe, that using public education, sale of special symbol and collective effort we will be able to help women that need our help.



Reese Witherspoon  
is the global ambassador of AVON

*"As the AVON global ambassador, it's my pleasure to introduce you the very first global charity product aimed to improve the women's situation in the world. It was made to support the new informative and preventive project **AVON Against Domestic Violence** that focuses on highly serious issue of **domestic violence committed against women.**"*



The Women's Empowerment Bracelet

Thank you for your support

*Reese Witherspoon*

# DANIELA PEŠTOVÁ

## AMBASSADOR OF THE PROJECT

Daniela Peštová 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 performed together with Naomi Campbell, Heidi Klum and other superstars of international catwalks. The most famous is her first photography on the cover of American magazine **Sports Illustrated** that had already kicked off career of numerous world's top models. She was the face of worldwide brand campaigns, such as [Guess](#), [Victoria's Secret](#) and [H&M](#).

**Born in Czech Teplice**, even with roots in Eastern Slovakia, she started her career as 19-year-old in Paris, working for Madison Modeling Agency. Couple of months later, she received offer from New York and settled down there a couple of following years. Her career started to grow tremendously. She appeared on covers of world editions of magazines [Vogue](#), [Elle](#), [Marie Claire](#), [Cosmopolitan](#), [Glamour](#) or [GQ](#). As just one of the few, she was on the cover of Sports Illustrated for three times. She moved to Prague three years ago. She has **two children**, **12-year-old Yanick** and **6-year-old Ella Joy Anna**, the latter with her current partner, well known Slovak singer Paľo Habera. Today, Daniela is mother, partner and still sought-after model.

Daniela Peštová has become ambassador of the new charity project [AVON Against Domestic Violence](#). Moreover, she is also **the face of luxury jewels and fashion accessories** exclusively for AVON.

*"As the ambassador of the project, I would gladly be the messenger of this serious issue to as many people as possible."*



# ADRIANA SKLENAŘÍKOVÁ - KAREMBEU AMBASSADOR OF THE PROJECT

Adriana Sklenaříková 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 had planned to study medicine originally, but after winning in a modeling competition, her life moved to different direction. She cooperated with world's most prestigious designers, but it was the [Miss Wonderbra](#) advertisement that made her famous.

She comes from Brezno, a small town in Central Slovakia, but her beauty opened her door to the most renowned fashion metropolises in the very beginning of her career. She started off in Paris, later signed contract with New York's New Modeling Agency and worked for Elite Modeling in Milan. Besides Wonderbra success, Adriana shined also in other famous campaigns. She represented [Argentovivo](#), [Laura Biagiotti](#), [Onyx Jeans](#), [Peroni Beer](#), [Roberto Cavalli](#)...

She married French football player Christian Karembeu in 1998 and lived temporarily in Madrid. She resides in Paris nowadays and besides modeling is involved in charity activities. She actively cooperates with [French Red Cross](#) and is engaged in charity projects in Slovakia as well.

Adriana Sklenaříková-Karembeu currently cooperates with AVON. As the ambassador of the [AVON Against Domestic Violence](#) project, she will take part in fight for women's rights.

*"Domestic violence is a problem that really exists, it's serious, but it's not discussed adequately. We have to fight against it."*



# WHAT IS DOMESTIC VIOLENCE?

- Domestic violence is a serious problem that occurs in any social class. It's influenced neither by country's maturity, level of education nor average income amount.

It is violence committed in family, committed against partners (ex-partners as well), conducted by parents against children, it is violence among siblings, abusive treatment and care omission of older people or disabled persons by other members of family as well.

- Almost 90 percent of domestic violence is the violence committed against women!

Latent range of domestic violence (domestic violence conducts that haven't been registered by police) is 5 to 10 times more than registered situation (officially reported criminal acts).



## □ FREQUENT MISLEADING INFORMATION ON DOMESTIC VIOLENCE

A. Domestic violence is expressed just through physical assault. **IT'S NOT LIKE THAT!**

### TYPES OF DOMESTIC VIOLENCE

#### PHYSICAL VIOLENCE:

torture, kicking, beating, hair pulling, burning, murder

#### SOCIAL VIOLENCE:

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

#### EMOTIONAL ABUSE:

emotional tyranny, verbal threats, blackmail, remorse evoking, guilt evoking, mocking

#### ECONOMIC ABUSE:

limiting access to money, forbidding regular job activities

#### SEXUAL VIOLENCE:

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

B. Non-physical manifestations of violence are softer and less painful. **IT'S NOT LIKE THAT!**  
There are no "softer" or "harder" forms of violence!

## □ STATISTICAL FINDINGS ON DOMESTIC VIOLENCE IN CZECH REPUBLIC AND SLOVAK REPUBLIC

Every second person older than 15 knows about some form of violence between partners from word of mouth. **No less than 21% of women have direct experience** with violence committed by their current partner. Most often, women experience emotional abuse.

## □ EXPERIENCE WITH DIFFERENT FORMS OF VIOLENCE

FORMS OF VIOLENCE	WOMEN	OFTEN DEMONSTRATIONS
Experience with <b>physical violence</b>	<b>20%</b>	slaps, jostles
Experience with <b>sexual violence</b>	<b>6%</b>	sex extortion
<b>Experience with emotional abuse</b>	<b>46%</b>	<b>vulgar insults, invectives</b>
Experience with <b>economic abuse</b>	<b>29%</b>	limitation of finances
Experience with <b>social violence</b>	<b>16%</b>	controlling activities, cell phone control

## □ WHO IS THE OFFENDER?

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.

## □ 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**.

It has endured since he found new friends	8%
It has endured since the beginning of relationship	10%
It began after the other child was born	10%
It began after the first child was born	11%
It began after my partner started an extramarital relationship	12%
<b>It began after entering the marriage</b>	<b>35%</b>

Source: IVO, Violence Committed Against Women as the Problem of Public Policy, 2005  
STEM, Representative Research on Domestic Violence, 2006

## □ WHY ARE MOST CASES OF DOMESTIC VIOLENCE STILL UNDISCLOSED?

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. Tortured women are most endangered when they manifest their will to leave the relationship with torturing partner.

Women don't report violence committed in their household from following reasons:

- > feeling guilty
- > concern about her security
- > concern about security of her children
- > fear from family break-up
- > fear from publicity
- > reputation harming
- > voice of conscience
- > financial/emotional dependence on partner
- > children's dependence on partner
- > fear from insecurity
- > lack of information about where to find help
- > not willing to reproduce the story of unpleasant incident and to talk about details before court
- > not trusting the public institutions

## □ PUBLIC OPINION ON DOMESTIC VIOLENCE IN CZECH REPUBLIC AND SLOVAK REPUBLIC (ČR AND SR)

In both ČR and SR, 83 % of citizens consider domestic violence as a serious problem. 83 to 85 % of Czech and Slovak population see tyranny of woman by her partner as very serious. It is considered as alarming mostly by women in the age of 35 to 54.

People don't know how to help victims of domestic violence. 55 % of respondents feel they are not adequately informed about this issue while 36 % feel quite well informed and just 4.5 % of respondents were very well informed. It is mostly presumed that institutions dealing with this topic are police and non profit organisations.

Source: Alliance of Women in Slovakia: Representative Research on Occurrence and Experience of Women with Violence in Slovakia, 2008  
STEM: Representative Research on Domestic Violence, 2006

# LAUNCHING MEDIA CAMPAIGN AVON AGAINST DOMESTIC VIOLENCE

Media campaign is our first step in fight against domestic violence and at the same time it points at the easiest way of solving this serious problem – **urgency to talk about things that trouble us.**

- Ambassadors of the project are interpreting stories of particular women that were not afraid to talk about their experience openly, and they have manifested a resolution to free themselves from domestic violence.
- Key message of the campaign is the appeal **Let's talk together about domestic violence** and positive example proving that even in the most difficult life situation there is still a solution.

„Keď sa Jana [38] ozvala pred partiou Róbertových kamarátov, zaskoľkotal. Keď sa vrátili nadržanom domov, musela mu navariť teplú večeru a počúvať jeho nekonečné nadávky. Keď jej nadával, bola presvedčená, že na vine je ona, ale že ho tá napriek všetkému stále miluje. Trvalo jej 7 rokov, kým pochopila, že toto nie je láska, a začala si dávať rešiť.“

**DANIELA PEŠTOVÁ, ambasádorka projektu:**  
„KEĎ TO DOKÁZALA JANA,  
DOKÁŽETE TO AJ VY!“

HOVORME SPOLU  
O DOMÁCOM NÁSILÍ  
WWW.AVONPROTIDOMACEMUNASILIU.SK

Aliancia žien  
Odborné poradenstvo a Aliancia žien podporujú tento projekt a môžu vám pomôcť, ak s ňou budete kontaktovať.

SOS linka  
0903 519 550

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PROTI DOMÁCEMU NÁSILIU

# REAL STORIES OF JANA AND LENKA

## □ DANIELA PEŠTOVÁ, ambassador of the project:

"When Jana said something in front of Robert's friends, he cackled. When he came home in the morning, she had to cook him a warm dinner and listen to his neverending swearings. When he was swearing at her, she was convinced that she had been guilty, but she loved him after all. It took her 7 years to understand that it was not love, and started to deal with the situation."

**IF JANA COULD DO IT, YOU CAN DO IT AS WELL!**  
Let's talk together about domestic violence.

## □ ADRIANA SKLENAŘIKOVÁ-KAREMBEU, ambassador of the project:

"Lenka (42) got a first slap from Jaro already during wedding night. He apologized then and promised that he would never do it again. When a child came into family and he couldn't sleep, he beat her up. He didn't forget to point that he did it for their own good and he loved them both. She recollected his words any time she was running with her son to her parents. The whole 15 years. Eventually she admitted to herself, that it was not all right, and started to talk about her problem."

**IF JANA COULD DO IT, YOU CAN DO IT AS WELL!**  
Let's talk together about domestic violence.



„Lenka (42) dostala od Jara prvé faulu ešte počas svadobnej noci. Vtedy ju odposlú a sľuboval, že sa to už nikdy nestane. Keď do rozbý pribudlo dieťa a on namohol spávať, zmenil ju. Nazabudol podotknúť, že je to pre jej dobro a že ich má oboch rád. Jeho slová si pripomínala vždy, keď so synom utekala k rodičom. Celých 15 rokov. Konečne si priznala, že to nie je v poriadku a začala o svojom probléme hovoriť.“

**ADRIANA SKLENAŘIKOVÁ-KAREMBEU, ambasadorka projektu:**  
„KEĎ TO DOKÁZALA LENKA,  
DOKÁŽETE TO AJ VY!“



**HOVORME SPOLU  
O DOMÁCOM NÁSILÍ**  
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Alencia Fin Obchodná spoločnosť s obmedzenou zodpovednosťou SOS linka 0903 519 550

**AVON**  
PROTI DOMÁCEMU NÁSILIU



# WHAT ARE OUR GOALS?

1. To improve the women's position in society, to improve their health and conditions for living.
2. To increase women's awareness of the domestic violence issue.
3. To obtain financial means for supporting particular projects against domestic violence in Czech Republic and Slovakia by sale of special symbol - The Women's Empowerment Bracelet.
4. To cooperate with non-profit organisations, experts that are able to solve particular problems.
5. In case of personal confrontation with domestic violence to help through recommendation of expert help from the side of partners of this project.



# PARTNERS OF THE PROJECT



Acorus is a civic association which runs a Psychosocial Centre Acorus, helping people endangered by domestic violence pass through the difficult social situation. We respect human dignity, individual needs of service users, support the self-activity development and common life integration without violence. The help is available through the asylum facility, social consulting and emergency help. Acorus provides essential psychological support (therapy communities, individual sessions with therapists), legal aid (consultations with advocates) and physical security against the offender (standby duty in the asylum facility and cooperation with police), enforce the social support claims (information on legal rights) and improve the mother and child communication (interactive video training, child massages).

**NONSTOP HELPLINE 283 892 772**



**Non-government organisation**, founded in 1994, is aimed at monitoring the implementation of international documents on women's problematics, translating and publishing them. It is engaged also in **specific activities regarding fight against domestic violence and women trafficking**. It provides an emergency consulting (SOS phone line), psychological and legal support. It deals also with legislature aspects of violence committed against women.

**In the year 2000**, Alliance of Women in Slovakia established phone line for victims of domestic violence – today's **emergency centre**. It employs consultants specialised in domestic violence issues, psychologist, lawyers and there are also new experts in the training process.

In October 2001, preparations of domestic violence acts amendments were finished and these were approved by parliament in June 2002. In the same year and continuing in 2002, in cooperation with other organisations, **The Fifth Woman Campaign** was created, with the aim to inform about domestic violence committed against women.

**SOS phone line 0903 519 550**

## ONE STORY SPEAKING FOR ALL:

*"When you are deeply convinced that particular awkward situation can never happen to you, you are on the best way to make it happen..."*

*Unfortunately, I was forced to experience this unpleasant rule on my own. Although I am the type of person who used to help others because I am a social worker by education and profession, I became a victim of domestic violence. After many years of feeling hopeless and ashamed, with decision dilemmas on my mind, I became a client of Psychosocial Centre Acorus in Czech Republic together with my children for couple of months.*

*I would like to use this opportunity and thank all its employees and founders. For me, this facility has become a synonym of real help and properly performed social work and literally a shining example of how well can a non-profit organisation operate.*

*I do highly appreciate enormous professionalism and human attitude of all social workers there, who are willing to help you in any day or night hour and are able to keep the important professional distance at the same time.*

*Besides possibility of short-term accommodation in the asylum house for mothers with children, supply of information and help with administration, they offer numerous side activities to their clients – consultations with psychologist, lawyer, therapy sessions, exercises for children, PC skills education, teaching English, trips...*

*In this centre, my in fact most difficult period in life was for me and my children not only a difficult lesson of life and trial, but also a period of regeneration of my life energy."*

Thank you, Radka

WWW.AVON  
PROTIDOMACIMU  
NASILI.CZ

WWW.AVON  
PROTIDOMACEMU  
NASILIU.SK

- Our website provides [basic information](#) on project AVON AGAINST DOMESTIC VIOLENCE, [essential expert advices](#), as well as [stories of women](#) that have directly experienced this situation. This website can somehow serve as a shelter and one of the first possible contacts in searching for help to escape this life struggle.

[www.avonprotidomacimunasili.cz](http://www.avonprotidomacimunasili.cz)  
[www.avonprotidomacemunasiliu.sk](http://www.avonprotidomacemunasiliu.sk)

## LOGO OF THE PROJECT

- Logo of this project is inspired by special symbol of hope – [The Women's Empowerment Bracelet](#). The infinity sign symbolises [the link of inner power and infinite freedom without limits](#), which are values that AVON wants to mediate to [all women](#) by the means of this project.



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AGAINST DOMESTIC VIOLENCE

# THE WOMEN'S EMPOWERMENT BRACELET

- If you want to help, you can do it through buying of special symbol – The Women's Empowerment Bracelet. All obtained financial means will be used to support projects focused on fight against domestic violence in Czech Republic and Slovakia.



THE WOMEN'S  
EMPOWERMENT  
BRACELET  
3376 1



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DOMESTIC  
VIOLENCE

[www.avonprotidomacimunasili.cz](http://www.avonprotidomacimunasili.cz)  
[www.avonprotidomacemunasilu.sk](http://www.avonprotidomacemunasilu.sk)