

MONTH OF ACTION AGAINST DOMESTIC VIOLENCE

Core Activities
of the Initiative “Stronger than Violence”
(4/4)

FEDERAL MINISTRY FOR FAMILY AFFAIRS, SENIOR CITIZENS, WOMEN AND YOUTH

November 2020



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The idea

During the COVID-19 crisis, many people became aware of the importance of having strong relationships in their neighbourhood. This sense of connection and community spirit is particularly important in cases of domestic violence in order to show those affected by domestic violence and their environment that there are avenues available for help and support. This is why we are launching a Month of Action against Domestic Violence in November 2020. The Month of Action focuses on solidarity in the neighbourhood and local communities.

Various activities on a local scale and in individual neighbourhoods aim to highlight that violence against women and just as much against men is a concern for us all. In cooperation with partners from business and society, we aim to draw attention to the "Stronger than violence" initiative and its [website](#) (information, advice and help).



The implementation

Our toolkit offers digital templates for resources that are quick and easy to implement in the local environment: posters, stickers, postcards and social media tiles. On the occasion of the International Day for the Elimination of Violence against Women on 25 November, we are marking the month of November with the slogan "Our neighbourhood is #StrongerthanViolence".

We will work with strong partners who have countless local points of contact and can place the campaign materials in shop windows, on information screens or on websites. These include municipalities, retail chains, public transport companies, NGOs and other organisations. Many templates can be easily customised – for example, with local help addresses and phone numbers or an individual logo. We have also identified flagship partners who already have links to the theme of our Month of Action. Some of these companies and organisations have already made a commitment against domestic violence and in favour of solidarity in the neighbourhood, for example as part of our first poster campaign entitled "Not Safe at Home?".

