

NOT SAFE AT HOME?

Core Activities
of the Initiative “Stronger than Violence”
(2/4)

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

November 2020



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The idea

The COVID-19 crisis may put many people at greater risk of domestic violence. During a lockdown in particular, it is important to find new ways to support people who have been affected by domestic violence, or have witnessed it. This is why in April 2020 Federal Minister Franziska Giffey launched the "Not safe at home?" campaign, with the support of Germany's major food retailers. The idea: we bring support to places that people still have free access to during COVID-19 lockdowns, for example, supermarkets and social media.



The implementation

We created poster templates and social media assets for participating retail chains and our partner organisations, accompanied by background information for employees and press releases from companies involved.

Thousands of stores responded to the initiative and took part in the nationwide campaign against domestic violence. The employees of these companies showed outstanding commitment, placing poster appeals at central locations in stores and presenting essential information in newsletters, on websites, sales receipts and products. There were lots of references to "Stronger than Violence" on supermarket home brands, including milk cartons, fruit and vegetable packaging, and sanitary products, as well as through in-store TV programmes and customer magazines.

Municipalities, local politicians and NGOs, as well as public transport services, associations and companies have also joined the campaign to draw attention to the issue and local help services.

