



This project is funded
by the European Union



Awareness raising campaign “From The Beginning”

ALL THE ATTENTION TO THE SURVIVORS OF
TRAFFICKING AND DOMESTIC VIOLENCE



AWARENESS TOOLS:

- Service Map
- Coffee labels with awareness messages
- Information sessions
- Exhibitions with paintings
- Campaign on social media (Video, Blog, etc.)

Ideation and Realization of the Campaign

Campaign initiated by AAGW members

A group of girls and women, survivors of trafficking and domestic violence worked during the period February – April 2020 to realize the awareness raising campaign “From the beginning” with the support of the project “Cooperation between CSOs and groups of former victims of trafficking and domestic violence for the economic empowerment of victims”, implemented by the organization “Different & Equal” in collaboration with “Family and Childcare Center”, financially supported by European Union. The idea for the campaign came from the survivors themselves with the desire to emphasize the importance of long-term and comprehensive reintegration services for any survivor of trafficking or domestic violence, to give them back the lost hope and the courage to build their lives after the experience they have passed through. The campaign targeted precisely those girls and women who are experiencing violence or abuse, or are in the clutches of trafficking. The awareness-raising activities and tools designed for the campaign were simple and direct to reach more easily the target group.



Small maps of services were designed to help all girls and women living in the districts of Tirana, Dibra, Kukes and Saranda Municipality (the target areas of the project), which feel endangered as they are experiencing abuse, exploitation and violence of various forms. The main contacts of emergency numbers, of the main public and non-public service providers of the respective districts / municipality are part of the services maps.



In the frame of the campaign on March 3th, an information session was organized in the environments of the Faculty of Foreign Languages. The session focused on the dimensions of the phenomenon of domestic violence in Albanian society and the importance of provision of comprehensive reintegration services for victims of this violence. 61 students were active part of the session. Some students of this faculty decided to further join the campaign by realizing some awareness raising videos, based on stories of survivors of domestic violence and encouraging through them girls and women to not allow anyone to decide about their lives.

During the first week of March 9 Coffee -Bars of Tirana city joined the campaign "From the Beginning" by distributing to their customers small awareness raising cards with meaningful messages and expressions from survivors of trafficking and domestic violence.



The women who worked for the awareness campaign "From the Beginning" also choose art as a tool to convey their voice and hope for a new beginning, a new life by organizing an exhibition with paintings made by them.

The exhibition took place in the premises of Europe House, on March 9th, becoming part of a full range of awareness-raising activities carried out in that day in the frame of International Women's Rights Day, organized with the special care of the Delegation of the European Union to Albania, under the joint slogan " I Am Generation Equality - Realizing Women's Rights".



INFLUENCE FROM GLOBAL PANDEMIC

Changing the focus of the Awareness Campaign

But Albania's influence from the global pandemic Covid-19 and the measures taken by the Albanian government to protect public health and minimize the spread of the virus made it impossible to carry out some of the activities planned for the campaign, such as information sessions with the girls and women working in Textile & Confectioners, showing in the monitors of the interurban bus lines of Tirana city of 3 awareness raising videos on domestic violence and abuse / ways of reporting this violence (which were further widely disseminated through social media), etc.; gradually led to the need to change the focus of the awareness raising campaign "From the Beginning". Thus, in line with the situation created from pandemic, the campaign focused mainly on social media and the challenging situations faced by victims of trafficking and victims of domestic violence due to this situation (but also by persons at risk to be trafficked, exploited and abused) as well as the necessary measures to ensure their protection, prevention of discrimination and unequal treatment.

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Very important was considered continuous information, day by day of the victims on the country's pandemic situation, practical advices on how to protect health, how to cope with stress and anxiety due to social distancing, how to create a safely plan for themselves and their children, where to seek help in case of emergency, how to benefit from the government support packages etc.



Vulnerabiliteti i viktimave të trafikimit rritet për shkak të pandemisë globale Covid-19

te_ndryshem_dhe_te_barabarte

E di por çfarë mund të bëj?

Era: E ke telefonuar policinë? 112

Kam frikë... Gjykatat janë mbyllur, kush do më japë urdhr mbrojtje?

Era: Ato funksionojnë për rastet urgjente sic është Urdhri i Menjehershëm i Mbrojtjes

Jam shumë keq...

Era: Ke provuar te telefonosh 116 117 -Liniën Kombëtare të Këshillimit?

Jo por e

KUSH JANË KATEGORITË QË PËRFITONJË NDIHMË FINANCIARE PËR SHKAK TË SITUATËS SË KRIJUAR NGA COVID-19?

CILAT JANË FORMAT E NDIHMËS?

As part of the campaign, motivational and messages of hope were conveyed for the survivors of trafficking and domestic violence to remind them that even in a period of pandemic, victims should not and cannot remain silent and that beyond the difficulties they face every day, they are not alone in their battle.

The audience reached through the awareness raising tools disseminated through the social media was 6684 individuals. During the period March-April through social media 23 girls and women victims of domestic violence or potential victims of trafficking contacted us to seek help due to the difficult situation they were facing due to pandemic. Their needs were immediately assessed and addressed by the staff of the organization "Different & Equal".

To view the awareness raising tools of the campaign please visit our Facebook and Instagram pages:

