



### **Project: Analysis of Public Awareness Campaigns focused on the Prevention of Gender Based Violence (GBV).**

Over the past 20 years, research regarding violence against women (VCM) has focused on the dynamics of this violence, its underlying causes, risk factors, as well as the types of responses from various sectors, such as the health and criminal justice system. Recently, more research and analysis on intimate partner violence (IPV) has been developed, which has shifted the focus from victims and perpetrators to the community, aiming to also build accountability and commitment mechanisms for its members.

Media and education campaigns are constantly being used to raise public awareness of IPV as a social problem and public crime, in the effort to change attitudes and public standards, in order to contribute to their prevention. By providing information about what actions individuals could take to intervene on behalf of victims, these campaigns could also aim to change witness behaviour, silence and tolerance for actions aimed at denouncing GBV, and intervention responses. Overall, public awareness campaigns aim to inform abused or at-risk women about institutional or community resources, provide strategies for getting aid, and encourage a sense of support. Therefore, prevention through media campaigns includes: i) Intervention targeted towards the general public; ii) Interventions for those who may be at risk for IPV and iii) Interventions aimed at women who are currently suffering IPV and in need of help.

For example, the effects of public awareness campaigns to reduce IPV as evaluated by UN Women, do not distinguish between campaigns targeting populations that do not live in a violent environment; the population that experience IPV, but are unaware that they do so; and those who live in an ongoing situation of maltreatment and abuse. Despite the importance of considering these different types of prevention there is little information on which campaigns have been the most effective in the past years and how they can be measured. In addition, there are few studies that identify or determine the impact a campaign has on a target audience, and if the target audience is a fundamental element in the development of a media campaign. Knowing which group the messages are aimed at (whether victims, perpetrators or witnesses) is useful to try to evaluate the effectiveness between different campaigns in Brazil.

This study intends to analyse awareness campaigns that addressed GBV in Brazil, between 2000 and 2017. Analysing the content of those campaigns will help to evaluate the effectiveness of existing campaigns and optimize the impact of future ones. Various hypothesis will be tested regarding advertisers' communicative purposes, the type of prevention (primary, secondary, or tertiary) campaigns focus on, the different target audiences they address, and the meaning of messages. Subsequently, the results will be compared with other campaigns carried out in Spain, Portugal, and Colombia. Results obtained may ultimately serve as a basis for the construction and improvement of tools for the implementation and management of public policies in Brazil. In addition, the relevance of this study rests on broader academic and social aspects, with potential for public intervention based on related experiences in other countries.



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**Project start date: 01/08/2018**

**Project end date: 31/07/2022**