

GLOBAL REPORT

VIETNAM, APRIL 2010

QUICK OVERVIEW OF THE PROJECT

The Joint Communication Campaign for Prevention of Domestic Violence started in 2008 in Hanoi, Vietnam. The objective of this project is to raise awareness amongst men in Viet Nam to promote their positive involvement in domestic violence prevention. On its phase II, 2009-2010, the messages of the campaign were spread through mass media, especially television (talk shows and TV spots), radio and internet, as well as interpersonal activities such as dialogue groups targeting men in North, Center and South Viet Nam, distributing materials in Hanoi and Ho Chi Minh City and a strategy of Public Relations. Through all this actions, the campaign has effectively reached millions of people in Vietnam with a strong-single message "I am a man; I act to prevent Domestic Violence" ("Mình là đàn ông, mình chống bạo lực gia đình" in Vietnamese).

Paz y Desarrollo Spanish International NGO and the Family Department of the Ministry of Culture Sports and Tourism (MoCST) are the organizers of this national campaign while the Spanish Agency for International Development Cooperation (AECID), is main donor. The JCC is being implemented in cooperation with UNFPA, UNIFEM, UNODC, FARMERS UNION, YOUTH UNION, WOMEN'S UNION, AAV, CENEV, CEPEW, CESPAC, CESVI, CIHP, CSAGA, DOVIPNET, DWC, FPSC, GENCOMNET, LAC, LMF, Gender Equality Department of MoLISA, NEW, RAFH, RCGAD and VICOMC.



1. BACKGROUND) OF THE JOINT COMMUNICATION CAMPAIGN FOR PREVENTION OF DOMESTIC VIOLENCE. PHASE I. 2008 - 2009

Gender equality issues are being supported in Vietnam through strategies of different organizations and actors, such as Government, UN, NGOs, International organizations and National organizations. The scope of work in Gender equality issues has different targets: Policies, Laws, Economic empowerment, Health, Prevention of Violence, etc. Preventing Domestic Violence is one of the approaches to work for Gender Equality; the *Survey on the Family in Vietnam* in 2006 conducted by MOCST, GSO, IFGS and UNICEF shows that about 21.1% of married couples (one in five families) said that they had experienced one of the following forms of domestic violence: emotional abuse, beatings and sexual violence. Domestic Violence is not a home matter, but a society issue.

FACTS ABOUT DOMESTIC VIOLENCE:

Worldwide, at least one in every three women has been beaten, coerced into sex or abused in her lifetime. The effect of violence on a woman's mental health and well-being is severe. There are also negative effects on children and families, and economic costs. In recent years, the international community has begun to acknowledge the seriousness and magnitude of the problem, and to take action.⁽¹⁾

Domestic Violence (DV) /Intimate Partner Violence (IPV) is violence carried out by one person in a relationship against another. This can occur among married or unmarried couples, separated or divorced couples. The most common form of DV/IPV Violence is men using violence against their female partners. DV/IPV can take various forms:

- Physical violence, such as slapping, hitting, kicking, beating.
- Psychological violence, such as intimidation, constant humiliation and belittling.
- Sexual violence, such as forced intercourse, and other forms of sexual coercion.
- Controlling behavior, such as isolating a person from family and friends, monitoring their movements and restricting access to information, services, and resources.

DV occurs in all countries and societies in the world. Anyone, regardless of ethnicity, religion, class, age, sexuality or lifestyle can face domestic violence. DV can occur in any social and economic context, in affluent and poor households, in developed and developing countries, and to educated and uneducated women. All types of women can experience violence.

The Survey on the Family in Vietnam in 2006 by the Ministry of Culture, Sports and Tourism (MOCST), General Statistics Office (GSO), Institute for Family and Gender Studies (IFGS) and United Nations Children's Fund (UNICEF) shows that:⁽²⁾

- 21.2% of married couples said that they had experienced one of the following forms of domestic violence which are included in the 2007 Law on Prevention and Control of Domestic Violence: beating, scolding, cursing, and accepting to have sex without desire/forced sex.
- In addition, 26.2% of wives "keep silent and sulked" for several days, compared by 16.7% of husbands in the last 12 months.
- Data also confirmed that in cases of violence, couples rarely bring in parents, friends of the authorities out of fear of "losing face", or to not "wash their dirty linen in public".

DV can break/destroy families. Also according to the survey, when adolescents witnessed their parents engaged in DV, 85.4% reported that they have feelings of sadness and worry, 20% fear, 8.5% not understanding their parents and 4.2 % loose respect for their parents. Even worse, 5.5% said that they had the desire to leave the household or run away.

The rate of divorce due to DV has been significant in Vietnam in recent years. According to a report by the People's Court summarizing eight years of implementation of the Marriage and Family Law, divorce cases where DV was cited as a principle cause account for 32% of all cases in Hanoi, 31% in Hai Phong and 10% in Ho Chi Minh City. A recent report by the People's Supreme Court found that "nearly half of divorce cases (46%) were due to DV".⁽³⁾

(1) Heise, L., Ellsberg, M., Gottemoeller, M., *Population Reports: Ending Violence Against Women*, Volume 27, No. 4, 1999, Garcia-Moreno C., Jansen HAFM, Watts C, Ellsberg M, Heise L, *WHO multi-country study on women's health and domestic violence against women: Summary report of initial results on prevalence, health outcomes and women's responses*, World Health Organization, 2005.

(2) Survey on the Family in Vietnam by the Ministry of Culture, Sports and Tourism (MOCST), General Statistics Office (GSO), Institute for Family and Gender Studies (IFGS) and United Nations Children's Fund (UNICEF). Research conducted by the former Vietnam Committee for Population

(3) People's Supreme Court, *Report on Reviewing Legal Documents Concerning Domestic Violence by People's Court and Assessment of Domestic Violence Through Court Cases of Criminal, Civil, Marriage and the Family Cases*, Hanoi 25 September 2006; report presented in the workshop organized by the Committee for Social Affairs of the National Assembly on 28 September 2006 in Hanoi.

Vietnam is taking action: The Government of Vietnam, NGOs, civil society, donors and the UN are taking actions to prevent and address DV and improve gender equality. On November 29th 2006 the Law on Gender Equality was approved by the National Assembly and on 21st November 2007 the Law on Prevention and Control of Domestic Violence was also approved. These are very important legal documents showing the Government of Vietnam's commitment to achieving gender equality and preventing and addressing domestic violence. In order to implement these two key pieces of legislation, many key partners working in Vietnam are investing in efforts such as the Joint Communication Campaign, to support the prevention of violence against women and the promotion of a society with gender equality for women and men.

We believe it is a priority to work on raising awareness to prevent Domestic Violence, because *societies with more equality have less violence; women's empowerment and violence prevention go hand in hand*. In this sense, the campaign's structure is targeting men, in particular because



The campaign started through a phase I initiated in 2008. It was implemented through mass media at national level and through interpersonal activities at local level, in the period November 2008- March 2009, having fruitful results. Therefore, a phase II was developed for the period 2009-2010, enhancing the effectiveness of the strategy and successfully increasing the involvement of the Vietnamese Government in the project, together with Paz y Desarrollo NGO.

PHASE II OF THE JOINT COMMUNICATION CAMPAIGN FOR PREVENTION OF DOMESTIC VIOLENCE. 2009 – 2010

2. ORGANIZATION

The second phase of the campaign started with the planning step in April 2009. The campaign's strategy was launched in November 25th 2009 in Hanoi, Vietnam.

Paz y Desarrollo (hereinafter called PyD) is co chairing this project together with the Family Department of the Ministry of Culture, Sports and Tourism **MoCST** (State Management Agency responsible for oversight and implementation of the Law on Domestic Violence Prevention and Control), together with the Spanish Agency for International Development Cooperation (**AECID**) as main donor, in cooperation with United Nations Population Fund (**UNFPA**), United Nations Development Fund for Women (**UNIFEM**), United Nations Office on Drugs and Crime (**UNODC**), **FARMER UNION, YOUTH UNION, WOMEN UNION**, Action Aid Vietnam (**AAV**), Center for Non Formal Education and Community (**GENEV**), Center for Education Promotion and Empowerment of Women (**CEPEW**), Centre for Counseling and supporting poor families and children in rural areas (**CESPAC**), Italian Cooperation and Development (**CESVI**), Consultation of investment in Health Promotion (**CIHP**), Center for Studies and Applied Sciences in Gender, Family, Women and Adolescents (**CSAGA**), Domestic Violence Prevention Network (**DOVIPNET**), Centre for Promoting Development for Women and Children (**DWC**), Foundation for Promotion of Culture Spanish NGO (**FPSC**), Gender & Community Development Network (**GENCOMNET**), Center for Legal Aid and Community Development (**LAC**), Counseling and Education Center for Love, Marriage, Family (**LMF**), Gender Equality Department of **MOLISA**, Network for Empowerment of Women (**NEW**), Institute for Reproductive and Family Health (**RAFH**), Research Center for Gender and Development (**RCGAD**), Vietnam Community Mobilization Centre for HIV/AIDS Control (**VICOMC**). The project received consistent technical assistance from "Partners for Prevention: working with Boys and Men to Prevent Gender-based Violence", Partners for Prevention is the UNDP, UNFPA, UNIFEM and UNV Regional Programme for Asia and the Pacific.



The coordination of the campaign consisted in the integration of the WORKING GROUP, in which all the members of the campaign took part, by signing a letter of agreement in which they agreed to contribute with technical assistance to the development of the campaign. The WORKING GROUP established regular meetings and workshop to work on the planning, implementation, monitoring and evaluation of the campaign.

3. TARGET

The campaign is aimed to target young and adult men in Vietnam; the approximate age range of the audience is 18 to 45 years old.

This campaign is targeting men, because according to reliable statistics worldwide, men still the main perpetrators of Domestic Violence, and therefore, awareness and attitudinal change amongst them is a necessary step to enhance the issue. Through the strategy, we are targeting men who are using violence and men who are not using it, trying to reach a majority. Considering many of those who don't use violence don't do anything to stop it, we want to invite them to take action by challenging the gender social norms amongst all Vietnamese men regarding the issue of Domestic Violence.



3.1 BACKGROUND OF PROJECTS TARGETING MEN FOR GE, DVP AND GBV PREVENTION.

Along the history, Projects on *Gender Based Violence* (GBV), *Gender Equality* (GE) or *Domestic Violence Prevention* (DVP) were commonly targeting women only; but history also shows that statistically, men are the main perpetrators of violence.

In the eyes of this situation, over the past 15 years, professionals and activists working on Gender and violence prevention, have developed different initiatives around the world to put on the **Gender Agenda** the concept that *targeting women* should be just 'part' of the approach, and that *gender issues are not only women's issues*, explaining clearly that if men are part of the problem, they should be part of the solution, and projects on gender should also target men to promote attitudinal change and awareness to enhance the situation.

Experts emphasize the importance of implementing projects targeting both women and men, based on the reference that gender is relational, and have to do with the relations among women and men and how these are shaped by socially defined norms. Thus interventions need to work with both women and men in order to promote a transformation of the gender norms and achieve a change. Men must be active part of these projects, as gender issues are men's issues as well.

4. APPROACH OF THE CAMPAIGN.

Targeting men for Prevention of Domestic Violence is a sensitive issue: studies around the world prove that men are more likely to take action when the messages they receive are representing men in a positive light, when men are given options getting involved in prevention, and when the products make it clear that "men have gender too", gender issues are not 'women's issues', as it is commonly understood.

In this sense, a set of core-principles has been established, and based on it we have developed the planning (design step), and implementation of the campaign. The core principles are:

- 4.1 **Inviting not indicting:** review of good practices around the world and recommendations from different UN agencies/masculinities specialists related that men are more likely to change, take action or to appropriate information when messages frame men in a 'positive light' – as responsible members of families and communities who care about the well being of women and girls. The many men who do not use violence against women do not relate to media products that depict men solely as perpetrators of violence. Thus there is a missed opportunity to engage these men as potential allies for change." These men do not respond to messages telling them 'how bad they are' or 'how they will pay for their mistakes' etc. Instead, it is more effective to depict/portray positive roles for men - men who are taking positive actions to stop violence and support equality, men who take action against domestic violence and men who respect women. By portraying this kind of men, the male audience receives a positive model to follow, making it a much effective approach towards attitudinal change.

- 4.2 ***If men are part of the problem, they should be part of the solution:*** this is a core principle for the campaign. Men are usually not aware of their potential for involvement in “gender issues” or violence prevention. Statistically, they are the main perpetrators of violence, so attitudinal change and awareness of men is necessary to enhance the situation. The JCC aims to get more men aware and involved as a strategic approach to DV prevention.
- 4.3 ***Gender issues are not only women issues:*** projects on Gender Based Violence (GBV), Gender Equality (GE) or Domestic Violence Prevention (DVP) are commonly targeting women only, but that should be just ‘part’ of the approach. The JCC aims to complement this approach by targeting men as actors who can help prevent violence in partnership with women, contributing to a more comprehensive approach. Gender is relational, and has to do with the relations among women and men and how these are shaped by socially defined norms. Thus interventions need to work with both women and men in order to promote a transformation of the gender norms and achieve a change. Men must be active part of these projects, as gender issues are men’s issues as well.
- 4.4 ***Strategic Communication in people’s daily routine.*** Strategic communications means to create specific products and activities to effectively reach out to the audience. The campaign is focused on implementing initiatives seeking primordially a large-scale impact, and the understanding is that most of the people in Vietnam are not fully aware or related to the topics of “Gender” or “Domestic Violence”, as they are living their daily life and routine, the majority of the population and specifically our target audience is not seeking to increase their knowledge about these topics by their own initiative. Therefore, the JCC is focusing on giving the people strong-short messages within the reality of their daily routine and life; the campaign is taking advantage of their media behaviors, e.g. broadcasting TV spot of 30 seconds during their favorite TV show, or during the most popular Football matches. Like this, we are reaching out to the people strategically, making them think about the messages of Domestic Violence Prevention, after watching the TV spots. The campaign aims to raise awareness amongst men, and the effectiveness of the message has been proved after the testing conducted, which shows that 95% of men do start a positive critical thinking after watching the TV spots. To see the results of the broadcastings please see the section “results” on this document.

PLANNING >

5. **PLANNING.** Based on the target and approach, the messages and strategy to reach out to audience was designed, through the following sequence of activities:

5.1 **WORKING GROUP.** Setting up a comprehensive Technical Working Group for the campaign: through different platforms, PyD invited organizations at different levels to be part of the Working Group of the campaign. As a result, 27 organizations are part of the campaign including a comprehensive coalition of: PyD, Family Department of the Ministry of Culture, Sports and Tourism, UN agencies (UNIFEM, UNFPA and UNODC), Mass Organizations of Vietnam (Farmer Union, Youth Union and Women Union), National and International NGOs.

5.2 **QUICK SURVEY.** Designing, implementing and analyzing results of a Quick **Survey** about attitudes of men towards DV, GBV and GE and a quick survey about their behavior toward media usage. With the support of experts from the UN, this survey was developed during April to June 2009. Around 500 surveys were implemented with support of the organizations members of the Campaign. The results of this survey were the reference to initiate the process of drafting the design of the strategy on communications and the messages. The survey collected brief information about the behavior of men towards Media in Vietnam (tv, radio, internet usage), the use of their leisure time (places where the gather, with whom, time), and their attitudes towards GBV and DV.

5.3 **DEVELOPMENT WORKSHOP.** This workshop was done to refine: message approach, target and draft strategy of the campaign. It took place on July 3rd 2009 at the UN Compound in Hanoi, Vietnam. The workshop was facilitated by UN experts in masculinities (Partners for Prevention, www.partnersforprevention.com) and by PyD communication officer. All members of the campaign attended the event, and participated actively to reach agreements about the target and the approach of the campaign.



5.4 **COMMUNICATION STRATEGY PROPOSALS.** After reaching agreements in the previous Development Workshop, PyD as organizer of the campaign, published the invitation to Communication Companies (consultants) to present a proposal for the campaign, based on the results of the Development workshop. A bidding process was done, starting by hosting 'orientation meetings' with companies interested: in total 13 companies attended these 'orientation meetings'. At these meetings and also through emails, companies received all the information and necessary supporting documents to develop the proposal. A total of 9 final proposals by companies were presented.

5.5 **SELECTION OF PROPOSALS.** PyD and other members of the campaign invited the companies to present their proposals. A specific criteria for evaluation was designed for this activity. After the presentation of the 9 companies, the members of the campaign debated the proposals and decided to select three companies to help manage the 3 main areas of the project: ATL (media and publicity) with VNUNIQUE, BTL (interpersonal activities) with VIETMEDIA, and PR (press, public relations) with VIETGATE. The coordination amongst the organizations members of the Working Group and the Communication Companies (consultants) was done by the Communication Officer and the Communication Officer Assistant of PyD.

5.6 **ADAPTATION OF PROPOSALS.** After receiving proposals and considering the complexity of the project, analysis showed that proposals selected weren't fulfilling the expectations the criteria of this sensitive project, therefore, the working group had to work on each selected proposal together with the responsible company to make it more appropriate to the requirements. Adaptations were particularly done regarding the slogan and TV spot concepts. The rest of the activities to be developed were discussed and agreed in technical meetings amongst the working group and the companies.

5.7 **APPROVAL OF PROPOSALS.** After adapting proposals, Working group approved the final version: target, messages, strategy (ATL, BTL, PR). From August to October 2009, the working group, with the coordination of the communication officer of PyD, working on several technical meetings and also worked online through consistent process of emails exchange, to debate, give feedback, vote and take decisions to define the final strategy of the campaign.

5.8 **FINALIZING DESIGN OF STRATEGY.** Working Group and Communication Expert finalized the design of materials and guidelines for activities. **The products/activities designed are:**

5.8.1 **PRESS – PUBLIC RELATIONS:** A strategy to manage the press news about the campaign was designed for two steps: **media teasing period** (designing a media advisory, and interviews informing people about DV and about the upcoming campaign) and **press conference** (designing all the information about the campaign to be provided to journalist. This information is called Press kit and contains: press release, project brief, FAQ, Facts about DV, Call to media, Help lines information, Contact of members of the campaign, promotional products and white ribbon. For the preparation of the white ribbon we had special support from volunteers from Hanoi University and UNIFEM).



5.8.2 **TVSPOTS.** 1 TVspot targeting adult men, 1 TVspot targeting young men.

5.8.3 **TV SPOTS Muong Minority Group version.** 1 TV spot targeting adult men from the Muong minority group, 1 TVspot targeting young men from the Muong minority group.

5.8.4 **TV TALK SHOWS.** 6 scripts about the JCC, for 6 different talkshows to be aired in National Level.

5.8.5 **RADIO:** 1 radio spot targeting adult men, 1 radio spot targeting young men.

5.8.6 **POSTERS:** 1 posters for adult men, 1 poster for young men, 1 poster for adult men of the Muong minority group, 1 poster for young men of the Muong minority group.

5.8.7 **FLYER:** 1 informative flyer for adult men, 1 informative flyer for young men.

5.8.8 **INTERNET:** 1 banner of the campaign for the webpage <http://www.dantri.com.vn>, which is one of the most popular websites in Vietnam; 1 banner for the International Women's day; 1 profile of the campaign on www.youtube.com/pydvietnam; 1 website of the campaign www.minhladanong.com.

5.8.9 **BUS ADVERTISING:** Design of advertisement for the public transport (buses transportation). The ads are placed on the sides of the buses; each side depicts respectively the message for adult men, and young men. There are 20 buses with this advertisement.

5.8.10 **PROMOTIONAL PRODUCTS:** Design of T shirts, key chains, calendars, USB pen drive, bag, folder.

5.8.11 **DIALOGUE GROUPS:** The objective of this activity is to raise awareness and promote attitudinal changes about men's role regarding Domestic Violence, through interactive dialogue among men in similar peer groups: adult and young respectively. The design of this activity consist on: defining who implements the activity, designing the training for the facilitators, designing all the guidelines for the implementation of this activity.



- 5.8.12 **DISTRIBUTION OF MATERIALS:** This activity aims to raise awareness amongst men about their involvement regarding Domestic Violence, by distributing flyers and promotional products directly to them in public spaces when they usually gather (restaurants, tea houses, parks...)



5.9 **FINALIZING PRODUCTION.** Finalizing the production/printing of the materials.

- 5.10 **TESTING MATERIALS.** To make the testing of the materials, PyD started the process in an earlier stage, during June 2009, several focus groups were implemented to analyze the understanding of the TV spot develop for the phase I of the campaign. The approach of the new TV spots was defined taking into considerations the results of this focus groups, which are: adult men in Vietnam do not easily interpret “symbolic” communication, therefore it is better to create products with clear messages reflecting literal meaning; avoid the usage of negative images that portray men in a negative role, and instead portraying a positive role of men taking actions to improve the situation of DV; keeping the good quality in the picture of the TV spots. To test the new TV spots, slogan and other materials, the company in charge of the Media strategy carried out focus groups to collect information about how men interpret the messages. The results were very positive, a significant majority of men in the focus groups understood the message of “I am a man, I prevent Domestic Violence”, and said after watching the spots, they feel that they - as men- need to be part on the prevention of Domestic Violence, starting a positive critical thinking after perceiving the message. Although the products are targeting men, those were tested also with women, to know insights about how they interpret this campaign, as an indirect target audience: they commented it is good to use a more positive approach to talk to men, because men can get even more angry or reject messages if those are indicting them, but not explaining positively how to take actions.

IMPLEMENTATION >

6. IMPLEMENTATION. After designing the products and activities, the implementation of the publications, broadcasting and activities was done through the following actions:

6.1 PUBLIC RELATIONS. Implementation / monitoring of the strategy: PR ("Public Relations).

6.1.1 **A Media teasing period to inform society in advance** took place from September 1st to November 23rd 2009. A Media Advisory was prepared and distributed to several Media Agencies throughout Vietnam. Interviews with PyD, AECID OTC in Vietnam and United Nations took place as part of the 'teasing period'.

6.1.2 **A National Press Conference to launch the campaign and promote its messages** was prepared and executed, taking place on 25th November 2009, in Hanoi, Vietnam. The event drew large attention from the media and other related people and organizations. Journalist and guests received the official Press Kit, which contained: press release, project brief, FAQ, Facts about DV, Call to media, Help lines information, Contact of members of the campaign, promotional products and white ribbon. After the event, all the news published with information about the event and the messages of campaign were monitored and integrated into a 'clipping report'. The results are described in the point 3.4.1. To see videos of this activity, please visit: www.youtube.com/pydvietnam or www.minhlanong.com

6.2 MEDIA AND PUBLICITY. Implementation / monitoring of the strategy: ATL (Above the line)

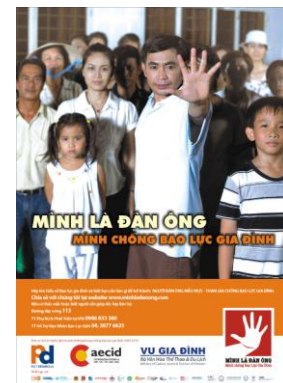
6.2.1 **TV SPOTS.** The 2 main TV spots of the campaign were aired in two airing plans: one in the golden time of the most popular channel VTV3, and another strategically in Football Matches (premier league). To see information of impact rating, please see point 3.4.2. Another 2 TV spots specifically for men from the Muong Minority Group were aired in the local TV of the province where this minority resides. To see the TV spots, please visit: www.youtube.com/pydvietnam or www.minhlanong.com

6.2.2 **TV SPOTS Muong Minority Group version.** The 2 TV spots of the campaign which are depicting and targeting Muong men were aired directly, on a local channel of Hoa Binh TV, , where most of the people from Muong Minority Group lives. from Monday 9th April to Sunday 2nd May 2010.

6.2.3 **TALKSHOWS:** 6 talkshows for the campaign were recorded. The production was done in collaboration with the TV Station VTV1 in the TV program "The Happy Nest Builder". The Talkshows had 6 different topics, including clips and interviews additionally. The topics were: (1) Men talk about DV, (2) Role of men in DV Prevention, (3) DV and Children, (4) Support to DV victim, (5) Role of local Police and justice legal assistance, (6) Model and good practice in implementing DV Law.

6.2.4 **POSTERS AND FLYERS:** The posters and flyers were distributed during the different activities of the campaign (press conference, dialogue groups, and distribution of materials in places where men gathers), special events like concerts, football matches and also a package was delivered to all partners for them to use in their own propaganda activities. To see the posters and flyers, please visit: www.minhlanong.com

6.2.5 **RADIO:** The 2 Radio spots were aired in the Radio Station frequency VOV3, 102.7 Mhz, spots were strategically placed in the first 5 minutes of the News from 11:00 to 11:05am, as recommended by local consultants to effectively reach people especially when. The radio spots were aired from 1st to 24th March.



- 6.2.6 **INTERNET:** 1 digital banner of the campaign for the webpage <http://www.dantri.com.vn>, which is one of the most popular websites in Vietnam was active from December 2009 to April 2010; 1 digital banner special for the International Women's day was online from 8th to 15th March 2009; 1 profile of the campaign on www.youtube.com/pydviethnam has been active since November 2009 up to date; 1 website of the campaign www.minhladanong.com is being online.
- 6.2.7 **BUS ADVERTISING:** Design of advertisement for the public transport (buses transportation). The ads are placed on the sides of the buses; each side depicts respectively the message for adult men, and young men. There are 20 buses with the advertisement of the campaign.
- 6.2.8 **PROMOTIONAL PRODUCTS:** T shirts, key chains, calendars, USB pen drive, bag, folder were distributed during the different activities of the campaign (press conference, dialogue groups, distribution of materials in places where men gather), special events like concerts, football matches and also a package was delivered to all partners for them to use in their own propaganda activities.
- 6.3 **INTERPERSONAL ACTIVITIES.** Implementation / monitoring of the strategy: **BTL** ("Below the line" or "Interpersonal activities"):
- 6.3.1 **DISTRIBUTION OF MATERIALS.** This activity aims to raise awareness amongst men about their involvement regarding Domestic Violence, by distributing flyers and promotional products directly to them in public spaces when they usually gather (restaurants, tea houses, parks...). A coaching was provided for a group of men responsible for the distribution to train them how to approach men properly , how to share with them this information in a positive perspective. The distribution of the materials took place from December 2009 to January 2010 in Hanoi and HCMC. To see data of results of this activity, please see point 7.3.1
- 6.3.2 **DIALOGUE GROUPS.** The objective of this activity is to raise awareness and promote attitudinal changes about men's role regarding Domestic Violence, through interactive dialogue among men in similar peer groups: adult and young respectively. The design of this activity consist on: defining partners to support the implementation of the activity, training for the facilitators, with all the guidelines for the implementation of this activity. The execution of these Dialogue Groups took place from January to March 2010 in North, Center and South Vietnam. To see data of results of this activity, please see point 7.3.2



RESULTS >

7. RESULTS ACHIEVED IN THE JCC PHASE II. The JCC Vietnam has achieved relevant results towards the impact of the products.

7.1 PUBLIC RELATIONS. Results of the strategy: PR ("Public Relations").

7.1.1. Public Relations. Media Teasing period. A teasing Media coverage period to inform society in advance took place from September 1st to November 23rd 2009. A Media Advisory was prepared and distributed to several Media Agencies throughout Vietnam. Interviews with PyD, AECID OTC in Vietnam and United Nations took place as part of the 'teasing period'. In total, **39 news were published before the launching of the event, reaching 16,000,000 people.**

7.1.2. Public Relations. Press Conference. The JCC Vietnam (phase II) was launched in a Press Conference in 25th November 2009 at the Press Club in Hanoi, Vietnam, with 130 attendants, 70 journalists. The event included relevant speeches from the National Assembly, Spanish Embassy, MoCST, Farmer's Union, United Nations country team, and PyD. A Press Kit and promotional products were distributed. In total, **60 news** were published after the press conference, **reaching 24,500,000 people.** To see videos of this activity, please visit: www.youtube.com/pydvietnam.

7.2 MEDIA AND PUBLICITY. Results of the strategy: ATL (Above the line)

7.2.1 TV spots – 1st Airing Plan: TV spots were on air from 21h-22:10h (**Golden Time**) in **VTV3** which is the most popular channel in Vietnam; according to rating statistics, approximately 18.4% of population watched the TV spots over the airing period, meaning **15.8 million people**. This reflects that more than **632,000,000 times (six hundred thirty two million times)** the spots have been watched during the airing period¹ on TV. **A total of 40 TV spots were aired from 24th December 2009 to 5th February 2010.** To see videos of this activity, please visit: www.youtube.com/pydvietnam.



7.2.2 TV spots – 2nd Airing Plan: TV spots were on air during the **Premier League of Football in the channels VTC1 and VTC3.** According to local consultants' advice and taking as reference the information from the Quick Survey (point 2.5.b), this was a strategic timing because the Premier League is highly popular among male audience in Vietnam. **A total of 12 TV Spots were aired from 6th February to 28th February 2010 in 6 football matches.** To see videos of this activity, please visit: www.youtube.com/pydvietnam.

7.2.3 TV spots – Airing Plan targeting Muong Minority Group: The TV spots produced for the Muong Minority Group culture were directly broadcasted on a local channel of Hoa Binh TV, where most of the people from Muong Minority Group lives. **A total of 20 spots were aired from Monday 9th April to Sunday 2nd May 2010, timing was from 6:30 to 11:00hrs and 19:45hrs after news.**



¹ Estimated rating impact according to TNS Marketing Research Company. 2009 – 2010.

7.2.4 RADIO. 2 versions of Radio spots were aired on the Radio Station VOV3, frequency 102.7 Mhz. The Radio Spots were strategically placed in the first 5 minutes of the News from 11:00 to 11:05 hrs., as recommended by local consultants to effectively reach men over 18 years old. **In total, 20 spots were aired from 1st to 24th March.** The advertising time selected for Radio Spot is the peak time as this is the lunch time of the VN offices, the time when students travel home after the morning session/ or travelling to school for the afternoon sessions. Other times are either too early or working hours.

7.2.5 TALKSHOWS. The Broadcasting of the 6 Talkshows of the campaign reached 1,720,000 (one million seven hundred twenty thousand) viewers per talk show.² The talkshows were on air from 16th March to 21st April, in VTV1 channel in the TV program “The Happy Nest Builder”, Tuesdays from 22:10 to 22:50hrs and repeated each one on Wednesdays from 8:00 to 8:40hrs. According to the production done in collaboration with the TV Station VTV1 in the TV program “The Happy Nest Builder”. The Talkshows had 6 different topics, including clips and interviews additionally. The topics were: (1) Men talk about DV, (2) Role of men in DV Prevention, (3) DV and Children, (4) Support to DV victim, (5) Role of local Police and justice legal assistance, (6) Model and good practice in implementing DV Law. The TV program “The Happy Nest Builder” is one of the most popular TV programs within the scope of family and society issues in Vietnam, broadcasted directly in VTV1, which is a National free-access channel.



7.2.6 BUSES. Banners with advertisement of the campaign were placed on the sides of buses; each side depicts respectively the message for adult men, and young men. **According to estimations: 29,778 people travel daily in the 20 buses of the campaign; buses circulated from 10th February to 10th May (90 days), making a total of 2,680,000 people travelling, and potentially 211,120,020 viewers (people travelling and people passing by). In total, there were 20 buses in the urban area of Hanoi,** and the routes were: Linh Dam-Phu Dien, Hoang Quoc Viet-BX Nuoc Ngam, Long Bien-Bat Trang, Tran Khanh Du- Phap Van, Thang Long- Da Phuc.



7.2.7 POSTERS AND FLYERS. The posters and flyers were distributed during the different activities of the campaign (press conference, dialogue groups, strategically in places where man gathers), special events like concerts, and also a package was delivered to all partners for them to use in their own propaganda activities. The total materials printed and distributed are: **2,500 posters for adult men; 2,500 posters for young men; 19,240 flyers for adult men; 14,000 flyers for young men.**

7.2.8 INFORMATIVE FLYERS FOR THEATRE PLAY. Informative flyers were distributed at the play “Take my eyes” (including intro about the play and information about the campaign). In total, 800 flyers were distributed in 5th, 8th and 9th November 2009 at the Hanoi Opera House and the Dramatic National Theatre in Hanoi, Vietnam. The presentation of the theatre play “Take my eyes” (“*Te doy mis ojos*”) was organized by the Dramatic National Theatre of Vietnam and the International Scenic Factory (Factoría Escénica Internacional) with the support of INAEM Spanish Culture Ministry, the Embassy of Spain in Vietnam and the MOCST (Ministry Of Culture, Sports and Tourism), it was adapted by Carme taeli of the film *Take my eyes* by Icíar Bollain.

² Estimated rating impact according to TNS Marketing Research Company. 2009 – 2010

7.2.9 PROMOTIONAL PRODUCTS: T shirts, key chains, calendars, USB pen drive, bag, and folder were distributed during the different activities of the campaign (press conference, dialogue groups, distribution of materials in places where men gathers), and special events like concerts, football matches; also a package was delivered to all partners for them to use in their own propaganda activities. The total products are: **4,278 T-shirts, 9,200 key chains, 300 calendars, 300 USB pen drive, 300 bags, 1000 folders.**

7.2.10 INTERNET - DIGITAL BANNER OF THE CAMPAIGN for the website <http://www.dantri.com.vn> had **20,930,735 impressions** (No. of web visitor seeing the ad when appears). The number of direct clicks to the banner linking to the *youtube.com* profile was **18,866**. The banner was active from 1st December 2009 to April 2010. DANTRI is one of the most popular websites in Vietnam.

7.2.11 INTERNET - DIGITAL BANNER INTERNATIONAL WOMEN'S DAY in website <http://www.dantri.com.vn> had **3,982,672 impressions** (No. of web visitor seeing the ad when appears). There were **1488 direct clicks** in the banner, linking to the website created for Women's day. The banner was active from 8th to 15th March 2009. DANTRI is one of the most popular websites in Vietnam.

7.2.12 INTERNET - YOUTUBE PROFILE of the campaign. Up to date, the **YOUTUBE profile has had 22,404 visits. Visitors are 67% men and 33% women.** The profile www.youtube.com/pydvietnam has been active from 1st July 2009 up to date of the current document (April 2010).



7.2.13 INTERNET - TV spots in the UNIFEM – YOUTUBE CHANNEL. The United Nations Development Fund for Women (UNIFEM) has posted the TV spots of the campaign on the **UNIFEM-Youtube Channel** (<http://www.youtube.com/unifem>); this channel gives the opportunity to people around the world to learn about the work of UNIFEM and their partners in the JCC project. To see the spots online on UNIFEM channel, please visit: for youth spot (<http://www.youtube.com/watch?v=7j3Oegg8gOg>), for adult spot (<http://www.youtube.com/watch?v=JVzo6JPKK9Y&feature=channel>)

7.2.14 INTERNET - TV spots in the UNFPA Website Vietnam. The United Nations Population Fund (UNFPA), included the TV spots of the campaign in their official website in Vietnam. (currently the website is offline due to technical modifications).

7.2.15 INTERNET - Official website of the campaign. An official website of the campaign is online, it contains sections: Media (TV spots, Talkshows video, Radio, Posters, Images), News, Contact, Who is Involved, What is Domestic Violence, About us, Search, Help Lines. Due to the complexity of the contents, the website has been continuously updated. Currently it is under construction. The address is: <http://www.minhladanong.com>

7.2.16 INTERNET - JCC videos on Football website: as an extra platform to promote the messages of the campaign directly to men, the videos are uploaded in a website focused football videos. The address is: <http://www.footballvideos.in/Pham+Phát+Tài/>

7.2.17 INTERNET - GOOGLE results. **65,000 entries** are the results of searching the slogan "Minh là đàn ông, mình chống bạo lực gia đình" (complete slogan, in Vietnamese language with all the accents) in *www.google.com*, show more than. The entries include mentions on: newspapers, people talking about it on blogs, social pages including the topic in their articles, and other platforms.

7.3 INTERPERSONAL ACTIVITIES. Implementation / monitoring of the strategy: **BTL** (“Below the line” or “Interpersonal activities”):

7.3.1 DISTRIBUTION OF MATERIALS. Through this activity and according to marketing result expectative around 30,000 men receive the messages of the campaign (indirectly), specifically 7,700 men were approached directly and they receive flyers and promotional products of the campaign. The flyers were distributed in places where men usually gather (restaurants, tea houses, parks), plus special POS (point of sale, distribution) and events, like concerts and football matches. Also, at every place visited, two framed posters of the campaign (for adult and young men) were hanged properly with permission of the owner of each establishment. This activity aimed to raise awareness amongst men about their involvement regarding Domestic Violence, by distributing flyers and promotional products directly in public spaces which are popular amongst them. A coaching was provided for a group of men responsible for distribution, to train them how to approach men properly how to share with them this information in a positive perspective. The distribution of the materials took place from December 2009 to January 2010 in Hanoi and HCMC. To see videos of this activity, please visit: www.youtube.com/pydviethnam.



7.3.2 DIALOGUE GROUPS. The Dialogue Groups were activated in 16 provinces in North, Center and South Vietnam, running a total of 262 groups throughout the country, each group is attended by an average of 25 men, and the groups are divided respectively by: Adult men and Young men. Approximately **5,000 men participated** actively in these events. The objective of this activity is to raise awareness and promote attitudinal



changes about men's role regarding Domestic Violence, through interactive dialogue among men in similar peer groups: adult and young respectively. The design of this activity consist on: defining partners to support the implementation of the activity, training for the facilitators, designing all the guidelines for the implementation of this activity.

The provinces where the activity took place are: Danang, Nghe An, Hai Phong, Thanh Hoa, Vinh Phuc, Ben Tre, Bac Ninh, Hanoi (Ha Tay), Hanoi, Hoa Binh, TP HCM, Bac Giang, Long An, Ha Nam, Thai Binh, Lam Dong Provinces in Vietnam. The partners organizations who supported the implementation are: Youth Union, CENEV, CEPEW, FPSC, RAFH, CSAGA, VICOMC, RCGAD, VIETMEDIA and Farmer's Union. To see videos of this activity, please visit: www.youtube.com/pydviethnam.

CONCLUSIONS >

8. CONCLUSION:

In Vietnam, Domestic Violence Prevention is being supported through multiple actions of different organizations and actors, such as Government, UN, NGOs, International organizations and National organizations.

The Joint Communication Campaign for Prevention of Domestic Violence is only one project amongst all these strategies. The reason to be for this project is to complement the build of a more comprehensive approach to promote the prevention of Domestic Violence, through the effective use of the 'Communication strategies': Communication in Mass Media, Press and Interpersonal activities. All these levels or channels of communication are key components on people's daily life in different dimensions (personal, professional, intimate, educational, etc.); therefore, using these tools to reach out to people with concrete and strong messages is a very useful and effective approach.

We fully understand that this project is only one amongst many other strategies in different levels and approaches from other organizations to prevent the issue of Domestic Violence in Vietnam. We understand that solely through our strategy, most probable the change on the society will not happen immediately, the audience need to receive consistent messages over the time, therefore in order to achieve positive results, we strongly believe this specific project on communication should be implemented in a long-term period with consistent messages in order to be able to measure changes on society.

We also acknowledge the importance of supporting a more comprehensive approach to work on Gender Equality by involving men, but we also recognize and emphasize that is important to maintain a balance with the similar projects that should be targeting women. Therefore, in this sense, the campaign is looking forward in the future to develop a more comprehensive approach within the specific framework of activities of this project.

COMMUNICATIONS IS A POWERFUL TOOL WITH A HIGH
POTENTIAL TO SUPPORT DIFFERENT STRATEGIES, AND
IT CAN BE A CATALYTIC COMPONENT TO INCREASE
EQUALITY, PREVENT DOMESTIC VIOLENCE AND
COMBAT VIOLENCE AGAINST WOMEN.



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