



“EQUALITY PREVENTS VIOLENCE” CAMPAIGN

CAMPAIGN LOGOS AND TEXT MODULES FOR SOCIAL MEDIA, WEBSITES, NEWSLETTERS

1. SHORT TEXT MODULES

Hashtags: #withoutviolence #equalitypreventsviolence

a) Combination of title and text modules

Prevent violence where it starts.

The “Equality prevents violence” campaign highlights the early warning signs of violence and shows where help and advice are available. Find out more: www.without-violence.ch

Where does violence start?

A clear sign of violence is when someone strikes out. But violence isn’t always that easy to recognise, especially in its early days. The national campaign “Equality prevents violence” highlights the early warning signs and shows where help and advice are available. Find out more: www.without-violence.ch

b) Untitled text modules

Violence isn’t always obvious. The #equalitypreventsviolence campaign highlights the early warning signs – and shows where help and advice are available. Find out more: www.without-violence.ch

We don’t talk enough about where violence starts. The #equalitypreventsviolence campaign aims to change this by drawing attention to early warning signs of violence. Find out more: www.without-violence.ch

We need to understand how violence starts before we can prevent it. The #equalitypreventsviolence campaign highlights the subtle warning signs and shows where help and advice are available. Find out more: www.without-violence.ch

Gender-based violence is widespread in Switzerland: in the form of words and gestures, and in many seemingly harmless violations of boundaries. The #equalitypreventsviolence campaign highlights the early warning signs of violence. Find out more: www.without-violence.ch

2. LONGER TEXT MODULES

Combination of title and detailed accompanying text:

Why do we need the “Equality prevents violence” campaign?

Domestic, sexual and gender-based violence is also widespread in Switzerland. The national prevention campaign “Equality prevents violence” starts where violence begins – with power imbalances, dependencies and discriminatory norms.

It highlights the early warning signs of violence, encourages people to talk about the issue, and provides information on counselling and support services. The aim is to prevent violence before it occurs – by treating each other with respect and as equals.

The campaign was launched under the auspices of Federal Councillor Elisabeth Baume-Schneider from the Federal Office for Gender Equality (FOGE) and developed together with federal and cantonal authorities, municipalities and NGOs.

Further information and support services: without-violence.ch

3. LOGOS

