

SOCIAL AWARENESS CAMPAIGN

October is a month
dedicated to awareness
of domestic violence

#STOPTHEVIOLENCE



Campaign conceived and produced by





Domestic violence is not just a private matter: it is a social, cultural, and public health issue. It often does not show immediate visible signs but manifests through behaviors and dynamics that undermine a person's freedom, dignity, and safety.

Recognizing the signs is the first step to protecting oneself or helping someone close.

THE DIFFERENT TYPES OF DOMESTIC VIOLENCE

1. Physical violence

Hitting, shoving, pushing, threats with objects or weapons.

2. Psychological violence

Insults, humiliation, demeaning remarks, veiled or explicit threats.

3. Economic violence

Controlling finances to deny independence.

5. Sexual violence

Coercion, non-consensual sexual acts, pressure.

6. Social violence

Isolation from friends, family, work, or external activities.

BEHAVIORAL SIGNS IN THE VICTIM

Constant fear of the partner or excessive need to please them.

Avoiding arguments out of fear of violent reactions.

Tendency to justify or **minimize** the partner's aggressive behavior.

Anxiety, depression, loss of self-esteem.

Unexplained **injuries** and frequent 'accidents'.

Gradual social **isolation**.

BEHAVIORAL SIGNS IN THE PERPETRATOR

Excessive jealousy, constant monitoring (calls, messages, movements).

Sudden and disproportionate **anger**.

Control over finances, daily decisions, or movements.

Offensive and demeaning language, even in public.

Systematic **belittling**, ridiculing, or contradicting the victim.

Cycle of violence, alternating affection with aggression.

SIGNS OBSERVABLE FROM THE OUTSIDE (family, friends, colleagues)

The person appears suddenly more **withdrawn**, quiet, or fearful.

Giving up activities they once enjoyed.

Unexplained **financial difficulties** despite stable income.

Lack of autonomy in movements or decisions.

Sudden changes in **clothing style** to hide injuries.

THE CYCLE OF VIOLENCE

Many abusive relationships follow a recurring pattern:

Tension: minor control, criticism, jealousy.

Explosion: verbal, physical, or sexual assault.

Remorse and reconciliation: apologies, gifts, promises.

Honeymoon: apparent calm that ends with a new escalation.

HOW TO ACT IF YOU RECOGNIZE THE SIGNS

IF YOU ARE THE VICTIM:

It is not your fault.

Speak with someone you trust.

Contact domestic violence hotlines, **support centers**, or the authorities. In Italy: call **1522** (24/7, free, multilingual).

IF YOU ARE FAMILY OR A FRIEND:

Listen without judgment.

Do not force the victim, but offer concrete support.

SHARE INFORMATION ABOUT AVAILABLE SERVICES.

Avoid confronting the abuser directly: it may be dangerous.

Domestic violence is often invisible, hidden behind closed doors or forced smiles. But the signs are there. Recognizing them can save lives. Kindness, in this case, means attention, listening, and courage.