

On September 24, 2010 UNFPA CGBV project started a country-wide campaign that aimed at increasing general public support to policies and activities in the field of combating Gender-Based Violence, including Domestic Violence, in Armenia.

The country-wide campaign that lasted from September 24 till October 15, 2010 covered all 11 marzes of Armenia, and included awareness raising meetings and activities addressing gender equality and GBV issues and the results of the nation-wide survey on Domestic violence against Women in Armenia.

The campaign activities that among other issues focused on different aspects of violence against women, including domestic violence were conducted in the regional (marz) centers, including:

- Yerevan, the capital, as well as Masis, Ararat and Vedi (Ararat marz), Gavar and Sevan (Gegharkunik marz), Ashtarak (Aragatsotn marz), Yeghegnadzor and Vayk (Vayots Dzor marz), Kapan and Goris (Syunik marz), Hrazdan (Kotayk marz), Armavir (Armavir marz), Vanadzor and Spitak (Lori marz), Ijevan and Noyemberyan (Tavush marz), and Gyumri (Shirak marz) towns.

During the campaign, information materials presenting the major findings of the conducted survey as well as information on Gender-Based Violence and UNFPA CGBV project activities and website, were distributed to the audiences of the participants, including local youth (students of high schools, higher education institutions and academia), NGOs, representatives of LSGs, educators, groups of women and men.

A special documentary on the findings of the survey was screened during information meetings to present the main findings of the research, forms of domestic violence against women in Armenian society and critical issues of concern that need to be addressed in this field. The screenings concluded with hot debates and discussions that allowed the participants to reflect on the presented information and to share their opinions and concerns regarding the raised issues of gender-based violence, gender inequalities and discrimination.

Information meetings demonstrated that the participants were anything but ignorant to the discussed topics and proved a high level of interest in the society towards issues of concern that were also raised by UNFPA CGBV project during the campaign.