

The Not-So-Immaculate Birth

The idea behind Jedna Na Pięć was born in the midst of chaos. During a workshop with community organizer Tara Dickman, a swarm of bees slowly edged closer to our group, causing us to collectively flee the premises of PM in search of a safer space.

The Fellows partnered up to have a one-on-one conversation with one another. Two of our group paired off, and though the purpose of the discussion was based in professional interest--it was announced earlier that morning that we would be creating a campaign focused on women's rights and needs--the conversation took a turn for personal, and by the end of the day, we had a topic.

Our Issue

We chose to focus on domestic violence as our topic. Here's why:

1. **It affects people of all ages and walks of life in Poland.** Although our campaign focused specifically on women as victims of male offenders (the most common scenario in Poland), victims and bystanders can be anyone: children, adults, rich, poor, middle-class, etc.
2. **It isn't a one-time occurrence.** Abuse almost always comes as a pattern, interwoven with strands of hateful words, constant suspicions, demands of location, separation from friends and family, and sometimes physical abuse. Among all of these symptoms, the biggest ingredient in the cocktail of domestic violence is silence. We chose to tackle that with our campaign. Domestic violence manifests over time, making this issue more stoppable if bystanders and legal authorities are equipped to speak out.
3. **It's widespread.** Our research uncovered a stunning lack of introspection on the part of the Polish government; to them, there is no problem. There is no 24-hour domestic abuse hotline available for all Polish women. Polish victims of domestic violence must reach out to the court during weekday hours to obtain any form of legal protection from their abuser for themselves and their loved ones; they cannot obtain these on weekends and holidays, when incidents of domestic violence are known to spike. There are no mandates for a victim advocate during court sessions. Our research also uncovered a 2014 European Union Agency for Fundamental Rights report that showed that 20%--one in five--of Polish women experienced and reported domestic violence. There are no estimates by any government agency of how many women are victims who don't report.

Our Campaign

1. The Highs

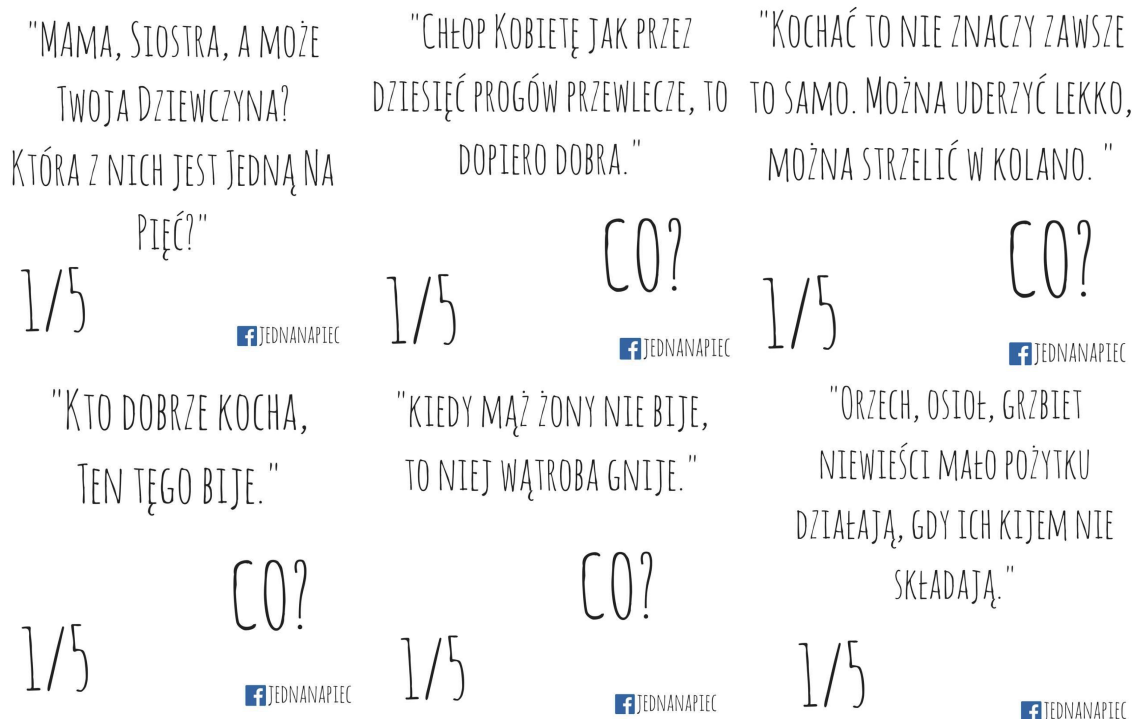
With one week, a GoPro, and one Polish speaker, the task of creating a comprehensive campaign against domestic violence was an overwhelming one. Here's how we did it:

A. Photos: Our campaign used a number of images to convey the weight of the statistics behind Polish domestic violence. Below are some examples from our Facebook page.



B. Video: we've currently posted one video from the Protest Kobiet (made up of people from our target group) on our wall, which has 417 views (see video here: https://www.facebook.com/jednanapiec/videos/vb.649406078541086/650654985082862/?type=2&theater¬if_t=like¬if_id=1466373404503628). We are currently editing and captioning two videos that will go up later this week. One consists of street interviews with strangers in which we ask why the man beats his girlfriend, which they deny, to which we follow up with the couple about how they'd react to witnessing an incident of domestic violence. The second video features Judyta holding a sign that says "1/5 Ask me what it means," in which strangers with a heightened sense of curiosity approach our group and ask us what the fraction means, to which we respond with our statistics on domestic violence, to which they react.

C. Stickers: Using a small portion of our HIA campaign allowance, we printed stickers with old Polish quotes that either make light of or justify violence against women. We have distributed them to many people after speaking one-on-one and are seeking places to post them that won't result in a fine for our group. Here are the stickers:



D. Street engagement: in our efforts to create content for our page, we've spoken with several Poles--most of whom were camera shy--about these issues. We heard stories from people who'd either experienced domestic violence firsthand or who witnessed it and did something. Though one-on-one conversation reaches far less people than a Facebook group can, the impact of a conversation cannot be underestimated. We found these folks at the Protest Kobiet, near subway stations, and walking down the street. We are thankful to have spoken with so curious and engaged people.

2. The Lows

We list the lows of this campaign in this report for the purpose of noting our learning experiences. In the words of Marek Dorobisz, we had to "kill our babies" to find content that worked. Please have a moment of silence for the following failed ideas:

- A. The campaign title "Boys to Men"
- B. The campaign title "Man to Man"
- C. The video idea to interview a number of men, including Polish celebrities, who would have a unanimous message encouraging boys not to hit girls

- D. A photo series of women with their backs to the camera, holding bruised Barbies behind their backs.
- E. A photo series of couples walking down the street in which the male would be wearing a black executioner's mask

We also had some small issues while making our content. This list includes the need for a microphone due to the surrounding noises of the city, a shortage of general film editing knowledge, a heavy burden of work on our only Polish speaker (she was the only one who could engage Polish people on the street, she had to translate often, and she had a heavy role in the film editing process because speaking the language from the video is essential when editing), and the weather.

Conclusion

We will continue to post content on our page for as long as we have content to post. We plan to use our small platform to promote awareness of not only statistics, but resources as well. Though Poland is behind on institutionalizing many services for victims of domestic violence, there are some options for victims and bystanders. Though calling the police in the event of a crime is a universal answer for Polish victims and witnesses, individual cities have options for their residents, usually available through NGOs. We hope that our page helps individuals educate themselves and break the silence that shrouds domestic violence victims.

