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Every third woman in Latvia has experienced domestic violence at least once in her life. Meanwhile more than every second adult admits that is not fully aware what to in case witness domestic violence happening, reveals latest "Notice Violence" survey. To raise awareness of domestic violence and remind of ways where to approach for help, IKEA launches new social campaign.

"Domestic violence is still acute problem in Latvia. According to the statistics, 1 in 3 women experience violence from intimate partner at least once in her lifetime. While both men and women may experience incidents of inter-personal abuse, women are considerably more likely to experience repeated, severe forms of abuse and are much more likely to be seriously injured or killed than male victims of domestic abuse. Domestic violence is a human rights violation that has far reaching impacts on individuals affecting person's life in long term" says Ministry of Welfare Children and Family policy department director Ilze Kurme.

"67% state that domestic violence is the responsibility of whole of society. At the same time every sixth respondent still thinks that it is a private matter. We believe that domestic violence is not a private issue to deal alone – but responsibility of all of us. We need to raise awareness and foster relationships based on mutual understanding and equality, where there is no room for tolerance towards domestic violence. That's why, in collaboration with dedicated institutions and experts, we have developed new social campaign to raise awareness of domestic violence and to inform about available support," says Inga Filipova, Retail Manager IKEA Baltics.

The new "Notice Violence" campaign starts in January 2024 in all the Baltic States simultaneously and will last till the end of February. Creative concept of campaign highlights sobering domestic violence statistics with a visual representation – women in one of three windows – to invite to notice the issue that often remains unseen or unknown. The campaign will not only draw the attention to domestic violence but also will inform about the existing helplines and available social services, provided by responsible institutions.

Help info cards are available to engage society in the movement against domestic violence. The cards are available for free take-away at IKEA customer meeting points and several organisations. Every card has special awareness sticker on it – everyone is welcome to take it and place on a visible place to inspire others to stand against domestic violence. The campaign will include city ads, digital and other media campaigns, as well as communication at IKEA physical and digital channels. The purpose is to inspire and foster discussion in the society about social challenges and look for solutions together, contributing to positive changes in a long term.

The new campaign is part of IKEA long-term social responsibility commitment "Notice violence" contributing to company's vision to create a better everyday life for the many. Investments include three directions: educational awareness activities, practical crisis

centre makeovers, as well as internal engagement and support, including education, emergency psychologist support for coworkers and coworkers volunteering at makeovers.

Since the beginning of the initiative three years ago 4 crisis centres in Baltic countries, in different stages, have experienced makeovers, reaching approximately 900 square metres of makeover area in total. In Latvia approximately 300 m² of premises are renovated so far – makeovers at crisis centre “Mīlgrāvis” have been finished and in 2023 makeovers started in crisis center “Burtnieks”.

*IKEA conducted an online survey in collaboration with Norstat. The survey was carried out November 2023, involving a representative sample of 1000 respondents aged 18-74.

