



Moi – EUAM Iraq Social Media Campaign Aims to Raise Awareness on Domestic Violence in Iraq

The Iraqi Ministry of the Interior and the European Union Advisory Mission in Iraq (EUAM Iraq) have created a social media campaign to call attention to the issue of domestic violence in Iraq. The campaign will run for two weeks on the website www.alunfDain.com and www.facebook.com/AlunfDain, also featuring the beloved actor Kadhim Al-Quraishiy.

Domestic violence is a serious problem that exists to a more or lesser extent at all levels of society in all countries in the world, including in Iraq. Although women are the most common victims to suffer from domestic violence, children, men, the young or the elderly can all be targets of abuse. Unfortunately, the Coronavirus pandemic has exacerbated the issue of domestic violence even further.

Domestic violence can take place in not only in physical, but also verbal, psychological, emotional, sexual, or economical form.

With this social media campaign and its slogan **'violence is a debt, waiting to be paid'** we want to call attention to the far-reaching consequences that domestic violence can have. In addition to violating the dignity of the person affected, domestic violence also destroys trust within the family, and is likely to have extensive ramifications for the future of the family members as well as the wider community. This includes examples of abused children turning to drugs or becoming abusers in their own right.

Central to the social media campaign are 5 scenario videos showing how domestic violence breeds violence and can find its way back to the perpetrator in a vicious cycle. The actor Kadhim Al-Quraishiy is supporting the campaign by acting in the first campaign video.

Anne Meskanen, EUAM Iraq's Head of Mission *ad interim*:

Standing for the values of human rights, the rights of women and children, and with that, to help protect against domestic violence, is a priority for EUAM Iraq. We hope that this campaign has the power to reach out to men, women, boys, and girls in Iraq and to make them aware of the inconceivable personal consequences for those committing domestic violence through the pain and grief it causes their families. In addition, EUAM Iraq realises that the grave situation for women and children in Iraq contributes to a breeding ground for terrorist organisations. That is another reason why this campaign is so important for the Mission in countering violent extremism as well as organised crime.

Major General Saad Maan, Director of Iraqi Ministry of Interior's Department of Relations and Information:

Safety is everyone's responsibility and we can all do our part to contribute to a safer society. In order to be able to offer assistance, it is imperative that domestic violence cases are reported for help to be able to reach the victims. Enduring domestic violence with silence even for once can cause a long-lasting series of violence destroying Iraqi families. In order to reach out for help, the Ministry of Interior's Family Protection Unit can be contacted by calling the number 139, and the local police by calling 104.

Kadhim Al-Quraishiy:

Domestic violence is a topic that demands a lot of attention in our society. We need to understand that violence is not the answer. By sowing violence, we are sowing the seeds of our own unhappiness by hurting and destroying the people closest to us. I am honoured to give my part to this campaign in order for my brothers and sisters in Iraq to become more aware of this societal problem, for victims to stand up and look for help and for communities to support domestic violence survivors.

Follow the campaign from 3-16 March 2022 on:

Website: www.alunfDain.com

FB: www.facebook.com/AlunfDain

Instagram: www.instagram.com/AlunfDain

Youtube: www.bit.ly/3HzxUoc

Download the campaign materials here:

www.bit.ly/3M9U2c6

This collaborative campaign has been financed by EUAM Iraq.

*The European Union Advisory Mission (EUAM Iraq, www.euam-iraq.eu) was called to life in 2017 based on the invitation of the Iraqi government and a decision by the European Union Member States. The Mission's aim is to provide **strategic advice to the Iraqi authorities** on the implementation of **the civilian aspects of the Security Sector Reform** in the country. Strategic advice is offered in thematic areas ranging from National Security Legislation, Human Rights and Gender to Protection of Cultural Heritage to Countering Terrorism and Organised Crime, amongst others.*

Media Contact

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