

## V-Day Romania

V Day is a global movement to stop violence against women and girls. V Day is also a day – on or around Valentine's Day in February – for which annual theatrical and artistic events are produced around the world to raise money and to transform consciousness. Since 2002 the East European Institute for Reproductive Health has organized the V-Day Romania National Campaigns, with support from UNFPA, RFHI, and UNICEF.

The centerpiece of the campaign, Eve Ensler's "The Vagina Monologues", was produced and presented exclusively for Romania by the Institute in an exquisite artistic staging. The V-Day campaign performance had a charity character; the funds collected from selling tickets were used to sustain the activities of the organization's battle against violence to women.

The campaign was present in 5 main cities (Targu-Mures, Bucharest, Cluj-Napoca, Sibiu, Constanta, Timisoara), and consisted of various events organized in collaboration with local partners. Under the slogan "Don't Hit ... Give!", red flowers wearing non-violent message tags were distributed to men. During the campaign "These Hands Don't Hurt You!", participants in different locations (local administration institutions, court, schools, press club, bars, etc.) drew the contour of their hands on a sheet of paper and wrote an anti-violence message inside this shape. A painting contest on the topic of "Violence and New Generation" was organized at an arts high school. Seminars, conferences, exhibitions of photographs and decorative objects took place during the campaign, and information materials were widely distributed. Under the slogan "Cloth on the Drying Line", anti-violence messages were hung in streets.



The national contest "Stop Rape" was held and advertized with the support of Cosmopolitan Magazine. Participants wrote action plans for stopping rape in their communities. Every activity had the intention of making the public more sensitive on the issue of violence against women.

V-Day Romania National Campaign benefited from extensive media coverage, with numerous newspaper articles, TV and radio broadcasts. Policy makers and leading public personalities of the social and artistic communities attended campaign events and expressed their support of its goals. Carmen Moldovan, Member of the Parliament and one of the initiators of the Domestic Violence Law, who awarded the prize to the winner of the "Stop Rape" contest, said: "My role as a politician ( at this event) is to demonstrate support against violence to women ." (Ziua newspaper). Daniela Nane, actress said: "The event is welcome. It was

*The V-Day Romania campaign is just one success story of the Romanian Family Health Initiative (RFHI), a bilateral USAID-funded project implemented by JSI Research & Training Institute, Inc. The RFHI is designed to increase the availability and utilization of high quality client-oriented services at the primary health care level and to assure sustainability of reproductive health services in Romania, including family planning, safe motherhood, early detection of breast and cervical cancer, and HIV/AIDS and STIs prevention.*



*long awaited by us, because it is a worldwide event. I am happy to be here and to see that so many public figures have responded to this call. We are here to help women who suffered sexual aggression.”*  
(Cosmopolitan Magazine).

Statements from the audience after "The Vagina Monologues" performance were enthusiastic: *“I liked the show, and I found myself in one monologue,” “I am impressed by your courage, because I feel that the public is not ready. But it is an important issue and deserves all attention;”* and *“After this show, I rediscovered my wife.”*

Through theatrical events, information materials, exhibitions, seminars, public debates, contests, press conferences, TV and radio broadcasts, newspaper articles, or by simply offering flowers with a message, V-Day Romania National Campaign contributed to raising awareness about violence on women. Romania has also joined the worldwide V-Day community that includes over 1,000 cities around the world.

V-Day Romania is a process, which will continue as long as it is deemed necessary. And it will not stop until the violence ends.