

FABRICA AND COLORS AGAINST VIOLENCE

In support of World Health Organization's global campaign for violence prevention

Brussels, 4th June, 2003. War, self-inflicted violence, sexual violence, intimate partner violence, youth violence, elder abuse, child abuse and neglect: Fabrica and Colors aim to highlight the most intimate expressions of violence, which are often the most difficult to defeat. Violence is among the leading causes of death for people aged 15-44 years of age. The *World report on violence and health*, published by the World Health Organization (WHO) last October, estimates that on an average day, 2233 people commit suicide, 1425 people are killed in acts of homicide and about 850 people are killed as a direct result of armed conflict.

F A B R I C A

Upon request of the WHO, Fabrica, Benetton's communication research centre, created the logo and images for the *Global Campaign for Violence Prevention*, which will be used around the world to awaken people to a problem that is often hidden inside the home. The campaign is divided into two series of eight pictures, covering all the types of violence from two different communicative perspectives. They illustrate the abashment, the fear, the shame of suffered but never reported violence and the indelible mark of violence that offends the entire humanity, the victims as well as the persecutors.

At the same time Colors, the Benetton magazine that *talks about the rest of the world*, has dedicated a whole issue to this topic; a harsh map of people and places where every day an act of violence is carried out.

The images, launched at the annual meeting of the World Health Assembly in May 2003, will be used to promote awareness about violence, which can and must be prevented in countries around the world. It is a problem that finds expression in every society and among groups at all levels of wealth and development.

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www.who.int/violence_injury_prevention