

**Avon launches #EmbraceTheChange campaign to raise awareness of violence against women and girls as new research shows only 60% believe sexual abuse claims will be taken seriously**  
Thursday, November 22, 2018 12:30:00 PM (GMT)

- Global research shows one in five women do not feel safe in their community
- Only 60% of women believe that claims of sexual abuse will be taken seriously by legal and law enforcement systems
- Only 59% of women trust their legal systems to treat psychological abuse as a crime
- More than half of women report that they, or someone close to them, have been a victim of abuse
- Avon's [#EmbraceTheChange](#) campaign aims to reach 100 million women and men to raise awareness of non-physical forms of abuse

LONDON, Nov. 22, 2018 /PRNewswire/ -- Today, Avon Products, Inc. (NYSE: AVP) released new research showing the extent to which women around the world feel unsafe within their communities and unprotected by their legal institutions. The research, commissioned by the Avon Foundation for Women, surveyed 14,400 women in 15 countries to better understand experiences of violence, and how supported women feel if they, or someone they know, is a victim of abuse.

**One in five women do not feel safe**

The findings show one in five women globally do not feel safe in their community, rising to 47% in South Africa and 51% in Turkey. The research shows that women also feel unprotected by their societies. Only 60% of women believe that claims of sexual abuse will be taken seriously (falling to 48% in Peru), and only 58% trust their legal systems to protect victims of physical or sexual abuse (falling to 45% in Turkey). 59% of women in Argentina and 58% in South Africa trust their legal system to treat physical abuse as a crime.

**Non-physical forms of abuse are less well understood**

Rates of trust were lower for non-physical forms of abuse, with 59% of women globally trusting their legal systems to treat psychological abuse as a crime, and 55% believing that financial abuse would be treated as such. Only 27% of women in the Russian Federation and 38% in Turkey believe that psychological abuse would be considered criminal, compared to 87% in the Philippines and 77% in Colombia.

**Avon's #EmbraceTheChange campaign is working to change this**

Ahead of the [UN's 16 Days of Activism](#) against gender-based violence starting on 25 November, Avon is launching a new campaign to draw attention to the unspoken violence devastating women's lives around the world. [#EmbraceTheChange](#) is a global awareness campaign that will shine a light on the different forms of non-physical abuse experienced by women around the world, including cyber-bullying, coercive control, emotional abuse and street harassment.

Working with Avon's network of 6 million Representatives and using newly created [social media content](#), local charity partnerships and events, [#EmbraceTheChange](#) will reach 100 million women and men to raise awareness of the ways in which abuse takes place, and where victims can get the support they need. The films will be played across Avon's channels over the months of November and December, and supported by partner organisations, including [Women's Aid](#), [Vital Voices](#) and [La Casa del Encuentro](#).

**Jan Zijdeveld, CEO of Avon Products Inc.** said: "Avon has a long history of empowering women, and we've been tackling violence against women and supporting front-line services for over a decade. The alarming findings of the Avon Foundation's research show that there is still much to do. Avon's new [#EmbraceTheChange](#) campaign challenges everyone to think about their behaviour and spread the word about what is wrong, and how we can all help change it. Awareness is a critical first step towards creating a world where women can live free from the fear of violence. Reaching men and women is vital, and we'll be sharing this campaign across our community of 6 million Representatives, and their social networks globally."

**Other key findings**

- 82% of women globally consider whistling, shouting and sexual comments to constitute abuse.
- Only 40% of British women and 54% of Polish women would know where to seek support for abuse.
- 38% of Filipino women believe it is a wife's duty to give her partner sex when he wants it, compared to 9% globally. Only 79% of Filipino women think it is acceptable to use contraception.
- Only 64% of women in Brazil, 62% in Argentina and 61% in South Africa trust the legal enforcement system in their country to treat sexual abuse as a crime.
- 44% of women in Peru do not believe claims of sexual abuse will be taken seriously by the legal and law enforcement system.
- Only 88% of women in Italy think that pressuring a woman to have sex constitutes abuse.

To view the #EmbraceTheChange films, visit [YouTube](#).

Find out more about Avon's promise to help end violence against women and girls:

[www.avoncompany.com/corporate-responsibility/womens-causes/violence-against-women-and-girls-promise/](http://www.avoncompany.com/corporate-responsibility/womens-causes/violence-against-women-and-girls-promise/)

### **About Avon Products Inc.**

Avon is the Company that for 130 years has proudly stood for beauty, innovation, optimism and, above all, for women. Avon products include well-recognised and beloved brands such as ANEW, Avon Color, Avon Care, Skin-So-Soft, and Advance Techniques sold through approximately 6 million active independent Avon Sales Representatives. Learn more about Avon and its products at [www.avoncompany.com](http://www.avoncompany.com).

### **About the Avon Foundation for Women**

The Avon Foundation for Women is committed to supporting issues that matter most to women. Since its inception in 1955, the Avon Foundation has promoted or aided charitable, scientific, educational, and humanitarian activities, with a special emphasis on activities that improve the lives of women and their families. Through 2017, [Avon Products, Inc.](#) and the [Avon Foundation for Women](#) have contributed over \$1 billion in over 50 countries to support its efforts to eradicate breast cancer and to help end violence against women and girls worldwide. Today, Avon global cause programs focus on breast health awareness and prevention through the [Avon Breast Cancer Promise](#), and to help end violence through the [Avon Promise to Help End Violence Against Women and Girls](#). Visit [www.avonfoundation.org](http://www.avonfoundation.org) for more information.

☐ View original content: <http://www.prnewswire.com/news-releases/avon-launches-embracethechange-campaign-to-raise-awareness-of-violence-against-women-and-girls-as-new-research-shows-only-60-believe-sexual-abuse-claims-will-be-taken-seriously-300753544.html>

SOURCE Avon Products, Inc.

**Contacts:** media.enquiries@avon.com, Kate Shouesmith: +44 7912 069469, Natalie Deacon: + 447725 150853

**Countries:** Denmark, Finland, France, Germany, Netherlands, Sweden, United Kingdom

**Industries:** Advertising, Health Care, Household & Consumer Products, Medicine & Pharmaceuticals

**Languages:** English

**Primary Identifiers:** AVP-US

**Related Identifiers:** AVP-US

**Subjects:** Human Interest Groups