



ȘOAPTA FLORILOR ASSOCIATION PRESENTS TO YOU:

TEACH SELF-ESTEEM TO 600 NEEDY ROMANIAN WOMEN

(AT THE HAIRSTYLIST WITH THE PSYCHOLOGIST AND THE DOCTOR)



TEACH SELF-ESTEEM TO 600 NEEDY ROMANIAN WOMEN

A campaign for women, achieved by
Șoapta Florilor Association.

A relaxed, but serious campaign, where we discuss with women about health, beauty, domestic violence and the right to happiness.

Moreover, we treat ourselves a little to a beauty session, offered free of charge, because every woman deserves, every now and then, a gift.

A hand with dark nail polish holds a white ceramic mug. The mug has the word 'choose' in a cursive script and 'HAPPY' in a bold, sans-serif font. The background is a soft-focus image of a person's face, overlaid with a pink tint. On the left side of the image, there are two vertical black bars and a diagonal pink-to-white gradient bar.

DIGNITY AND RESPECT FOR WOMEN!

- ISABELA ȘTEFAN-IORGA,
PRESIDENT OF ȘOAPTA FLORILOR
ASSOCIATION



OUR CAMPAIGN

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TEACH SELF-ESTEEM TO 600 NEEDY ROMANIAN WOMEN

Why is this campaign needed?

AT THE
HAIRSTYLIST
WITH THE
PSYCHOLOGIST
AND THE
DOCTOR

- Domestic violence is on the increase, over **600 women** having been killed through domestic violence in the last **5 years**;
- **The women don't know their rights** and don't know how to act legally, so as to obtain a temporary restriction order, or a permanent one, when they are abused;
- Romania is **on the 1st place in Europe**, as regards the number of cases of **sexually-transmitted diseases**, with increased incidences in women aged between **20-34 years**;
- The women from **rural areas**, from **disadvantaged families** or the **single mothers** neglect their own person for **lack of funds**, they rarely go to medical check-ups and tests, and many of them fall into depression;
- **There are women** in villages or larger communes, **who have never gone to the hairstylist**, who don't know what cosmetics mean;
- Many women **lost their self-confidence** and no longer respect themselves.

The background of the entire image is a close-up of a human hand, palm facing forward, with fingers slightly spread. Overlaid on the center of the hand is a semi-transparent pink square that serves as a stop sign. The text is white and positioned to the left of the hand. In the top right corner, there are diagonal stripes in shades of pink and white.

IN 2017, THE NUMBER OF
FEMALE-GENDER VICTIMS
AMOUNTED TO

76%

OUT OF THE TOTAL NUMBER OF
FAMILY-VIOLENCE VICTIMS



OVERALL VIEW

FOR WHOM?

600 adult women and girls from Romania.

WHEN?

From September 2019 to December 2019.

PURPOSE OF THE CAMPAIGN

Promotion of the woman's right to health, respect, protection and happiness.

BUDGET OF THE CAMPAIGN

22.000 euro

LOCATION OF IMPLEMENTATION

Three counties where there are numerous cases of abuses and family violence, also many sexual diseases registered cases and poverty: Ialomița County, Galați County and Constanța County. 6 rural communities.

Ongoing process of the campaign

OPERATIONS AND LOGISTICS

- The campaign will include 6 events.
- Every event lasts between 6 - 8 hours.
- A maximum number of 100 women participate in every event.
- Only 50 -60 women per event can benefit from beauty sessions; the others receive beauty products and benefit from counselling and information.
- Two events per location will be organized, in consecutive days, if there are 100 women who must benefit from beauty sessions.
- While the women benefit from the beauty treatment, the psychologist, the doctor and a jurist will discuss with them the problems they face daily in their family life, domestic violence, sexually-transmitted diseases, etc...
- The women will have lunch and a coffee, during the event.



WHAT TOPICS WILL WE TACKLE?



DOMESTIC VIOLENCE

- how the women can protect themselves by requesting a provisional restriction order and then a definitive one,
- whom they can resort to, in case they fear for their own life,
- effects of domestic violence on children

SEXUALLY-TRANSMITTED DISEASES

- how they can very easily find out, by undergoing a test, whether they suffer from a sexually transmitted disease,
- what effects have untreated sexually-transmitted diseases.





BEAUTY AND CARE FOR THE BODY AND HAIR

- tips from stylists

SESSION OF GROUP PSYCHOLOGICAL COUNSELLING:

- techniques of both psychical and body relaxation, so as to maintain good mental health,
- encouraging women to respect themselves and give themselves the time and attention necessary for being healthy and happy.





IMPACT OF CAMPAIGN

What do we want to achieve?

- to beautify, free of charge, 300 -350 ladies and misses, by hair dying, cutting and dressing sessions;
- to inform the ladies and misses about **domestic violence** and the legal ways of **intervention against aggressors**;
- to inform the ladies and misses about the **sexually-transmitted diseases**, their **prevention** and **treatments**;
- to offer a **group psychological counselling** session, focused on increasing the women's self-confidence and respect;
- to offer **rapid intervention and support** for 10 ladies and misses, **victims of domestic violence**.

HOW CAN YOU HELP THE WOMEN AND GIRLS TO PARTICIPATE IN THE CAMPAIGN?

Allocation of resources

The campaign costs are different and they include the value of the materials necessary for the beauty session: hair dye, shampoo, conditioner hair tint, necessary utensils, such as precum mobile hair-washing trays, attachable shower, hair dryers, towels, capes and so forth, the transportation costs, the board of the female participants in the event, the board and accommodation of the campaign team for 2 days in the location where they stay for 2 sessions.

- Hair dying/ trimming/ dressing session
- Lunch
- Coffee, juice, water and cakes
- Information about how they can protect themselves from the aggressors
- Information about the accommodation centers in their county or in other nearby counties, specialised NGOs which they can resort to, if they want to get out of an abusive relationship
- Information about the sexually-transmitted diseases
- Free tests for various sexually-transmitted diseases
- Cosmetic care products
- Group psychological-counselling session



TEAM OF IMPLEMENTATION

21 specialists who are volunteers in this campaign

- 1 project coordinator
- 1 assistat with expertise in similar campaigns
- 1 experienced psychologist
- 1 coordinator of volunteers
- 2 doctors
- 10 hair stylists
- 5 volunteers who are helping with logistics





WHY WOULD YOU TRUST US?

Similar campaigns conducted in the past

We have experience in organising and coordinating similar campaigns, in 2015, 2016 and 2017.

- **Dobroudjan Beauty Campaign, 2016** – 8 communes in Constanța county – over 400 beautified women, who also received cosmetics as a gift, 15 sponsors, national visibility in all Romanian media.
- **Caravan of Beauty by Henkel, 2017** - 4 communes in Constanța county - 160 beautified women, who benefited from education in hair health. The Project was organised in partnership with Henkel Romania and a PR agency.

CONCEPT AND COORDINATION OF CAMPAIGNS

ISABELA
ȘTEFAN-IORGA



DOBROUDJAN BEAUTY
CARAVAN

2016



CARAVAN OF BEAUTY BY
HENKEL

2017



THANK YOU!



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