CONCEPT NOTE ON PFES COMMUNITY ENGAGEMENT INITIATIVE

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PROJECT NAME: SAY NO TO DOMESTIC VIOLENCE

The platform in which has been chosen to reach the target audience is instagram as it is a very good way to reach out to people based on the fact that a lot of people are constantly on this social media. It has been recorded that instagram is one of the fastest growing social media platforms that’s why I chose this platform to be able to reach out to a massive audience. Instagram page @pefes\_saynodomesticviolence, an audio recording and a video.

The goal of this project is to reach out to people on domestic violence; the meaning, the causes, and after effect and also be able to make victims open up, come out and report.

The target audience is everyone, most especially men because this project is based on domestic violence against women and children. Married men and intimate partners most especially, because when talking about domestic violence emphases are placed on married couples and also intimate partners.

The expected outcome is to reduce the percentage of domestic violence in my area and reduce hospital expenses for the victims, make people aware of the side effects and for them to put a stop to it.

The instagram platform was established on the 1st of November 2017.

It is still a growing platform and it consists of 15 followers on the instagram.

The sources of information ; wikipideia, the united nations official website, malala fund,savethechildren, united human rights, stop domestic violence movement, global rights Nigeria, [www.naijacynth.com/](http://www.naijacynth.com/) and several others.