



Press release

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Domestic, sexual and gender-based violence: Launch of first national prevention campaign

The first national prevention campaign against domestic, sexual and gender-based violence was launched on 11 November by Federal Councillor Elisabeth Baume-Schneider. The campaign is set to run over the course of several years and will address different target groups. It was prepared by the Federal Office for Gender Equality in collaboration with a broad alliance of partners from the Confederation, cantons, communes and civil society organisations.

Domestic, sexual and gender-based violence causes immense suffering in Switzerland, every day, with harmful consequences for those affected and for society as a whole. In launching its first national campaign, the Confederation is stepping up efforts to prevent these forms of violence, which are still widespread. Last year the police recorded 21,127 offences in the area of domestic violence, an increase of 6% on the previous year, accounting for around 40% of all recorded offences. Women account for nearly 70% of victims. More than half of all homicides committed in Switzerland take place in the home. In 2025, according to NGOs, the number of femicides is on the rise.

Several target groups, one message: equality prevents violence

One of the main aims of the campaign is to offer assistance to the various groups affected. The campaign, which has been designed to run in three phases over several years, will first be aimed at victims of violence, then people who witness violence, and finally at violent or potentially violent people. Those affected will find information, advice and support tailored to their situation on the campaign website www.without-violence.ch. In May 2026, the campaign will support the roll-out of the 142 national victim support number as soon as it is operational. As a central number, 142 will make it easy for anyone to get help at any time. The campaign will be rolled out on billboards, social media and traditional channels in Switzerland's four



national languages, in the additional most spoken languages (English, Spanish, Portuguese and Albanian), and in plain language.

Under the slogan 'Equality prevents violence', the campaign will focus on everyday situations where power imbalances and the warning signs of violence are apparent. Power imbalances increase the risk of violence: financial dependence can be a barrier to breaking free from a toxic relationship, and people who see their partner as their equal often develop responses that are more appropriate than resorting to violence. So equality can help to combat violence as it fosters relations between equals, and encourages dialogue, autonomy and mutual respect.

Broad coalition of support and long-term strategy

Combating domestic, sexual and gender-based violence requires close collaboration between the Confederation, cantons, cities, communes and non-governmental organisations. Numerous authorities and civil society organisations were involved in developing the campaign (see box). In addition to Federal Councillor Elisabeth Baume-Schneider, Cantonal Councillor Mathias Reynard, president of the Conference of Cantonal Directors of Social Services (CDSS), Cantonal Councillor Stephanie Eymann, member of the Conference of Cantonal Directors of Justice and Police (CCDJP) and Anna-Béatrice Schmaltz, NGO representative of the Istanbul Convention Network, took part in the press conference organised for the launch.

As part of the Confederation's Gender Equality Strategy 2030, the campaign is implementing four parliamentary motions tabled by Council of States member Marianne Maret, National Council members Jacqueline de Quattro and Tamara Funiciello and the National Council Science, Education and Culture Committee. It also meets the requirements of the Istanbul Convention, which has been in force in Switzerland since 2018, by constituting one of the highlights of its Action Plan, which focuses on the causes of violence. This national campaign complements the many prevention initiatives already being carried out by the Confederation, the cantons, the communes and civil society. It will be regularly monitored and evaluated to measure its impact and make targeted adjustments.

The campaign was developed with the support of a broad alliance of governmental and non-governmental organisations.

- Various federal bodies (the Federal Office for Gender Equality (FOGE), the Federal Office of Public Health (FOPH), the Federal Office of Sport (FOSPO), the Federal Social Insurance Office (FSIO), the Federal Bureau for Equality for People with Disabilities and the Swiss Armed Forces)
- Conference of Cantonal Directors of Social Services (CDSS)
- Conference of Cantonal Directors of Justice and Police (CCDJP), represented by Swiss Crime Prevention (SCP)
- Swiss Conference against Domestic Violence
- Swiss Conference of Gender Equality Delegates
- Swiss Conference for Victim Support
- Union of Swiss Cities
- NGO Network for the Implementation of the Istanbul Convention represented by the NGO

Frieda (Sixteen days of activism against gender-based violence campaign)

- Child Protection Switzerland
- Umbrella Organisation of Women's Shelters in Switzerland and Liechtenstein

Links

- [Factsheet](#)
- [Pictures and logos](#)
- [Campaign videos](#)
- [Police crime statistics: Additional survey on homicides 2019–2023](#) (F/D)

More information

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