

*Evaluation of the  
“See it, Hear it, Say it “ Campaign  
Visibility research*

*Macedonia, YEAR 2008*



*By*

*Marina Pavlovska – project co-coordinator*

*Coordinator of the research*

# *Presentation outline:*

- *Basic information for the Campaign “See it, Hear it, Say it”*
- *Evaluation of the “See it, Hear it, Say it” campaign*
  - *Methodology of the research*
  - *Sample definition*
  - *Research results*

*Basic information for the campaign*  
*“See it, Hear it, Say it”*



# *1. Basic information for the campaign “See it, Hear it, Say it”*

- *Duration: 7<sup>th</sup> November - 10<sup>th</sup> December, 2008*
- *Opening: Press conference held on the 7th of November in the offices of the First Children’s Embassy in the World Megjashi.*
  - *On the press conference, the journalists were presented with several cases of physical abuse upon children from our SOS phone line for children and youth, and from the Free legal department.*

## *2. Basic information for the campaign “See it, Hear it, Say it”*



### *3. Basic information for the campaign “See it, Hear it, Say it”*

#### ■ *Campaign materials:*

<i>Number of copies</i>	<i>Type of publication</i>	<i>Number of copies</i>	<i>Way of dissemination</i>
110 000	Leaflet	110 000	Daily newspapers Different events
1 000	Poster	1 000	Different Institutions Different events
20	City lights	20	Center of Skopje city
3	Billboards	3	Center of Skopje city

# 4. Basic information for the campaign “See it, Hear it, Say it”

## ■ Campaign materials:



**ВИДИ**

Моите деца и моите деца можат да се обидуваат да не покажат своите деца на некои од нивните страдания. Значи, тоа може да биде тешко, но може да биде каковато.

**СЛУШНИ**

Можеби и тешко да се чуе нешто тешко, но обидуваат да не покажат своите деца да ја изразат неговата болка, неговите страдания и неговите.

**КАЖИ**

Можеби и тешко, но можеби ти се кажуваат нешто со директна неопходност да не кажат, не можеш да продолжиш без тешка болка.

Ако знаеш или се сомневаш дека некое дете е жртвено во негово семејство, **То можеш да му помогнеш!**

Можеби да се известат училиштето или градоначалство да обедуваат со училиштето или градоначалството да Твое дете соопштите за ситуацијата на детето.

Можеби да контактираш преку Центарот за социјално работење, комуникација и организација. Информационен центар и во случај да се каже нешто на детето или на неговите родители/сопственици адреса и адреса на детето, на да нешто сродно да контактираш. Пога својата адреса и адреса на детето, Центарот за социјално работење може да интервјуира дете и неговите родители и семејство.

Ако знаеш или се сомневаш дека некое дете е жртвено во негово семејство, **дети се на ЦСЦ телефон за деца и млади 0800 1 3223 (Бесплатен број), или преку е-пошта на [www@childline.mk.org.mk](mailto:www@childline.mk.org.mk)**

**То се можеш директно да контактираш преку некои од нивните.**

Свој контакт и адресата на Прва детска амбасада во Скопје, Македонија, или адресата на Информационен Центар. Прва детска амбасада во Скопје, Македонија и нејзините граѓански организации се 18 години работат во Скопје, Македонија и промовираат на детските права. За повеќе информации, посетете ја страницата [www.childline.mk.org.mk](http://www.childline.mk.org.mk)

www.childline.mk.org.mk

## *5. Basic information for the campaign “See it, Hear it, Say it”*

- *Closing: Press conference held on the 10th of December in the offices of the First Children’s Embassy in the World Megjashi.*
  - *On the press conference, the journalists were presented with the statistical facts from our SOS phone line for children and youth regarding the increased number of calls reporting violence upon the children*



## *6. Basic information for the campaign “See it, Hear it, Say it”*

### ■ *Statistical facts:*

- *The total number of calls from November 7 to December 7 was 90 out of which 51 were on certain problems.*
- *In 2008 (the period from January to October) out of 251 calls, the percent of calls connected with child abuse and violence was 32.5 %, while in 2007 it was 13.4%, and only for one month after the campaign began there were 51 calls on the SOS phone line for children and youth 0 800 1 2222 out of which 36 calls were connected with abuse or the overall percent of calls connected with abuse for this month is 70.6%. This could be found as increased awareness after the realized campaign.*

*Evaluation of the “See it, Hear it, Say  
it” campaign  
Methodology of the research*



# *1. Methodology of the research*

- *Objective of the research:*

- *To estimate if Macedonia's people were aware of the "See it, Hear it, Say it" campaign and how useful it is.*

- *The method of the research:*

- *The research was organized regarding the Omnibus survey techniques. Respondents were directly interviewed by phone.*

## *2. Methodology of the research*

### ■ *Sample:*

- *The respondents were selected for the research using the random sampling. As a population frame was used the official Phonebook of Republic of Macedonia. Randomly were selected phone numbers from each letter in the phonebook (6-7 phone numbers were selected from each letter, taking every 7<sup>th</sup> phone number from each letter)*

### *3. Methodology of the research*

- *Respondents:*

- *All respondents were from Skopje, the capital city of Macedonia, as in Skopje are living nearly half of the TTI population of Republic of Macedonia*
- *The research sample is 202 respondents*

- *Fieldwork:*

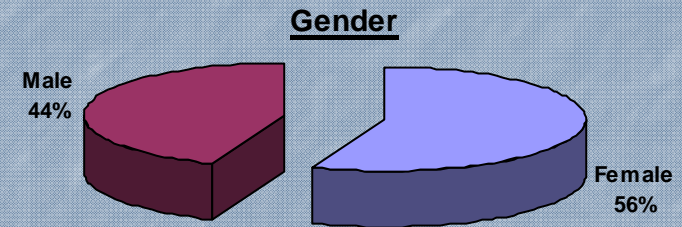
- *20 March - 05 April 2009*

*Evaluation of the “See it, Hear it, Say  
it” campaign  
Sample definition*

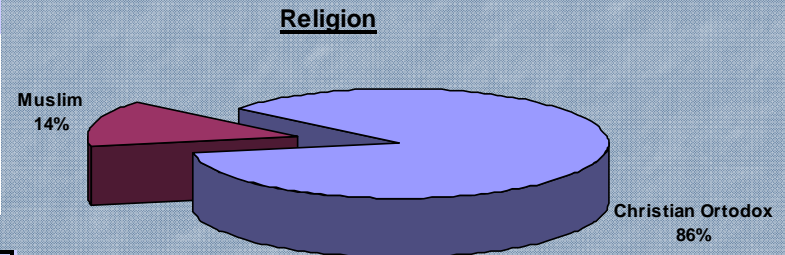


# 1. Sample definition

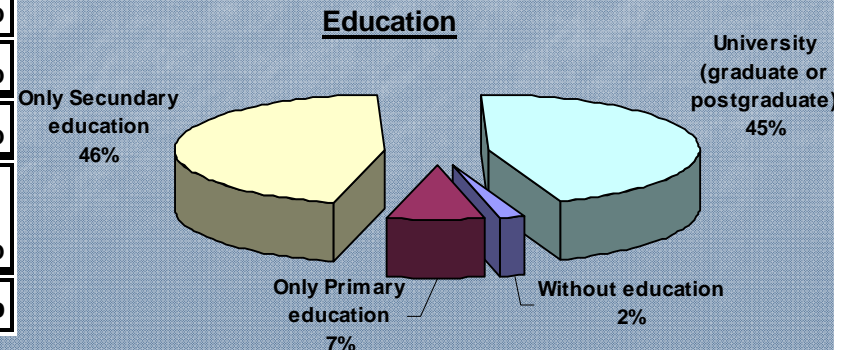
Gender		
Female	113	56%
Male	89	44%
<b>TTL</b>	<b>202</b>	<b>100%</b>



Religion		
Christian Ortodox	174	86%
Muslim	28	14%
<b>TTL</b>	<b>202</b>	<b>100%</b>

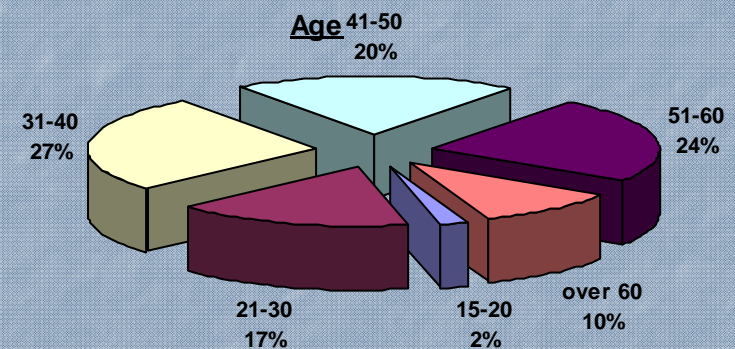


Education		
Without education	4	2%
Only Primary education	15	7%
Only Secondary education	92	46%
University (graduate or postgraduate)	91	45%
<b>TTL</b>	<b>202</b>	<b>100%</b>

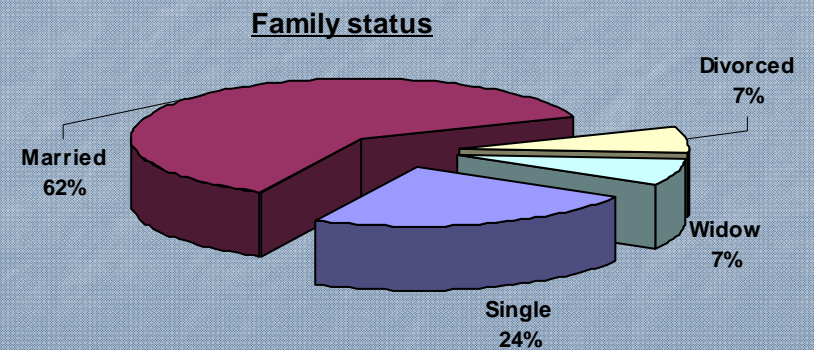


## 2. Sample definition

Age		
15-20	4	2%
21-30	34	17%
31-40	54	27%
41-50	41	20%
51-60	48	24%
over 60	21	10%
<b>TTL</b>	<b>202</b>	<b>100%</b>



Family status		
Single	48	24%
Married	125	62%
Divorced	15	7%
Widow	14	7%
<b>TTL</b>	<b>202</b>	<b>100%</b>



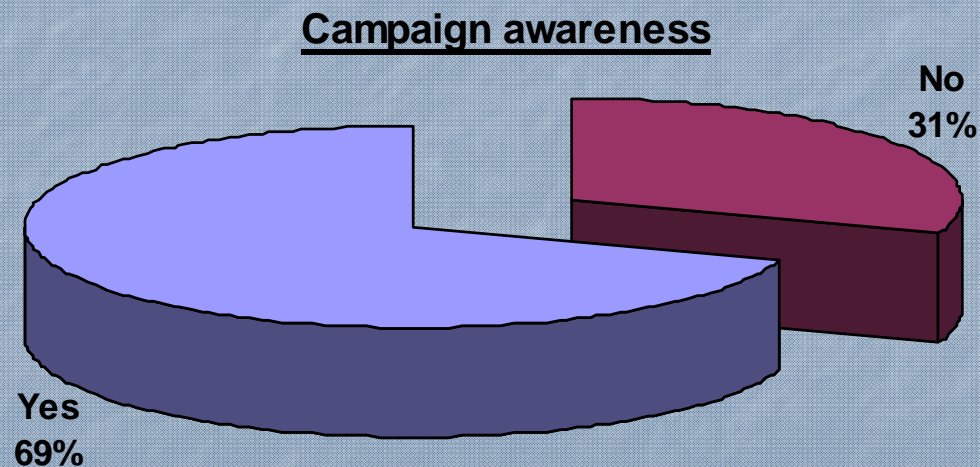


*Evaluation of the “See it, Hear it, Say  
it” campaign  
Research results*



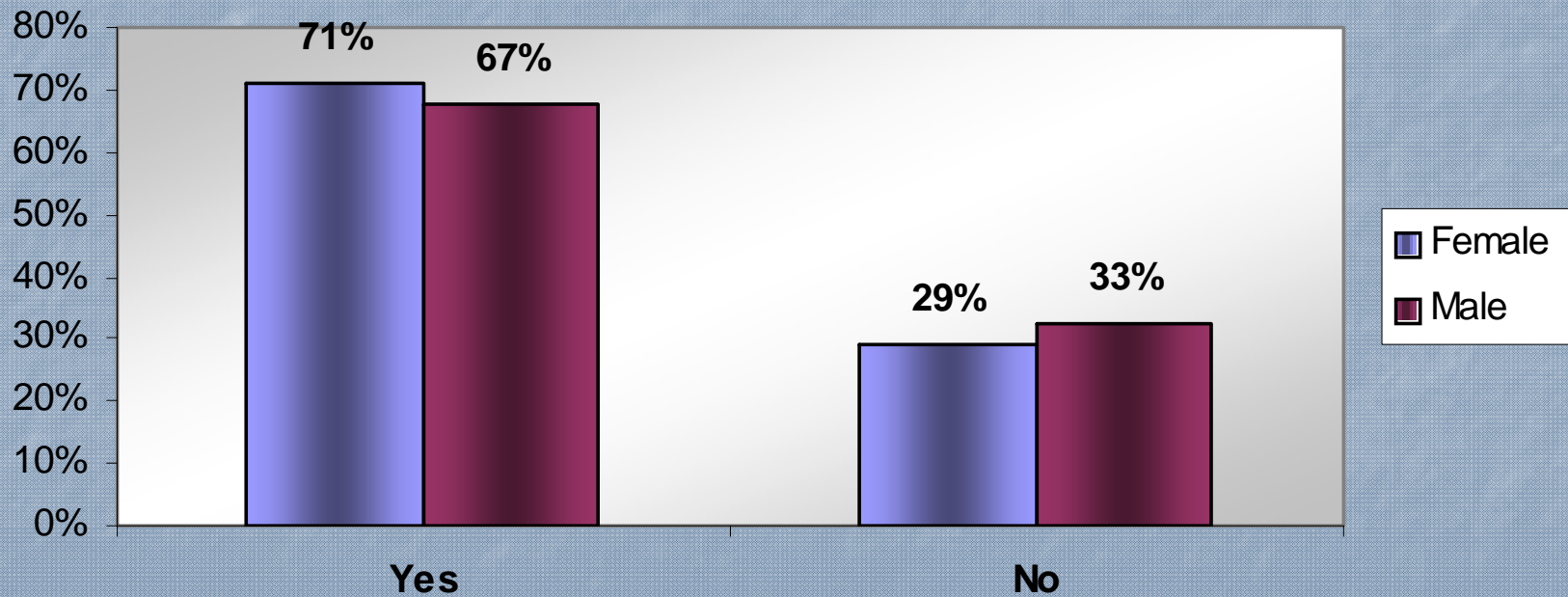
# *1. Have you noticed the ongoing “See it, Hear, Say it” campaign? – Overall results*

Campaign awareness		
Yes	140	69%
No	62	31%
<b>TTL</b>	<b>202</b>	<b>100%</b>



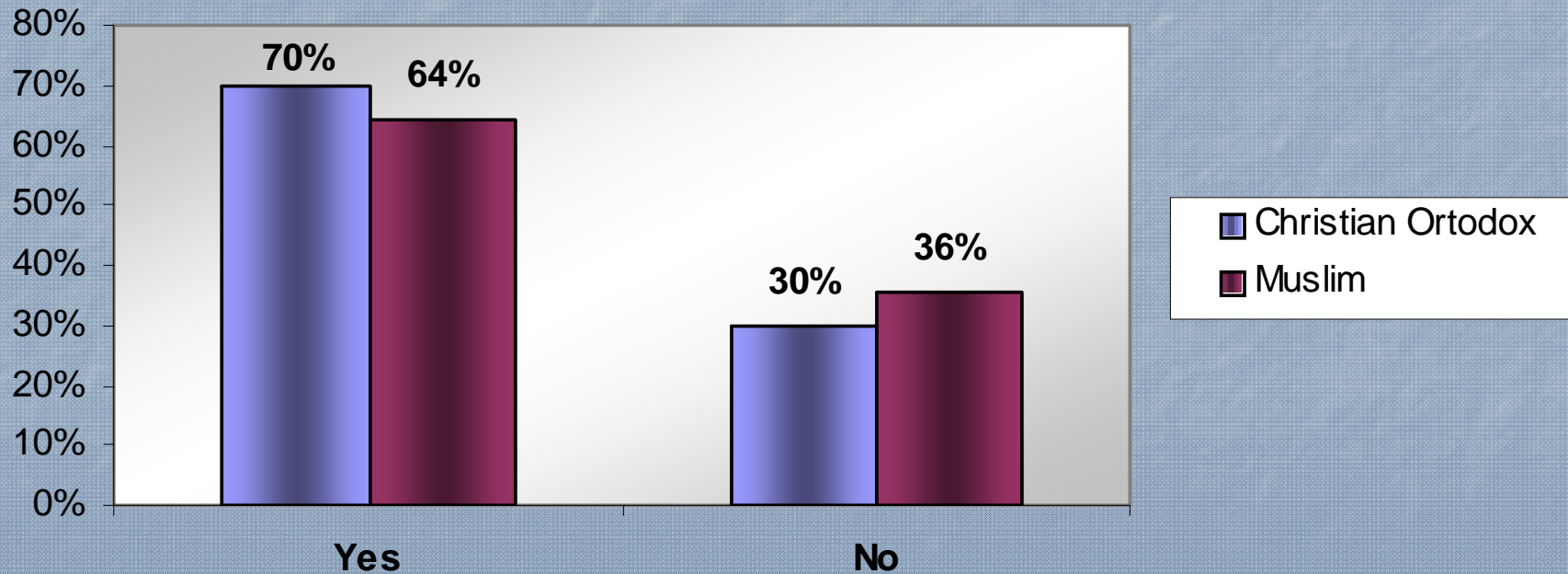
# *Have you noticed the ongoing “See it, Hear, Say it” campaign? – Sex*

Campaign awareness		Yes		No		TTL	
Gender	Female	80	71%	33	29%	113	100%
	Male	60	67%	29	33%	89	100%
	TTL	140	69%	62	31%	202	100%



# *Have you noticed the ongoing “See it, Hear, Say it” campaign? – Religion*

Campaign awareness		Yes		No		TTL	
Religion	Christian Ortodox	122	70%	52	30%	174	100%
	Muslim	18	64%	10	36%	28	100%
	TTL	140	69%	62	31%	202	100%

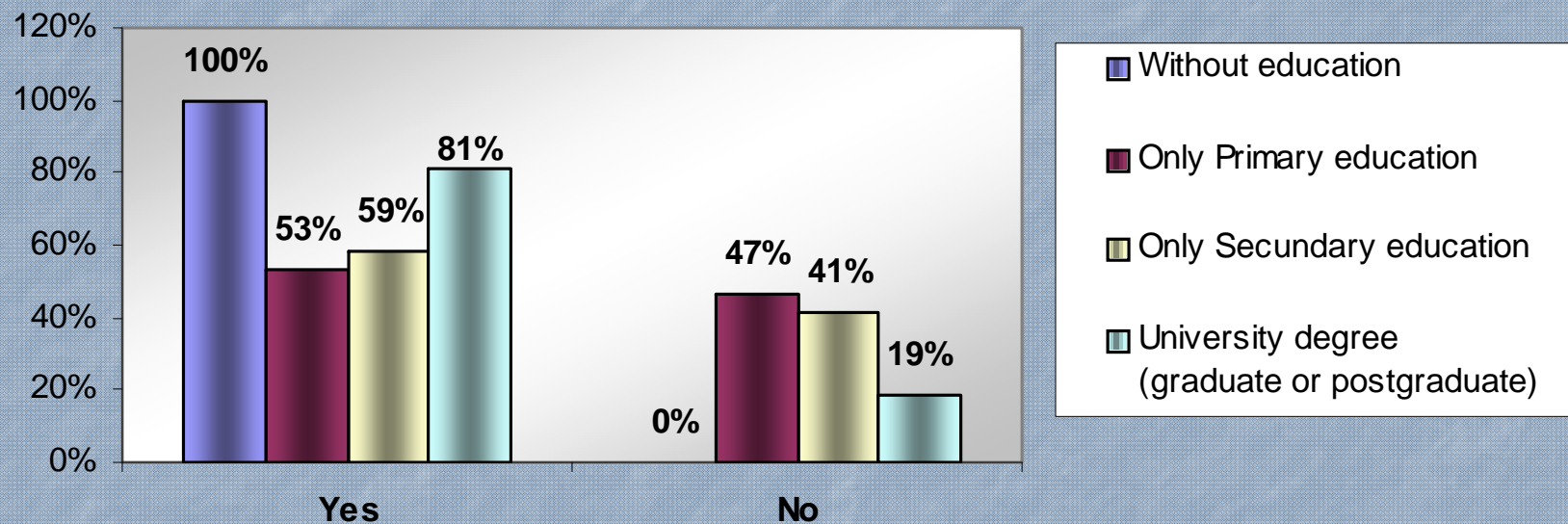


# *Have you noticed the ongoing “See it, Hear, Say it” campaign? – Education*

Campaign awareness		Yes		No		TTL	
<b>Education</b>	Without education	4	100%	0	0%	4	100%
	Only Primary education	8	53%	7	47%	15	100%
	Only Secondary education	54	59%	38	41%	92	100%
	University degree (graduate or postgraduate)	74	81%	17	19%	91	100%
	<b>TTL</b>	<b>140</b>	<b>69%</b>	<b>62</b>	<b>31%</b>	<b>202</b>	<b>100%</b>

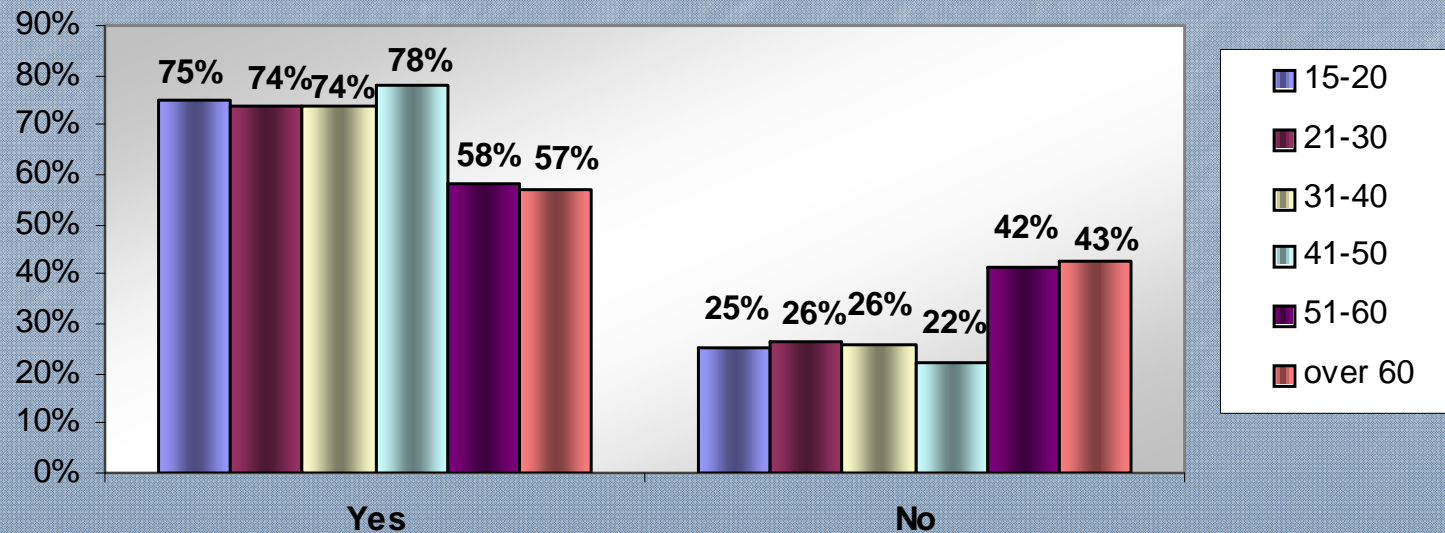
# *Have you noticed the ongoing “See it, Hear, Say it” campaign? – Education*

## Campaign awareness



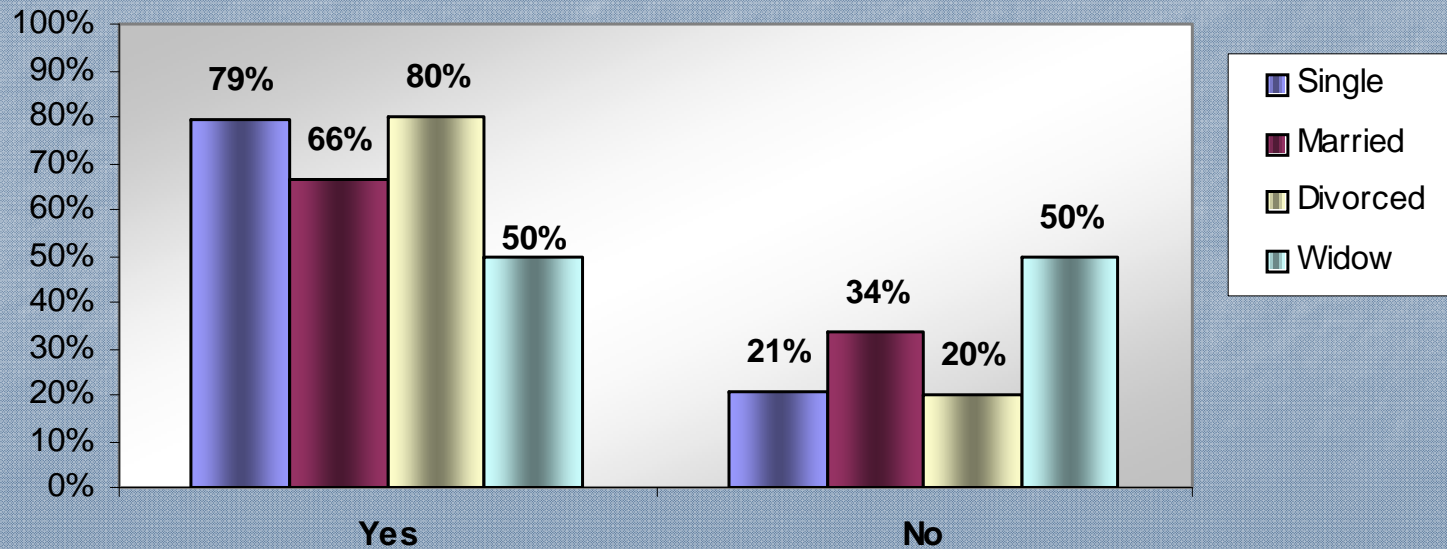
# *Have you noticed the ongoing “See it, Hear, Say it” campaign? – Age*

Campaign awareness		Yes		No		TTL	
Age	15-20	3	75%	1	25%	4	100%
	21-30	25	74%	9	26%	34	100%
	31-40	40	74%	14	26%	54	100%
	41-50	32	78%	9	22%	41	100%
	51-60	28	58%	20	42%	48	100%
	over 60	12	57%	9	43%	21	100%
	<b>TTL</b>	<b>140</b>	<b>69%</b>	<b>62</b>	<b>31%</b>	<b>202</b>	<b>100%</b>



# *Have you noticed the ongoing “See it, Hear, Say it” campaign? – Family status*

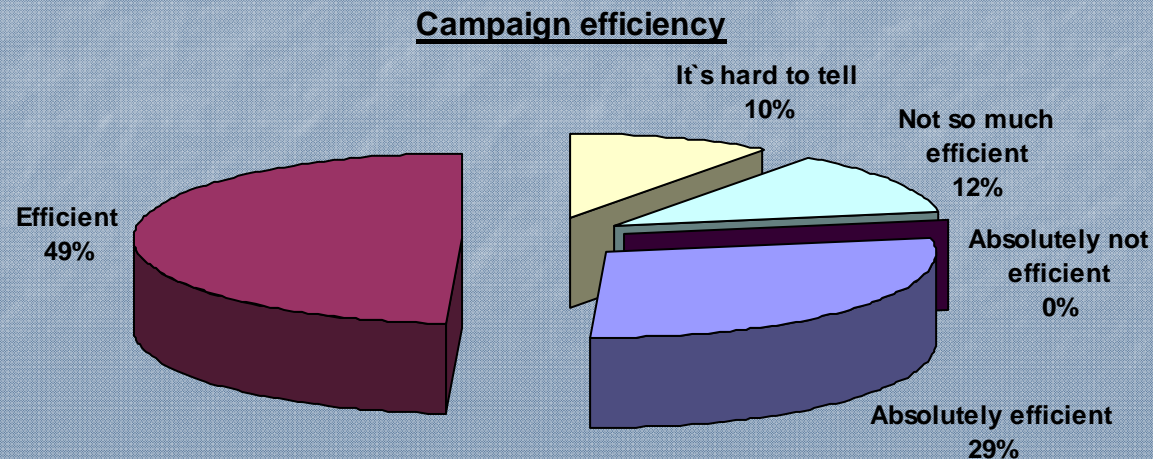
Campaign awareness		Yes		No		TTL	
Family status	Single	38	79%	10	21%	48	100%
	Married	83	66%	42	34%	125	100%
	Divorced	12	80%	3	20%	15	100%
	Widow	7	50%	7	50%	14	100%
	<b>TTL</b>	<b>140</b>	<b>69%</b>	<b>62</b>	<b>31%</b>	<b>202</b>	<b>100%</b>





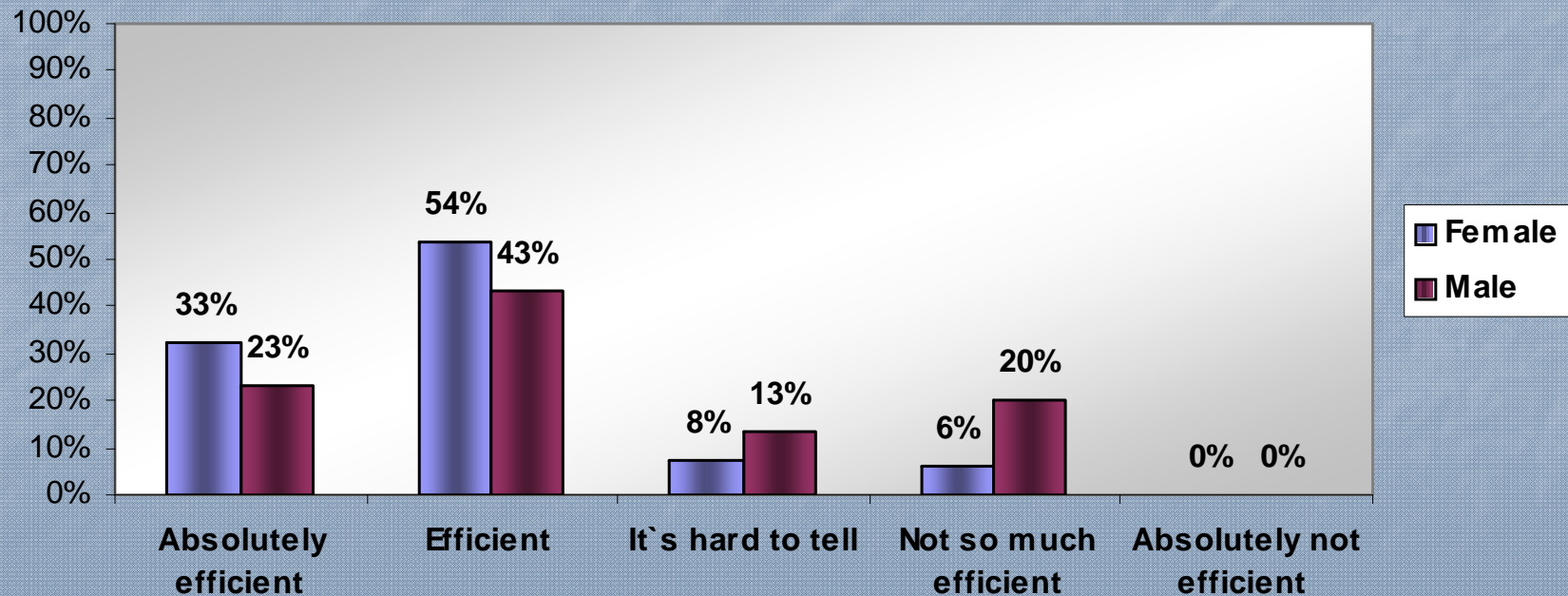
## *2. Do you consider the “See it, Hear it, Say it” campaign as efficient? – Overall results*

Campaign efficiency		
Absolutely efficient	40	29%
Efficient	69	49%
It`s hard to tell	14	10%
Not so much efficient	17	12%
Absolutely not efficient	0	0%
<b>TTL</b>	<b>140</b>	<b>100%</b>



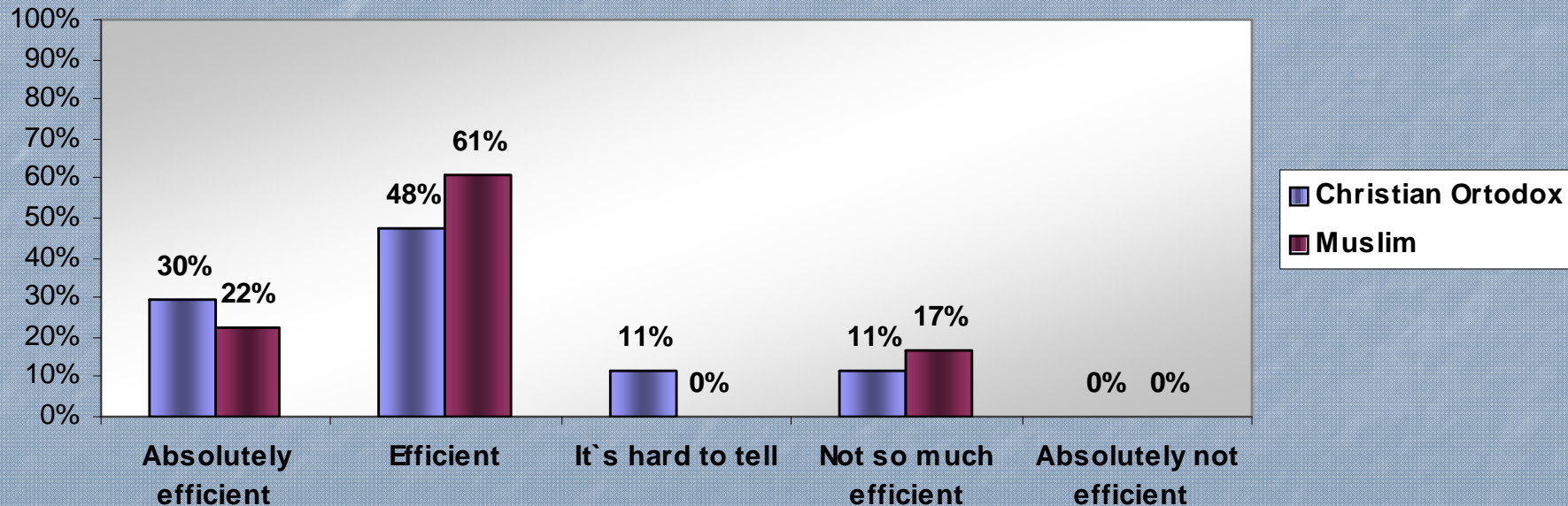
# *Do you consider the “See it, Hear it, Say it” campaign as efficient? – Sex*

Campaign efficiency		Absolutely efficient		Efficient		It's hard to tell		Not so much efficient		Absolutely not efficient		TTL	
Gender	Female	26	33%	43	54%	6	8%	5	6%	0	0%	80	100%
	Male	14	23%	26	43%	8	13%	12	20%	0	0%	60	100%
	TTL	40	29%	69	49%	14	10%	17	12%	0	0%	140	100%



# *Do you consider the “See it, Hear it, Say it” campaign as efficient? – Religion*

Campaign efficiency		Absolutely efficient		Efficient		It`s hard to tell		Not so much efficient		Absolutely not efficient		TTL	
Religion	Christian Ortodox	36	30%	58	48%	14	11%	14	11%	0	0%	122	100%
	Muslim	4	22%	11	61%	0	0%	3	17%	0	0%	18	100%
	TTL	40	29%	69	49%	14	10%	17	12%	0	0%	140	100%

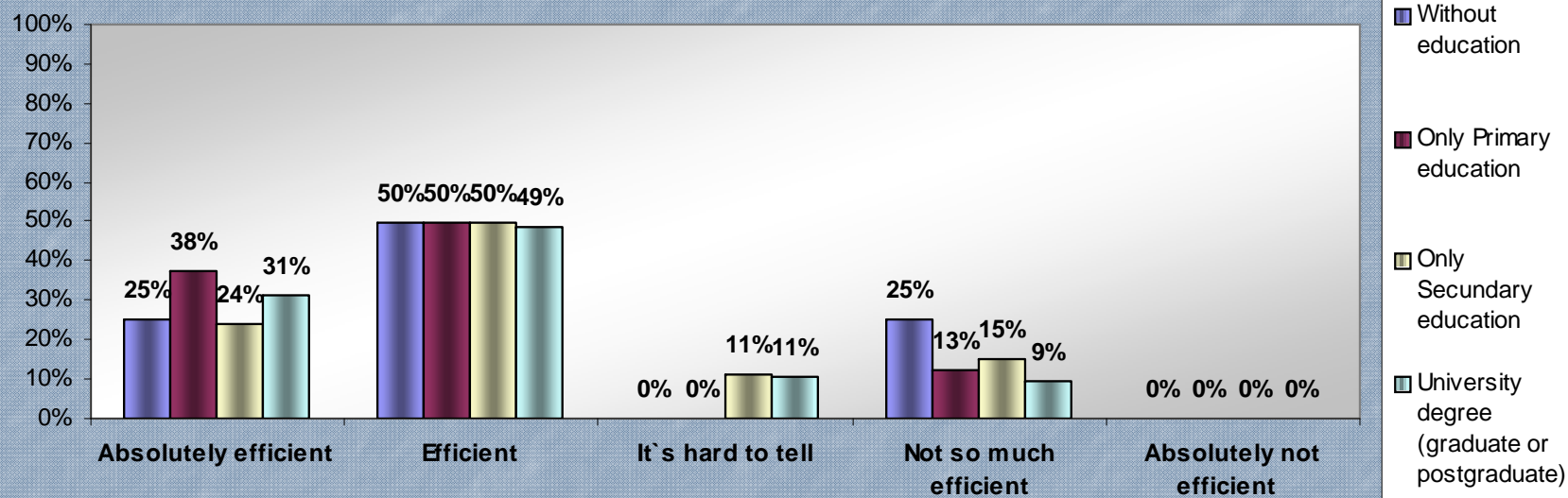


# *Do you consider the “See it, Hear it, Say it” campaign as efficient? – Education*

Campaign efficiency		Absolutely efficient		Efficient		It s hard to tell		Not so much efficient		Absolutely not efficient		TTL	
Education	Without education	1	25%	2	50%	0	0%	1	25%	0	0%	4	100%
	Only Primary education	3	38%	4	50%	0	0%	1	13%	0	0%	8	100%
	Only Secondary education	13	24%	27	50%	6	11%	8	15%	0	0%	54	100%
	University degree (graduate or postgraduate)	23	31%	36	49%	8	11%	7	9%	0	0%	74	100%
	<b>TTL</b>	<b>40</b>	<b>29%</b>	<b>69</b>	<b>49%</b>	<b>14</b>	<b>10%</b>	<b>17</b>	<b>12%</b>	<b>0</b>	<b>0%</b>	<b>140</b>	<b>100%</b>

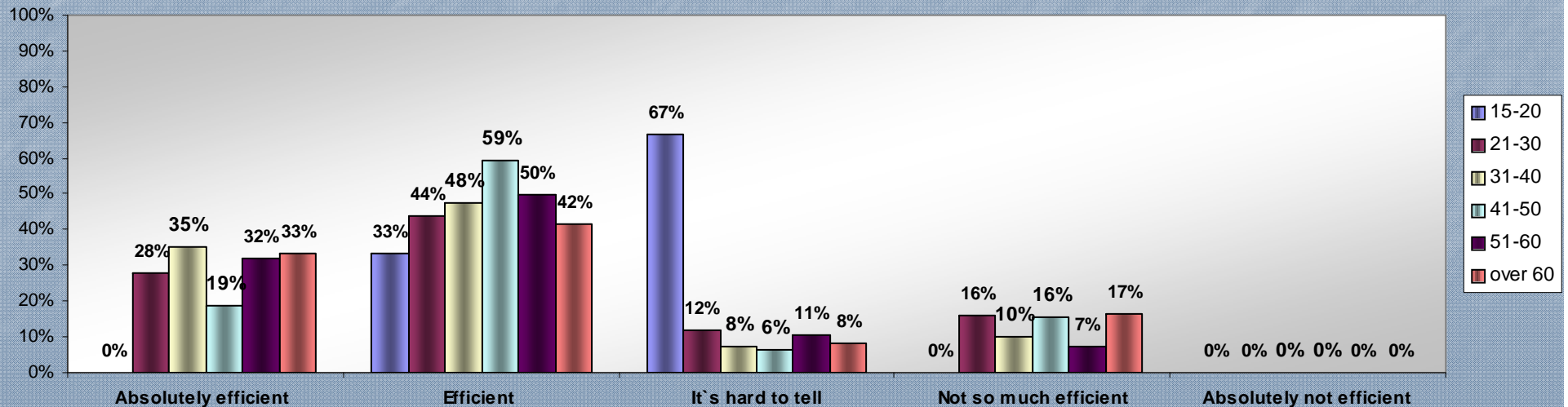
# *Do you consider the “See it, Hear it, Say it” campaign as efficient? – Education*

## Campaign efficiency



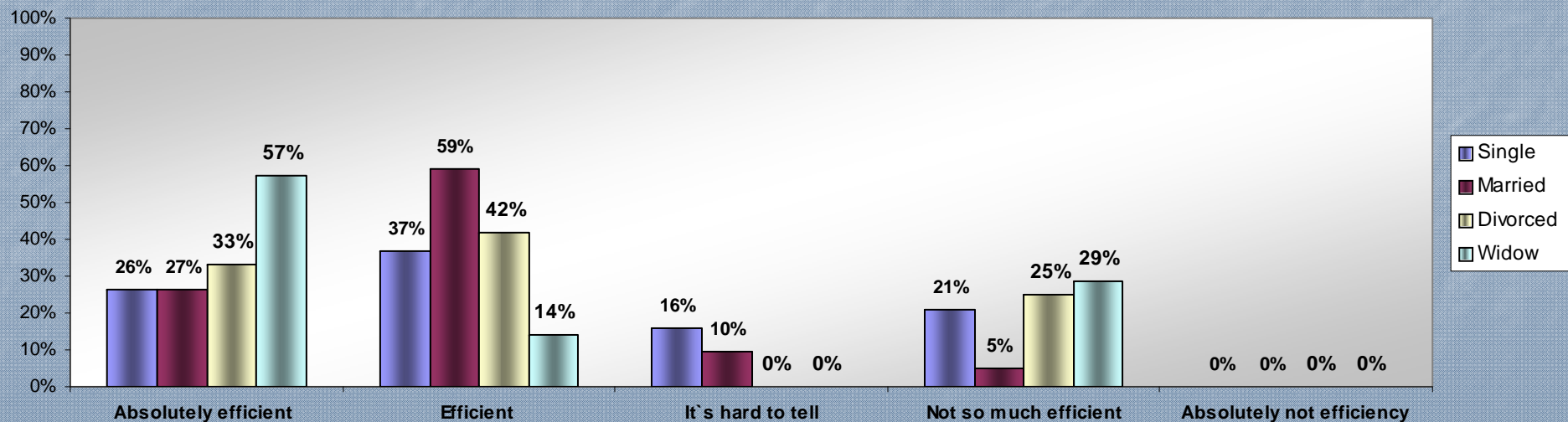
# *Do you consider the “See it, Hear it, Say it” campaign as efficient? – Age*

Campaign efficiency		Absolutely efficient		Efficient		It's hard to tell		Not so much efficient		Absolutely not efficient		TTL	
Age	15-20	0	0%	1	33%	2	67%	0	0%	0	0%	3	100%
	21-30	7	28%	11	44%	3	12%	4	16%	0	0%	25	100%
	31-40	14	35%	19	48%	3	8%	4	10%	0	0%	40	100%
	41-50	6	19%	19	59%	2	6%	5	16%	0	0%	32	100%
	51-60	9	32%	14	50%	3	11%	2	7%	0	0%	28	100%
	over 60	4	33%	5	42%	1	8%	2	17%	0	0%	12	100%
	<b>TTL</b>	<b>40</b>	<b>29%</b>	<b>69</b>	<b>49%</b>	<b>14</b>	<b>10%</b>	<b>17</b>	<b>12%</b>	<b>0</b>	<b>0%</b>	<b>140</b>	<b>100%</b>



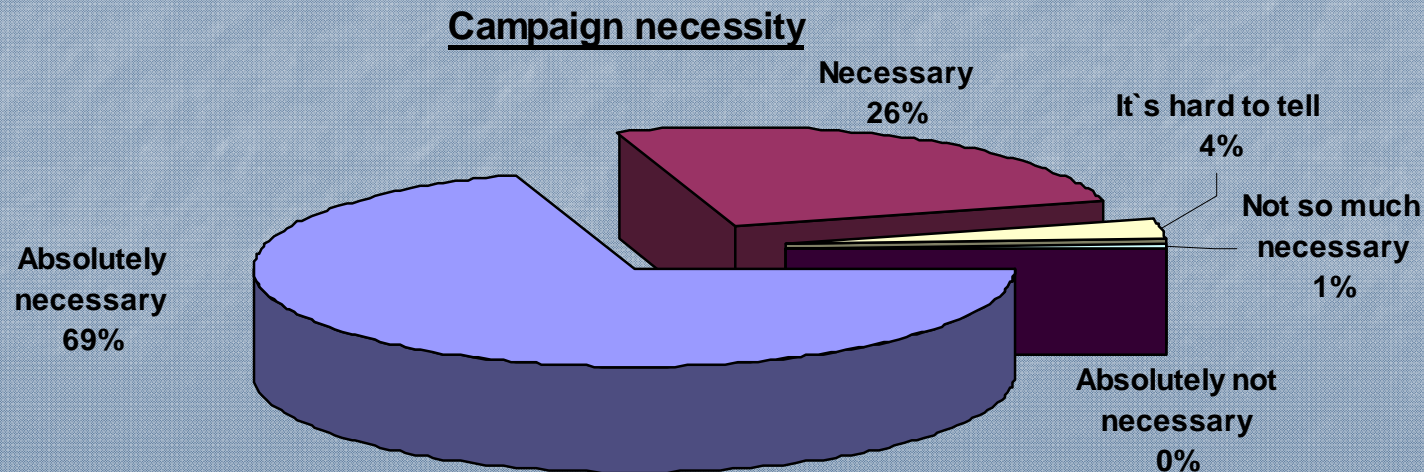
# *Do you consider the “See it, Hear it, Say it” campaign as efficient? – Family status*

Campaign efficiency		Absolutely efficient		Efficient		It`s hard to tell		Not so much efficient		Absolutely not efficiency		TTL	
Family status	Single	10	26%	14	37%	6	16%	8	21%	0	0%	38	100%
	Married	22	27%	49	59%	8	10%	4	5%	0	0%	83	100%
	Divorced	4	33%	5	42%	0	0%	3	25%	0	0%	12	100%
	Widow	4	57%	1	14%	0	0%	2	29%	0	0%	7	100%
	<b>TTL</b>	<b>40</b>	<b>29%</b>	<b>69</b>	<b>49%</b>	<b>14</b>	<b>10%</b>	<b>17</b>	<b>12%</b>	<b>0</b>	<b>0%</b>	<b>140</b>	<b>100%</b>



### *3. Do you consider the “See it, Hear it, Say it” campaign as necessary? – Overall results*

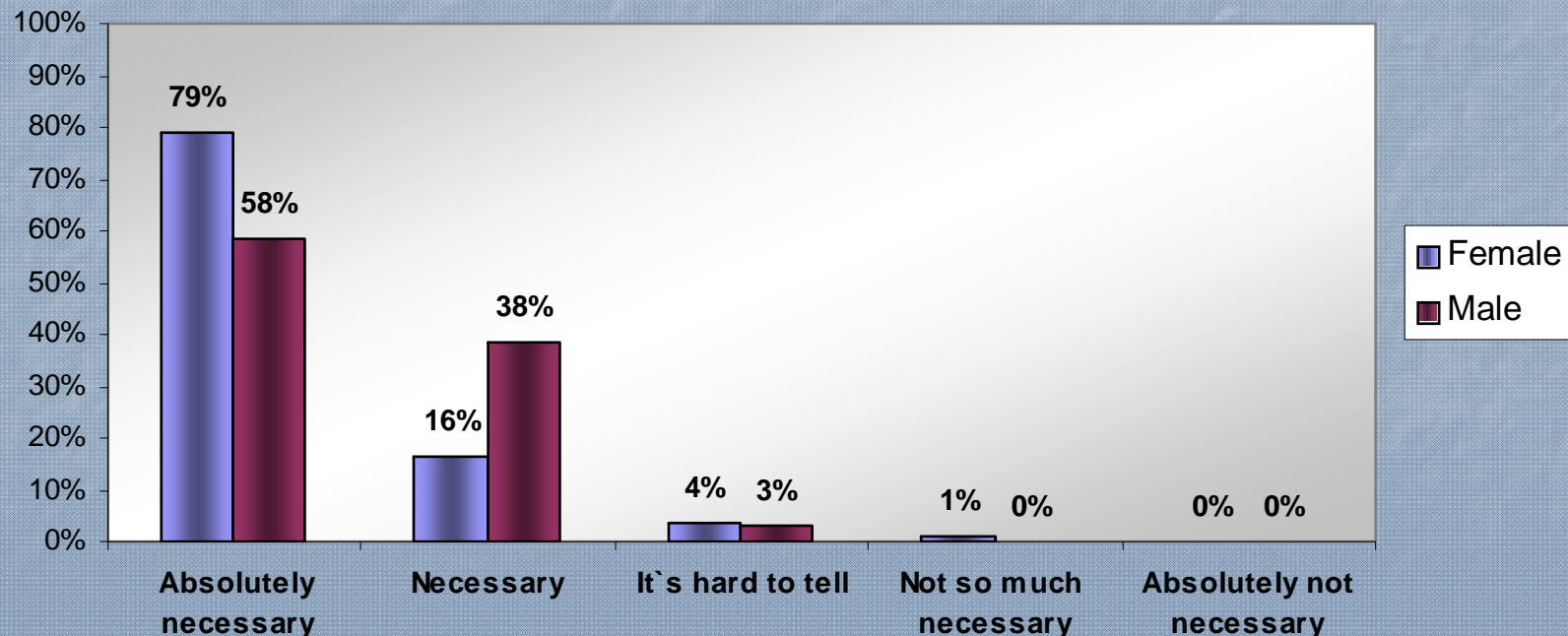
Campaign necessity		
Absolutely necessary	98	70%
Necessary	36	26%
It`s hard to tell	5	4%
Not so much necessary	1	1%
Absolutely not necessary	0	0%
<b>TTL</b>	<b>140</b>	<b>100%</b>





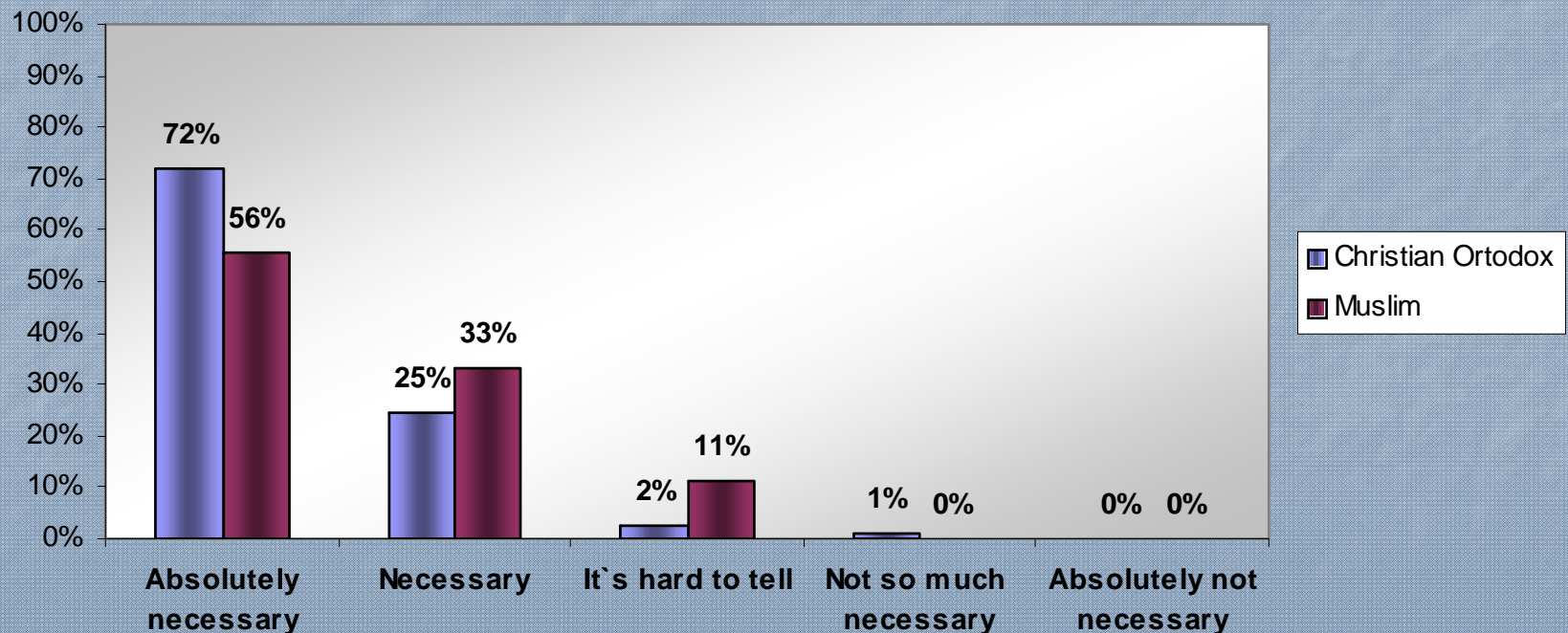
# *Do you consider the “See it, Hear it, Say it” campaign as necessary? – Sex*

Campaign necessity		Absolutely necessary		Necessary		It`s hard to tell		Not so much necessary		Absolutely not necessary		TTL	
Gender	Female	63	79%	13	16%	3	4%	1	1%	0	0%	80	100%
	Male	35	58%	23	38%	2	3%	0	0%	0	0%	60	100%
	TTL	98	70%	36	26%	5	4%	1	1%	0	0%	140	100%



# *Do you consider the “See it, Hear it, Say it” campaign as necessary? – Religion*

Campaign necessity		Absolutely necessary		Necessary		It's hard to tell		Not so much necessary		Absolutely not necessary		TTL	
Religion	Christian Ortodox	88	72%	30	25%	3	2%	1	1%	0	0%	122	100%
	Muslim	10	56%	6	33%	2	11%	0	0%	0	0%	18	100%
	TTL	98	70%	36	26%	5	4%	1	1%	0	0%	140	100%

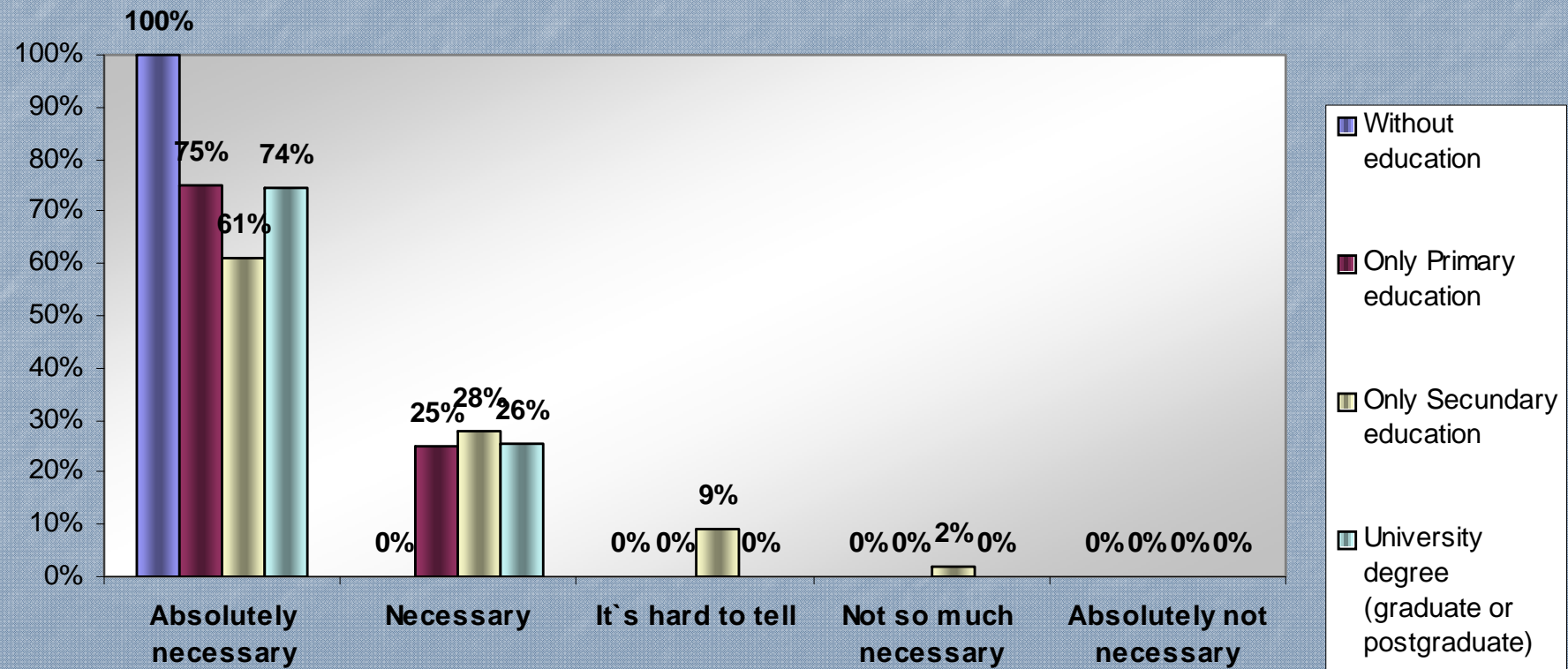


# *Do you consider the “See it, Hear it, Say it” campaign as necessary? – Education*

Campaign necessity		Absolutely necessary		Necessary		It`s hard to tell		Not so much necessary		Absolutely not necessary		TTL	
Education	Without education	4	100%	0	0%	0	0%	0	0%	0	0%	4	100%
	Only Primary education	6	75%	2	25%	0	0%	0	0%	0	0%	8	100%
	Only Secondary education	33	61%	15	28%	5	9%	1	2%	0	0%	54	100%
	University degree (graduate or postgraduate)	55	74%	19	26%	0	0%	0	0%	0	0%	74	100%
	<b>TTL</b>	<b>98</b>	<b>70%</b>	<b>36</b>	<b>26%</b>	<b>5</b>	<b>4%</b>	<b>1</b>	<b>1%</b>	<b>0</b>	<b>0%</b>	<b>140</b>	<b>100%</b>

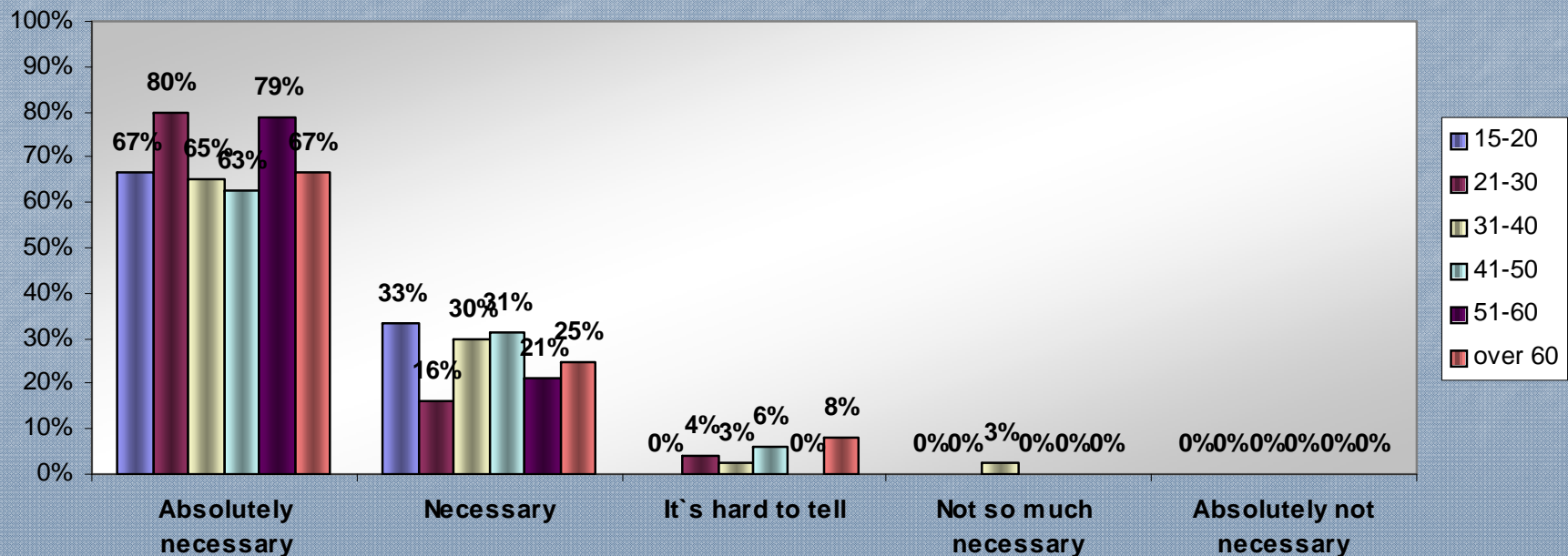
# *Do you consider the “See it, Hear it, Say it” campaign as necessary? – Education*

## Campaign necessity



# *Do you consider the “See it, Hear it, Say it” campaign as necessary? – Age*

Campaign necessity		Absolutely necessary		Necessary		It`s hard to tell		Not so much necessary		Absolutely not necessary		TTL	
Age	15-20	2	67%	1	33%	0	0%	0	0%	0	0%	3	100%
	21-30	20	80%	4	16%	1	4%	0	0%	0	0%	25	100%
	31-40	26	65%	12	30%	1	3%	1	3%	0	0%	40	100%
	41-50	20	63%	10	31%	2	6%	0	0%	0	0%	32	100%
	51-60	22	79%	6	21%	0	0%	0	0%	0	0%	28	100%
	over 60	8	67%	3	25%	1	8%	0	0%	0	0%	12	100%
	TTL	98	70%	36	26%	5	4%	1	1%	0	0%	140	100%



# *Do you consider the “See it, Hear it, Say it” campaign as necessary? – Family status*

Campaign necessity		Absolutely necessary		Necessary		It's hard to tell		Not so much necessary		Absolutely not necessary		TTL	
Family status	Single	28	74%	10	26%	0	0%	0	0%	0	0%	38	100%
	Married	58	70%	20	24%	4	5%	1	1%	0	0%	83	100%
	Divorced	7	58%	5	42%	0	0%	0	0%	0	0%	12	100%
	Widow	5	71%	1	14%	1	14%	0	0%	0	0%	7	100%
	<b>TTL</b>	<b>98</b>	<b>70%</b>	<b>36</b>	<b>26%</b>	<b>5</b>	<b>4%</b>	<b>1</b>	<b>1%</b>	<b>0</b>	<b>0%</b>	<b>140</b>	<b>100%</b>

