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MANKIND CHALLENGE STEREOTYPES OF DOMESTIC ABUSE

Children are always taught 'it's not OK to hit girls.' What about – 'it's not OK to hit – anyone.'

<https://www.youtube.com/watch?v=u3PgH86OyEM>

40% of domestic abuse victims in the UK are men. Last year alone, 720,000 men in the UK are believed to have experienced domestic abuse. That's not a small number - and society's perceptions of domestic violence - and gender stereotypes full stop - don't help.

ManKind Initiative took to the streets of London last week to film people's reactions to abuse – of men AND women. Because, whichever way you look at it, #ViolenceIsViolence.

Let's think about Solange's attack on Jay Z. Within minutes of the footage being released on TMZ, it became a source of entertainment on Twitter. #whatJayZsaidtoSolange trended worldwide for two days straight. And by the end of the week everyone from Keith Lemon to SNL had filmed a spoof. But what if the roles had been reversed? What if JayZ had attacked Solange? Would the world still be laughing?

[In this video](#), ManKind Initiative have imagined just that. A couple have a fight on a busy street. In one scenario, the woman abuses the man. In the other – the man abuses the woman. The instance the man starts to become aggressive towards his girlfriend passers by jumped in. But when the woman pushed her boyfriend up against the railings, yelling at him aggressively, people walked straight past. To most onlookers, it was 'just another domestic'.

Mark Brooks, Chair of ManKind Initiative, said: "A sign of living in an equal society is where men suffering from domestic violence are recognised and supported in the same way that female victims rightly are. The fact that in 2014 this is not the case shows the change that is still needed especially as many men fear they won't be believed if they come forward."

ManKind Initiative were supported by creative agency Dare in the production of this campaign.

Sean Thompson, Chief Creative Officer at Dare, said: "The facts speak loud and clear. 60% of domestic violence is against women. And 40% is against men. 100% of domestic violence is wrong. Violence is violence."

Notes to Editors:

[Male victims of domestic abuse and partner abuse: 25 key facts](#)

<http://www.thisisdare.com/home>

About ManKind Initiative:

ManKind's mission is to directly and indirectly help others to support male victims of domestic abuse and domestic violence across the UK - and within their local communities.

Domestic abuse affects people from all walks of life regardless of gender, sexual orientation or race. Men in particular suffer because of the lack of recognition and awareness by society and often the lack of local services available to support them.

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