



# WIFI WATCHERS

Let your WiFi name tell nearby abusers  
that you will not stand for domestic violence.

Wi-Fi : On

Turn Wi-Fi Off

- |                                  |   |   |
|----------------------------------|---|---|
| ✓ The Jacobs are watching...     | 🔒 | 📶 |
| The Chius against 🧑 violence     | 🔒 | 📶 |
| Law family 🧑 violence 💕          | 🔒 | 📶 |
| Koh's wifi [ STOP 🧑 VIOLENCE ]   | 🔒 | 📶 |
| Steele's Man Cave # 🧑🧑🧑          | 🔒 | 📶 |
| Ang Family WiFi 🙄_🙄              | 🔒 | 📶 |
| Cruz's Crib 🧑🧑🧑                  | 🔒 | 📶 |
| Home Sweet Home # 🧑🧑🧑            | 🔒 | 📶 |
| Ken's 5G 🇸🇰 🧑                    | 🔒 | 📶 |
| SYED patrol #stopfamilyviolence  | 🔒 | 📶 |
| Stop Family Violence Public WiFi |   | 📶 |



Image Courtesy of Pixa

## CAMPAIGN SUMMARY

### THE BRIEF

Get people to take a stand against family violence.

### THE PROBLEM

Singaporeans are generally passive in nature.

They refrain from intruding on others' lives.

42% worry that any action they take might cause families to break apart.

### THE SOLVE

A non-intrusive way to let possible domestic abusers in the vicinity know that people nearby are against family violence and are watching, along with an easy way to report incidents online.

*"People behave better when they're being watched"*  
- Study by Newcastle University

### CREATIVE INSIGHT

Family violence happens mainly at home, behind closed doors — and a WiFi connection is the only thing that can infiltrate that physical private space.

Since almost every Singaporean home has a WiFi connection, let's use WiFi as a means to let abusers know that others are watching, and also as a hassle-free way to report suspected cases of family violence in neighbourhoods.

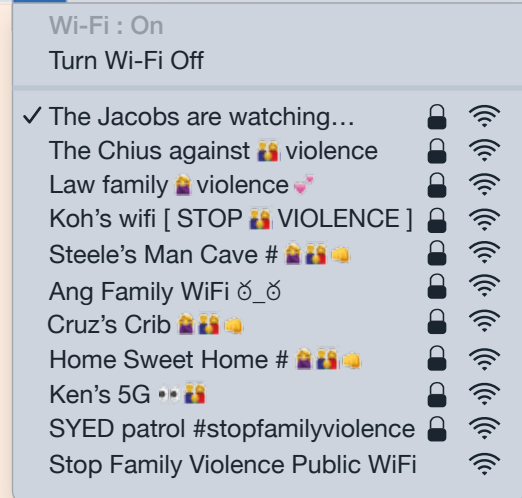
## THE IDEA



## WIFI WATCHERS

An initiative to get people to change their residential WiFi names and take a stand against family violence.

Also, it's completely free.



## THE TARGET AUDIENCES

## VICTIMS:

Know they are being watched out for, and can instantly report violence online.

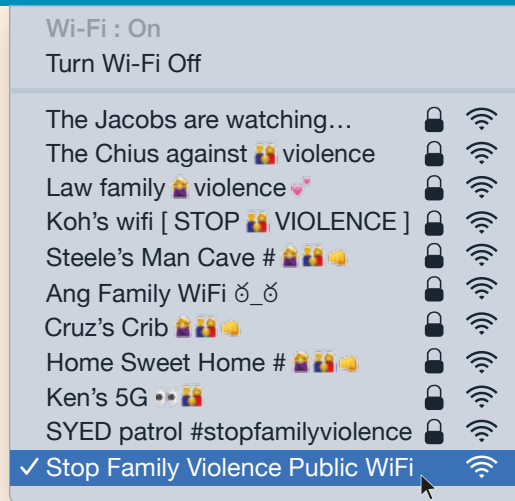
## PERPETRATORS:

Know they are surrounded by vigilant neighbours, and will less likely resort to violence.

## BYSTANDERS/PUBLIC:

Have an easy, non-intrusive way to signal that they are on the lookout for family violence in their estate, and can instantly report violence online.

✓ Law Family - 3rd floor fighting again??	🔒	📶
The Jacobs: Yes. Reported.	🔒	📶



## 1 Public WiFi hotspots will be set up in estates around Singapore.

Click on it to get connected, and a pop-up window will appear.

You can learn how to change your WiFi name to take a stand, find out more about family violence, report any suspected cases online, and spread the word on social media.




Key campaign messages will be communicated via bite-sized common family violence myths.

You are now connected to  
**Stop Family Violence Public WiFi.**

An initiative by **pave**

**WIFI WATCHERS**

**LET'S HELP END FAMILY VIOLENCE.**  
Last year, there were **34** cases of domestic violence in your neighbourhood. Together we can change that — and it's as easy as changing your WiFi name.

SHARE NOW   

**Be a WiFi Watcher.**  
**Save someone's life.**

Take a powerful stand simply by editing your WiFi name. This way, potential abusers around you will know that you will not hesitate to take action. You'll also help victims feel safe, knowing that you're looking out for them.

Watch the video to find out how.

**Report family violence online.**

[Report now](#)

**Other ways to get help:**

- Call PAVE Family Violence Specialist Centre (FVSC) at **6555 0390**
- Call PAVE Child Protection Specialist Centre (CPSC) at **6266 0171**
- Visit [www.pave.org.sg](http://www.pave.org.sg)

## COMMON MYTHS ABOUT FAMILY VIOLENCE

**MYTH:** Family violence is a private matter.

**FACT:** Family violence affects everyone, and can even end in death. It's everyone's responsibility to end family violence, including you.

**MYTH:** Fighting is part and parcel of family life.

**FACT:** Differences and conflicts are bound to happen among family members. However, violence is not a normal part of family life, and is unacceptable.

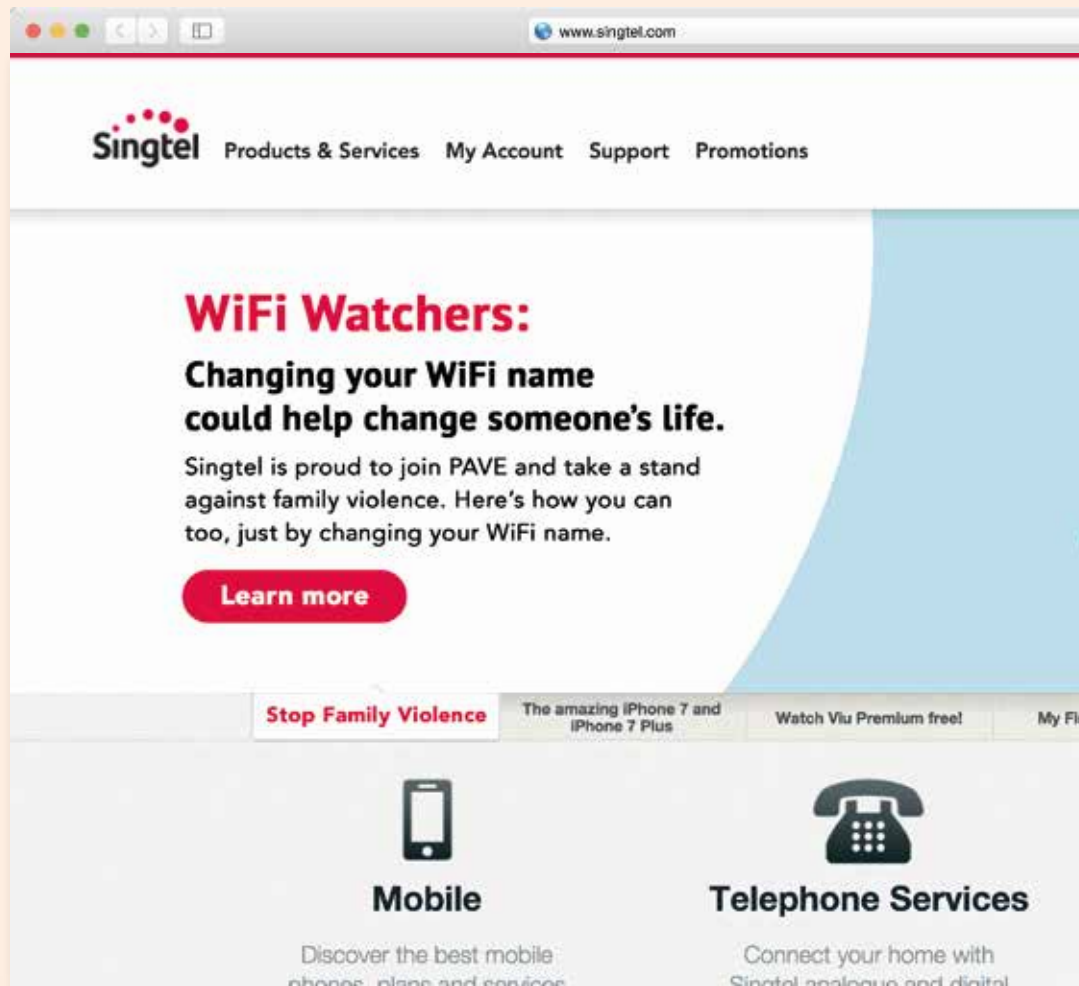
**MYTH:** The violence will eventually stop.

**FACT:** Family violence is rarely a one-time act. Most victims are caught in a cycle of violence – it may even claim a life.

[See more myths](#)



- 2 Get broadband providers like StarHub, Singtel, M1 and MyRepublic to help spread the word on social media and other online channels.



3

## Get the word out on social media

Get people who have changed their WiFi names to take a screenshot of it and share it on social media using the hashtag [#WiFiWatchers](#).



Using the WiFi list as a media space: Whenever someone looks for a WiFi network, they'll discover a community of WiFi Watchers among them, and can connect to the Public WiFi to find out more about the campaign.



Encourage social media influencers with a history of domestic abuse to share the campaign.



Our simple yet innovative approach to preventing domestic violence is sure to generate press coverage, online and off.