

ISPCC Christmas Appeal 2010

Unmarried and Separated Parents of Ireland;

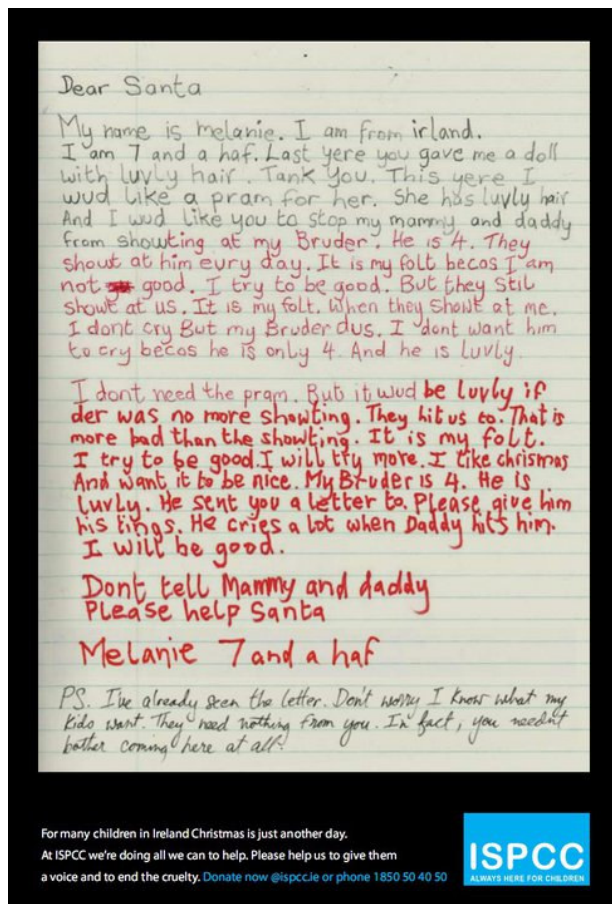
RE: Response to ISPCC Christmas fund raising campaign 2010

The unmarried and separated and parents of Ireland is a voluntary organisation who provide assistance and support to parents of children who are separated or indeed in the process of separation. More often than not this group deals with acrimonious separation where access to children is often contentious.

In a number of cases where we have assisted parents, we had heard and have dealt with many false allegations of domestic abuse against men in particular. This has had the effect of alienating children and parents and has caused untold damage to the child and parent relationship of these unfortunate individuals.

While we accept that the ISPCC has done tremendous work in the area of child protection down through the years we would however like to criticise and equally condemn this particular advertising campaign by the ISPCC.

In particular we would like to make the following complaints on observation of the campaign.



The Letter;

The letter portrayed implies that it is written by a seven and a half year old girl named Melanie. In this letter the child is seen to be writing about her parents to Santa for her Christmas presents and her concerns for her brother. To an educated reader, it becomes obvious that the letter is written by an adult and not by seven and half year old Melanie. The punctuation and the letter shapes etc are of a good quality.

We strongly abhor the use of this letter as a means to invoke public sympathy or outrage as it is simply a fraudulent depiction. We know from our experiences that any documentation between ourselves and those we would assist are and will remain at all time confidential. Therefore we must ask that this practise be stopped immediately.

It raises a question also that if a genuine victim were to avail of the services of the ISPCCC would they be discouraged from doing so by believing that there appeal for assistance may become public knowledge.



The Images;

The images used show a girl with a black eye and cut lip, and an image of a child's arm in a splint, "Santa Plaster of Paris" how quaint, with a card saying;

"To Melanie, From Dad" implying that the father is responsible for the injury.

Why not

"To Melanie, From Mammy and Dad" like the letter implies.

I would like to direct your attention to the following links on domestic abuse.

<http://www.uspi.ie/Surge%20In%20Claims%20Of%20Child%20Sex%20Abuse%20By%20Women.pdf>

<http://www.uspi.ie/My%20wife%20physically%20abused%20me%20for%2020%20years.pdf>

These are just two recent articles and make for harrowing reading of what is actually happening in the real world. We don't need fictitious advertisements to bring about social change. Rather a release of the true statistics of the domestic abuse figures and the perpetrators of such abuse. These statistics are held by the ISPCCC.

The Unmarried and Separated Parents of Ireland call on the ISPCCC for the removal of these images and that a more gender equality based image be portrayed in there campaign against domestic abuse. This man hating has gone on for too long, Click the following link.

<http://www.uspi.ie/Eddie%20Hernon.pdf>

It has to stop now or our children as adults will be the next victims of this abuse.



It is an abuse of the position that the ISPCCC have, in protecting children, by directing a gender based campaign using images that depict men as the only perpetrators of such abuse.



Eamonn Quinn.
Chairperson
Unmarried and Separated Parents of Ireland

Eugene Finane
Website Administer
Co Facilitator
Phone 087-9821236
www.uspi.ie