Putting the prevention of violence against women into practice: How to Change the story
Table of contents

1. Introduction
2. What drives violence against women?
3. What is primary prevention?
4. What knowledge, skills and attributes are needed to do prevention work?
5. The key principle and good practice approaches to prevention work
6. What, where and how
7. Project planning and implementation
8. Developing a media and communications plan
9. Evaluating your work and building the evidence for prevention
Gender transformative approaches are fundamental to prevent violence against women

<table>
<thead>
<tr>
<th>Gender unequal or exploitative</th>
<th>Gender blind</th>
<th>Gender sensitive</th>
<th>Gender specific</th>
<th>Gender transformative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender inequality resulting in a higher probability of violence against women</td>
<td>These approaches perpetuate gender inequalities and may inadvertently maintain or support gender inequality by reinforcing gender stereotypes.</td>
<td>These approaches ignore gender norms and inequalities, can minimise efforts to address gender inequality, and risk contributing to the gendered drivers of violence through implicit support of existing norms.</td>
<td>These approaches acknowledge but do not address gender inequalities. They are not harmful, but they don’t make sustainable changes to society that lead to long-term and significant reductions in violence.</td>
<td>These approaches address the causes of gender-based inequalities and work to transform harmful gender roles, norms and relations. They challenge both normative and structural inequality.</td>
</tr>
</tbody>
</table>
Intersectional understanding of violence against women:

- Violence against women happens because **women are targeted** for violence.

- The drivers of violence against women affect women who face multiple forms of discrimination and oppression **uniquely, more frequently and more severely** than other women.

- And this increases probability of these groups being **targeted** for violence.
social status & identity: Aboriginality  ethnicity  sex  sexuality  parent/carer status  gender identity  (dis)ability  religion  cultural background  socio-economic status  age  migration & refugee status
Based on these differences, we each experience **power, privilege and/or oppression**.
Intersectionality: Power, privilege and oppression is reinforced by social systems and structures

Prevention work aims to change these systems and structures
Key principle and good practice approaches for prevention work

The key principle is to transform norms, structures and practices for a gender equal society, whilst addressing other forms of social inequality and discrimination to create gender equality for all women.

Good practice approaches
• be inclusive and responsive to diversity
• work in partnership
• challenge masculinity and engage men and boys while empowering women and girls
• develop and maintain a reflective practice