

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

Putting the  
**prevention**  
of violence against  
**women**

into practice:

*How to Change the story*

**Our  
WATCH**  
End violence against  
Women And Their Children

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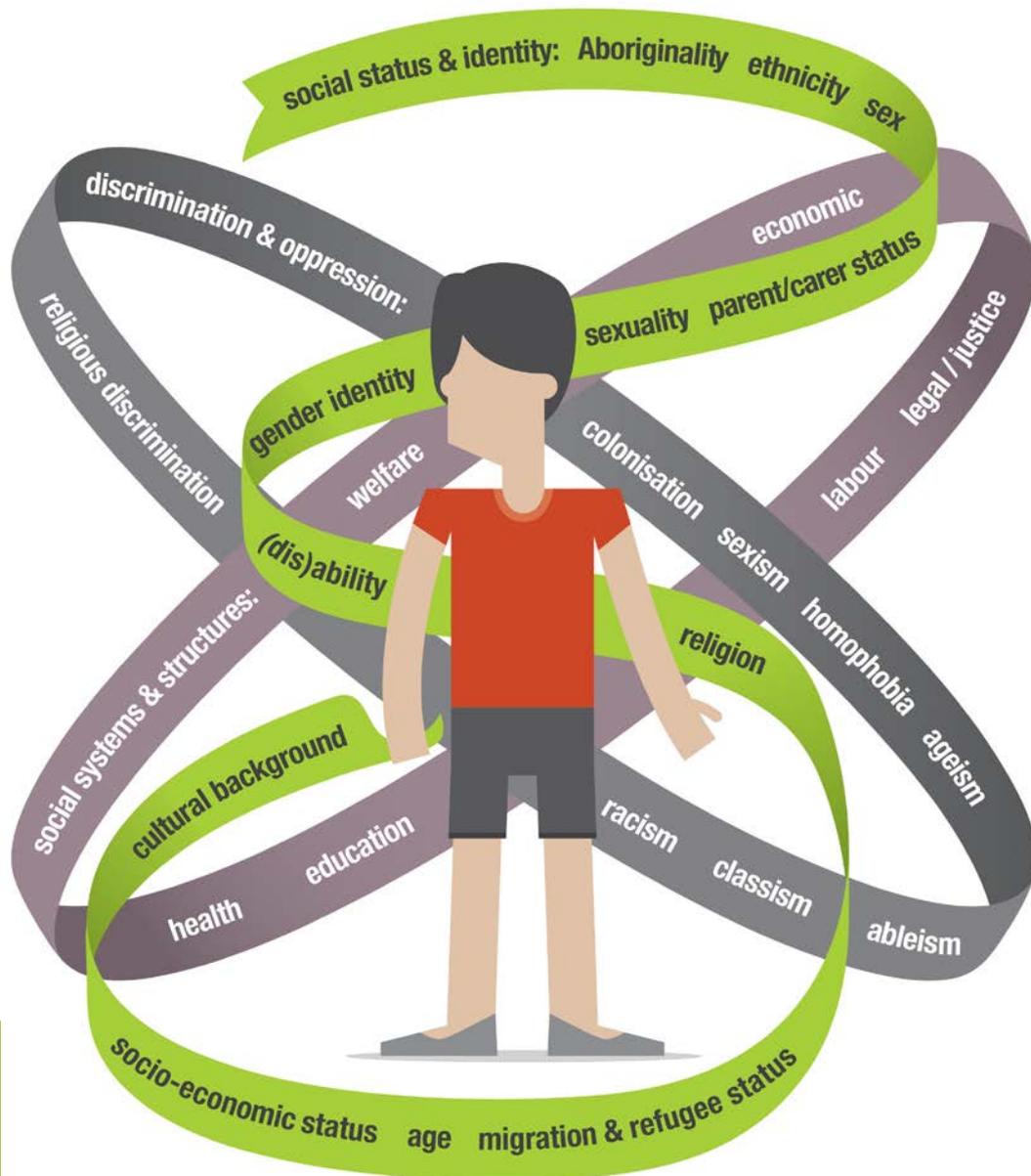
Our  
MATCH

# Gender transformative approaches are fundamental to prevent violence against women

	Initiatives in these categories should be avoided as they cause harm and may have a negative impact on efforts to prevent violence against women		Initiatives in this category may not cause harm, but they are unlikely to have any impact on violence against women	Initiatives in these categories should be the focus of prevention work, as they alone can create the changes necessary to reduce violence against women		
	Gender unequal or exploitative	Gender blind	Gender sensitive	Gender specific	Gender transformative	
Gender inequality resulting in a higher probability of violence against women	These approaches perpetuate gender inequalities and may inadvertently maintain or support gender inequality by reinforcing gender stereotypes.	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.	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.	These approaches acknowledge gender inequalities and consider women's specific needs, but do not transform norms and practices.	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.	Gender equality resulting in a lower probability of violence against women.

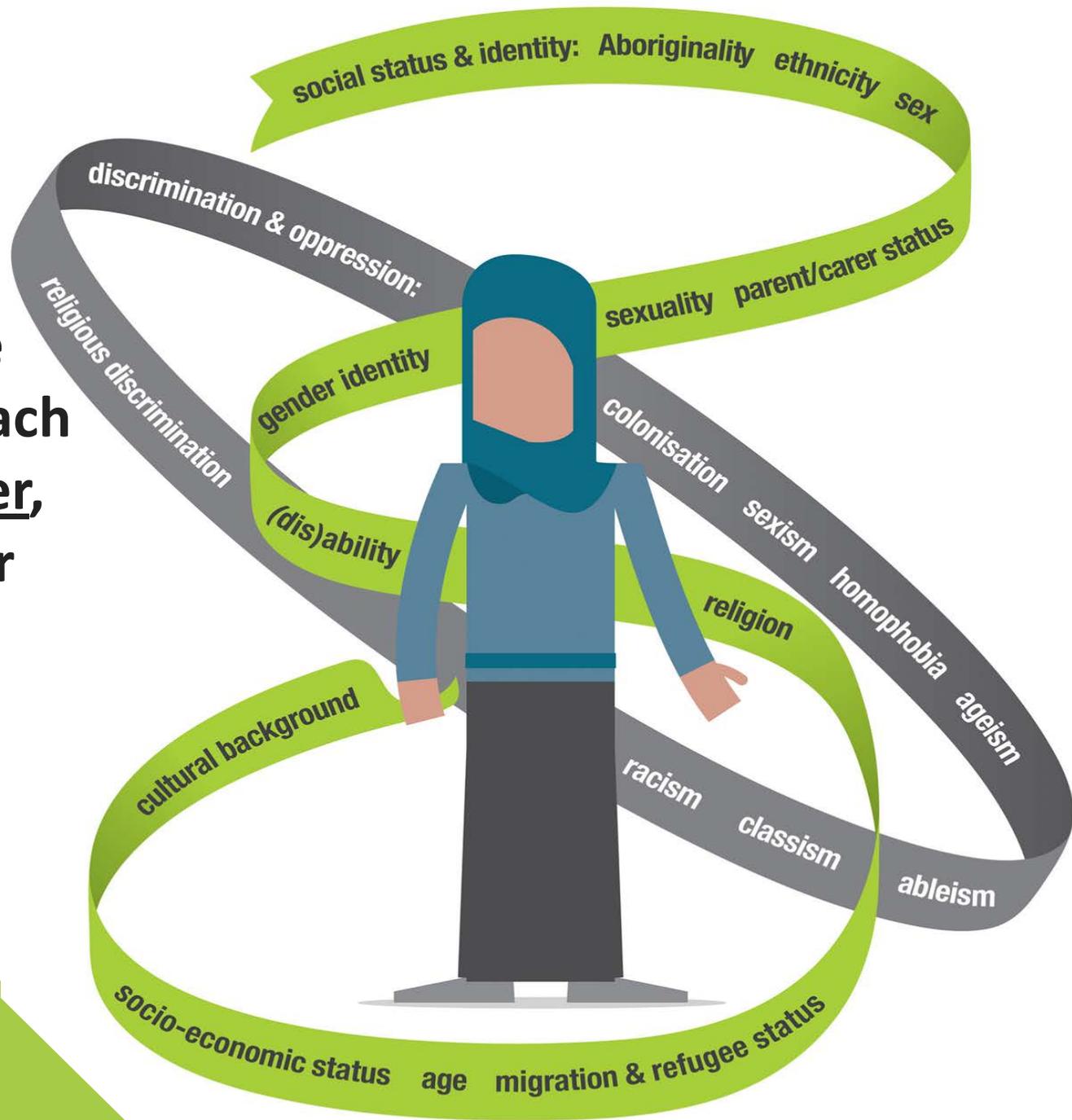
# Intersectional understanding of violence against women:

- 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



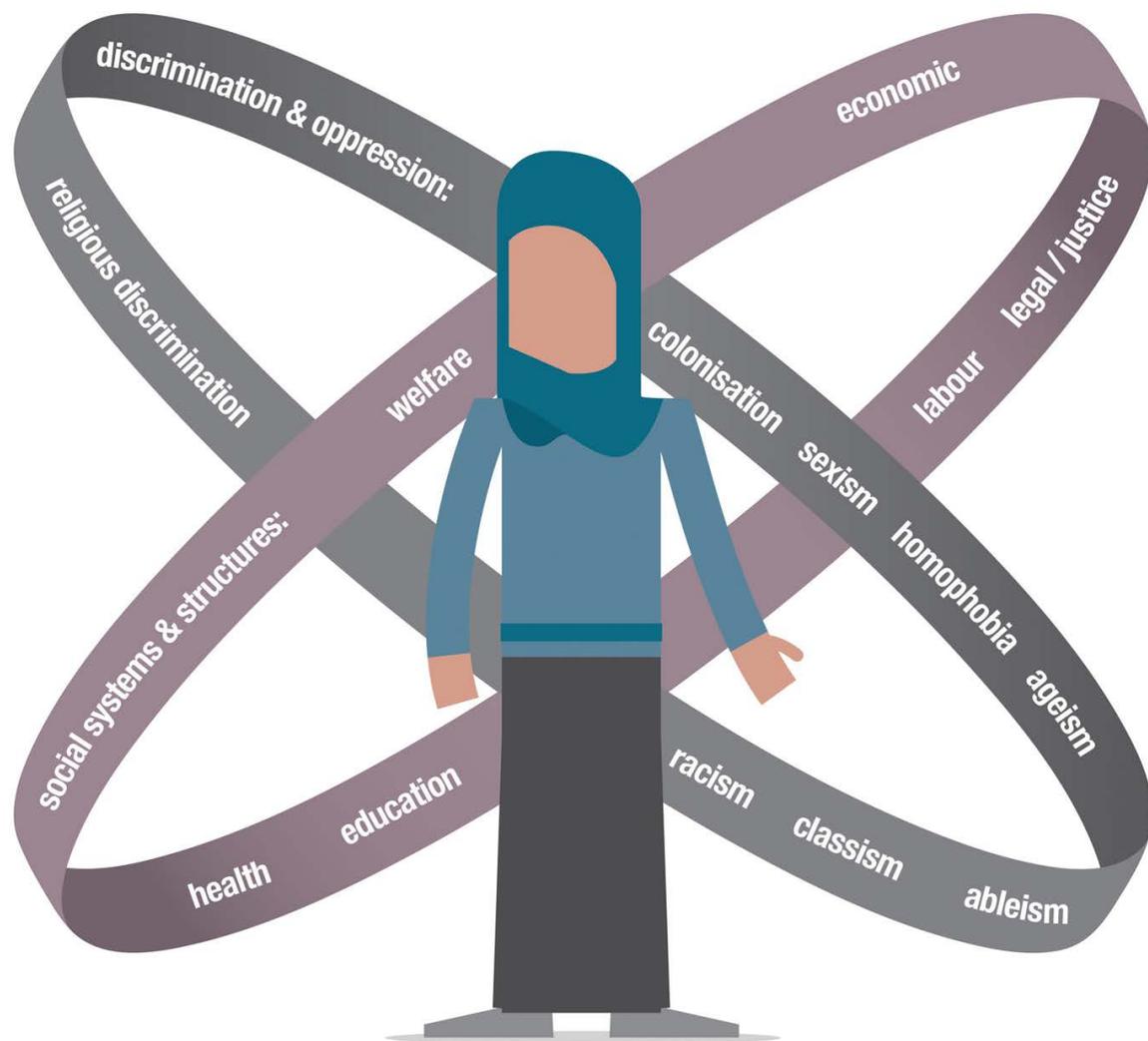


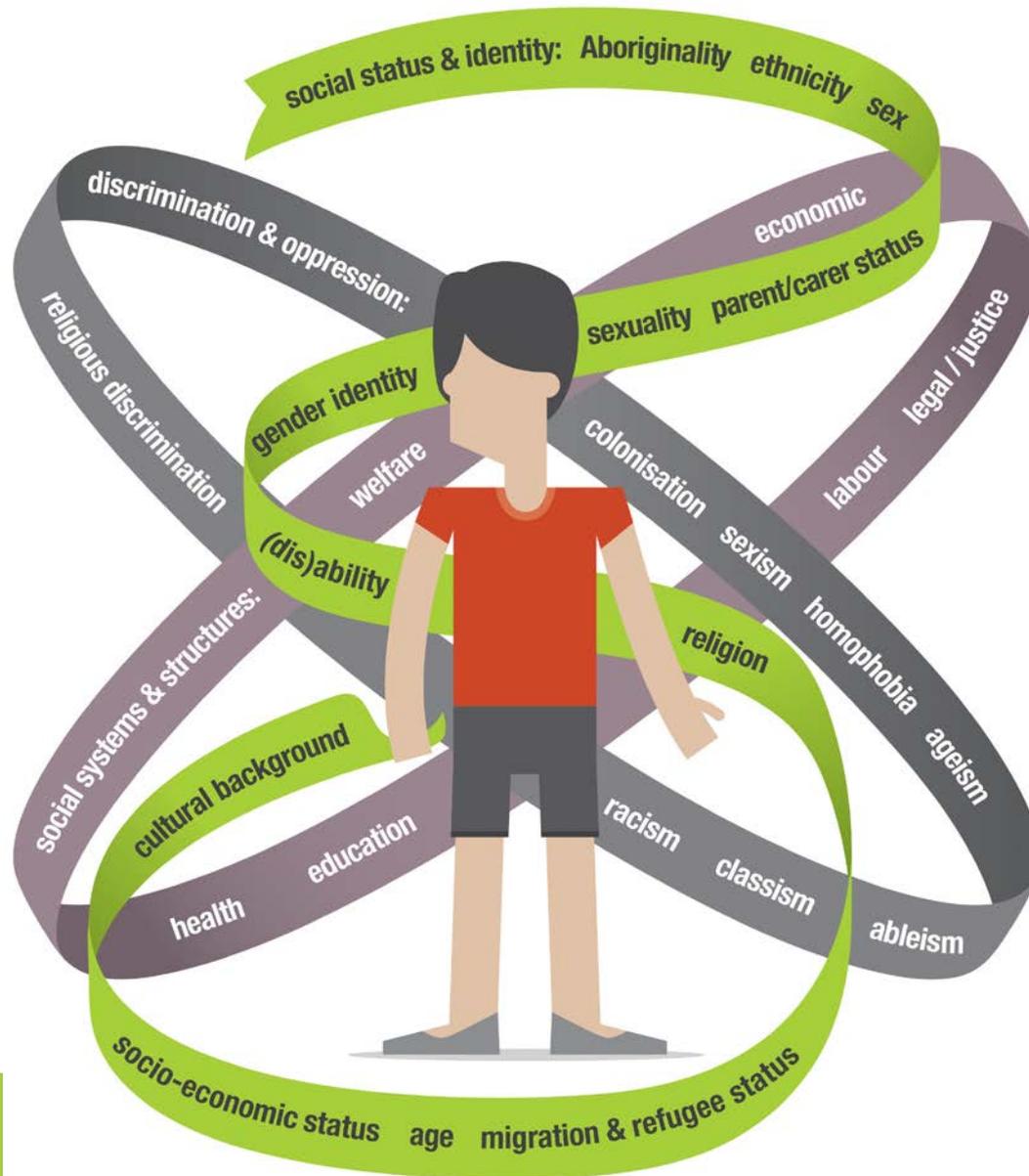
Based on these differences, we each experience power, privilege and/or oppression.



**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

