



# PREVENTING VIOLENCE AGAINST WOMEN AND GIRLS THROUGH **SOCIAL NORM CHANGE**

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LEARNING PAPER FROM THE ASIA-PACIFIC FORUM ON  
PREVENTING VIOLENCE AGAINST WOMEN AND GIRLS:  
EVIDENCE AND TOOLS FOR SOCIAL NORM CHANGE

1-2 December 2015, Bangkok



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# OVERVIEW

Given the developments in the Asia-Pacific region and beyond since the global Expert Group Meeting on VAWG prevention that took place in 2012, UN Women and UNFPA, in partnership with the Australian Government and KWDI, hosted an Asia-Pacific Forum on Preventing Violence against Women and Girls: Evidence and Tools for Social Norm Change, for senior experts, policymakers, practitioners and development partners on 1-2 December 2015 in Bangkok, Thailand. The primary aim was to reflect on how social norms change can be affected, share concrete evidence and good practices in the area of prevention, present practical and evaluated tools to promote and implement preventive actions, and explore ways forward.

**This learning paper provides an overview of the evidence coming out of the Forum. More specifically:**

**Section I** outlines some of the data available on VAWG, discusses how social norms can act as drivers of VAWG, and introduces a new International Framework for Ending Violence against Women created by UN Women in collaboration with ILO, OHCHR, UNDP, UNESCO, UNFPA, and WHO. The Framework to Underpin Action to Prevent Violence against Women provides a shared international understanding on what prevention is, and what strategies it should entail, and thus provides a solid backdrop for evidence-based prevention work in the region. The section also discusses some of the prevention efforts already underway in Asia Pacific.

**Section II** outlines the key learnings of the discussions at the Forum, and the growing evidence-base for what works to prevent VAWG through social norm change. The findings of the Forum show that there are four key areas that should be emphasized in programming and policy-making for prevention:

- community mobilization,
- education and youth,
- engaging men and boys, and
- policy and legal reform.

Furthermore, promoting research and data collection on social norm change, including through stronger monitoring and evaluation, is highlighted in terms of ensuring prevention efforts are both evidence-based and evidence-building.

**Section III** demonstrates these key learnings through a number of case studies of promising practice for social norm change. These are intended to give insight into the types of gendered norms that are being successfully challenged by prevention efforts in the Asia-Pacific region. Taken together, these case studies highlight that while no single intervention can end VAWG, coordinated, holistic and multi-sectoral approaches hold the potential to create lasting change around the norms, practices and structures that underpin VAWG in different settings.

The paper concludes by bringing together these recommendations and key learnings, and discussing their relevance for addressing VAWG through local, national and global prevention efforts, and under the new Sustainable Development Agenda. The evidence presented here demonstrates the importance of ending VAWG in order to improve the health and safety of women and girls around the world, and in order to promote successful and sustainable development for all countries. Ending VAWG will result in economic benefits through reduced financial costs on response and justice services, and through women's increased participation in the labour force, as well as greater human development outcomes through achieving gender equality across women's social and civic participation.



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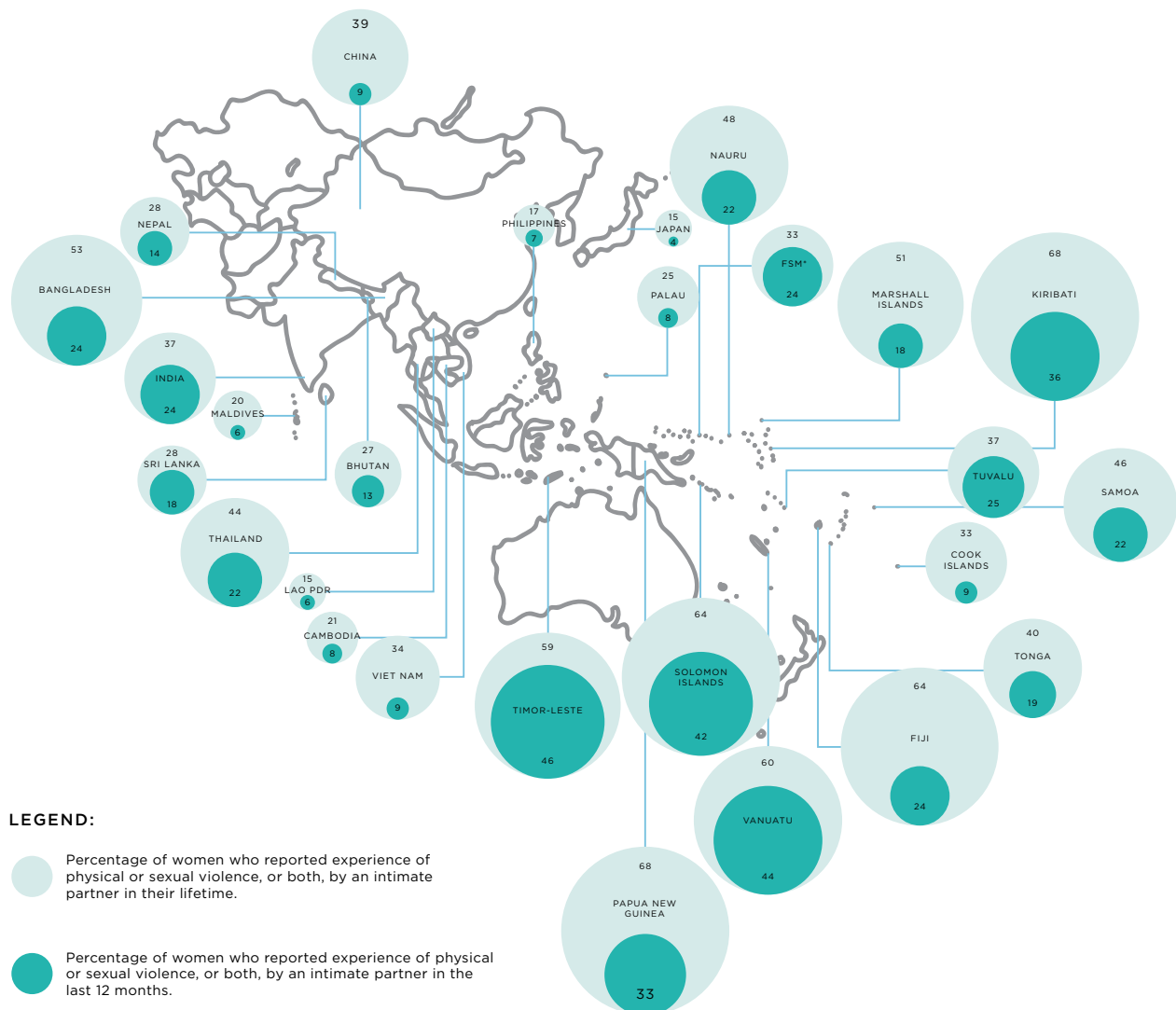
# I. INTRODUCTION

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## A. VIOLENCE AGAINST WOMEN AND GIRLS

**Violence against women and girls (VAWG) is one of the most widely spread violations of human rights globally.** VAWG includes abuse within the home such as by an intimate partner or other family member, violence outside of the home such as sexual assault and rape, trafficking and forced prostitution, and harmful practices such as female genital mutilation and so-called honour crimes.

It is estimated that around one in three women globally will experience VAWG in their lifetime.<sup>1</sup> VAWG has numerous immediate and longstanding consequences not only for the women and girls who experience it, but also for their families and communities, as well as society at large. Global research has only recently begun to recognize the ways in which VAWG impacts overall economic growth and human development, and results in substantial financial burdens and social costs for countries around the world.



Source: UN Population Fund (UNFPA), 2016 Regional Snapshot, kNOWVAWdata: measuring prevalence of violence against women in Asia Pacific.

1. World Health Organization (WHO). (2013) Global and regional estimates of violence against women: Prevalence and health effects of intimate partner violence and non-partner sexual violence, Geneva: WHO.

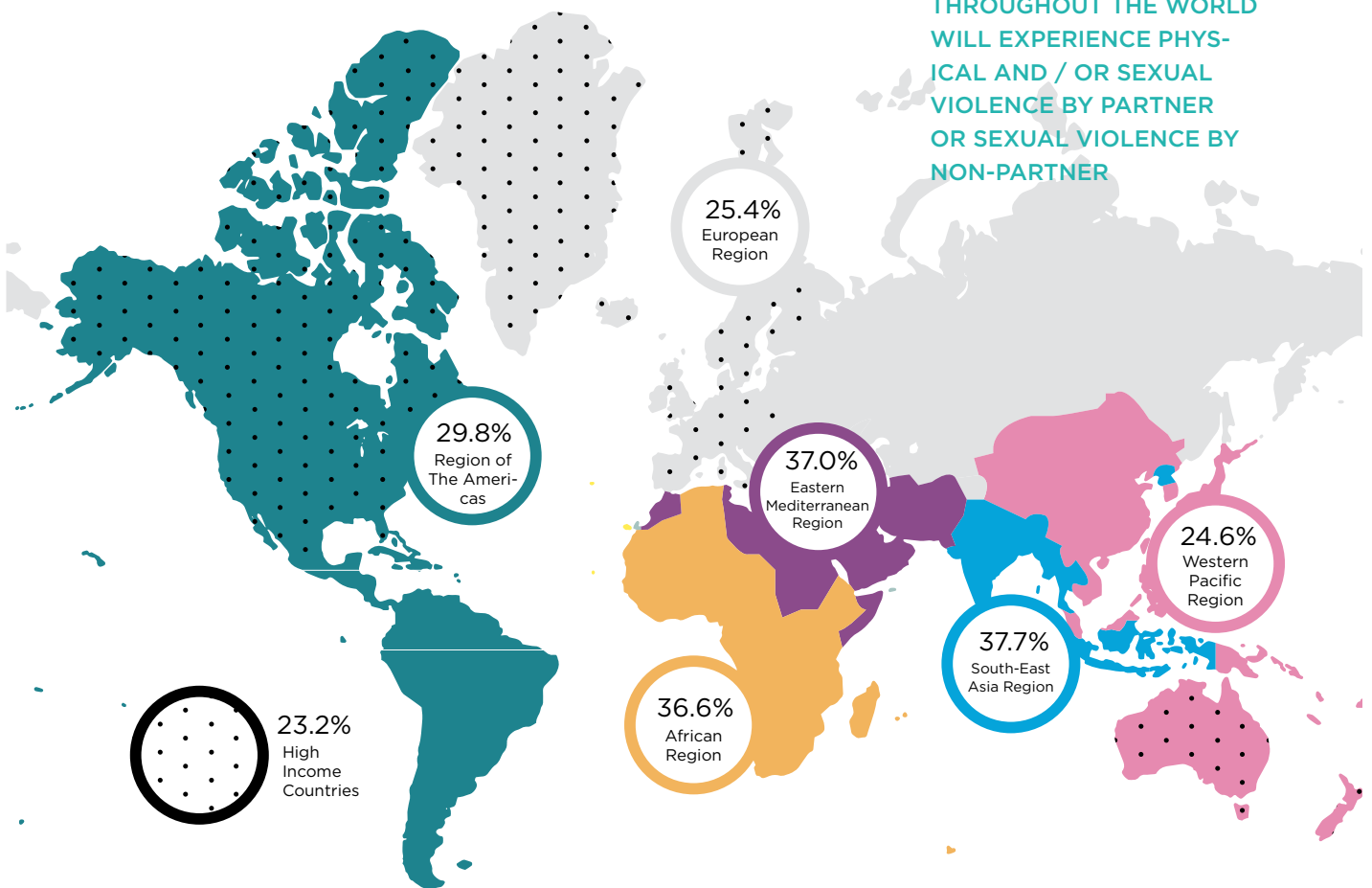
For most girls in the Asia-Pacific, gender inequality starts early in life, with limited access to education in many countries, and socio-cultural norms that underpin son preference, child marriage, and various forms of gender-based violence. Nearly half of child marriages globally occur in South Asia, and among those around 1 in 4 are married before the age of 15, thereby limiting girls' future opportunities.<sup>2</sup> Unequal social norms assign strict gender roles based on stereotypes of men as providers and women as care givers, prizing physical strength, aggression and sex-

ual experience in men, and submissiveness, passivity and chastity in women. This leads to harmful constructions of a dominant masculinity based on power, control and (hetero)sexual entitlement over women, and the socio-cultural acceptance of violence and abuse as a way to assert dominance. These unequal social norms are reinforced by gendered practices and structures that maintain gender inequality across our relationships, communities, institutions, and societies.

## MAP SHOWING PREVALENCE OF INTIMATE PARTNER VIOLENCE BY WHO REGION

### 1 IN 3 WOMEN

THROUGHOUT THE WORLD WILL EXPERIENCE PHYSICAL AND / OR SEXUAL VIOLENCE BY PARTNER OR SEXUAL VIOLENCE BY NON-PARTNER



Source: WHO Regional estimates, design by The Equality Institute

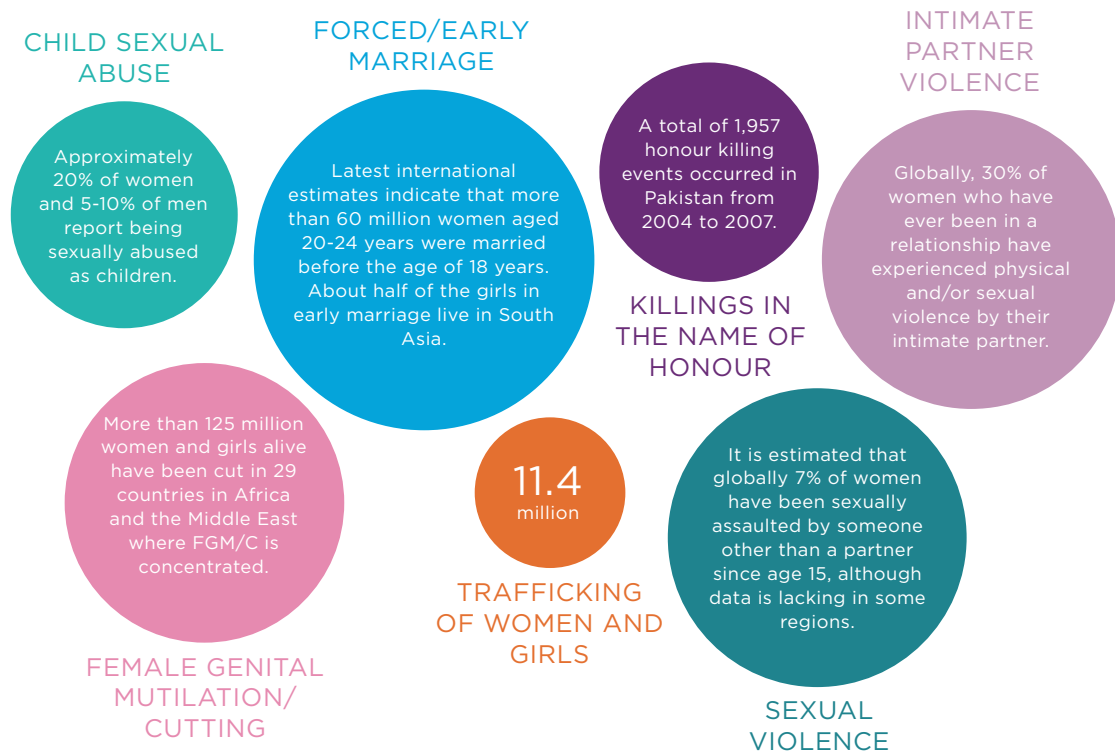
2. UN Children's Fund (UNICEF). (2013) Ending Child Marriage: Progress and Prospects. Geneva: UNICEF.



Research has shown that across the Asia-Pacific region, rates of VAWG vary by country. A ground-breaking study on men's use of violence in the Asia-Pacific, led by the UN joint programme, Partners for Prevention (P4P), found that overall nearly one in two men reported using physical or sexual violence against a female partner, ranging from 26% to 80% across sites.<sup>3</sup> Nearly a quarter of the men interviewed reported raping a woman or girl, and half of these men reported that they committed rape for the first time when they were under the age of 18. It confirmed that

deep-rooted patriarchal values and men's sense of entitlement and control over women and their bodies lie at the heart of VAWG. The key recommendations of the Study included the need to change social norms related to the acceptability of violence and the subordination of women; promotion of non-violent masculinities; increased efforts to work with young boys to address early age sexual violence perpetration; and promotion of healthy sexuality for men to address male sexual entitlement, among others.

## VIOLENCE AFFECTS GIRL AND WOMEN AT EVERY AGE AND STAGE OF LIFE



## A FEW COMMON TYPES OF VIOLENCE

Source: Raising Voices

3. Fulu, F., Warner, X., Miedama, S., Jewkes, R., Roselli, T. and Lang, J. (2013) Why do some men use violence against women and how can we prevent it? Quantitative findings from the United Nations Multi-Country Study on men and Violence in Asia and the Pacific, Bangkok: Partners for Prevention.

## B. SOCIAL NORMS AS A DRIVER OF VAWG

Discrimination against women and inequality in the distribution of power and resources between men and women are the main root causes of VAWG. Gender inequalities lead to the development of norms, which can influence the development of attitudes and beliefs that can lead to the expression of violence. For example, when children witness violence against their mothers in the family, they are learning about violence and about its place in gender relations.

In addition to the root causes of VAWG, a complex interplay of other factors may increase the probability of violence being perpetrated or experienced. These factors range from individual-level character-

istics and conditions of both partners, to relationship patterns, to community and social norms around marriage, family, gender and work, and societal level factors such as laws and policies.

Attitudes, norms and beliefs that justify violence and gender inequality perpetuate VAWG. Attitudes and norms related to VAWG also create barriers to effective implementation of prevention and response services. However, there is often lack of clarity about how to transform these social norms to promote gender equality and reduce VAWG.

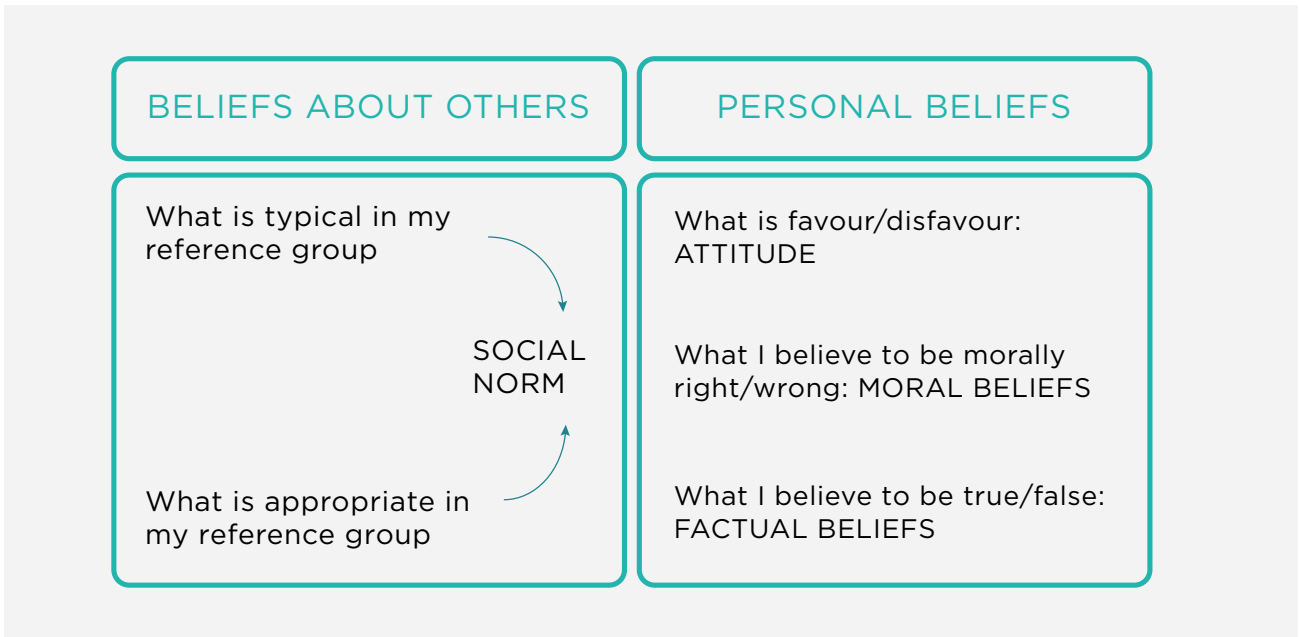


### EXAMPLES OF SOCIAL GENDER NORMS THAT SUPPORT MEN'S USE OF VAWG:

- Men have the right to assert power over women
- Men are socially superior to and thus have higher status than women
- Physical violence is an acceptable form of conflict resolution
- Intimate partner violence is a shameful topic and should not be openly discussed
- Men have a right to sex with their female partners in marriage

### WHAT IS THE DIFFERENCE BETWEEN ATTITUDES AND NORMS?

To effect change, it is important to be clear about what a program is trying to change. Often attitudes and norms are used interchangeably. But they are different concepts. A **NORM** is a collectively shared belief about what is typical and appropriate in a given setting. An **ATTITUDE** is an individually held belief that evaluates whether something is good, bad, sacred, dirty, appropriate, not appropriate. Individual attitudes sometimes match social norms but sometimes they are different. That is, some individuals believe that violence against women is wrong, even if everyone else in their community believes that it is appropriate under certain circumstances.



## C. INTERNATIONAL FRAMEWORK FOR ENDING VIOLENCE AGAINST WOMEN

The importance of prioritizing the prevention of VAWG has been highlighted in numerous international and regional legal and policy documents, including CEDAW General Recommendation No. 19,<sup>4</sup> General Assembly resolutions (65/187)<sup>5</sup> and Human Rights Council resolutions (A/HRC/14/12).<sup>6</sup>

In September 2012, UN Women, in collaboration with UN ESCAP, UNDP, UNFPA, UNICEF and WHO, held an Expert Group Meeting on the prevention of VAWG in preparations for the 57th session of the Commission on the Status of Women (CSW 57), held in 2013, which addressed VAWG as its priority theme. At the meeting, experts agreed that interventions focused on the aftermath of VAWG, while essential, can only have limited impact on reducing violence itself – strategies are also urgently needed to stop such violence from occurring in the first place.<sup>7</sup> The CSW 57 Agreed Conclusions therefore emphasized the importance of prioritizing prevention, as part of a holistic global approach to ending VAWG. Under the Agreed Conclusions, the key priority for action is to address the root

causes of VAWG, including through community mobilization, educational programmes that work with multiple stakeholders, engaging men and boys in transforming harmful masculinities, and the adoption or revision of legal and policy frameworks to establish substantive gender equality.

The CSW 57 Agreed Conclusions urged international, national and local actors to contribute to the global struggle to end VAWG. They call on UN entities and other international and regional organizations, and national governments, human rights commissions, representatives of civil society, members of the private sector, and various media agencies, to use varied approaches across all sectors. Importantly, the Commission emphasized the necessity of addressing the gendered social norms, practices and structures that increase the probability of VAWG, as a priority.

As a vital part of this emerging global prevention agenda, UN Women, in collaboration with ILO, OHCHR, UNDP, UNESCO, UNFPA, and WHO, elaborated an

4. CEDAW General Recommendation No. 19, available at: <<http://www.un.org/womenwatch/daw/cedaw/recommendations/recomm.htm>>

5. General Assembly resolution (65/187) available at: <[http://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/65/187&Lang=E](http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/65/187&Lang=E)>

6. Human Rights Council resolution A/HRC/14/12, Accelerating efforts to eliminate all forms of violence against women: ensuring

due diligence in prevention available at: <[http://ap.ohchr.org/documents/dpage\\_e.aspx?si=A/HRC/RES/14/12](http://ap.ohchr.org/documents/dpage_e.aspx?si=A/HRC/RES/14/12)>

7. Fergus, L. (2012) Background Paper: Prevention of violence against women and girls, UN Women, UN ESCAP, UNDP, UNFPA, UNICEF and WHO.

international and inter-agency framework on the prevention of VAWG. The Framework to Underpin Action to Prevent Violence against Women (the Framework) is thus a reflection of what the relevant agencies of the UN system can do together to eliminate VAWG.<sup>8</sup> The aim of the framework is to strengthen a shared international understanding on what prevention is, and what strategies it should entail. The framework emphasizes the importance of a comprehensive approach in preventing VAWG with mutually reinforcing strategies across all levels of the socio-ecological model: individual and relationship, community and organisational, and societal.<sup>9</sup>

The Framework aims to consolidate the findings of a variety of international sources in which the concepts, theories and evidence on preventing VAWG are documented, and looks into the basic causes of violence in addition to risk and protective factors associated with VAWG. It is not intended to be a comprehensive guide for those implementing specific initiatives in preventing VAWG, but for those engaged in policy development, project and programme planning in organizations, communities and governments. This is particularly in light of the recently adopted Sustainable Development Goals (SDGs), through which particular indicators and targets will apply to many of the forerunning issues of VAWG, specifically, gender inequality, poverty, and of course, the elimination of VAWG itself.<sup>10</sup> In particular, the Framework will:

- Be used by relevant UN and international agencies and national policy makers to plan and
- implement coordinated and well-targeted approaches to prevention

- Support local, regional and national-planning and implementation of evidence-informed strategies to prevent VAW
- Strengthen a shared understanding of the key risk and protective factors that relate to VAW
- Assist various stakeholders and partners to establish a common language to discuss the prevention of VAW
- Benchmark recent evidence and knowledge to establish a baseline from which to further build on<sup>11</sup>

The Framework sits within the broader global efforts on the prevention of VAWG. It provides a systematic, top-down approach by aiming to inform project and programme design, and policymaking by international organizations and national governments. The Framework is intended to be used as a unifying 'road map' to maximize the success of combined efforts, and should be updated and revised as new strategies emerge, and in consultation with stakeholders.

In addition, a global call to action on VAWG was published in a special edition of *The Lancet*, highlighting the importance of integrating social norm change into a coordinated and multi-sectoral approach to prevention.<sup>12</sup> Figure 1 shows the five necessary steps for global action to effectively prevent VAWG: show leadership, create equality, change norms, challenge sectors, and invest in research and programming. Each of these steps represent the necessary reinforcing actions that will promote social norm change at the grassroots, and support top-down structural reform through policy, legislation and other measures.

8. Mlambo-Ngcuka, P. (2015) Framework to Underpin Action to Prevent Violence against Women, UN Women.

9. Heise, L. (2011) What works to prevent partner violence: An evidence overview, London: STRIVE Research Consortium; Heise, L. (1998) Violence against women: An integrated, ecological framework, *Violence Against Women*, 4(3): 262–290.

10. For more information on addressing VAWG through the SDGs, see: <<https://sustainabledevelopment.un.org/sdgs>>.

11. UN Women (2015) A Framework to underpin action to prevent violence against women, Geneva, [http://www2.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2015/prevention\\_framework\\_unwomen\\_nov2015.pdf?v=1&d=20151124T225223](http://www2.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2015/prevention_framework_unwomen_nov2015.pdf?v=1&d=20151124T225223)

12. Garcia-Moreno, C., Zimmerman, C., Morris-Gehring, A., Heise, L., Amin, A., Abrahams, N., Montoya, O., Bhate-Deosthali, P., Kilonzo, N. and Watts, C. (2014) Addressing violence against women: A call to action, *The Lancet*, 385(9978): 1685–1695.



Source: Raising Voices

Finally, international efforts to address VAWG have further crystallized under the SDGs. Goal 5, *achieve gender equality and empower all women and girls*,

includes two targets specifically aimed at ending violence against women and girls.



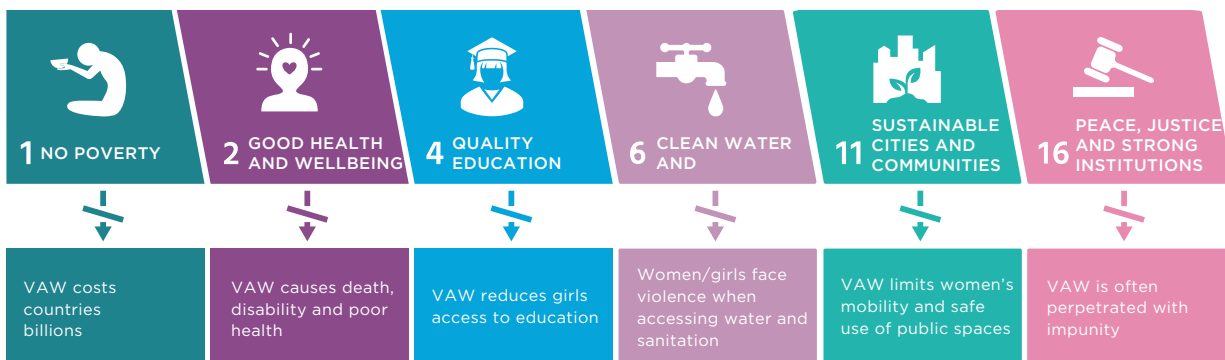
4. CEDAW General Recommendation No. 19, available at: <<http://www.un.org/womenwatch/daw/cedaw/recommendations/recomm.htm>>

5. General Assembly resolution (65/187) available at: <[http://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/65/187&Lang=E](http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/65/187&Lang=E)>

6. Human Rights Council resolution A/HRC/14/12, Accelerating efforts to eliminate all forms of violence against women: ensuring due diligence in prevention available at: <[http://ap.ohchr.org/documents/dpage\\_e.aspx?si=A/HRC/RES/14/12](http://ap.ohchr.org/documents/dpage_e.aspx?si=A/HRC/RES/14/12)>

Other targets delineate the enabling environment for reducing VAWG including gender equality and human rights, the rule of law, access to justice and strong institutions, peace-building and a reduction of generalized violence, equal access to health services, education, and productive assets, etc. Moreover, we cannot achieve the SDGs without addressing violence

against women, as violence and gender inequality continue to limit women's full participation in social, economic and political life, to act as a significant burden on national and global economies, and to detract from the safety and security of our communities.



Source: The Equality Institute, 2016

## D. EFFORTS TO PREVENT VAWG IN ASIA PACIFIC

UN Women and UNFPA, together with the wider UN network, has been working on the prevention of VAWG in the Asia-Pacific region for a number of years, progressively expanding the available evidence-base, programming and availability of tools to address and prevent VAWG.

Central to this work has been a number of targeted strategies and approaches that aim to effectively and sustainably challenge social norms, gender stereotypes, attitudes, behaviors and beliefs that perpetuate gender inequality and VAWG, and promote healthy and respectful gender relationships and roles, with a particular focus on young people.

UN Women Regional Office for Asia and the Pacific has, since the Expert Group Meeting in 2012 and with the support of the Australian Government, been implementing the project *Leveraging Technical Tools, Evidence, and Community Engagement to Advance the Implementation of Laws and Provision of Services to Women Experiencing Violence in South-East Asia (2013-2015)*. This programme has a strong prevention component and has provided an opportunity to develop and test new tools for the positive transformation of social norms at community level. Also, with funding provided by the Government of Denmark, UN Women has developed and tested youth-focused tools and strategies

for prevention during 2015, including through working with unconventional partners such as sports associations to address issues related to masculinity. Similarly, UNFPA Asia-Pacific Regional Office's key areas of intervention include supporting the evidence base for ending violence against women (VAW), ensuring an integrated and multi-sectoral response to support to victims and survivors, preventing violence, including in humanitarian settings, and addressing harmful practices. UNFPA has been supporting implementation of gender responsive comprehensive sexuality education (CSE) in several countries in the Asia-Pacific region as an entry point for developing equitable gender norms and relationships. It has been observed that CSE empowers young people to reflect critically on their environment and behaviors, and promotes gender equality and more equitable social norms.

In addition, UNFPA engaged with faith based organizations to challenge often taboo issues such as harmful notions of masculinity and harmful practices such as child marriage. In several countries, UNFPA has partnered with parliamentarians on prevention of VAW to generate political commitment to enforce positive legislative changes. UNFPA Asia Pacific Regional Office, with support provided by the Australian Government, has initiated a regional initiative – kNOwVAWdata project – that aims to ensure sustained capacity development at national and regional level for collection and analysis of VAW data in the region.

Other regional joint UN initiatives, such as Partners for Prevention (P4P), as well the United Nations Girls in Education Initiative (UNGEI) have supported further programming for VAWG prevention.

## PARTNERS FOR PREVENTION

**Partners for Prevention Phase 2** builds on the regional evidence base established through the UN Multi-Country Study (MCS), conducted in Phase 1. The focus of phase 2 is on prevention interventions, capacity development and policy advocacy. This approach is aimed at improving future programmes and policies, particularly in addressing and transforming harmful social norms that perpetuate gender inequality, so as to prevent violence against women and girls and promote their rights. Phase 2 emphasises the development of effective theories of change, the importance of monitoring and evaluation strategies, and the importance of multi-disciplinary and comprehensive prevention policies, including promoting volunteerism, scaling up projects through advocacy, and community mobilization through public relations. The primary prevention interventions currently in place in Bangladesh, Cambodia, Indonesia, Papua New Guinea and Vietnam are designed to respond to the site-specific findings of the UN MCS. The range of interventions seek to change social norms through engagement with men and boys, using strategies that promote gender equality, respectful relationships and community social cohesion. These interventions engage with a range of actors and stakeholders to contribute to the prevention of VAWG, unwanted pregnancies, the spread of HIV, and address gender equality, transforming harmful masculinities, individual empowerment, positive parenting, as well as trauma and healing,



## **II. WHAT WORKS TO CHANGE SOCIAL NORMS THAT DRIVE VAWG AND HOW CAN CHANGE BE MEASURED?**

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“We need to first understand the norms that we are trying to change, because they vary by context... and then what we have seen is we need to have a multi-sectoral, holistic approach and a long-term approach because changing norms is going to take some time... So that we are working with individuals, but we are also working with communities and structures and influences in society.”

Emma Fulu, Director of The Equality Institute

Ending VAWG is a highly complex agenda, one that involves negotiating political issues at the institutional level, and addressing socio-cultural barriers at the individual, family and community levels. Social norm change is not a linear process and substantive gaps remain in our knowledge about how we can engender change in different settings, and with long-lasting impact in our communities. For this reason, promoting ongoing research and innovation is a priority for global prevention efforts.

There is a growing body of global evidence on what works for social norm change in relation to addressing the norms, practices and structures of gender inequality that drive VAWG. Through the discussions of the Forum, the participants shared their knowledge and experience of different approaches to prevention from around the Asia-Pacific region, and identified priorities for moving forward in future prevention efforts.

#### FOUR THEMATIC AREAS UNDERPINNED THE MEETING:

- effective community mobilization
- prioritizing education and youth
- strategically engaging men and boys in prevention; and
- utilizing policy and legal reform to address structural inequality.

Across all these key areas research and improved capacity for monitoring and evaluating change in prevention were identified as key priorities. While there is some evidence around interventions that have had proven impact in reducing rates of VAWG in the target community, such as the SASA! community mobilization model in Uganda, there is limited evidence on how or to what extent programmes have led to social norm change, especially in the long-term. Box 1 shows a number of key lessons that were derived from discussions of promising practices for social norm change in preventing VAWG in the Asia-Pacific.

#### BOX 1: KEY LESSONS FOR SOCIAL NORM CHANGE IN PREVENTING VAWG

**There are a number of important lessons that apply across all prevention interventions targeted at social norm**

- Transforming social norms is a complex and long-term process. Plan for the sustainability of interventions in order to achieve lasting change over longer time periods. This has consequences for the monitoring and evaluation of interventions, as the most important changes may not be the most easily observed, or may not be evident until long after an intervention has finished.

- intervention has finished.
- Effective prevention requires an enabling environment, at multiple levels. This means that a program's key messages are reinforced outside the immediate context, and efforts at changing gendered norms are supported by legal and policy reform to address structural inequality.
- Use a participatory and strengths-based approach to ensure women, and women's organizations, are at the forefront in leading the change for their own lives.
- Focus on positive alternative messages to create new norms around relationships based on equality and mutual respect, communication, and community values around the safety and security of women and girls. Move away from victim-blaming to providing support for survivors and ending norms that perpetuate the impunity of perpetrators.
- Develop skills and critical thinking around gender inequality and rigid gender norms, and provide opportunities for participants in the community to practice the new skills and behaviors, and engage with each other.
- Think about how social norms, behaviors and attitudes are learned throughout the life course, and find innovative ways to engage women and men, and girls and boys, across age groups. Women and girls are particularly vulnerable to certain forms of violence at different ages, and prevention needs to work to address gender inequality

## A. COMMUNITY MOBILIZATION

The heart of social norm change is at the grassroots. Community mobilization has proven to be as an effective strategy to shift social norms and attitudes around violence and gender inequality. Preventing violence against women involves holistic, multi-sectoral, and coordinated approaches, which go beyond engagement at the individual level. Community driven approaches to primary prevention are effective because they use a rights-based platform to implement government strategies, that promote capacity building and knowledge sharing, and encourage community leadership that demonstrates ownership

over prevention strategies and pathways to change. Key to this intervention type is the creation of a shared space, for dialogue within community structures and routine meetings that are multi-sectoral, coordinated and referral.

Comprehensive community mobilization uses multiple strategies over time to build a critical mass of people supportive of gender equality and violence prevention. This level of support is achieved through inter-community exchange on prevention approaches, that reach every level of society, and provide

“Part of our project when working at the community level ... is men encouraging more women to have a strategic position at the community level. This means the success story is the shift to men considering that women should be leaders in their communities. Women as leaders in their communities are success stories.”

Emma Fulu, Director of The Equality Institute

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opportunities for men and boys to come together for peer support, together with women and girls for whole of community support. This is important particularly to encourage greater decision-making capacity and leadership roles among women in the community, to identify community activists and to improve rights and legal awareness for women and the community. To be most effective, the processes should involve a combination of several different strategies including community education, capacity building, media campaigns, intense workshops that address interpersonal relationships, policy review and reform, and service delivery.

Effective strategies such as positive parenting attempt to buffer the effects of community violence or other negative influences. In particular, interventions with families provide platforms for men to engage with ideas around responsible fatherhood, men's roles as caretakers, and men's roles in teaching their sons to respect women. Positive parenting programs also encourage men to share chores and decision-making, thereby introducing more gender equal behavior to the household, which in turn trickles into more opportunities for women in the community at large.<sup>13</sup>

Other community mobilization strategies promote gender mainstreaming and the integration of nationwide gender-based violence policies into the health system to enhance prevention at the village level, or the harnessing of progressive technology such as more innovative ICT usage that can be expanded into different sectors of the community, for example, the transport industry under safe cities programming. Repeated exposure to ideas slowly spreads influ-

ence and changes perceptions in community norms and attitudes. Through the engagement of actors for change and the use of consultative committees that lead the community, it is possible to reinforce the gravity of harmful gender norms, attitudes and behaviors. For example, creative tools to promote change in social norms, such as social media, can be especially effective in reaching young people.

SASA! and Stepping Stones are some of the most successful community mobilization programs, that take a long-term approach to prevention, by building skills and teaching people how to live a different social norm and promoting positive alternatives. A more detailed look at SASA! is presented below.

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13. Fulu, E., Kerr-Wilson, A., & Lang, J. (2014) What works to prevent violence against women and girls? Evidence review of interventions to prevention violence against women and girls. Bangkok, Thailand. Partners for Prevention.

## B. INTEGRATING GENDER EQUALITY IN EDUCATION SYSTEMS AND YOUTH PROGRAMMES

Social norms are in part learnt in childhood and so promoting respectful relationships and gender equality from an early age is key to shaping more positive and gender-equitable social norms. Education has an important role to play in promoting positive, individual identities that are not constrained by gender stereotypes, and can go far in changing behaviors, attitudes and values to more equitable relationships that are free from violence. Education strategies that seek to arm young boys and girls with negotiation and critical thinking skills that can help them navigate their social interactions, build their resilience, and teach them to respond constructively to daily or future challenges can be effective if they adopt holistic, coordinated approaches, that include parents, community members and young people, and are linked with policy, legislation and practice. Advocacy and dialogue between policy makers,

the education sector and local organizations that promote the development of codes of conduct, for example, ‘violence free schools’ initiatives or policies, coordinated strategies between sectors, such as education and sports to integrate gender and sexuality programmes in school curricula, or interministry coordination to develop lessons or curriculum on respectful education are important too. In this vein, it would be useful to introduce standard protocols institutionalizing how comprehensive sexuality education (CSE) and gender education can be discussed and introduced to school curricula; and standard measurements of gender-based violence that demonstrate the linkage with social norms.<sup>14</sup> What we have learned, however, through the evidence available, is that CSE programmes definitely benefit from clearly focusing on gender and power, and that approaches to prevent GBV in CSE approaches need

“Inequality is structured around power dynamics and traditions and cultural expressions and experiences that young people are exposed to when growing up.”

Jenelle Babb, Programme Officer at UNESCO, Paris

14. Lara Fergus, participant interviews.

15. Browne, E. (2015) Comprehensive Sexuality Education (GSDRC Helpdesk Research Report 1226). Birmingham, UK: GSDRC.

to aim for behavior change, moving beyond attitude and knowledge change, in order to be effective.<sup>15</sup>

Policy makers also have a responsibility to survey harassment and develop policies and action plans in coordination with the education sector and academic institutions, and to establish a monitoring system that evaluates their effectiveness. Afghanistan for instance, has a policy on harassment that was developed by the Ministry of Higher Education and is vital to creating a safe university environment for women. Certain behaviors, attitudes and norms are learnt at different stages of childhood and adolescence. It is important then for interventions that tackle prevention through education to start young, be age-specific and have relevant content for all levels of school (pre-primary-secondary-higher education). This should involve a curriculum review to analyse gender stereotypes, documentation and identification of relevant gender curriculum, and widespread efforts to gender mainstream the education sector as a whole.

In China, efforts are currently being made to improve peer education for gender-based violence prevention. Considering the enormous online presence of young people in China, strategies addressing social

norms engage social media. In addition, movements towards the development of context-specific curriculum have begun with a particular emphasis on social norm change theory.

There are some gaps in this area of prevention that require greater research and education, such as cyber-bullying. The current generation of children and young people are more susceptible to online harassment, as a result of ever advancing communication technology. Current research indicates that girls are more likely to experience cyber-bullying than boys, the severity of the bullying is high, and it has much graver consequences. Programs to tackle cyber-bullying have used school-based strategies to increase awareness of cyber-bullying as a type of peer bullying and to increase knowledge on coping strategies and arm schools with the capacity to cope with it. Comprehensive strategies to address this particular form of harassment are still being developed and evaluated however, and a concerted multilateral effort must be made to quell the emergence of this form of harassment.<sup>16</sup>

15. Browne, E. (2015) Comprehensive Sexuality Education (GSDRC Helpdesk Research Report 1226). Birmingham, UK: GSDRC.

16. UNICEF. (2013). Global Rewind. [http://www.unicef.org/media/files/14422\\_CHI\\_Global\\_Printer.pdf](http://www.unicef.org/media/files/14422_CHI_Global_Printer.pdf)

## C. ENGAGING MEN AND BOYS

An important aspect of preventing violence against women is to engage men and boys to transform the harmful and rigid masculinities that lead some men to use violence.

Engaging men and boys has become a popular strategy for addressing VAWG in the Asia Pacific region. However, there are also a number of potential challenges and tensions in this area of work. Some key tips that came out of the meeting for how to engage men and boys effectively for social norm change are presented in Box 2.

Effective strategies for engaging men and boys have found ways to make men empathize with VAWG and relate to key issues as fathers and husbands, and

by coming to value their role in contributing to safe and respectful households. Such strategies also try to support both men and women by bridging perceived gender gaps and addressing the reality of male privilege and how it intersects with violence. Involving men in prevention activities can mitigate potential backlash by lowering the possibility that men will be threatened by women's empowerment. Strategically engaging men and boys in prevention work is a priority for the Partners for Prevention joint programme. This involvement includes both focusing on men's perpetration of VAWG during the research phase, and on building men and boys into evidence-based solutions emerging from the programme.

“Usually, men and boys are seen as perpetrators of violence and in a lot of cases, that's true, but a lot of the programmes that involve men and boys as partners, as facilitators, as supporters, those types of programmes were the ideas around gender equitable attitudes and ideas that are against violence are taught and men and boys are worked with at a very early age, those then translate into better gender norms in their lives and they tend to perpetrate less VAW.”

Ashish Bajarcharya, Country representative of the Population Council in Cambodia and Associate in its ReproductiveHealth Programme

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The UN Multi-Country Study on men's perpetration of violence in the Asia-Pacific region entitled *Why Do Some Men Use Violence Against Women and How Can We Prevent It? Quantitative Findings from the UN Multi-country Study on Men and Violence in Asia and the Pacific* was coordinated and developed by Partners for Prevention to deepen the understanding of the meaning and causes of men's violence against women, and use that knowledge to inform programmes and endorse evidence-based policies to prevent violence against women. The major findings of the Study indicated that the main motivator for rape perpetration (across all study sites) was related to sexual entitlement – men's belief that they have the right to sex, regardless of consent. The second most common motivator was entertainment-seeking. Surprisingly, drinking culture was the least common trigger for sexual violence perpetration.

Overall, the Study indicated that there is no single underlying factor that causes violence or leads to its perpetration, instead it is associated with a complex interplay of factors at different levels. While underlying gender inequalities and power imbalance between men and women are the main causes of VAWG, there are a number of other contributing factors that drive the perpetration and experience of violence, for example childhood abuse or neglect, transactional sex, gender unequal attitudes, depression, and many more. While these factors alone do not necessarily cause VAWG, clusters of factors increase the likelihood of perpetration. Both partner violence and non-partner rape were associated with unequal gender norms, power inequalities and dominant ideals of masculinity that promote violence and control over women. However, interpersonal violence

was more strongly related to gender inequality in the home and experiences of child abuse, whereas non-partner rape is more strongly correlated with ideas of manhood that endorse heterosexual dominance and participation in violence outside of the home.<sup>17</sup>

Prevention of violence against women in post-conflict settings is both under-resourced and under-researched.

Significant gaps exist on prevalence rates in these environments because VAWG is not treated as a critical concern. Despite the fact that in post-conflict environments, there exist fewer control mechanisms, and that instability is more conducive to VAWG, measures that address VAWG have been largely absent. Engaging men and boys in post-conflict settings is a key area for prevention and social norms change and is critical to building a supportive environment for women.

Community-based violence prevention activities for men and boys, together with women and girls, play a critical role in ending the cycle of violence and creating safer and more equitable communities. Strategies position men and boys as agents of change, encouraging them to examine their own beliefs and actions in relation to violence against women and to play positive roles in changing attitudes towards survivors of violence, to rebuild society and recast social norms, and to bring about justice.<sup>18</sup>

17. Fulu et al. (2013). *Why do some men use violence against women and how can we prevent it? Quantitative findings from the United Nations multi-country study on men and violence in Asia and the Pacific*. Bangkok, Thailand. UNDP, UNFPA, UN Women and UNV.  
18. MenEngage Sexual Violence in Conflict and Post-Conflict: Engaging Men and Boys. MenEngage, UNFPA, Sonke Gender Justice Network, and Promundo. <http://menengage.org/wp-content/uploads/2014/04/Advocacy-Brief-Sexual-Violence.pdf>

## D. POLICY AND LEGAL REFORM

### BOX 2: TIPS FOR ENGAGING MEN AND BOYS TO PREVENT VAWG

- Work with men and boys in partnership with women and girls, not in isolation;
- Make sure that prevention work stays accountable to the feminist values of ending VAWG;
- Be careful not to re-center men, or fall into discourses that imply men need to save women;
- Take a strengths-based approach that identifies and focuses on what men and boys have to gain from violence prevention;
- Work with men and boys as allies or partners for violence prevention, not as barriers;
- Use moments of change and transition such as adolescence, marriage, or fatherhood to challenge rigid ideas about masculinity, and encourage men and boys to assess the pressures of masculinity within their own lives;
- Encourage men as positive role models for boys, including the development of empathy and caring among boys and men;
- Encourage men to talk to other gendered norms are supported by legal and policy reform to address structural inequality.
- Use a participatory and strengths-based approach to ensure women, and women's organizations, are at the forefront in leading the change for their own lives.
- Focus on positive alternative messages to create new norms around relationships based on equality and mutual respect, communication, and community values around the safety and security of women and girls. Move away from victim-blaming to providing support for survivors and ending norms that perpetuate the impunity of perpetrators.
- Develop skills and critical thinking around gender inequality and rigid gender norms, and provide opportunities for participants in the community to practice the new skills and behaviors, and engage with each other.
- Think about how social norms, behaviors and attitudes are learned throughout the life course, and find innovative ways to engage women and men, and girls and boys, across age groups. Women and girls are particularly vulnerable to certain forms of violence at different ages, and prevention needs to work to address gender inequality



Preventing violence at the grassroots requires a supportive policy and legislative environment to reinforce social norm change through addressing structural inequality. Policy and legal reform is an opportunity for national governments and international organizations to demonstrate strong leadership by role modelling positive norms, behaviours and attitudes based on equality and respect. This role modelling component is important, as policy and legal reform will not be meaningfully implemented without organisational cultural change. Such reform also works to create substantive gender equality in the institutions and structures that make up society.

Currently, despite obligations under international law to establish legal gender equality and to protect women's basic human rights, only 119 countries have laws on domestic violence, 125 on sexual harassment, and 52 have laws on marital rape.<sup>19</sup> Moreover, the majority of these are not effectively enforced by police or court systems, and their implementation lacks the political support from key leaders within governments and communities. However, their role in establishing the national institutional foundations for further prevention work cannot be understated. Such legislation provides civil society with avenues to hold national governments accountable to their commitments under international law, and sends a message to society about the gendered attitudes and behaviours that will no longer be condoned.

Policy makers also have a role to play in terms of directing funding and other vital resources toward prevention efforts. This means drawing upon evidence-based programming and looking at what works for social norm change, and importantly, understanding that these are long-term processes requiring long-term commitments. Resourcing is critical for ensuring the sustainability of prevention, and governments are central to ensuring availability of adequate resources.

These actions in turn require a coordinated and cohesive approach, with commitments from leaders at all levels of society. Governments, and international organisations at the global level, have a responsibility to coordinate initiatives and to enable holistic, population-wide prevention programming.

Securing resources and budgets is central to the effective implementation and sustainability of prevention projects. One leading approach to ensuring that proper public sector budgets are made available to address VAWG is gender-responsive budgeting. This approach is a methodology and tool to promote more equitable allocation and utilization of government resources. Gender-responsive budgeting can be applied in the development and application of national and local funding mechanisms and can guarantee the needs of marginalized social groups, including women and girls, are met. For example, this could involve the mandatory allocation of a percentage of resources to ensure gender-sensitive programming. It can also be used to analyse and measure government commitments to address VAWG in multi-sector or sector-specific budgets, and in line with the commitments outlined in the SDGs.

Gender-responsive budgeting as a prevention strategy, has been shown to be more successful in securing allocations at the sub-national level as opposed to the national level. It has also been found to support the long-term, sustained funding stream necessary to provide quality response services, develop capacities across sectors (for example to improve technical training in PVAW to build workforce capacity, including mentoring and knowledge or skills transfer); and allows planning, implementation and monitoring of policies over a number of years. This is particularly pertinent to primary prevention interventions that demand programming over several years to increase impact on behavior change and transformation of social norms.<sup>20</sup>

<sup>19</sup> UN Economic and Social Affairs. (2015) *The World's Women 2015, Trends and Statistics*. Geneva: UN Economic and Social Affairs.  
<sup>20</sup> UN Women. (2013). *Ending Violence Against Women and Girls Programming Essentials* <http://www.endvavnow.org/uploads/modules/pdf/1372349234.pdf>

## E. INITIATIVES AND EVIDENCE FOR INCREASING WOMEN'S AND GIRLS' SAFETY AND MOBILITY IN PUBLIC SPACES

Sexual harassment and other forms of VAWG in public spaces are a regular occurrence for many women and girls throughout the world, especially in urban centres. Such harassment happens on streets, public transport, community spaces such as parks, public sanitation facilities, water and food distribution sites, and in and around schools, workplaces and neighbourhoods. The omnipresent violence against women and girls unnecessarily increases fear of public spaces and places restrictions on their mobility and opportunities. Insecurity and the perception of insecurity hinder women and girls from wholly enjoying and using the city and result in unfair assumptions about women and girls as being weak, vulnerable, or helpless. Making cities and communities safer

for women and girls can expand their full social, economic, cultural and political participation in the community as equal citizens. Addressing the social norms that facilitate violent behaviour towards women and girls in public spaces is key to making cities and communities safer.

The normalization of VAWG results in a lack of reporting and general acceptance. Strategies addressing VAWG in public spaces can contribute to transformative change in social norms and attitudes towards VAWG by engaging local communities; crime prevention through urban design; and bystander interventions. Guiding principles and promising practices for safe cities are outlined in Box 3.

### BOX 3: GUIDING PRINCIPLES AND PROMISING PRACTICES FOR SAFE CITIES INITIATIVES:

- Understanding that men and women have different experiences of living and working in the city
- Adopting a rights-based approach
- Build long-term multi-sectoral, gender-transformative programmes
- Address sexual harassment against women in public spaces as part of the continuum on violence against women and girls, from private to public and across the life-cycle
- Use research and develop an evidence base to inform intervention design and implementation
- Have strong community engagement including participatory monitoring and evaluation frameworks
- Link community programming to policy level work
- Invest time and financial resources in coordination and partnership building throughout the life of the programme

- Ensure gender responsive budgets are allocated.
- Being inclusive of diversity
- Maintain a focus on both women's and girl's actual safety and women's and girl's perceived sense of safety
- Programming on safe cities for women should be based on a clear understanding that making cities safer for women makes cities safer for everyone (Lambrick & Rainero, 2010, *Safe Cities*; Fulu, 2016, *Born to be free: a regional study of interventions to enhance women's and girls' safety and mobility in public spaces*) empathy and caring among boys and men;
- Encourage men to talk to other

Initiatives to improve women and girls' safety and mobility in public spaces have expanded in reach and momentum in recent years. In Latin America, the Regional Programme, Cities without violence against women, safe cities for all, implemented by UNIFEM in coordination with national governments included knowledge-building and training for governments, civil society, women, young people, police officers and urban planner on safe cities for women. The Regional Programme also works with women's organisations to conduct baseline assessments of women's various experiences of violence, and develop action proposals for improving the urban environment. Women in Cities International coordinated the programme, Gender Inclusive Cities, that has been implemented in cities in, Tanzania, India, Argentina and Russia. The programme intends to establish a set of actions that help communities understand the factors that cause and drive violence against women and gender inequality. This initiative encourages a multi-sectoral approach and engagement with a variety of stakeholders to design and implement strategies that can bring about measurable change in women's safety and right to free movement in the city.<sup>21</sup> UN Women's *Safe Cities and Safe Public Spaces Global Flagship Initiative, builds on Safe Cities Free of Violence Against Women and Girls* global programme, that develops, implements, and evaluates

tools, policies and comprehensive approaches on the prevention of and response to different forms of violence experienced by women and girls in public spaces.<sup>22</sup>

In general, however, because this is a relatively new area of work, published evidence of the impact of these interventions are scarce and scattered. There are a number of challenges when working on women's safety and mobility in public spaces, that cut across a number of different interventions. To address these challenges, programmes require funding for monitoring and evaluation to measure impact and change, more rigorous research to understand the causes of VAWG in public spaces, better coordination across sectors, long-term, multi-sectoral and multi-faceted approaches to programming, and movement away from harmful language that implies weakness or vulnerability.

21. Lambrick M., & Rainero L. (2010) *Safe Cities*. UNIFEM.

22. Fulu, E. (2016) *Born to be free: a regional study of interventions to enhance women's and girls' safety and mobility in public spaces*. UN Women.

## F. IMPORTANCE OF RESEARCH AND DATA ON PREVENTION

Understanding social norm change for prevention means first understanding the gendered norms, practices and structures that underpin gender inequality, and drive VAWG in different contexts. Formative research must be undertaken that explores what norms are, and how they operate, within their broader social context, as well as the structures and practices that accompany them.

Prevention work, whether it be through direct programming with communities, policy and advocacy work, or media engagement or communications campaigns should be “evidence-based and evidence-building”.<sup>23</sup> We need to use a three level approach to building evidence-based programmes:

**1. Formative research:** understand the context, what are the norms and who are the people pushing the norms, entry points (ethnographic or qualitative research);

**2. Operational or process research:** investigates the process of delivering your prevention strategy including the quality of the implementations, what’s working well, and what isn’t working so well, in order to be able to strengthen or improve it.

**3. Evaluation:** there are lots of different types of evaluation and the evaluation strategy should be designed to suit the type of program being evaluated, the stage they program is at and the aims of the evaluation. Ideally evaluation should include the triangulation of both qualitative and quantitative research methods. We must go further than just measuring attitude change, which does not address the complexity of the situation, and we must be careful of assuming that attitude change will directly lead to norm or behaviour change in a linear fashion.

Qualitative and quantitative research methods for data collection are both useful in gathering data on prevalence and social norms, and to inform programme or policy development. Qualitative research can include rapid assessments or in-depth studies with targeted groups or individuals within a population, that highlight women’s experiences with vio-

lence. Quantitative research instead involves surveys or studies based on whole populations or specific population groups; population-based surveys can either be specifically focused on VAWG (such as the WHO Multi Country Study), or include a separate module in a broader survey, with questions related to VAWG (such as the DHS). Population-based surveys are especially useful at highlighting the prevalence of women’s and girls’ experiences with violence across the population. The data collected can also draw attention to forms and factors related to women’s experiences of violence, including the knowledge, attitudes and practices of women and men. There are some challenges however in conducting this type of research, particularly relating to processes around methodology, the safety and ethical issues for women and girls interviewed, and lastly that the information gathered from surveys may not reveal underlying causes of violence or other details on women’s and girls’ experiences with violence. In addition, dedicated surveys also require more resources, both financial and technical, and training compared with modules integrated into broader surveys.<sup>24</sup>

The collection of administrative data is also useful for monitoring service delivery, availability and demand, and the capacity of different sectors to respond to the needs of women and girl survivors of violence. Precaution must be taken however in using this data to generalize about prevalence rates, as administrative data only counts and documents the experiences of those women and girls who have reported or sought assistance for violence, and in fact, represent only a small proportion of women who experience violence.

Monitoring and evaluation are critical for developing a strong and comprehensive evidence-base on VAWG and for measuring the impact and effectiveness of prevention interventions. Monitoring and evaluation are important because there are significant gaps in the evidence base on which strategies are effective in preventing violence and in offering adequate support to victims and survivors.

23. Emma Fulu, independent researcher and Director of The Equality Institute, key informant interview.

24. UN Women. (2013). Ending Violence Against Women and Girls Programming Essentials <http://www.endvawnow.org/uploads/modules/pdf/1372349234.pdf>

It is important for policies and programmes specifically targeting violence prevention to have clear targets and timelines so that their effectiveness can be measured and evaluated. Programs should also include clear indicators to ensure comparability, contribute to the existing body of evidence on effective PVAWG measures, and help policy makers and program managers to make informed decisions.

Progress on national data collected on social norms should be monitored against national monitoring and evaluation systems to support projects. Within this process, stakeholders must have clear roles and responsibilities, and monitoring or reporting must be conducted independently to ensure accountability. National monitoring efforts should be linked to annual State party reporting obligations to the CEDAW Committee, and in line with SDG commitments.<sup>25</sup>

There are some knowledge gaps that can be addressed through improvements to capacity development and monitoring and evaluation. Capacity development is essential for establishing a sustainable contribution to strategies that address VAWG and includes a number of broad components and considerations. Data collection and analysis systems are commonly identified as areas in need of strengthening. This should require further investment to increase data literacy, so as to build capacity on how to use data effectively and advocate for interventions that produce better, lasting and more holistic difference at each level of society. Comprehensive knowledge bases are further constrained by the lack of documentation on failed interventions.

#### KEY COMPONENTS AND CONSIDERATIONS FOR CAPACITY DEVELOPMENT IN PREVENTION:

- Developing a common vision and operating framework with laws, policies, and protocols;
- Building a critical mass of human resources (through targeted recruitment of staff with the right experience and skills, training and other supports);
- Installing the proper infrastructure, such as equipment and supplies to facilitate implementation;
- Developing or expanding partnerships to maximise the resources and effectiveness of interventions by bringing together the strengths and assets of different stakeholders;
- Improving the knowledge base and ongoing learning through monitoring and evaluation of interventions; and
- Increasing technical and financial resources.

<sup>25</sup> VAW Resource Guide, Introduction. [http://www.vawresourceguide.org/sites/default/files/briefs/vawg\\_resource\\_guide\\_introduction\\_nov\\_18.pdf](http://www.vawresourceguide.org/sites/default/files/briefs/vawg_resource_guide_introduction_nov_18.pdf)



### III. TOOLS AND **PROMISING** PRACTICES

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**To prevent** VAWG we need holistic, multi-sectoral approaches that attempt to tackle violence and change social norms and attitudes at every level of society. There are several key areas of intervention that are proving promising in the prevention sphere, including community mobilization; engaging men

and boys; education and youth; and policy and legal. The following section presents several case studies of different interventions that fall under these four areas, and have been implemented in diverse settings across the globe.

"We need to have a multi-sectoral, holistic approach and a long-term approach because changing norms is going to take some time and trying to integrate the work across multiple levels... there are a lot of different strategies we can employ and some that have been showing to be effective are things like whole school approaches, economic empowerment with gender transformation, community mobilization, there is some promising work around parenting interventions. If we integrate them into, ideally, a national framework, then that's our most effective way."

Emma Fulu, Director of The Equality Institute

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## A. COMMUNITY MOBILIZATION

Community mobilization interventions aim to empower women, engage with men and change gender stereotypes and norms at the community level. They can involve regular community workshops and peer trainings aimed at shifting attitudes and behaviors

by interrogating common and widespread norms. Many of the interventions currently in place seek to have an influence at all the levels of society and combine multiple methodologies.

"Providing supportive factors, providing resources to girls, that's how we change norms. But we also need to involve people that are of influence in communities, in families. I mean, you start with the family, but you need to involve the community and only then that change will translate into bigger norm change in society."

Ashish Bajarcharya, Country representative of the Population Council in Cambodia and an associate in its Reproductive Health Programme

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## SASA! ACTIVIST KIT FOR PREVENTING VIOLENCE AGAINST WOMEN AND HIV



**Types of norms being challenged:** discrimination and violence against women through the meaning and usage of 'power' for all societal actors; traditional and socially-accepted views of relationships, such as men having more power in relationships or that men's aggression is tolerated

**Promising practices:** community-lead; focus on critical thinking; support given to both sexes; attention to the values that constitute happy relationships; from the evaluation, indicators looked at: knowledge of HIV, attitudes, how to show support to those experiencing violence; evaluation showed quick results; the tool has inspired UN Women's programming during 2014 and 2015, and was adapted to the South-East Asian context, in partnership with, inter alia, CARE Laos.  
<http://raisingvoices.org/sasa/>

The SASA! Activist Kit for Preventing Violence against Women and HIV was produced by UN Women Trust Fund Grantee, Raising Voices in Uganda, and has had some significant results when applied to community settings in a variety of African countries. SASA! means 'Now!' in Ki-Swahili. Now is the time to act. SASA! is specifically designed to address 'a core driver of violence against women and HIV: the imbalance of power between women and men, girls and boys.' In an uncomplicated and comprehensive Activist Kit, SASA! encourages and empowers communities to reflect on and remodel their social norms through analysing both the positive and negative uses of power, and departing from the traditional gender focus. The aim of SASA! is to mobilize a critical mass to end VAW through four phases which

address the issue of power: women's power; men's usage of power; and how together we have power to change and support those who experience violence. Within each of the four phases, local activism and diverse activities and materials help to reach people informally; media advocacy addresses stereotyping and the portrayal of women. The aim is therefore to cut across the ecological model layers, to create a successful preventative strategy to VAW that can be implemented in a range of diverse contexts and with no prior gender training.

In Kampala, a randomised control trial was conducted to study the effectiveness of the model through a partnership with LSE and the School of Hygiene at the local university, over approximately 2.8 years and through 11000 activities. The study results were positive: there was a 52% reduction in violence in the communities. This proved social norm change is possible and does not have to take generations.



## ASHODAYA SAMITHI: PREVENTING HIV AND VAW AMONGST SEX WORKERS: PROMISING PRACTICE AND EVIDENCE FROM INDIA



**Types of norms being challenged:** social acceptance of gender-based violence against sex-workers; sex-worker status and rights; HIV stigma; structural/institutional discrimination

**Promising practices:** community-led and organised; training and capacity building of community; holistic approach; peer-led support; transferrable to other vulnerable groups; sexual and general health services provided to approximately 3000 sex workers monthly; incidents of violence decreased by 84% over 5 years

Ashodaya Samithi is a sex workers' collective supported by the University of Manitoba, which implements an HIV/AIDS, STI and violence prevention program in Mysore and Mandya districts in Karnataka, India. The Collective is dedicated to making its members' living and working conditions better, through community-led structural interventions, focusing on community mobilization and using advocacy, peer-led support, and health-positive activities. The Collective works with all key investors, including the police, healthcare providers and media, to address the violations of sex workers' human rights and to campaign for decriminalization of sex work. It currently has a membership of over 8000 sex workers.

The framework was originally HIV-focused, but in the second and third round of project implementation, questions on violence were included and measured. The violence faced by sex workers is a major contributor to HIV vulnerability, with 8/10 women recorded as victims of rape, or acid burns in the context of sex work.

Ashodaya Samithi raises its voice about violence against sex workers, including violence from police, institutions, clients, and intimate partners. All the while, the Collective challenges the stereotype of gender-based violence being an inherent occupational hazard to sex work.

The Collective designs, implements and monitors the health services and setting up outreach clinics. A community management committee provides supervision, management and quality assurance. Physicians follow standard protocols and are accountable to the community. Sexual and general health services are provided to approximately 3000 sex workers monthly.<sup>26</sup> Consequently, incidents of violence decreased by 84% over 5 years,<sup>27</sup> with the most common, police violence and anti-social elements, decreasing significantly. This was after a safe space for meeting was established for sex workers as well as crisis management.

26. <https://www.changemakers.com/disruptive/entries/smart-card-smart-solution-sexual-health-among-sex>

27. <http://www.comunit.com/hiv-aids-youngpeople/content/sex-worker-led-structural-interventions-india-case-study-addressing-violence-hiv-prevent>

## FACILITATING COMMUNITY DIALOGUES: EXPERIENCES FROM CARE IN LAOS, VIET NAM AND CAMBODIA



**Types of norms being challenged:** inequitable relationships where men have more power than women; normalisation of VAWG; stigma related to VAW, such as VAW being ‘shameful’ or being women’s ‘fault’

**Promising practices:** long-term and targeted programmes tailored for women’s needs; reproductive health; life skills and training; advocating for change in public policy

‘Preventing and responding to GBV is an integral part of CARE’s commitment to promoting gender equality and ending poverty’.<sup>28</sup> CARE works with individuals, couples and families, communities and societies using prevention and response strategies, and working with partners at all levels.

CARE’s programming seeks to challenge the social norms that perpetuate acts of violence through various means. This includes through, changing behavior, such as by working with men and boys, facilitating dialogue on challenging gender norms and questioning what constitutes equitable relationships; supporting community-based protection through instituting or strengthening already existing community mechanisms to keep women and children safe from GBV;

empowering women and girls through economic development, education, leadership and life skills training in order to increase their agency and minimize the likelihood of violence; advocating for change in public policies by advocating at all ranks to for the design, modification, or improved implementation of domestic violence legislation and policies; increasing the provision of GBV services for survivors by partnering with local organisations.

In Cambodia, Laos and Vietnam, CARE focuses on the empowerment women, particularly those from marginalised communities, including ‘rural women at risk of violence, denied their sexual reproductive maternal health rights, and denied their voice.’<sup>29</sup> CARE’s programmatic approach focuses on long-term and targeted programmes, tailored for women’s needs.

28. <http://gender.care2share.wikispaces.net/file/view/CARE%20GBV%20Program%20Brief%20FINAL%20no%20crops.pdf/357782492/CARE%20GBV%20Program%20Brief%20FINAL%20no%20crops.pdf>

29. <http://www.care-cambodia.org/#!poor-vulnerable-women/clozm>

## VIET NAM: GENDER-BASED VIOLENCE DIALOGUE TOOL



**Types of norms being challenged:** types of GBV; traditional social norms; gender roles; decision making in the family and wider community

**Promising practices:** **capacit building; engaging men for transformative change; considering different perspectives on GBV; major advocacy** component

The GBV Dialogue Tool has been developed by CARE to help literate, community-based groups in Vietnam to reflect on and discuss domestic violence and how it affects their community. The tool provides an understanding of gender and gender roles, builds a common understanding of GBV, helps participants analyse the human costs of violence, move into the analysis of the monetary cost of violence for families and communities, as well as discuss the appropriate ways to prevent and cope with violence in environments with limited resources.

The Tool contains five modules, each interconnected with the following module, and is aimed at giving different perspective on domestic violence. Each module has an exercise that will facilitate the intro-

duction of the concept and help deeper understanding. Module 1 introduces gender roles and gender vs. sex; Module 2 considers an overview of physical, sexual, psychological, and economic violence; Module 3 questions how violence affects society; Module 4 looks at where women go when they are hurt and what the monetary cost of violence is to that group; Module 5 shows advocacy tools and sharing on how to help end domestic violence in the community.

There have been adaptations of the GBV Dialogue Tool, including for the Remote Ethnic Minority Women under Livelihoods and Rights Club (LARC) and NQ project GBV Tool Training to Sex Worker Groups.

## LAO PDR CASE STUDY: COMMUNITY DIALOGUE TOOL PILOT TESTING



**Types of norms being challenged:** types and acceptance of GBV; traditional social norms; gender roles; decision making; community leadership; help-seeking processes

**Promising practices:** capacity building; group work and activities; couples' counselling; Community Action Plan implementation; improved help-seeking processes

In Lao PDR, CARE made a situational analysis on VAWG to identify existing tools on GBV. CARE consulted with stakeholders and later adapted the model and tools to suit the specific context. CARE partnered with Lao Positive Health Association (Lao PHA) for community implementation and coordination and with the Commission for the Advancement of Women of the Vientiane Capital (PCAW) who were trained on the tools of the intervention.

Introductory visits in the district and village sought village co-facilitators and to plan future activities. CARE targeted community leaders, females and males in two separate villages. The community leaders supported the implementation and action planning of the intervention.

During the Pilot Phase, an Introductory Workshop for core participants (village leaders) was conducted, giving an overview of the model and exploring gender roles and women's lives, as well as the understanding of GBV and help seeking processes. 'Learn-

ing Sessions' comprised of sex-segregated groups and contained training on social norms, gendered expectations, and the biological body; understanding violence against women and girls; demystifying violence against Women and girls; consequences of violence against women and girls; and sources of support in the community.

One day workshops on Community Action Plans resulted in all participants developing a community action plan to address VAWG in the community. The workshop activities built the participants' capacity to take action in their communities and in their own lives to prevent and/or respond to violence against women and group reflection in each village on what they have learned. Additionally, CARE implemented Community Action Plan monthly follow-up meetings to support implementation as well as one day workshops to review successes and challenges for leaders and community groups. The end-line survey covered the same topics as baseline, to observe any changes.

## B. ENGAGING MEN AND BOYS

Over the past decade prevention interventions that involve men and boys have gained in momentum. Interventions that involve men are based on three key premises: that they are the ones who perpetrate violence against women; that constructions of masculinity, the social norms associated with manhood, play a central role in shaping violence against women; and that men and boys have a positive role to play in

helping to stop violence against women, and they will be benefactors of such change, both personally and relationally. Effective interventions engaging men and boys involve group education activities combined with community mobilization and interventions that aim to transform masculinities.

“One key approach is to engage men and boys and to gender-sensitize them so that they will be well aware of the challenges that we face to help prevent violence against women and girls.”

Sebastian Robert, Technical Advisor for Gender and Men’s Health Program in PNG at the Ministry of Health

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### MEN LEADING CHANGE: WHITE RIBBON CAMPAIGN AUSTRALIA AND NEW ZEALAND

Over the past decade prevention interventions that involve men and boys have gained in momentum. Interventions that involve men are based on three key premises: that they are the ones who perpetrate violence against women; that constructions of masculinity, the social norms associated with manhood, play a central role in shaping violence against women; and that men and boys have a positive role to play in

helping to stop violence against women, and they will be benefactors of such change, both personally and relationally. Effective interventions engaging men and boys involve group education activities combined with community mobilization and interventions that aim to transform masculinities.



**Types of norms being challenged:** transforming traditional models of masculinity

**Promising practices:** awareness-raising and education; youth and school-based

White Ribbon is the largest global movement of men and boys working towards ending violence against women and girls, promoting gender equality, revising the meaning of masculinity and healthy relationships. White Ribbon believes that men are a necessary component of the solution to creating a future that is safe and equitable to all.<sup>30</sup>

White Ribbon counts on Advocates and Ambassadors who embody the White Ribbon Campaign in their community. These individuals act as formal representatives who help to influence men to analyze and evaluate their attitudes and behaviours towards women.

White Ribbon is Australia's and New Zealand's sole male-led campaign to end VAWG. The campaign relies on primary prevention initiatives, using education, awareness-raising and education, programmes with youth, schools and workplaces and across the wider communities.

The White Ribbon Campaign was brought to Australia by UNIFEM, now UN Women. The campaign runs the whole year through advertising and marketing

campaigns, social media, community events and White Ribbon Night in July. However, White Ribbon Australia pays special attention to the International Day of Elimination of Violence against Women, also known as White Ribbon Day, on 25 November. White Ribbon is also actively involved in the 16 Days of Activism subsequent to this and ending on Human Rights Day (December 10).

The Campaign actively seeks to challenge what it means to be a 'good man' by opening this to public scrutiny.

The White Ribbon campaign in New Zealand is also a combination of the White Ribbon Day movement in Canada and the UN International Day for Elimination of Violence against Women on 25 November. The campaign continues with activities the whole year, with a particular focus on November. The campaign is led by a campaigns team and community groups throughout the country and activities and events are supported by businesses, sports teams, local government, cultural groups and government agencies.

"I think we need to become more public in our approaches. So yes, there is obviously work that is done on grassroots level and in local communities, but we also need to combine that with very public awareness-raising campaigns and that means bringing in politicians and sports stars and bringing in cultural leaders to begin that transition. There is momentum that is being gained and we can only increase that through more, larger projects to broaden public awareness which in turn will then drive conversation in the grassroots as well as it becomes more of a topical issue"

Mohammed El Leissy, Ambassador for the White Ribbon Foundation in Australia

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<sup>30</sup>. See: <http://www.whiteribbon.ca/who-we-are/>

## C. EDUCATION AND YOUTH

Education and youth interventions aim to prevent violence in schools, and also use schools as an entry point for preventing violence against women, in terms of creating awareness, skills and knowledge among youth on the issue, as well as promoting positive social norm change. These interventions also

use out-of-school activities to provide youth and adolescents with life skills and training, and education around inequitable gender norms and violence, and encouraging youth participation in advocacy around harmful social norms and practices.

“Education has an important role in helping young people to question and reflect on what they see and what they experience as gender norms and social norms and how those norms influence their concept of themselves and the relationships that they have with others. So by strengthening how education can shape those conversations and the reflections that young people face, it will go a long way in transforming behaviors, attitudes and values for more equitable relationships that are free from violence.”

Jenelle Babb, Programme Officer at UNESCO, Paris

### THE LOVE JOURNEY, VIETNAM

The Love Journey is a school-based prevention project which was conducted in Da Nang province, in partnership with the Da Nang Department of Education and Training, to over 12,000 male and female students aged 11-14 years, grades 6 and 7, across 30 secondary schools. The Love Journey’s aim was to

raise awareness and build the capacity of students ‘to anticipate and prevent gender-based violence.’<sup>31</sup> Through engaging teachers, students’ clubs, and policy-makers, the Love Journey creates an environment where prevention and mitigation of GBV is made possible.



**Types of norms being challenged:** traditional gender roles, sexuality, norms related to masculinity, gender roles in relationships.

**Promising practices:** involvement of ‘Master trainers’ from the Dept. of Education who trained in gender violence prevention; two-year long learning curriculum; access to over 4000 students during the 2 years; access to 20 schools for test and control groups for the evaluation; wide-reaching audience through media, music, events which increased national policy makers and mainstream media support.

31. See: <http://thelovejourney.org/en/the-love-journey.html>

In Da Nang province, Viet Nam, nearly half of the students in 6/7th grade aged 12-14 had witnessed gender-based violence in their home; 1/3 of students had been subjected to corporal punishment from a teacher in the last 3 months; 2/3 had admitted perpetrating or being victim to a violent act in last 3 months.

The Love Journey communicates the significance of non-violent, healthy relationships to Vietnamese youth through social media and music channels as part of a primary prevention approach to advocate for healthy relationships. It focuses on gender equality and non-violence as part of romantic love and friendship, in conjunction with the nation-wide Joint Communication Campaign for Prevention of Domestic Violence.

## WAGGGS VOICES AGAINST VIOLENCE

**CURRICULUM:** EDUCATION FOR PREVENTION BY ENGAGING GIRL GUIDES AND GIRL SCOUTS

Over the past decade prevention interventions that involve men and boys have gained in momentum. Interventions that involve men are based on three key premises: that they are the ones who perpetrate violence against women; that constructions of masculinity, the social norms associated with manhood, play a central role in shaping violence against women;

and that men and boys have a positive role to play in helping to stop violence against women, and they will be benefactors of such change, both personally and relationally. Effective interventions engaging men and boys involve group education activities combined with community mobilization and interventions that aim to transform masculinities.



**Types of norms being challenged:** traditional gender roles, norms related to masculinity, types of VAW and the community understanding of VAWG

**Promising practices:** 200 national trainers, 3000 youth leaders from the grassroots; wide age group focus (5 to 25 years); international and adaptable to local context; questioning the local norms that drive VAWG; 96% of participants exhibit greater awareness about the issue of VAWG; curriculum relies on community mobilization; piloted in 25 countries; input from the Guides themselves; co-educational

The World Association of Girl Guides and Scouts (WAGGGS) and UN Women, with the assistance of young people themselves, created the joint programme, Voices against Violence, a non-formal ed-

ucational curriculum. It is a co-educational tool for the global youth (aged 5-25 years) which can be adapted to national contexts, translated into local languages and used in schools and communities.



The WAGGGS curriculum provides young people with the knowledge and tools to understand the root causes of violence in their respective communities. The curriculum contains a handbook for peer educators to deliver age-appropriate sessions, which provide situational analyses and informal educational activities to learn how to build up a campaign on VAWG and identify its root causes. Upon completing

six age-content appropriate training sessions, Girl Guides and Girl Scouts earn a Voices against Violence badge and progress into taking community-based action. They can then educate and invite their peers and communities to prevent the violence and raise awareness about how and where to access support in the event of violence.

## GENDER EQUALITY MOVEMENT IN SCHOOLS (GEMS)



**Types of norms being challenged:** gender roles and responsibilities; norms related to masculinity; norms and expectations related to age of marriage; VAWG; bodily integrity.

**Promising practices:** gender transformative teaching; supported by the schools and teachers themselves; Head Teacher acts as role model through taking a 'gender pledge'; interactive and reflective exercises for learning; targeted age group (12-14); adaptable to specific contexts; co-educational.

GEMS is a partnership between the International Centre for Research on Women (ICRW), the Committee of Resource Organization for Literacy (CORO) and the Tata Institute for Social Sciences, to use school-based curricula to influence the construction of gender-equitable norms and attitudes in adolescents aged 12-14.

The first GEMS curriculum is usually introduced the year before Middle School. The programme is co-educational and works to challenge attitudes and norms learned at a young age, around the roles and responsibilities of men and women by discussing and critically engaging with issues related to inequitable gender norms and violence. This is done through in-

teractive discussions, and exercises in reflection such as in the GEMS Diary, which is discussed later with the students and parents. As part of the programme, the Head Teacher takes a highly symbolic 'Gender Pledge'.

GEMS project was piloted in Mumbai, and then later in Goa and Kota using different approaches, and eventually also adapted for Vietnam. The pilot phase in Mumbai revealed that the greatest potential of the GEMS project, was in encouraging youth participation on issues of gender and violence; to bring about attitudinal change around appropriate roles for women and men and girls and boys; to increase support for a higher age at marriage for girls; greater male involvement in household work; increased opposition to gender discrimination; and improved reactions to violence.<sup>32</sup>

31. See: <http://thelovejourney.org/en/the-love-journey.html>

32. See: <http://www.icrw.org/where-we-work/gender-equity-movement-schools-gems>

## BALIKA (BANGLADESHI ASSOCIATION FOR LIFE SKILLS, INCOME, AND KNOWLEDGE FOR ADOLESCENTS)



**Types of norms being challenged:** girls as family and social liabilities / the value of girls to family and society; child marriage

**Promising practices:** Gender transformative teaching; supported by the schools and teachers themselves; Head Teacher acts as role model through taking a 'gender pledge'; interactive and reflective exercises for learning; targeted age group (12-14); adaptable to specific contexts; co-educational

The Population Council and partners, through the BALIKA project, are implementing and assessing methods to prevent child marriage and improve life prospects for girls in rural Bangladesh, through building skills for modern livelihoods.<sup>33</sup> This is with the knowledge that girls in Bangladesh, particularly in rural areas, are often considered a social and financial liability by their families. Two out of three girls in Bangladesh are married before the legal age of 18; the average age for marriage is 17 for a girl. The consequences of child marriage are numerous, and can affect girls physically, emotionally, socially and later, in employment. BALIKA strives to address the underlying norms around child marriage, to work to perceive girls as assets. It is a 12-18 month intervention that aspires to delay marriage by giving girls skills, in order for them to be considered assets rather than burdens to their families and communities. It tests different approaches to building girls' resources and will help to determine which interventions are most effective and why.

BALIKA has a four-pronged randomized trial approach, of 9,000 girls aged 12-18 at 72 village centers, in three districts of Bangladesh. Participants

in study group 1-3 meet regularly with mentors and peers in safe, girl-only locations to receive basic life skills training.<sup>34</sup> Girls in group 1 receive tutoring in mathematics and English (in-school girls) and computing or financial skill training (out-of-school girls). Girls in the second group receive livelihoods training in computers, mobile phone repair, photography, or conducting financial transactions via mobile phone. Girls in group 3 receive life skills training, such as information about gender rights and negotiation, critical thinking, and decisionmaking.

The fourth group is a control group with no services -necessary to measure benefit to the girls in other groups. An end line survey will be conducted after the program has been in place for 18 months. This study is almost complete and will be available early 2016.<sup>35</sup> Initial findings suggest that this method drastically changes the rates of marriage (age of marriage in cluster): clusters of intervention showed 20-30% decrease of child marriages (livelihood, education group) and an increase on knowledge of reproductive health issues in intervention arm (contrary to control arm).

33. <http://www.popcouncil.org/news/balika-building-assets-for-bangladeshi-girls>

34. <http://www.popcouncil.org/research/balika-bangladeshi-association-for-life-skills-income-and-knowledge-for-ado>

35. Ibid

## D. POLICY AND LEGAL

The following case studies present a number of different policies and legal frameworks implemented in different sectors and countries to address violence prevention and to change social norms. Policy and legal changes are necessary to establish framework

around VAW and prevention infrastructure, and they are key to guiding change in other sectors and areas of the community around changing social norms and expanding prevention activities, and policy makers must lead this movement.

“Policymakers, in particular political leaders, need to demonstrate leadership. Leadership does not require just managing a problem or managing the budget or the finances of a state. It actually requires strong moral courage, a willingness to stand up and say what you truly believe and to help show that transformational change is important for all of us, not just women and girls if you want to live in a harmonious, just, fair and equitable society.”

Michael O’Connell, Commissioner for Victims’ Rights

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### THE FRAMEWORK TO UNDERPIN ACTION TO PREVENT VIOLENCE AGAINST WOMEN



**Types of norms being challenged:** invisibility/myths around/tolerance of intimate partner- and non-partner sexual violence; root causes of VAW; risk factors of victimization and perpetrating VAW

**Promising practices:** focus on prevention; usage of the ‘theory of change’; usage of the ‘ecological model’ to VAW

As part of the emerging global prevention framework, UN Women, in collaboration with ILO, OHCHR, UNDP, UNESCO, UNFPA, and WHO, elaborated an international, inter-agency framework on the prevention of VAWG. The Framework to Underpin Action to Prevent Violence against Women (the Framework) is thus a reflection of what the relevant agencies of the UN system can do together to eliminate VAWG.

In the near future, the Framework will be supported by other companion tools and resources that may be adapted for each national and community context. It is envisioned to be a ‘living document’, which can be updated and reviewed in dialogue with partners as new practices develop, and the global body of evidence on what works to prevent violence expands.

## GLOBAL GUIDANCE ON SCHOOL RELATED GENDER-BASED VIOLENCE (SRGBV)



**Types of norms being challenged:** norms related to SRGBV; expectations around gender roles; gender roles in relationships; peer group pressure

**Promising practices:** specific to the education sector; local, national and global response; global research and partnering

The global partners working group in 2014, under UNGEI and UNESCO, brought together a coalition of governments, development organizations, civil society activists and research institutions committed to ending gender-based violence in and around schools. In March 2015, Social Development Direct (SDD) was commissioned to develop comprehensive global guidance on School Related Gender-Based Violence (SRGBV).<sup>36</sup> In 2015, UNESCO commissioned Social Development Direct (SDD) to develop global guidance for the education sector on addressing school-related gender-based violence (SRGBV). Partners of the global working group participated in

the development of the guidance as all-inclusive resource on SRGBV for the education sector. The guidance will be published by UNESCO and UN Women in late 2016.

The Global Guidance on SRGBV ‘provides policy and programming guidance, promising practices case studies, and recommended tools for the education sector and its complementary actors working to eliminate gender-based violence’.<sup>37</sup> A series of priority activities were identified to help to shift the response to SRGBV at a local, national, and global level.

<sup>36</sup>. See <http://www.sddirect.org.uk/our-work/projects/global-guidance-on-school-related-gender-based-violence/>

<sup>37</sup>. Ibid.

## CAMBODIA: HEINEKEN BEER GARDENS <sup>38</sup>



**Types of norms being challenged:** gender stereotypes in employment; GBV; sexual harassment; social norms and myths related to sex work

**Promising practices:** active employer participation in social norm change; reduced STIs and pregnancies; legal interventions; counselling in life skills; advocacy on a local and government level

CARE Cambodia works to make entertainment establishments, such as beer gardens and karaoke bars, safer for women through the Non-Violent Workplace Initiative. Thirteen years ago, CARE began working to ameliorate the position of female Heineken beer garden employees, who had been recorded as having high rate of sexually transmitted infections and unplanned pregnancies as a result of sexual harassment and assault by clientele.

In response, CARE created a system for businesses to sign up to where they are provided with posters and supplies, including tissue boxes with details on sexual harassment laws. CARE later established a Code of Conduct for the business to implement. CARE also

counselled the employees on life skills and worked to engage men and ministries at the National Action Plan (NAP) level. Using national costing research on productivity costs of sexual harassment in the workplace, CARE advocated to the ministries on a provision addressing sexual harassment in public spaces in Cambodia's National Action Plan on Women and Children, which has been regularly edited out and instead inserted into Labour Code.

As a result, clientele began intervening in incidents of sexual harassment by other clientele, and some owners even began assisting their employees to take clients to court for harassment.

<sup>38</sup>. Is this part of the Safe Workplaces, Safe Communities (SWSC) programme running from 2013-2016? –see <http://www.care-cambodia.org/#iswsc/cloib>

## THE CHANGE MAKERS: A YOUNG ACTIVIST'S TOOLKIT FOR ENDING VIOLENCE AGAINST WOMEN AND GIRLS



**Types of norms being challenged:** cultural and traditional norms related to gender roles and VAWG; patriarchal norms;; the concept of masculinity and femininity; norms related to intimate relationships.

**Promising practices:** youth owned and led; aimed at 22-30 year-olds; interactive games and exercises; can be adapted to work with time available; human rights-based language; regionally-focused

The Change Makers Toolkit is a young activist's toolkit to end violence against women and girls. The Change Makers is the result of a 2012 Forum committed to launch the UNiTE Youth Network, which later in 2013 resulted in the compilation of handouts and exercises from multiple countries and a brainstorm on how to create a breakthrough product to enhance these workshops.

The Asia-Pacific UNiTE Campaign Secretariat, together with a group of Asia-Pacific regional members of the UNiTE Youth Network then established

a 'regionally-focused, youth-friendly toolkit,'<sup>39</sup> for usage by peer educators to expedite dialogue on gender equality, VAWG, healthy relationships, and positive activism. The tool kit builds on other already available tools such as the Regional Learning Community and Raising Voices' SASA! model.

The Tool Kit is divided into four colour-coded chapters, beginning with the root causes of violence: Gender (Chapter 1); Defining violence (Chapter 2); respectful relationships (Chapter 3); taking action –practical exercises (Chapter 4).

39. <http://asiapacific.unwomen.org/en/digital-library/publications/2014/9/the-changemaker>

## CHANGE THE STORY: NATIONAL FRAMEWORK FOR ENDING VIOLENCE AGAINST WOMEN, AUSTRALIA



**Types of norms being challenged:** norms around SRGBV; gender stereotypes; inequality; relationship stereotypes

**Promising practices:** embodies over 400 stakeholder groups from around Australia; draws upon latest evidence from around the world

Owing to the partnership of the Victorian Health Promotion Foundation (VicHealth) and Australia's National Research Organisation for Women's Safety (ANROWS), Australia has a framework for a reliable and integrated national strategy for the prevention of violence against women and their children. This is done through Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia, an initiative under the National Plan to Reduce Violence against Women and their Children 2010-2022.

Change the Story combines the most recent international evidence on what motivates violence against women and what is actually successful to prevent it. The Framework embodies over 400 stakeholder groups from around Australia. Change the Story seeks to consolidate and strengthen the action already occurring around the country to address the issue of violence against women. It draws upon the

latest evidence from around the world and is the result of consultations with hundreds of stakeholders across Australia. Change the Story is reinforced by two 'companion documents': the Framework foundations 1, is a review of the evidence on correlated of violence against women and what works to prevent it; Framework foundations 2, 'includes think pieces, stakeholder consultations, issues, implications and approach.'<sup>40</sup>

40. See <http://www.ourwatch.org.au/getmedia/0aa0109b-6b03-43f2-85fe-a9f5ec92ae4e/Change-the-story-framework-prevent-violence-women-children-AA-new.pdf.aspx>



## IV. CONCLUDING **THOUGHTS**

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**VAWG is a global epidemic.** It is driven by unequal social norms reinforced by gendered practices and structures that maintain gender inequality across our relationships, communities, institutions, and societies. VAWG is preventable however, and the evidence shows that changing social norms is key to prevention. Some of the lessons coming out of the latest evidence, for example the special issue of *The Lancet* published in 2015<sup>41</sup>, point to the need for interventions to be effective they need to:

- Be long term and intensive;
- Include men and women;
- Engage entire communities;
- Combine multiple approaches and work across multiple sectors;
- Address social norms regarding acceptability of violence.

The interplay between social norms and gender inequality that contribute to violence against women are complex. The key to ensuring progress is the continuation of evidence building and making sure that interventions are based on existing evidence and are informed by lessons learnt. Monitoring and evaluation are therefore crucial to any programming planning and implementation aimed at preventing violence against women through changing social norms.

There are four thematic areas that were highlighted throughout the Forum that are central to the prevention of VAWG: effective community mobilization; prioritizing education and youth; strategically engaging men and boys in prevention; and utilizing policy and legal reform to address structural inequality. Across all these key areas research and improved capacity for monitoring and evaluating change in prevention were identified as key priorities. There are major gaps in research around bullying, cyber-bullying in particular, and comprehensive strategies need to be developed and evaluated, targeted with a concerted multilateral effort to eliminate this form of harassment. Similarly, further research and evaluation is needed to monitor

the effectiveness of interventions that engage men and boys. While it is important to focus on transforming the harmful and rigid masculinities that lead some men to use violence, caution must be taken around programme design and implementation to offset any potential challenges and tensions in this area of work.

Progress in prevention is not possible without policy and legal reform. In order to combat the normalization of VAWG and its ongoing prevalence a supportive policy and legislative environment are necessary, as well as organizational cultural change to reinforce messages about social norms and gender inequality. In addition, multi-faceted and multi-sectoral approaches to programming must be encouraged, and supported with funding that facilitates monitoring and evaluation and ongoing, vigorous research.

Given the scale and scope of VAWG, a coordinated and evidence-based global approach is needed. A number of international frameworks have now been established in recent years and guide the way forward. The abovementioned UN Women Framework to Underpin Action to Prevent Violence against Women provides a systematic, top-down approach by aiming to inform project and programme design, and policy-making by international organizations and national governments.

The groundwork has been set with a number of proven strategies that challenge harmful social norms and behaviours. As demonstrated however, there remain a number of gaps in research and barriers to implementation. It is crucial therefore that policy makers continue to highlight innovation and experimentation, to eliminate VAWG.

There are a number of organizations and UN agencies charged with this mandate, and the following list of websites contain key information on how to combat VAWG and gender inequality:

- UNW
- UNFPA
- KWDI
- DFAT

41. Ellsberg et al., (2015) Prevention of violence against women and girls: what does the evidence say? *The Lancet*, 385(9977): 1555-1566.

# ANNEX 1: AGENDA

## Asia-Pacific Forum on Preventing Violence against Women and Girls: Evidence and tools for social norms change

Novotel Ploenchit, Bangkok . 1-2 December 2015

### DAY ONE TUESDAY, 1 DECEMBER

#### 8.00 – 8.30

Registration

#### 9:00 – 09:30

Welcome remarks

**Ms. Emma Tiaree,**

Counsellor (Development Cooperation), South East Asia Regional Hub, Australian Department of Foreign Affairs and Trade

Opening remarks

**Ms. Roberta Clarke**

Ms. Roberta Clarke, Regional Director, UN Women Regional Office for Asia and the Pacific and Ms. Yoriko Yasukawa, Regional Director, UNFPA Asia Pacific Regional Office

#### 09:30 – 10:45

**Session 1.1 : Setting the scene: Global developments in preventing violence against women through the change of social norms**

1. Looking back: progress and lessons learned since CSW 57 (Dr. Lara Fergus)
2. Looking ahead: Development of Global Prevention Framework to End Violence Against Women (Kim Webster)
3. The role of education in changing social norms around violence: Introduction to Global Guidance on School-Related Gender Based Violence (Jenelle Babb)

#### 10:45 – 11:00

Coffee/Tea break

#### 11:00 – 12:30

**Session 1.2: Panel discussion: How can social norms around violence against women and girls be changed and how can they be measured?**

This session will include evidence and lessons learned from recent social norms change programming, including global programming on “what works”, youth-targeted programmes such as GEMS, the Love Journey and Generation Breakthrough, and work with key population groups.

Panelists:

1. Libby Lloyd – Human Rights Activist
2. Dr. Sushena Reza-Paul – Professor, University of Manitoba
3. Ben Swanton – Independent Gender Justice Consultant
4. Dr. Emma Fulu – VAW Researcher
5. Dr. Ashish Bajracharya – Country Representative & Associate WorkerHealth Coalition, Population Council, Cambodia
6. Nandita Bhatla – Senior Technical Specialist - Gender, Violence and Rights, ICRW

Reflections in small groups

#### 12:30 – 13:30

Lunch

#### 13:30 – 15:00

**Session 1.3: Marketplace: Tools for changing social norms in formal and informal educational settings**

In this session, a range of new global and regional education sector tools for the prevention of VAWG will be presented in small ‘market stall’ presentations. Tools will cover both formal and non-formal sector curricula and guidance, including the new WAGGGS curriculum, new global guidance on school-related GBV, and the Change-Makers toolkit for peer educators. The session will consist of the following four “stalls”, between which participants can roam based on their own interest:

1. Asia-Pacific Regional Curriculum on School-Related Gender-Based Violence (Justine Sass, UNESCO and Anna-Karin Jatfors, UN Women ROAP)

2. The development and evaluation of GEMS and GEMS-inspired tools (Nandita Bhatla – Senior Technical Specialist - Gender, Violence and Rights, and Hemlata Verma, Technical Specialist, Violence Against Women, ICRW)

3. Locally-tested SRGBV intervention in Lao PDR (Mr. Lytuo Bouapao, Deputy Minister for Education and Sports in Lao PDR, Ms Bouapao Ratthida, Head of Women’s Advancement unit, Ministry of Education and Sports in Lao PDR, Andrea Nyberg, UN Women ROAP, and Piotr Pawlak, PhD Candidate, Mahidol University, Thailand)

4. The WAGGGS curriculum: Education for VAWG prevention by engaging girl guides and girl scouts (Urjasi Rudra, UN Women HQ)

5. The ‘Change-Makers’ and Sports Outreach: Targeting Youth to spur peer-to-peer education on EVAWG (Pam Rugkhla, UN Women ROAP and Prabhleen Tuteja, Youth Activist, India)

Brief reflections in plenary

#### 15:00 –15:30

Coffee/Tea break

#### 15:30 – 17:30

**Session 1.4: Technical clinics: Strengthening community leadership and promising practices in preventing violence against women and girls**

In this session, innovative approaches for mobilizing community leadership for the prevention of VAWG will be presented, including SASA! and local adaptations from Lao PDR and Viet Nam. The different ‘clinics’, which will be held in parallel, will be as follows:

1. Learnings from SASA! – Jean Kemitare, Raising Voices Uganda
2. Facilitating Community Dialogues: Experiences from CARE in Laos and Viet Nam (Isabelle Cazottes, Hannah Lee, CARE Laos and Viet Nam)
3. Changing harmful norms and masculinities at the local level: Learnings from Da Nang (Do Thi Kim Linh, President of Da Nang Women’s Union, Quach Thu Trang, Director of Center for Creative Initiatives in Health and Population (CCIHP), Le Phuong, UN Women Viet Nam)
4. Good practices and lessons learned from regional networks on transforming masculinities and prevention of VAW (Kathy Taylor, Partners for Prevention, Ou Ratanak, Executive Director, People Health Development Association, Cambodia, Nur Hasyim, Founder and National Coordinator of Aliansi Laki-Laki Baru, Indonesia)
5. Preventing HIV and VAW amongst sex workers: Promising practice and evidence from India (Dr. Sushena Reza-Paul – Professor, University of Manitoba, and Manjula Ramaiah, Program Director of Ashodaya Samith)

#### 17:30 – 17:45

Wrap-up, with comments from audience and expectations for tomorrow

#### 18:00–20:30

Evening reception hosted by the Australian Embassy

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## DAY TWO WEDNESDAY, 2 DECEMBER

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**9:00 – 9:15**

Recap of Day 1

**9:15 – 10:30**

### Session 2.1: Men's role in change: Part I – Reflections on the Australian experience

This session features panelists who have worked at the forefront of advocacy and services in Australia for a comprehensive response for women and girls experiencing violence. It will present their reflections on working as men and with men on the issue of violence, and the strategies, headway made and challenges.

Facilitator:

**Libby Lloyd, supported by Matt Love for twitter Q&A**

Panelists:

1. **Michael O'Connell, White Ribbon Ambassador, South Australia's** Commissioner for Victims' Rights.
2. **Dr Bob Montgomery, White Ribbon Ambassador,** Clinical and forensic psychologist treating both victims and perpetrators of violence, and promoting change in community attitudes and behaviours.
3. **Mohammed El-leissy, White Ribbon Ambassador,** El-leissy Australian Green Party politician, comedian, and sits on the National Leaders Group for the White Ribbon Foundation.
4. **Susan Ferguson (Australia/PNG) –** Counsellor, Gender and Sport, Australian High Commission, Port Moresby.

**10:30– 10:45**

Coffee/Tea break

**10:45 – 11:30**

### Session 2.2 Men's role in change: Part II – Regional advocates, motivations and models

In this session, representatives from the across the Asia Pacific region will share their motivations, approaches and experiences in advocating for women's right to a life free from violence. The session will also re-visit findings from the UN Multi-Country Study - Why Do Some Men Use Violence Against Women and How Can We Prevent It?

Facilitator:

**Mia Urbano and Matt Love**

Opening remarks:

**Emma Fulu, VAW Researcher (Australia)**

Panel discussion:

1. **Cam Ronald (New Zealand/Pacific region) –** Retired New Zealand Police Superintendent and Programme Manager for the Pacific Prevention of Domestic Violence Programme (PPDVP).
2. **Prof. Weihua Wu (China) –** Faculty of Journalism and Communication, Communication, University of China.
3. **Dr. Abhijit Das (India) –** Director, Centre for Health and Social Justice, New Delhi- University of Washington, USA
4. **The Hon. Teddy Baguilat (Philippines) –** Parliamentarian, "male champion" and co-lead of the Gender Equality and Women's Empowerment Standing Committee under Asian Forum of Parliamentarians for Population and Development (AFPPD).
5. **Nur Hasyim (Indonesia) –** Founder and National Coordinator of Aliansi Laki-Laki Baru (New Men Alliance).

Q & A

**11:30 – 13:00**

### Session 2.3: Panel discussion: Initiatives and evidence for increasing women's and girls' safety and mobility in public spaces

This session will share perspectives from regional research, policy and practice to ensure that public spaces are safe for women and girls, with regional-level recommendations and practical examples from India and PNG

1. **Dr. Emma Fulu, VAW Researcher**
2. **Prabheen Tuteja, Youth Activist, India**
3. **Hannah Lee, CARE Viet Nam**
4. **Vanessa Heleta, Tonga, EVAWG Activist**

**14:00-15:00**

### Session 2.4: Special Address by Mary Ellsberg

Q & A

**15:00 –15:15**

Coffee/Tea break

**15:15 – 16:15**

### Session 2.5: Fishbowl discussion: Innovative social norms change practices from across sectors

In this session, participants will have the opportunity to share their own experiences, through a dynamic and inclusive 'fishbowl' discussion.

**16:15 – 17:15**

### Session 2.6: Moving forward together: Final discussion and summary of key recommendations for strategies on the prevention of violence against women and girls

In this forward-looking session, new policy commitments, guidance and mechanisms that are relevant for accelerating progress to prevent VAWG will be discussed (e.g. SDGs, ASEAN Plan of Action), including key recommendations for moving forward

**17:15-17:30**

### Closing remarks

Representatives from UN Women (Anna-Karin Jatfors) and Counsellor (Development Cooperation), South East Asia Regional Hub, Australian Department of Foreign Affairs and Trade (Emma Tiaree)

## ANNEX 2: LIST OF PARTICIPANTS

### Asia-Pacific Forum on Preventing Violence against Women and Girls: Evidence and tools for social norms change

Novotel Ploenchit, Bangkok . 1-2 December 2015

**Afghanistan**  
**Friba Quraishi**

Gender Advisor, Afghanistan University Support Workforce Development Program (USWDP)

**Australia**  
**Bob Montgomery**

White Ribbon Ambassador former head of the Australian Psychology Association

**Australia**  
**Kim Webster**

Manager, Australian National Attitudes Towards Violence Against Women Survey and Freelance Project Management and Research

**Australia**  
**Lara Fergus**

Director, Policy and Evaluation, Our Watch Ending Violence against Women and their Children

**Australia**  
**Libby Lloyd**

Human Rights Activist

**Australia**  
**Michael O'Connell**

White Ribbon Ambassador and South Australia's Commissioner for Victims' Rights

**Australia**  
**Mohammed El-leissy**

White Ribbon Ambassador and Australian Green Party Politician, Comedian, and Community Worker. Please delete of Egyptian descent

**Bangladesh**  
**Banasree Mitra Neogi**

Program Coordinator (VAWG) Manusher Jonno Foundation (MJF)

**Bangladesh**  
**Shaheen Anam**

Executive Director, Manusher Jonno Foundation

**Cambodia**  
**Ashish Bajracharya**

Country Representative & Associate WorkerHealth Coalition, The Evidence Project

**Cambodia**  
**Pok Panhavichetr**

Executive Director of the Cambodian Women's Crisis Center

**Cambodia**  
**Ratanak Ou**

Executive Director of People Health Development Association (PHD), Cambodia

**Cambodia**  
**Sen Mostafa**

National Programme Officer for Forum Syd

**Cambodia**  
**Vutha Phon**

National Programme Officer, UN Women

**Cambodia**  
**Eart Pysal**

Program Manager, CARE International

**Cambodia**  
**Srun Rachana**

GBV Technical Advisor, CARE International

**Cambodia**  
**Ulrika Navier**

Gender Advisor, Forum Syd

**China**  
**Weihua Wu**

Faculty of Journalism and Communication, Beijing, Communication University of China

**China**  
**Fang Gang**

China White Ribbon Campaign

**China**  
**Yang Chen**

White Ribbon Campaign (Translator)

**China**  
**Ruixiang Guo**

Programme Coordinator, UN Women China Office

**Fiji**  
**Abigail Dorothy Erikson**

EVAW Specialist, UN Women

**France**  
**Jenelle Babb**

Project Officer, Sexuality Education, SRH and Gender Equality, Section for Health and Global Citizenship Education, UNESCO

**Korea, Republic of**  
**Eun Ha Chang**

Associate Research Fellow, International Development and Cooperation Center, Korean Women's Development Institute

**Lao PDR**  
**Lytou Bouapao**

Deputy Minister of Education and Sports

**Lao PDR**  
**Bouphan Rathida**

Head of Division of Advancement of Women and Mother and Children, Ministry of Education and Sports

**Lao PDR**  
**Isabelle Cazottes**

Gender and Health Advisor, CARE International in Lao PDR

**Myanmar**  
**Farrah Kelly**

SASA! Consultant

**Nepal**  
**Pooja Pradhan**

Gender Advisor on GBV Initiative, FHI 360

**New Zealand**  
**Cam Ronald**

Programme Manager - Pacific Prevention of Domestic Violence Programme (PPDVP)

**Papua New Guinea**  
**Anou Borrey**

Primary Researcher and Advisor on GBV, UNDP

**Papua New Guinea**  
**Joan Atkinson**

Public Health Advisor, USAID

## Papua New Guinea

Mirriam Dogimab

Project Director, FHI360 PNG Country Office

## Papua New Guinea

Roselyn Nopa

Gender Officer, FHI 360 PNG Country Office

## Papua New Guinea

Sebastian Robert

Technical Advisor Gender &amp; Men's Health Program, National Department of Health

## Papua New Guinea

Susan Ferguson

Counsellor Gender and Sport, Australian High Commission

## Philippines

Teodoro B. Baguilat, Jr

Member, House of Representatives

## India

Abhijit Das

Director, Centre for Health and Social Justice, New Delhi, India and Clinical Assistant Professor, Department of Global Health, University of Washington, Seattle, USA

## India

Sumita Taneja

Director of Programs, FHI360

## India

Prabheleen Tuteja

Youth Activist

## India

Hemlata Verma

Technical Specialist, ICRW

## India

Nandita Bhatla

Senior Technical Specialist - Gender, Violence and Rights, ICRW

## India

Sushena Reza-Paul

Asst. Professor, Community Health Sciences University of Manitoba

## India

Manjula Ramaiah

Program Director of Ashodaya Samithi

## Indonesia

Nur Hasyim

Founder and National Coordinator, Aliansi Laki-Laki Baru (New Men Alliance)

## Indonesia

Lily Puspasari

Programme Specialist, UN Women Indonesia

## Tonga

Vanessa Heleta

Tongan women's rights activist and Founder of the Talitha Project

## Timor-Leste

Apolonia da Costa

Advocacy Coordinator, Alola Foundation

## Germany

Haruka Ishii

Gender analyst at UNV HQ

## Viet Nam

Ben Swanton

Independent Gender Justice Consultant

## Viet Nam

Hannah Lee

EMERGE Mekong Regional Technical Advisor, CARE Australia

## Viet Nam

Do Thi Kim Linh

President, Da Nang Women's Union

## Viet Nam

Tang Hoang Hon Tham

Vice President, Da Nang Women's Union

## Viet Nam

Quach Thu Trang

Director of Center for Creative Initiatives in Health and Population (CCIHP)

## Viet Nam

Le Phuong

Programme Officer, UN Women

## Viet Nam

Bui Thu Huong

UNV M&amp;E Specialist, UN Women

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Mia Urbano

Regional Social Development Specialist, South East Asia Regional Hub Australian Department of Foreign Affairs and Trade

## Myanmar

Sara McCann

Trocaire Programme Manager

## Myanmar

Alexandra Robinson

GBV Programme Coordinator from UNFPA Myanmar C85

## Thailand

Patty Alleman

Senior Regional Gender Advisor USAID/Asia

## Thailand

Matt Love

Director, LoverFrankie

## Thailand

Piotr Pawlak

Masculinities and Ending Violence against Women Consultant and PhD candidate, Mahidol University

## Thailand

Charlotta Bredberg

Senior Programme Manager Development Cooperation Section (Regional) Human Rights &amp; Democracy, Embassy of Sweden

## Thailand

Sami Manai

Intern to Diplomatic Section, Embassy of Switzerland in Thailand

## Thailand

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Deputy Regional Director, Plan International

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Maryce Ramsey

Senior Gender Advisor, Gender Department, FHI 360 Asia-Pacific Regional Office

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Wannapong Rodmuang

Advocacy and Human Rights Case Management Officer, Rainbow Sky Association of Thailand

## Thailand

Thip-upsorn Sasittrakula

Programme Officer, Rainbow Sky Association of Thailand

## Thailand

Helene de Rengerve

Senior Planning &amp; Development Officer, ECPAT International

## Thailand

Rebecca Rittenhouse

Research and Monitoring Officer, ECPAT International

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[Sarah Martin](#)  
GBV Consultant

## Thailand

[Usa Lerdsrisuntad](#)  
Director, Foundation for Women

## Thailand

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Social Affairs Officer, Social Development Division, UN Economic and Social Commission for Asia and the Pacific (ESCAP)

## Thailand

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Senior Programme Officer, UNODC Regional Office for Southeast Asia and the Pacific

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[Grace Agcaoili](#)  
Regional Child Protection Specialist, UNICEF East Asia and the Pacific Regional Office

## Thailand

[James Lang](#)  
Regional Advisor, Gender, Violence and Rights Asia-Pacific Regional Centre, UNDP

## Thailand

[Kathy Taylor](#)  
Manager, Partners for Prevention

## Thailand

[Awotash Tefera](#)  
Programme Officer, Partners for Prevention

## Thailand

[Justine Sass](#)  
Asia-Pacific Regional HIV and Health Education Adviser, UNESCO

## Thailand

[Octavia Borthwick](#)  
Deputy Head of Mission, Australian Department of Foreign Affairs and Trade

## Thailand

[Eleanor Cupit](#)  
Australian First Secretary Development Cooperation, Regional Programs, Department of Foreign Affairs and Trade

## Thailand

[Emma Louise Tiaree](#)  
Australian Counsellor (Development Cooperation), Department of Foreign Affairs and Trade

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## Thailand

[Sujata Tuladhar](#)  
GBV Technical Specialist, UNFPA Asia Pacific Regional Office

## Thailand

[Devanna de la Puente](#)  
Inter-agency Regional Emergency GBV Advisor (REGA), UNFPA Asia Pacific Regional Office

## Thailand

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International Researcher, Violence against Women UNFPA Asia and the Pacific Regional Office (APRO)

Thailand [Roberta Clarke](#)

Regional Director, UN Women Regional Office for Asia and the Pacific

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Deputy Regional Director, UN Women Regional Office for Asia and the Pacific

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[Smriti Aryal](#)  
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[Andrea Nyberg](#)  
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## Thailand

[Anne Duklau](#)  
Intern, UN Women Regional Office for Asia and the Pacific

## Thailand

[Maria Jones](#)  
Intern, UN Women Regional Office for Asia and the Pacific

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## ANNEX 3: PARTICIPANT PRESENTATIONS

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**All the available presentations can be downloaded here:**

<https://www.dropbox.com/sh/yat2k0e2itpf2db/AACePUCpeWEwsJJKKLH3Tfnoa?dl=0>

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