

This is a summary of the key elements of Our Watch's Handbook

Putting the  
prevention  
of violence against  
**women**

into practice:

---

*How to Change the story*

---

The logo for Our Watch is displayed on a dark grey rectangular background that is tilted. The word "Our" is in white, and "WATCH" is in a bold, lime green font. Below this, the text "End violence against Women And Their Children" is written in a smaller, white font, with "And" and "Children" also in the lime green color.

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

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

## Violence against women begins with gender inequality

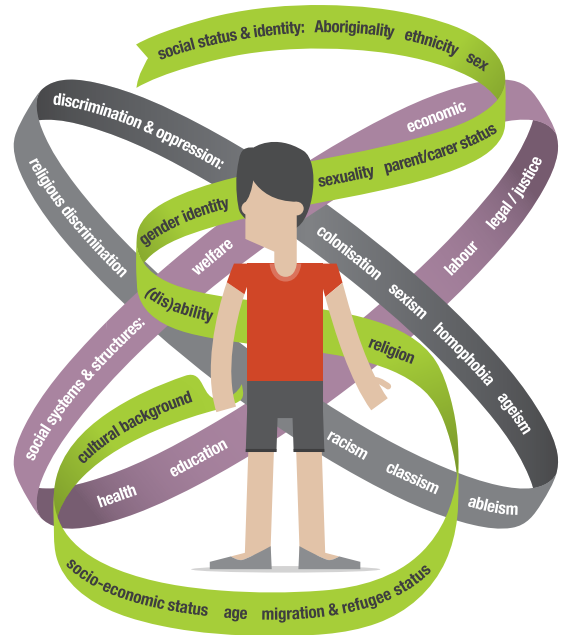
| Drivers of violence against women  | Essential actions to prevent violence against women   |
|--|---|
| Condoning violence against women   | → Challenge condoning of violence against women   |
| Men's control of decision-making and limits to women's decision-making and independence in public and private life | → Promote women's independence and decision-making in public life and relationships                   |
| Rigid gender roles and stereotyped constructions of masculinity and femininity                                     | → Foster positive personal identities and challenge gender stereotypes and roles                      |
| Male peer relations that emphasise aggression and disrespect towards women   | → Strengthen positive, equal and respectful relations between and among women and men, girls and boys |

Promote and normalise gender equality in public and private life



### Good practice approaches to prevention work

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



### Key principle

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



# What is covered in the Handbook?

## Understanding the primary prevention of violence against women

- the drivers of violence
- the impacts of gender norms and stereotypes on women and men, and how they play out across all levels of society and contribute to gender inequality
- key statistics relating to violence against women
- gender inequality in contemporary Australia
- the link between gender inequality and violence against women
- how gender identity intersects with other forms of identity
- the reinforcing factors of violence against women
- how primary prevention differs from other actions to address violence against women
- the essential actions required to prevent violence against women
- the need to address harmful gender norms, practices and structures across multiple levels of our society to prevent violence against women
- skills, knowledge and attributes required for prevention work
- guidance for male practitioners.

## Exploring the how and where of prevention practice

- an overview of the key settings for primary prevention: where prevention work can be implemented
- an overview of the key techniques for primary prevention: how prevention work is best implemented
- undertaking a gender analysis.

## Planning your prevention project

- establish partnership and governance structures
- choose your prevention techniques
- develop a program logic model
- develop an implementation plan
- plan for disclosures
- plan for evaluation
- plan for sustainability.



## Implementing your project

- evaluation and continuous improvement
- partnerships and stakeholders
- participatory approach.

## Evaluating your prevention project

- understand the key principles in evaluating prevention activities
- identify the purpose and users of your evaluation
- develop your evaluation design
- engage the right people to conduct your evaluation
- establish what processes and impacts you are evaluating
- select what data to collect, how to collect it and how to analyse and interpret the data
- build this new knowledge into your next prevention project.

## Learning from your prevention work and communicating your findings

- learning through reflection
- sharing what you have learnt
- the key elements of an effective communications plan and how to get started
- key tips for developing your key messages and deciding which communications methods to use
- advice on preparing for and responding to backlash.

# Violence against women is preventable if we all work together.

One woman a week is murdered by a current or former partner and thousands more are injured or made to live in fear. This violence crosses social, cultural and geographic boundaries, and its primary driver is gender inequality.

Research has found that factors associated with gender inequality are the most consistent predictors of violence against women and explain its gendered patterns. These are termed the **gendered drivers** of violence against women. They should always be considered together with other forms of social, political and economic discrimination and oppression (such as racism or ableism), as these influence and intersect with gender inequality.

This Handbook, *Putting the prevention of violence against women into practice: How to Change the story*, is focused on the essential actions to prevent violence against women, which are centered on promoting and normalising gender equality in public and private lives.

This Handbook is a companion to *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*.



*Change the story*, the Handbook and the following resources are available on the Our Watch website.

They can be downloaded from [www.ourwatch.org.au/Media-Resources](http://www.ourwatch.org.au/Media-Resources)

