



Briefing:

Primary Prevention

Produced by Zero Tolerance
www.zerotolerance.org.uk

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This briefing is one of a series by VAW Prevention Scotland which aim to highlight the key research and resources on a particular VAW issue. They aim to provide practitioners with a starting point when researching the subject. There are many more resources in the resource directory on our website (<http://www.vawpreventionscotland.org.uk/resources/general>) and sources of further resources are listed at the end of this briefing. Please contact us with suggestions for updates and for resources to add to our directory.

Summary

Primary prevention aims to tackle the root causes of violence against women in order to eradicate it and has been described as;

a long term strategy preventing violence from ever happening by challenging attitudes, values and the structures that sustain inequality and violence.¹

It therefore fundamentally differs from the reactionary approaches of secondary and tertiary prevention; secondary prevention refers to situations where violence has already been perpetrated and action is taken to stop it continuing, for example the provision of accommodation for women fleeing abusive partners; tertiary prevention refers to working with perpetrators of violence, for example programmes which attempt to reform the behaviour of men who have abused their partners.

There are parallels between violence and abuse prevention and primary prevention of illnesses, which can sometimes make the need for primary prevention easier to understand. We would not seek to prevent any other epidemic, such as TB for example, simply by treating the symptoms but rather we would take preventative measures to protect the whole population such as ensuring proper sanitation, healthy housing, vaccination programmes etc. Likewise with violence against women, we seek to change our culture and society to prevent an outbreak, rather than simply to respond when violence happens.

Education initiatives and Schools Based Prevention

Over the past decade much of the primary prevention work, and its evaluation, has been geared toward the mainstream education system². What remains a key concern is accessing children and young people out-with the mainstream education system³. Recent research into the formative years of a child's upbringing has led to increased attention given to 'early years' prevention⁴ provision resulting in the development of resources for use in nursery schools and play groups.

Bystander intervention

Fairly recent in the UK is bystander intervention; bystander programmes aim to develop understanding about gender based violence and instil confidence necessary to develop appropriate intervention strategies. Bystander programmes have been implemented in

universities and schools in the US and are beginning to develop in Scotland; an active student body is important for lobbying universities to start or partially adopt similar preventative programmes⁵, however their perceived value is developing a community response to gendered violence and should not be seen as only applicable to schools but a variety of youth and community groups. The two bystander programmes running in Scotland are Get SAVI and Mentors in Violence Prevention, outlined below.

Media Campaigns

Media Campaigns that attempt to prevent violence against women vary tremendously in tone and message(s). Campaigns that tell women how they “ought” to behave imply that rape/sexual assault are an inevitable feature of society thus placing the onus on the actions of women, and in the event of sexual assault, the blame, on women rather than the perpetrator⁶ and as such do not contribute to primary prevention as they harden rather than challenge problematic attitudes. Anti-blame campaigns attempt to address this culture by challenge social attitudes⁷. More recently there have been campaigns led by men and driven by their active participation in ending violence against women. In the 90’s Zero Tolerance ran a series of poster campaigns, designed to raise awareness about the reality and prevalence of child sexual abuse, rape and sexual assault and domestic violence.

Community Prevention

These primary prevention programmes are designed to motivate people to take responsibility and action for the environment they live in while also heightening knowledge and understanding of the issues at play. Neighbours, Friends and Families is a community-based campaign used across Ontario, Canada.

Other Approaches

Influencing the Media is essential to primary prevention as it plays a vital role in constructing and deconstructing social norms and values. “Handle With Care: A guide to responsible reporting of violence against women” attempts to inform and guide media professionals and journalists in their reporting to dispel a culture that has blamed victims.

Quotes

The focus of primary prevention work is on changing social attitudes and values which permit violence to occur. Jenny Kemp, Zero Tolerance

There is a growing consensus that early intervention is the way forward for tackling Scotland’s long standing social problems... it is common sense to do everything possible to prevent problems before they occur. Isabel Hutton, COSLA spokesperson on Education Children & Young People.

Bystander programmes see the target audience as potential allies in preventing gender based violence by supporting 'bystanders' in developing appropriate and safe intervention strategies ... A 'bystander' in this context is an adult who witnesses abuse and whilst they may not in any way perpetrate or condone the abuse, their inaction can contribute to its continuation. Ellie Hutchinson, Scottish Women's Aid⁸

Men and boys will listen to other men and boys, far more than they will listen to the anger or pleas of women or to a disembodied media voice. If we are to effectively reach men and boys, men and boys must be involved. By involved, I mean the active participation of men and boys in conceiving, developing and delivering anti-violence efforts. Michel Kaufman, White Ribbon Campaign.⁹

Both men and women should be empowered to discuss the issues of violence, exploitation, and abuse. We must show that this is not just one gender's issue. We can (and must) create an environment wherein gender-based violence is unacceptable. We must do this together; as men, as women, as a people. David Grant, Edinburgh: a member of the White Ribbon Campaign.¹⁰

Introduction to Primary Prevention Strategies

- Preventing intimate partner and sexual violence against women

Information for policy-makers and planners to develop programmes for preventing intimate partner violence and sexual violence against women. Advocating a public health approach, the report includes an analysis of risk factors and different prevention strategies

<http://www.vawpreventionscotland.org.uk/resources/research-and-reports/preventing-intimate-partner-and-sexual-violence-against-women>

Scottish Primary Prevention Resources used in Schools

The past decade has seen the production of comprehensive resources driving the delivery of preventative work in schools. These resources tend to be age specific and designed to allow children and young people to explore issues and develop skills relating to fostering healthy relationships and empowering young people by dislodging stereotypes.

- **Respect** (Zero Tolerance) Primary and Secondary Schools

For teachers and youth workers this resource concentrates on fostering respect in relationships. Currently undergoing re-development the new Respect pack will be available in Spring 2012.

<http://www.vawpreventionscotland.org.uk/resources/education-resources-children-young-people/respect-packs>

- **Domestic Abuse Education Resource Pack** (West Dunbartonshire Domestic Abuse Partnership) Primary and Secondary Schools

1st Part of the Reduce Abuse Project developed by Shona Bruce.

<http://www.vawpreventionscotland.org.uk/directory/clydebank/reduce-abuse-project>

- **Healthy Relationships** (North Ayrshire Women’s Aid) Primary and Secondary

This resource is designed to develop skills such as problem solving, decision making skills, life skills, including personal and social skills.

<http://www.vawpreventionscotland.org.uk/resources/education-resources-children-young-people/healthy-relationships>

- **Sexual Bullying Resource Pack** (West Dunbartonshire Domestic Abuse Partnership) Secondary

The sexual bullying pack; ‘Sexual Bullying: Name it and Shame it’, a Reduce Abuse Project initiative, encourages young people to critically analyse gender stereotypes and media influences. The lesson plans include exercises to challenge gender-based and homophobic bullying. The pack has been matched to Curriculum for Excellence experiences and outcomes.

<http://www.vawpreventionscotland.org.uk/resources/audio-visual-resources/sexual-bullying-name-it-and-shame-it>

Why Create a Drama? (The National Children and Young People Prevention Network)

The National Children and Young People Prevention Network working with Baldy Bane Theatre Company developed and produced screenplays and resource packs for primary and secondary school children.

- **Gold Stars and Dragon Marks, screenplay and resource pack**

A resource to guide pupils from primary 4 - 7 and teachers through an exploration of the issues of domestic abuse and bullying, and the problems these can cause for young people.

<http://www.vawpreventionscotland.org.uk/resources/education-resources-children-young-people/gold-stars-dragon-marks-screen-play-resorce-pack>

- **Crush, screenplay and resource pack**

A resource to guide pupils from S3-6 and teachers through an exploration of the issues of teen abuse, gender stereotyping and bullying and the problems these issues can cause for young people.

<http://www.vawpreventionscotland.org.uk/resources/education-resources-children-young-people/crush-screenplay-resource-pack>

Bystander Intervention

The Bystander approach has been seen as an innovative approach in challenging gender based violence by instilling confidence amongst individuals in dealing with situations where someone may be at risk to develop appropriate and safe intervention strategies. Bystander intervention are currently being implemented in [schools](#) and [community projects](#).

- **Get Savi** (Scottish Women's Aid)

A bystander education training programme which aims to help students develop better understanding of gender based violence, explore responses to gender based violence, develop awareness of bystander intervention and get involved in anti-violence activism and campaigning.

<http://www.vawpreventionscotland.org.uk/resources/education-resources-adults/get-savi-students-against-violence-initiative>

Media Campaigns

Visit our campaigns page for information on current campaigns which attempt to raise awareness and challenge attitudes and thus work toward preventing violence against women.

- **'Together we can stop it.'** (Scottish Women's Aid)

Stop domestic abuse campaign offers practical suggestions about how we can all work together to stop domestic abuse. SWA suggest 10 things you can do; template letters you can send, a pledge you can sign, or resources you might want to take to your workplace, school, university or faith group.

<http://www.vawpreventionscotland.org.uk/campaigns>

- **'This is not an invitation to rape me' & 'Not Ever'** (Rape Crisis Scotland)

With their campaigns, Rape Crisis Scotland wants to confront attitudes blaming women for rape in a very direct way challenging people to examine their own attitudes to the situations presented, and enter the debate campaign generates.

<http://www.vawpreventionscotland.org.uk/campaigns>

- **White Ribbon Scotland Campaign** (White Ribbon Scotland)

White Ribbon Scotland is a campaign to encourage men's involvement in tackling violence against women. It is a joint initiative by a coalition of organisations, individuals and groups of men around Scotland. White Ribbon Scotland contributes to ending violence against women by engaging men and boys in taking action on the issue.

<http://www.vawpreventionscotland.org.uk/campaigns>

Community Prevention

Neighbours, Friends and Families: a community based campaign used across communities in Ontario, Canada.

<http://www.vawpreventionscotland.org.uk/resources/general/neighbours-friends-families>

Other Approaches

- **Handle With Care:** A guide to responsible media reporting of violence against women (Zero Tolerance 2011)

<http://www.vawpreventionscotland.org.uk/resources/resource-briefing/handle-care-guide-responsible-media-reporting-violence-against-women>

Evaluation of Primary Prevention Initiatives

There have been comprehensive evaluations of preventative programmes that have been implemented in schools. As Bystander intervention projects are fairly new in Scotland there are currently no evaluations available, however a current pilot bystander intervention project 'Mentors in Violence Prevention' delivered by the Violence Reduction Unit will be evaluated during 2012.

- **A Baseline Study of Domestic Abuse Prevention Activities in Seven Local Authorities in Scotland** (National Children and Young People Network)

This report creates the first baseline of domestic abuse prevention work in a sample of seven Scottish local authorities. The focus of the study is on primary prevention. This is work with children and young people which is aimed at preventing violence before it happens. There is some interlinking with secondary prevention, which is work that targets women and children who have experienced domestic abuse.

<http://www.vawpreventionscotland.org.uk/resources/research-and-reports/baseline-study-domestic-abuse-prevention-activities-seven-local-authorities>

- **Freedom to achieve – preventing violence, promoting equality** (Womankind UK)

This research explored the whole school approach to ending violence against women and girls. The report documents how each school developed different ideas to work to challenge gender stereotypes, end sexual bullying and prevent violence against women and girls.

<http://www.vawpreventionscotland.org.uk/resources/research-reports/freedom-achieve-preventing-violence-promoting-equality>

Key contacts and sources of further information

Scotland

Zero Tolerance

Working to tackle the root causes of men's violence against women in all its forms, Zero Tolerance produced the primary and secondary prevention education packs, Respect, and promotes a range of approaches to preventing violence against women. Zero Tolerance also hosts the violence against women Prevention Network, which connects people with an interest in violence against women prevention, allowing them to share resources and information.

www.zerotolerance.org.uk

National Children and young People's Network

The National Children and Young People's Prevention Network brings together professionals, with an interests in schools-based prevention, to implement the Scottish Executive's Preventing Domestic Abuse – A National Strategy and the Scottish Government's National Domestic Abuse Delivery Plan for Children and Young People.

Contact: shona.bruce@westdunbarton.gov.uk

Rape Crisis Scotland

Rape Crisis Scotland is the national office for the rape crisis movement in Scotland. Through campaigns, briefings and publication we raise awareness of sexual violence, challenge attitudes and press for legal change.

<http://www.rapecrisisscotland.org.uk>

Scottish Women's Aid

The lead organisation in Scotland working towards the prevention of domestic abuse with expertise on bystander intervention initiatives.

<http://www.scottishwomensaid.org.uk/>

White Ribbon Scotland

The White Ribbon Scotland campaign is for men in Scotland who want to end violence against women.

<http://www.whiteribbonScotland.org.uk/>

References

1. Hester and Westermant, 2005, p15 cited in Ellis Jane Literature Review: Better outcomes for children and young People Experiencing Domestic Abuse – Directions for good Practice.
2. Aside from these preventative resource packs the culture of a school is as important as its curriculum in preventing violence against women. See Butler 1993, on the production of normative gendered identities and associated within Schools.
3. A pilot training programme 'Under Pressure'; preventing teen abuse and exploitation, for youth workers across Scotland has recently been conducted by Zero Tolerance, in the hope of accessing young people who access youth services and are at risk of abuse and exploitation. <http://www.vawpreventionscotland.org.uk/news/under-pressure-training-pilot-complete-so-what-next>
4. See Early Years and Early Intervention: A joint Scottish Government and COSLA policy statement. www.scotland.gov.uk/Resource/Doc/215889/0057733.pdf
5. See interview with Dr. Alison Phipps <http://www.vawpreventionscotland.org.uk/news/researcher-profile-dr-alison-hipps>
6. See Rape Crisis Scotland Campaign: End sexual history character evidence, challenging blame culture treatment of women by the criminal justice system. ANNEX II and <http://www.rapecrisisscotland.org.uk/campaigns/end-sexual-history-and-character-evidence/?phpMyAdmin=a5510bc3bf6259189f998fe5982a4a30>
7. See This is not an invitation to rape me campaign: <http://www.thisisnotaninvitationtorapeme.co.uk/> and the Not ever campaign: <http://www.notever.co.uk/>
8. See the Get SAVI wiki <http://www.vawpreventionscotland.org.uk/resources/education-resources-adults/get-savi-students-against-violence-initiative>
9. Kaufman, M (2001) Building a Movement of Men Working to End Violence Against Women, in Development 44.3: September 2001, pp. 9-14.
10. See the White Ribbon Scotland Website: <http://www.whiteribbonScotland.org.uk/>



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