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How to end men's violence against women

We all want to live **peacefully**; **free** to be ourselves, **connected** to friends and family, and **respected** as **equal** members of our community.

But **our communities suffer from high levels of men's violence against women and girls.**

We live in a Scotland where violence in schools is inspired by misogynistic online content, and anti-rights movements are sowing division. Many of us are feeling isolated, stressed, and anxious.

By **shifting our focus to changing the environment** that produces these outcomes, we can **reshape the landscape** and **cultivate the conditions** that allow **equality, empathy,** and **respect to take root.**

We create a **Scotland where everyone can thrive by:**

- **implementing policies that strengthen equality** between people
- enhancing **community cohesion**
- **investing in community** programmes
- **designing and building a gender equal online world**

At **Zero Tolerance**, we **can support you to take** meaningful, long-term **action** for a Scotland free from men's violence against women and girls.



Background

Zero Tolerance is **Scotland's expert** organisation on the **primary prevention of men's violence against women and girls**. Meaning, we tackle this violence at the root cause - gender inequality. We have built our expertise in primary prevention through over 30 years of experience, learning from a robust evidence-base, and grounding in feminist theory and practice.

What is men's violence against women and girls?

Violence against women and girls is violent and abusive behaviour, predominantly enacted by men, directed at women and girls because they are women and girls.

Violence against women and girls takes many forms of physical and psychological violence, including stalking, sexual crimes, domestic abuse, forced marriage, female genital mutilation, and more. These behaviours are an abuse of power and stem from systemic, deep-rooted gender inequality.

Violence against women and girls **causes suffering, limits** women's and girls' **lives**, and is a fundamental **violation of human rights**.

Men's violence against women and girls **occurs in every community** across Scotland, and is **increasing** ([Scottish Government, 2023](#)).

- In the last 10 years, Police Scotland have recorded a **45% increase in sexual crimes** and an **11.8% increase in domestic abuse incidents** ([Scottish Government 2016](#); [Scottish Government, 2025a](#); [Scottish Government 2026](#)).
- 81% of incidents of domestic abuse in Scotland involve a **female victim** and a **male** suspected **perpetrator** ([Scottish Government, 2026](#)).



The **vast majority** of victims and survivors of men's violence against women and girls **know their perpetrators**:

- In Scotland, 89% of domestic abuse incidents and 37.58% of sexual abuse incidents **occur in the home** ([Rape Crisis Scotland, 2022](#); [Scottish Government 2026](#)).
- **99%** of domestic abuse incidents recorded by Police Scotland were between **current or ex-partners** ([Scottish Government, 2026](#)).
- **47%** of female homicide victims in Scotland are **killed by a partner or ex-partner** ([Scottish Government, 2025b](#)).

The solution: Primary Prevention

Primary prevention is a **long-term strategy** to prevent violence from ever happening in the first place. By **transforming the attitudes, behaviours, and structures** that create an environment for this violence and abuse to flourish, we can instead **cultivate respect, equality, and freedom from violence** and **create a Scotland where everyone can thrive**.

Effective primary prevention:

- Focuses on structural, cultural, attitudinal, and behavioural change
- Is a long term, holistic strategy to embed gender equality into our society and culture
- Challenges harmful forms of masculinity, rigid gender stereotypes, and men's dominance over women
- Benefits everyone in Scotland



Ready solutions that you can deliver now

To build a Scotland where violence against women and girls is no longer tolerated, **we need your support.**

Six actions that work in tandem to prevent men's violence against women and girls:

- **Reject the weaponisation of men's violence against women and girls** by anti-rights actors, and reassert our evidence-base ([Zero Tolerance, 2026](#))
- Commit to a **long-term expert-led prevention campaign** that **challenges gender stereotypes**, including harmful attitudes about masculinity ([Zero Tolerance 2025a](#)).
- **Invest in piloting community-based prevention programmes** for men and boys to offer them ethical alternatives to restrictive **masculinity**
- Commit to **statutory education on relationships and sex for all young people** in Scotland, rooted in a whole-school approach
- **Bring the Misogyny Bill and the Human Rights Bill to Parliament** swiftly and robustly to fulfil our international obligations
- Work with UK and international partners to **regulate online platforms to prevent tech-facilitated violence against women and girls** ([Zero Tolerance, 2025b](#))



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