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Safe, Equal, Free - Your first 100 days

We all want to live as our true selves, free from harm, and respected as equal citizens. It's these shared values that have helped us take strides towards equality in Scotland.

Inequality creates an environment for men's violence against women and girls to thrive.

The Scottish National Party made commitments to prevent men's violence against women and girls in your recent election campaign.

We welcome your commitments to funding prevention campaigns and programmes, to bringing forward the Misogyny Bill and Human Rights Bill, and to creating a safer online world for women and children.

As an MSP, you have a unique opportunity to follow through with these promises – and there is no better time than your first 100 days of this new parliamentary session.

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.

Primary prevention is a long-term strategy to prevent violence from ever happening in the first place by challenging and transforming the attitudes, behaviours, and structures that underpin and sustain this violence and abuse.



Key findings and considerations

What is men's violence against women and girls?

Everyone has a role to play in tackling men's violence against women and girls, and it is important we have a shared understanding of the issue to do so.

The phrase violence against women and girls is used to describe violent and abusive behaviour directed at women and girls because they are women and girls. It is behaviour which is carried out predominantly by men.

- 81% of incidents of domestic abuse in Scotland involve a female victim and a male suspected perpetrator (Scottish Government, 2024).

Men's violence against women and girls occurs in every community across Scotland, and it's increasing.

- In the last 10 years, Police Scotland have recorded a 45% increase in sexual crimes and a 9.9% increase in domestic abuse incidents (Scottish Government 2016; Scottish Government, 2024; Scottish Government, 2025a).

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

- In Scotland, 90% of domestic abuse incidents and 37.58% of sexual abuse incidents occur in the home (Rape Crisis Scotland, 2022).
- A partner or ex-partner is the perpetrator in 47% of female homicides in Scotland (Scottish Government, 2025b).

Men's violence against women and girls is an abuse of power and stems from systemic, deep-rooted gender inequality, and it harms us all.



Ready solutions that you can deliver now

These are five recommendations for you to action in your first 100 days. They work in tandem to prevent men's violence against women and girls.

1. Expert-led prevention campaigns

Gender stereotyping drives men's violence against women and girls. Public campaigns are effective in changing attitudes towards gender stereotyping.

We call on you to commit to a long-term expert-led public campaign to **break free of gender stereotypes**, including **harmful attitudes** about masculinity, so we can live freely as our true selves.

2. Community prevention programmes for men and boys

To end men's violence against women and girls, we need specialist, local community interventions that give men and boys space to openly discuss masculinity, gender, and relationships.

We call on you to invest in piloting **community-based prevention programmes for men and boys** to free them from pressures of restrictive masculinity and strengthen their relationships with women and girls.

3. Statutory education on relationships and sex

Children and young people need access to accurate, inclusive, and consistent education on relationships and sex to make responsible choices.

We call on you to commit to **statutory education on relationships and sex** for all young people in Scotland, rooted in a **whole-school approach** to equality and human rights.



4. Bring forward preventative legislation

The evidence-based legislative approach to preventing men’s violence against women and girls is the Misogyny Bill and the Human Rights Bill.

We call for the **Misogyny Bill** and the **Human Rights Bill** to be brought to Parliament swiftly and robustly to **fulfil our international obligations** to human rights frameworks, such as the Istanbul Convention and CEDAW, and create a just and equal Scotland.

5. Regulation of online platforms

Everyone should be free to enjoy the online world. But misogyny is thriving online and tech-facilitated violence against women and girls is sharply increasing whilst misogynistic influencers and tech companies profit.

We call on you to **work with UK and international partners to regulate online platforms** so that preventing online misogyny and tech-facilitated violence against women and girls is built into design.

For the comprehensive evidence that underpins these recommendations, please see our [evidence summary](#).

We look forward to working with you on these solutions to create a safer and more equal Scotland.

To get in touch, please reach out to us at info@zerotolerance.org.uk.



References

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