



Violence Against Women and Girls: Primary Prevention Guidance for Community Planning Partners

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Context

Developed by Scottish Government and COSLA, *Equally Safe* is Scotland's national strategy for tackling and eradicating violence against women and girls (VAWG).¹ *Equally Safe* defines VAWG as violent and abusive behaviour carried out predominantly by men directed at women and girls precisely because of their gender. Behaviour that stems from systemic, deep-rooted women's inequality and includes domestic abuse, rape, sexual assault, commercial sexual exploitation, stalking, sexual harassment and so called 'honour-based' violence like female genital mutilation (FGM) and forced marriage.

Equally Safe recognises that VAWG is both a cause and consequence of gender inequality. If we want to tackle VAWG, it is vital that we change the attitudes, behaviours and structures that underpin this violence and abuse.

1 Scottish Government (2018), *Equally Safe*, available here: <https://www.gov.scot/publications/equally-safe-scotlands-strategy-prevent-eradicate-violence-against-women-girls/>

In 2017/18, Police Scotland recorded

59,541

incidents of domestic abuse



4 in **5**

had a female victim and male perpetrator

It is estimated that over

100,000

children in Scotland experience domestic abuse



All forms of VAWG cost Scotland



£4bn

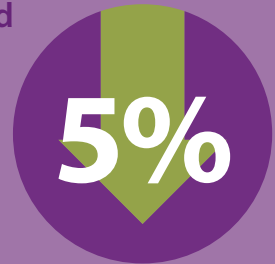
a year



1 in **10**

women in Scotland has experienced rape

In 2016/17, the conviction rate for rape and attempted rape fell to its lowest level since 2008/09



5%

1 in **3**

girls report some form of sexual violence in intimate partner relationships



55

Referrals of potential victims of human trafficking for sexual exploitation made to Police Scotland in 2017/18

93%

were women and girls



1196

reported cases of forced marriage in the UK in 2017

21% men



78% women

Disabled women are

TWICE AS LIKELY

to experience men's violence as non-disabled women



Black and ethnic minority women face **higher levels** of domestic violence, so-called 'honour' killings and abuse driven suicide

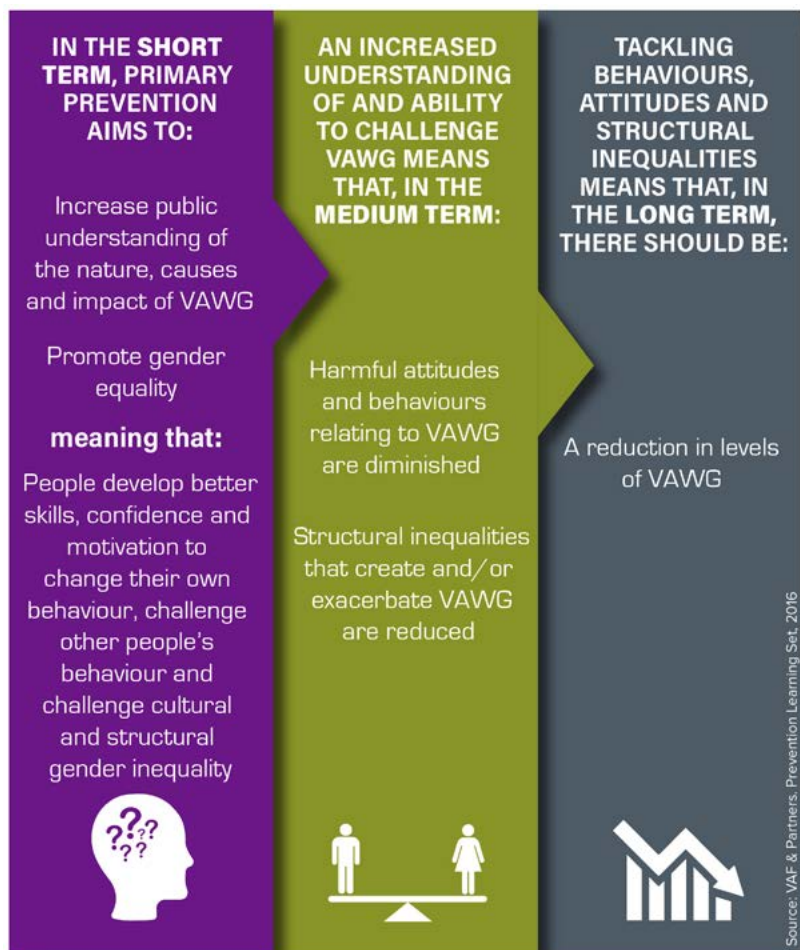


What is Primary Prevention?

VAWG is extremely harmful to women and children. It can cause severe and long-lasting physical and mental health problems, reduced participation in the workforce, substance abuse and death. We must be ready to respond to VAWG when it happens but we should also be working to prevent it from happening in the first place.

VAWG is caused by the unequal power relations, patriarchal norms and toxic masculinity that damage all genders. This manifests as unequal economic, social and political power, objectification of women and unequal distribution of caring responsibilities. Primary prevention tackles this root cause of VAWG. It is a long-term strategy to prevent violence from ever happening by challenging the attitudes, values and structures that sustain inequality and violence. Other ways of tackling VAWG, such as early intervention and secondary and tertiary prevention (see glossary), are different to primary prevention because they aim to intervene and support women and girls once violence has already occurred.

The infographic below shows the anticipated short-, medium- and long-term outcomes of primary prevention in terms of changing behaviours, attitudes and structures.



Primary prevention must be inclusive. It is important to recognise the different ways in which women's identities will affect the type of violence they experience. Oppression exists in various guises and many forms of violence, including those targeted at women with learning disabilities, women involved in the sex industry, lesbian, bisexual and transgender (LBT) women, and black and minority ethnic women (BME), remain poorly understood. This leaves these women more at risk of violence. To end all VAWG we must recognise the different ways in which gender inequality will interplay with other forms of discrimination. Prevention work should address the way inequalities compound each other, recognising that gender inequality cannot be separated from other forms of inequality. This can be achieved through partnerships and coalitions that build coordinated challenges to gender inequality, racism, ableism, ageism, classism, religious discrimination, homophobia, biphobia and transphobia, and promote social and economic justice.

Who is this Guidance for?

The guidance will support local community planning partners who have a key role to play in promoting gender equality and preventing VAWG, both within their own organisations and as members of local strategic partnerships. It will help ensure that local community planning partners are working in line with the priority to tackle the causes of VAWG and gender inequality as set out in *Equally Safe* and [Scottish Government's National Outcomes](#).² The guidance will help partners begin to develop effective local strategies and activities to both embed gender equality and prevent VAWG from ever occurring.

Primary prevention should take place on many different levels, working not only with individuals and small groups, but also with whole communities and governments around legislation, policy and strategic planning. Each service, space and environment at a local level operates within an unequal society that treats men and women differently. Therefore, every individual, organisation and service has the capacity and responsibility to contribute to primary prevention work. Change at a local level is central as it directly impacts the lives of individuals, families and communities.

At a local level, no single agency, organisation or community planning partner is solely responsible for delivering primary prevention work and tackling gender inequality. Embedding gender equality and eradicating VAWG requires the engagement of the full range of partners including local authorities, Police Scotland, the NHS, the civil and criminal justice systems, social work, housing, media, the business sector, trade unions, faith communities, third sector organisations, individuals and communities.

All community planning partners have a key role to play in promoting and embedding primary prevention work. The start of any good practice for partners would be to focus on collaborative working and make sure your organisation/agency/partnership has meaningful and effective links with your area's local multi-agency Violence Against Women Partnership (VAWP). This will begin to help ensure the strategies, policy and practice of every community planning partner adopt a gendered lens and that there is a joined-up approach to tackling gender inequality and VAWG across your local area.

Community Planning Partnerships (CPPs) as a collective have a vital role to play in embedding gender equality within their own partnerships. Key activities that could begin to develop gender equality within CPPs include:

- addressing gender imbalance in the make-up of the Partnership
- ensuring that the voices and lived experience of diverse groups of women are heard by the CPP and that those voices are centred in the partnership's planning and decision making

2 Scottish Government (2019), National Performance Framework, available here: <https://nationalperformance.gov.scot/>

- working collectively to share training opportunities and highlighting opportunities for collective responses, such as during “[16 days of action](#)”
- exploring how to take account of both women’s and men’s interests and concerns when developing the partnership’s own strategic plan and partners’ individual areas of policy and practice. This approach is called gender mainstreaming and reflects a globally accepted strategy for promoting gender equality.³

3 <https://eige.europa.eu/gender-mainstreaming/what-is-gender-mainstreaming>

What is the Purpose of this Guidance?

This guidance is designed to increase users' awareness and understanding of primary prevention and to help readers develop their vital role in tackling gender inequality and VAWG. **The guidance does not provide an exhaustive list of actions or approaches for embedding gender equality in community planning partners' work at a local level. Rather, the guidance is designed to provide a starting point for community planning partners to tailor primary prevention work to their local context.** We envision that this guidance will be updated at a later date to both reflect local and national developments in primary prevention work and highlight good practice.

The guidance aims to:

- increase local community planning partners' understanding of gender equality and the primary prevention of VAWG
- help community planning partners understand their key role in delivering and embedding gender equality and the prevention of VAWG at a local level
- demonstrate the social and economic value of gender equality and the prevention of VAWG
- signpost key primary prevention activities and useful resources for community planning partners to use in promoting and embedding gender equality and the prevention of VAWG locally, both within their own organisation/agencies and their relevant partnerships.

How can I use this Guidance?

Pages 3–11 provide an overview of primary prevention and the drivers behind tackling gender inequality and VAWG. Pages 12–39 offer a summary for each key thematic area for community planning partners (e.g., housing, poverty, education, etc.). Each summary explains why the primary prevention of VAWG is a priority for the specific thematic area and highlights key primary prevention activities and useful resources for that area. Pages 40–41 provide an introduction to good practice in the evaluation of primary prevention initiatives, as well as a conclusion about primary prevention in local community planning. Appendix A includes a glossary of key terms referenced throughout this document.

We recommend that all users read pages 3–11 before selecting the thematic areas most relevant to their area of work. For more support and information please contact the authors of this document, [Improvement Service](#) and [Zero Tolerance](#).

Key Drivers for Gender Equality and the Prevention of VAWG

There are numerous national and international drivers for embedding and ensuring gender equality. These include human rights obligations and best practice, economics, national strategic priorities and Scotland's focus on tackling inequalities at a local level.

Human rights

VAWG, in any form, has no place in a safe, strong, successful Scotland. It damages health and wellbeing, limits freedom and potential, and is a violation of the most fundamental human rights. The Scottish Government, COSLA and key partners are committed to preventing and eradicating it once and for all.

It is not just a moral obligation to tackle gender inequality and VAWG; there is also international best practice and legal obligations, as set out by several international treaties and human rights obligations. These include:

- the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (sometimes known as the Istanbul Convention)
- the Beijing Platform for Action calling on governments to take integrated measures to prevent and eliminate violence against women and girls
- the Human Rights Act, which incorporates the protections set out in the European Convention on Human Rights into Scots law
- the United Nations Convention on the Elimination of Discrimination Against Women (CEDAW), an international treaty to end all forms of discrimination against women
- the United Nations Convention on the Rights of the Child (UNCRC), an international human rights treaty that grants all children and young people aged 17 and under a comprehensive set of rights.

The Public Sector Equality Duty (PSED) places a legal obligation on public bodies to have due regard for the need to end discrimination and harassment on the grounds of sex, advance equality between women and men, and enable good relations.⁴ The PSED is designed to mainstream gender equality into the daily work of public authorities. The PSED is a preventative approach as it aims to consider gender as public sector policies, processes, environments and structures are developed, which should lead to improved outcomes for women and girls including, ultimately, a decrease in VAWG.

Economics

As per the Christie Commission findings (2011), investment in preventative approaches reduces long-term costs. Investing in gender equality and the primary prevention of VAWG will save money in the long term. Increased gender equality and decreased VAWG will improve outcomes for not just women and girls in terms of health and wellbeing, education, safety, financial inclusion and employment, but also for all individuals, families, communities and economies across Scotland.

⁴ <https://www.equalityhumanrights.com/en/public-sector-equality-duty-scotland>

National strategic priorities

Ensuring gender equality and preventing VAWG is key to achieving multiple national priorities. *Equally Safe* prioritises primary prevention under Priority 1: “Scottish society embraces equality and mutual respect, and rejects all forms of violence against women and girls” and Priority 2: “Women and girls thrive as equal citizens – socially, culturally, economically and politically”. Promoting gender equality and preventing VAWG from ever occurring is essential to meeting other national strategic priorities and strategies such as Getting it Right for Every Child (GIRFEC), public health and community justice.

Further, creating gender equality is essential to achieving [Scottish Government’s National Outcomes](#).⁵ These outcomes cannot be achieved if VAWG and the attitudes, behaviours and structures that perpetuate gender inequality still exist in Scotland. Finally, the primary prevention of VAWG sits at the heart of the strong emphasis the First Minister has placed upon achieving full gender equality in Scotland.

Tackling inequalities locally

The focus for CPPs is on designing and delivering better services for people in their local areas with a particular emphasis on tackling inequalities and improving local outcomes. Strategic guidance for CPPs places an emphasis on prevention approaches to improve people’s lives and make the best use of public resources.⁶ Tackling gender inequality, the root cause of VAWG, must be a priority for all CPPs if they are to improve outcomes for not just women and girls but all individuals, families and communities.

5 Scottish Government (2019), National Performance Framework, available here: <https://nationalperformance.gov.scot/>

6 Scottish Government (2016), *Community Empowerment (Scotland) Act 2015, part 2 Community Planning: Guidance*, available here: <https://www.gov.scot/publications/community-empowerment-scotland-act-2015-part-2-community-planning-guidance/>

Key Messages

1. VAWG is both a cause and consequence of gender inequality. If we want to tackle VAWG, it is vital that we change the attitudes, behaviours and structures that underpin this violence and abuse.
2. There are multiple drivers for tackling VAWG and gender inequality and prioritising primary prevention. These drivers range from tackling human rights violations to reducing the economic costs placed on the public purse by VAWG and gender inequality.
3. At a local level, no single agency, organisation or community planning partner is solely responsible for delivering primary prevention work and tackling gender inequality. All community planning partners have a key role to play in promoting and embedding primary prevention work both in their own organisations and as members of local strategic partnerships.
4. Strong collaborative working is vital to tackling VAWG and gender inequality. Community planning partners must adopt a joined-up approach to develop effective local strategies and activities to prevent VAWG from occurring and promote gender equality.

Poverty

At a community planning level, stakeholders working within roles and organisations aiming to reduce poverty can play a key role in tackling gender inequality.

Poverty is gendered. Women are more likely to live in poverty than men; this is due to the gender pay gap, occupational segregation (see glossary), women's caring duties, lack of access to affordable childcare and the distribution of finances within households. Women are twice as likely to be dependent on social security than men and have been disproportionately impacted by welfare reform and changes to social security.⁷ In line with multiple labour market barriers experienced by different groups of women, the poverty rate is higher for BME women, disabled women and refugee women. Evidence shows that child poverty is inextricably linked with women's poverty; to reduce child poverty, research shows we must understand poverty through a gendered lens and tackle women's poverty.⁸

Economic abuse is also a key tactic used by perpetrators of domestic abuse, with research showing that such abuse has an adverse impact on survivors' education and employment. Economic abuse and employment sabotage have been shown to prevent survivors' career progression, resulting in increased poverty.⁹

Tackling women's inequality in the labour market is critical to reducing women's poverty and the gender pay gap is a key factor in women's higher levels of poverty. In tackling women's poverty, it is therefore necessary to tackle the multiple and inter-related causes of the gender pay gap including the economic undervaluation of women's work, occupational segregation, lack of quality part-time and flexible working opportunities, women's disproportionate responsibility for unpaid care, and discrimination in pay and grading systems.¹⁰

What follows are initial steps that can be taken towards poverty-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Ensure a strong relationship between VAWPs and local child poverty leads who are responsible for annual local child poverty action reports to: help highlight the links between women's poverty and child poverty; ensure that local authorities apply a gendered lens to child poverty; and ensure action to prevent both socioeconomic and gender inequality is joined up. Robust collaboration will also support the relevant partners/organisations/agencies to identify local priorities for women related to poverty, which can help to inform and develop appropriate system change.

7 <https://www.engender.org.uk/content/publications/engenderwelfareport.pdf>

8 <https://www.closesthegap.org.uk/content/resources/1--Women-work-and-poverty-what-you-need-to-know.pdf>

9 For more information, see Women's Aid (2019), *Economics of Abuse Report*, available here: <https://www.womensaid.org.uk/wp-content/uploads/2019/03/Economics-of-Abuse-Report-2019.pdf>

10 Close the Gap (2019), *Everything you wanted to know about the gender pay gap but were afraid to ask*, available here: <https://www.closesthegap.org.uk/news/blog/everything-you-wanted-to-know-about-the-gender-pay-gap/>

- Ensure that strategic decisions at a local level meet the Fairer Scotland Duty and actively consider how policies and practice aim to reduce inequalities of outcome for women in the local area.¹¹
- Work with the early years and health sectors in the area to ensure that all parents/carers are aware of and can access the funded childcare opportunities available in their area and that parents/carers are aware of the pilot childcare deposit scheme if it is available in their area.
- Promote the need for fairer parental leave policies so that it is not just mothers/women carers who are likely to take extended periods of time out from the labour market.
- Target employability support for groups that experience additional barriers, including addressing language barriers, lack of recognition of qualifications, accessibility and access to work.
- Ensure that women with lived experience of poverty, including those who face additional structural barriers, are directly involved in decisions around anti-poverty work and policy.
- Offer/signpost high-quality professional development/learning/training opportunities for relevant practitioners, frontline staff and policy colleagues on gender equality and VAWG issues. Such training and CPD opportunities should take into account and challenge the structural barriers and ableist, racist and xenophobic cultural attitudes that underpin the systemic labour market barriers for BME women, disabled women and refugee women.
- As many of the causes of women's poverty are created by women's inequality in the labour market, please also see the section on "Workplace and Employment" (p. 19).

Useful resources:

- Elected Member Briefing on [the Fairer Scotland Duty](#)¹²
- Elected Member Briefing on [Child Poverty Action Reports](#)¹³
- [Close the Gap](#), a Scottish charity which works on women's participation in the labour market. It has a number of resources for public/private sector employers, policymakers and unions on women's inequality at work.¹⁴
- [Engender](#) is Scotland's feminist policy and advocacy organisation. It has a number of resources and publications on gender and poverty-related issues.¹⁵

11 Scottish Government (2018), *Fairer Scotland Duty: interim guidance for public bodies*, available here: <https://www.gov.scot/publications/fairer-scotland-duty-interim-guidance-public-bodies/pages/1/>

12 Improvement Service (2019), available here: http://www.improvementservice.org.uk/documents/em_briefing_notes/em-briefing-fairer-scotland-duty.pdf

13 Improvement Service, NHS Health Scotland and Scottish Government (2018), available here: http://www.improvementservice.org.uk/documents/em_briefing_notes/em-briefing-note-lcpar.pdf

14 <https://www.closesthegap.org.uk/>

15 <https://www.engender.org.uk/>

Health and Social Care

At a community planning level, stakeholders working within health and social care can play a key role in tackling gender inequality.

Over their lives, women and girls have greater health and social care needs than men and various equality issues can compromise women's health and wellbeing. Mental health is a highly gendered issue, with depression twice as prevalent amongst women, and low-income women in particular.¹⁶ Health inequalities affect women differently; discrimination and structural barriers can make it difficult for women from BME, LBT and migrant communities, as well as disabled women, to access and utilise health and social care services.

Gender inequality has a severe impact on health.

- Any experience of gendered violence and inequality can cause trauma and impact on mental health as well as physical health. Research shows that mental wellbeing is higher in boys than in girls in Scotland.¹⁷
- Research in 2018 found that four out of five teenage girls who have been sexually assaulted suffer from anxiety, depression, post-traumatic stress disorder and other serious conditions four to five months after being assaulted.¹⁸
- Domestic abuse is a high risk factor for depression, substance abuse and numerous physical disorders.
- Carers, around 60 percent of whom are women in Scotland, are twice as likely to suffer from ill health.¹⁹
- VAWG is estimated to cost the Scottish public purse £4 billion. This includes costs associated with medical care, mental health, substance misuse and social care needs caused by VAWG, such as domestic abuse, and gender inequalities embedded across society.²⁰

Scottish Government's [Public Health Priorities for Scotland](#) lists several priorities which are relevant to the primary prevention of VAWG.²¹ These include: Priority 1, "A Scotland where we live in vibrant, healthy and safe places and communities"; Priority 2, "A Scotland where we flourish in our early years"; and Priority 5, "A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all". Improving the health and wellbeing of Scotland's population across the life course must include tackling VAWG and gender inequality, and gender should be recognised as a factor in health inequalities. These priorities cannot be achieved if VAWG and gender inequality persist in Scotland.

16 <https://gendermatters.engender.org.uk/content/health/>

17 https://www.samh.org.uk/documents/Going_to_Be_All_Right_Jacki_Gordon_Report_2017.pdf

18 [https://www.thelancet.com/journals/lancah/article/PIIS2352-4642\(18\)30202-5/fulltext](https://www.thelancet.com/journals/lancah/article/PIIS2352-4642(18)30202-5/fulltext)

19 <https://gendermatters.engender.org.uk/content/health/>

20 <https://www.webarchive.org.uk/wayback/archive/20170701074158/www.gov.scot/Publications/2009/06/02153519>

21 Scottish Government (2018), available here: <https://www.gov.scot/publications/scotlands-public-health-priorities/>

Health and Social Care Partnerships (HSCPs)/Integrated Joint Boards (IJBs) are ideally placed to contribute to prevention initiatives. They have extensive and established networks across multiple sectors in the community and have the capacity to coordinate prevention work.

What follows are initial steps that can be taken towards health and social care-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Ensure meaningful and effective collaboration between VAWPs and HSCPs/IJBs to ensure that your area's strategic approach to health and social care and children's services planning is gender competent (see glossary). Robust collaboration will also support the relevant partners/organisations/agencies to identify local priorities for women related to health and social care, which can help to inform and develop appropriate system change.
- Consider the inclusion of gender equality and VAWG policies and practices in the criteria for local funding or commissioning processes.
- Support and resource sustainable local specialist VAWG services in order to allow those services to continue to engage in local strategic primary prevention work in a meaningful way.
- Develop direct participation programmes that address the drivers of violence, such as programmes that promote healthy, equal and respectful relationships among new parents.
- Ensure that lived experience plays a central role in the ongoing development of health and social care services. This could be through consultation with service users and the local community on their experience of how gender equal, respectful and inclusive they have found health and social care services. These findings should inform appropriate changes to health and social care services, practices, policies and programmes.
- Ensure there are clear policy and practice guidelines around gender equality and VAWG in care settings, including consent and bodily autonomy.
- Ensure HSCPs/IJBs and schools in your area work together to develop programmes that improve children and young people's understanding of reproductive health and mental health services.
- Offer/signpost high-quality professional development/learning/training on gender equality and VAWG; in particular, training that focuses on women facing multiple discrimination, including women living with income inequality, BME women and LBT women.
- Developing whole organisation approaches where prevention is integrated into health services and practices.

Useful resources:

- Scot Public Health Network, [*Examples of projects to prevent and reduce violence in Scotland*](#), a guide which covers a range of prevention initiatives and programmes aimed at preventing violence.²²

22 ScotPHN (2018), available here: <https://www.gov.scot/publications/scotlands-public-health-priorities/>

Housing and Homelessness

At a community planning level, stakeholders working within housing and homelessness can play a key role in tackling gender inequality.

Women are disproportionately affected by housing inequalities and homelessness. This is for a number of reasons. The gender pay gap means women will likely pay a larger-than-average proportion of income on housing costs meaning less financial security, while women's economically disadvantaged position in the labour market, often working in part-time, low-paid employment to manage child and other care responsibilities, means they are disproportionately dependent on the social housing sector.²³ It is also estimated that domestic abuse is the fourth most common reason given for a homeless application in Scotland; in 2013-14, 71% of such applications came from women.²⁴ Other forms of VAWG can also lead to housing instability and homelessness and vice versa. LGBT people are also disproportionately affected by homelessness: 20 percent of LGBT women have experienced homelessness.²⁵

What follows are initial steps that can be taken towards housing and homelessness-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Ensure that gender equality is central to your local authority's local housing strategy, considering how women are disproportionately affected by housing inequality.
- Ensure that housing representatives are active members of their local multi-agency VAWP. Robust collaboration will also support the relevant partners/organisations/agencies to identify local priorities for women related to housing and homelessness, which can help to inform and develop appropriate system change.
- Offer/signpost high-quality professional development/learning/training on gender inequality and VAWG issues to local authority housing and homelessness officers, housing policy colleagues, etc.
- Ensure that partners and your CPP utilise up-to-date gender disaggregated statistics for reasons for homelessness from Scottish Government (available upon request) to inform your area's housing strategy.
- Ensure that women with lived experience of housing instability and homelessness, including those who face additional structural barriers, are directly involved in decisions around housing and homelessness policy and practice.
- As women are disproportionately dependent on the social housing sector because of labour market inequality, please see the sections on "Workplace and Employment" (p19) and "Poverty" (p12).

23 <http://wbg.org.uk/wp-content/uploads/2018/08/FINAL-Female-Face-of-Poverty.pdf>

24 <https://www.gov.scot/publications/domestic-abuse-housing-homelessness-scotland-evidence-review/pages/4/>

25 https://www.stonewall.org.uk/sites/default/files/lgbt_in_britain_home_and_communities.pdf

Useful resources:

- *Safe at Home: Homelessness and domestic abuse*, a Safe Lives report on domestic abuse and homelessness, with a focus on chronic homelessness²⁶
- *Change Justice, Fairness*, a Scottish Women's Aid and Fife DASA report on domestic abuse and homelessness²⁷

26 Safe Lives (2018), *Safe at Home: Homelessness and domestic abuse*, available here: http://safelives.org.uk/sites/default/files/resources/Safe_at_home_Spotlight_web.pdf

27 Scottish Women's Aid and Fife DASA (2015), *Change, Justice, Fairness*, available here: <https://womensaid.scot/wp-content/uploads/2017/07/Change-Justice-Fairness.pdf>

Workplace and Employment

At a community planning level, stakeholders working within managerial, HR and organisational development roles can play a key role in tackling gender inequality.

The gender pay gap is the key indicator of women's labour market inequality and represents the divergent experiences men and women have in employment, and also in education, training, care and domestic labour. The gender pay gap is caused by a number of issues including occupational segregation, lack of quality part-time and flexible working, underemployment and discrimination in pay systems and practice. The gender pay gap is also impacted by factors such as race and disability. For example, in Scotland, BME women face an intertwined set of gendered and racial barriers that affect their ability to enter, progress and stay in good quality employment.²⁸ Workplace culture and employment practices including pregnancy and maternity discrimination, and recruitment, promotion and progression bias, also have a major impact on women's ability to participate in the workplace.

Gender norms and stereotyping about women's capabilities and skills results in women being clustered in predominantly female occupations that are associated with low pay. A lack of quality part-time and flexible jobs, coupled with women's disproportionate responsibility for caring, finds women under-represented in management and senior roles.

Employers across the public, private and third sectors have a vital role to play in the primary prevention of VAW and the promotion of gender equality through making changes to policy and practice related to workplace environment and employment.

At a national level, gender equality in the labour market is key to inclusive economic growth in Scotland. The Scottish Government highlights that "[r]educing inequality is not only important in itself, but is vital to creating conditions to deliver sustainable economic growth over the long term". Research shows that women's inequality in the labour market—including the gender pay gap and occupational segregation—negatively affects economic growth and productivity (see glossary). One recent study estimated that closing the gender gap in employment could generate as much as 12 percent of UK GDP by 2025; 12 percent of the Scottish economy at current figures is just over £17 billion. Ensuring gender balance and women's equal participation in the paid labour market is critical in supporting Scotland's long-term economic growth.

What follows are initial steps that can be taken towards workplace and employment-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Promote awareness of, and adherence to, the Public Sector Equality Duty (PSED) across the public sector in your local area and ensure that your organisation meets the PSED requirements in terms of publishing gender pay gap information.

28 https://www.closesthegap.org.uk/content/resources/1557499847_Still-Not-Visible.pdf

- Use the Close the Gap Close Your Pay Gap reporting tool to identify the steps that will address the causes of the pay gap within your organisation.
- Ensure that your organisation gathers and disseminates (where appropriate) gender disaggregated and intersectional data.
- Promote the need for your organisation to undertake an equal pay review (audit).
- Engage with and incorporate the learning from Close the Gap's Equally Safe at Work accreditation programme.²⁹
- Promote the benefits of flexible working for women to businesses and organisations in your local area and, where possible, offer flexible and part-time working at all levels of your organisation.
- Offer/signpost high-quality training for managers and HR personnel in your organisation on VAWG and gender equality issues so that they are able to support staff appropriately.
- Offer/signpost high-quality awareness-raising sessions and bystander training on VAWG and gender inequality for all staff within your organisation's workplace.
- Ensure equalities training is delivered to all staff and included in inductions in your organisation.
- Ensure your workplace has developed a specific VAW policy.
- Review your organisation's workplace policies to ensure they are gender- and VAW- sensitive. This could include reviewing your absence management policy or flexible working policy.
- Promote and implement workplace policies such as [South Lanarkshire Council's Menopause Policy](#), which aims to support women through the menopause and increase understanding in the workplace,³⁰ and South Ayrshire Council's domestic abuse leave policy, which provides ten days of special leave to support women who have experienced domestic abuse.
- Work with the early years and health sectors in your area to raise parents' awareness of funded childcare options.
- Promote and develop routes back to work for groups as diverse as those returning after a break for caring responsibilities or for those who have migrated or sought asylum.
- Campaign for your organisation to sign up to [Partnership for Change: 50/50 by 2020](#), which encourages public, third and private sector organisations to sign up and set a voluntary commitment for gender balance on their boards of 50/50 by 2020. Organisations can join the Partnership and gain access to a network of individuals and organisations to share good practice

Useful resources:

- [Elected Member Briefing on Inclusive Growth](#)³¹

29 <https://www.equallysafeatwork.scot/about/>

30 http://www.southlanarkshire.gov.uk/press/article/1962/support_for_women_employees_with_menopause

31 Improvement Service (2019), available here: http://www.improvementservice.org.uk/documents/em_briefing_notes/em-briefing-note-inclusive-growth.pdf

- [Close the Gap](#), a Scottish charity which works on women's participation in the labour market. It has a number of resources for public/private sector employers, policymakers and unions on women's inequality at work.³²
- TUC's report on sexual harassment of LGBT people in the workplace.³³

32 <https://www.closesthegap.org.uk/>

33 https://www.tuc.org.uk/sites/default/files/LGBT_Sexual_Harassment_Report_0.pdf

Early Years

At a community planning level, stakeholders working within early years can play a key role in tackling gender inequality.

Primary prevention of VAWG begins in the early years as children begin to learn about gender roles and expectations and pick up messages from their surrounding environment about what is perceived as ‘normal’ for boys and girls. Young children learn from everything they see, hear and do. This shapes how they see themselves and others as they grow up. It is never too early to question what is seen as ‘normal’ or what is traditionally expected of boys and girls in our society. In fact, doing so from a very young age helps to protect children from the negative consequences of inequality and discrimination as they grow into adults. Outdated gender stereotypes remain common in our society and the lack of awareness about how to challenge these harmful patterns is a fundamental obstacle to providing Scottish children with an equal start in life. Any work should ensure it recognises how gendered messaging impacts specific groups differently. For example, harmful stereotypes such as “white princess culture” are particularly harmful to BME girls and heteronormative gender roles are particularly harmful to children within non-traditional families.

What follows are initial steps that can be taken towards early years-related primary prevention activities. These activities range from high level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users’ local contexts.

- Work with the early years sector in your area to promote a whole setting approach (see glossary). For example, developing a gender equality policy for the setting, ensuring practitioners use gender-neutral language, promoting activities, play and storytelling that break gender stereotypes, involving parents in conversations and activities about gender equality.
- Work with the early years sector in your area to develop initiatives and opportunities to increase the number of male ELC practitioners in your area.
- Offer/signpost professional development/learning/training opportunities for nursery staff, practitioners and policy colleagues around gender equality and VAWG.
- Work with local colleges in your area to incorporate professional development opportunities for ELC students around gender equality and VAWG.

Useful resources:

- Zero Tolerance & Care Inspectorate, [Gender Equal Play in Early Learning and Childcare](https://www.zerotolerance.org.uk/resources/Gender-equal-play-in-early-learning-and-childcare.pdf/), a resource to help ELC practitioners enhance gender equality for children across all ELC settings.³⁴

³⁴ Zero Tolerance and Care Inspectorate (2018), available here: <https://www.zerotolerance.org.uk/resources/Gender-equal-play-in-early-learning-and-childcare.pdf/>

- Zero Tolerance, *Just Like a Child*, a guide to preventing gender stereotyping in the early years is aimed at childcare professionals who work directly with very young children and who are in contact with their parents and carers.³⁵
- Zero Tolerance, *Anyone Can Play*, a suite of resources for how to talk to people about gender stereotypes and their effect on children.³⁶
- [Perth & Kinross Council “Men in ELC” programme](#), information about how one council is attempting to address the gender imbalance in its ELC workforce.³⁷
- The short film by Amina MWRC ‘[Baby steps to Gender Equality](#)’. The film takes an innovative approach to how we create attitudes and opinions on gender roles and responsibilities, and challenges these stereotypes within the ethnic minority community in Scotland.³⁸
- The [Gender Friendly Nursery](#) is an early years primary prevention strategy which was piloted in north east Glasgow and developed in partnership between Health Improvement and Zero Tolerance, Respect me, LGBT Youth Scotland, Men in Childcare and Fathers Network Scotland.³⁹
- Getting Started: [Stonewall’s resource](#) on celebrating difference and challenging gender stereotypes in the early years.⁴⁰

35 Zero Tolerance (2013), available here: <https://www.zerotolerance.org.uk/resources/Just-Like-a-Child.pdf>

36 <https://www.zerotolerance.org.uk/anyone-can-play-landing/>

37 <https://www.pkc.gov.uk/article/20565/Award-Winning-2018-Men-in-Childcare-Course-is-launching-soon->

38 <https://www.youtube.com/watch?v=GwyTfN14TvY>

39 <https://www.nhsggc.org.uk/about-us/professional-support-sites/gender-based-violence-resources/the-gender-friendly-nursery/>

40 https://www.stonewall.org.uk/system/files/getting_started_early_years.pdf

Education

At a community planning level, stakeholders working within education can play a key role in tackling gender inequality.

Promoting gender equality and the primary prevention of VAWG is vital throughout primary, secondary, further and higher education. As in the early years context, children at school continue to learn about gender roles, expectations and stereotypes. This shapes how children and young people see themselves and others at a critical moment in their development and shapes their career and life choices well beyond their time at school. It is equally important to teach children and young people about healthy relationships, consent and gender-based violence to reduce and ultimately prevent VAWG and gender inequality from occurring in schools and further and higher education.

What follows are initial steps that can be taken towards education-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Encourage schools in your area to adopt a whole school approach to promoting gender equality and preventing VAWG. Your area could become involved in [Equally Safe at School](#), Rape Crisis Scotland and Zero Tolerance's pilot whole school approach to preventing gender-based violence in schools.⁴¹
- Ensure colleges and universities in your local area use the [Equally Safe at Colleges and Universities toolkit](#) created by University of Strathclyde. Colleges can become pilot sites for the programme.⁴²
- Encourage schools to make use of resources provided by the [Improving Gender Balance project](#), which aims to raise gender bias awareness with pupils and staff and tackle gender stereotyping in the classroom, particularly for STEM subjects.⁴³
- Arrange delivery of workshops from the [National Sexual Violence Prevention Programme](#) offered by Rape Crisis centres across Scotland. The programme is for secondary schools and addresses issues of gender, consent, sexualisation, pornography and social media.
- Offer/signpost professional development/learning/training opportunities for school, college and university staff around gender equality and VAWG.
- Encourage schools to invest Pupil Equity Funding (PEF) in primary prevention initiatives.

Useful resources:

- [Equally Safe at Colleges & Universities toolkit](#) (see link above)
- [Information about Equally Safe at School](#) (see link above)

41 <https://www.zerotolerance.org.uk/equally-safe-at-school/>

42 <https://www.strath.ac.uk/humanities/schoolofsocialworksocialpolicy/equallysafeinhighereducation/eshetoolkit/>

43 <https://education.gov.scot/improvement/learning-resources/Improving%20gender%20balance%203-18>

- The Improving Gender Balance project (see link above)
- Scottish Government, *Healthy Relationships and Consent: key messages for young people*, a resource for professionals which aims to help them support young people in their understanding of healthy relationships and consent.⁴⁴
- The short film by Amina MWRC called '[It's Not Fair!](#)'⁴⁵
- [Everyday Heroes](#) report with children and young people's views on changes they want to see in relation to gender inequality and societal attitudes.⁴⁶

44 Scottish Government (2019), available here: https://www.gov.scot/publications/key-messages-young-people-healthy-relationships-consent-resource-professionals-working-young-people/?dm_i=LQE,6AAY7,RGIKAH,OT58S,1

45 <https://www.youtube.com/watch?v=hqGoYiks6yA>

46 <https://everydayheroes.sps.ed.ac.uk/wp-content/uploads/2018/11/everyday-heroes-briefing3-Gender.pdf>

Community Justice

At a community planning level, stakeholders working within community justice can play a key role in tackling gender inequality.

Community justice is principally focused on preventing offending before it occurs by working with people who are at risk of offending and supporting those who have been through the justice system. Research shows that women in the criminal justice system are likely to have complex needs and have higher lifetime incidences of trauma than either male prisoners or women in the general population, including severe and repeated physical, sexual and emotional abuse and victimisation.⁴⁷ Consequently, an effective approach to community justice planning will recognise the connections between VAWG and offending. It will ensure effective interventions are in place that address the risks of women and children affected by VAWG becoming involved in the criminal justice system.

What follows are initial steps that can be taken towards community justice-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Strong partnership working between Community Justice Partnerships (CJPs) and VAWPs at a local level to improve outcomes for women and children. This includes exploring opportunities to pool collective resources (e.g., budgets, staff, training). There may also be other benefits in working collaboratively such as opportunities to share knowledge and good practice about effective interventions, and jointly undertake consultation, needs assessment or progress reporting activity to satisfy requirements for both planning systems. Robust collaboration will also support the relevant partners/organisations/agencies to identify local priorities for women related to community justice, which can help to inform and develop appropriate system change.
- Support community justice approaches to use a gendered lens that understands the connections between women's offending and their experiences of VAWG. This enables more holistic commissioning that addresses the risks that cause women to become involved in the criminal justice system and the ways the criminal justice system can exacerbate risks of VAWG. Services should take account of women's previous histories of abuse and neglect, and encourage confidence, responsibility and self-esteem through trust and respect.
- Develop crime prevention strategies that address the drivers of violence against women. Ensure that CJP principles are in line with *Equally Safe* principles and, in particular, ensure that CJPs recognise and tackle the root cause of all forms of VAWG, not just domestic abuse or sexual assault-related crime in communities. These initiatives should be community focused and driven.
- Explore opportunities to work with White Ribbon Scotland to engage men in preventing VAWG. Several local authorities in Scotland have worked with the charity to develop local campaigns and have taken the White Ribbon Campaign Pledge to not commit, condone or remain silent about violence against women.

⁴⁷ Angiolini et al. (2012), *Commission on Women Offenders*, available here: <https://www2.gov.scot/Resource/0039/00391828.pdf>

- Offer/signpost high-quality professional development/learning/training opportunities for relevant practitioners, frontline staff and policy colleagues around gender equality and VAWG.

Useful resources:

- [Everyday Heroes](#) report with CYP's views on changes they want to see in relation to gender inequality and societal attitudes.⁴⁸
- Elected Member briefing, [Why is Violence Against Women and Girls a Community Justice Issue?](#)⁴⁹
- [White Ribbon](#) is a charity focused on engaging men to campaign, speak out and take action to end violence against women.⁵⁰

48 Everyday Heroes (2018), available here: <https://everydayheroes.sps.ed.ac.uk/wp-content/uploads/2018/11/everyday-heroes-briefing3-Gender.pdf>

49 Improvement Service (2019), available here: http://www.improvementservice.org.uk/documents/em_briefing_notes/em-briefing-vawg-community-justice.pdf

50 <https://www.whiteribbonscotland.org.uk/what-we-do/our-history/>

Community Safety

At a community planning level, stakeholders working within community safety can play a key role in tackling gender inequality.

The Scottish Community Safety Network (SCSN) defines community safety: “People are safe from crime, disorder and danger and free from injury and harm; and communities are socially cohesive and tolerant, are resilient and able to support individuals to take responsibility for their wellbeing”. VAWG and gender inequality are significant community safety issues as women and girls should be able to live safe from abuse and violence and should not face discrimination or inequality within their families or communities. To end all VAWG we must recognise the different ways in which gender inequality will interplay with other forms of discrimination. Prevention work should address the way inequalities compound each other, recognising that gender inequality cannot be separated from other forms of inequality. This can be achieved through partnerships and coalitions that build coordinated challenges to gender inequality, racism, ableism, ageism, classism, religious discrimination, homophobia, biphobia and transphobia, and promote social and economic justice. As Community Safety Partnerships (CSPs) and CJPAs are increasingly focusing on prevention and early intervention activities as ways to increase personal, local and community safety, such partnerships have a key role to play in the primary prevention of VAWG and gender inequality.

What follows are initial steps that can be taken towards community safety-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users’ local contexts.

- Ensure CSPs adopt a gendered lens that understands the connections between personal, local and community safety for women and girls.
- Strong partnership working between CSPs, CJPAs and VAWPs at a local level to improve outcomes for women and children. This includes exploring opportunities to pool collective resources (e.g., budgets, staff, training). There may also be other benefits in working collaboratively such as opportunities to share knowledge and good practice about effective interventions, and jointly undertake consultation, needs assessment or progress reporting activity to satisfy requirements for both planning systems. Robust collaboration will also support the relevant partnerships to identify local priorities for women related to community safety, which can help to inform and develop appropriate system change.
- Ensure that CSP principles are in line with *Equally Safe* principles and, in particular, ensuring that CSPs recognise and tackle the root cause of all forms of VAWG, not just domestic abuse or sexual assault.
- Undertake gendered analysis of community safety data could offer a valuable framework for collecting, examining and interpreting information about the differences in women’s and men’s experiences of safety within Scotland’s communities, and how partnerships plan and respond to these potentially different experiences (for example, in the way the experiences of female

prisoners has been researched). Local areas may also want to disaggregate data around other relevant equality strands. These actions will also help ensure that decision making is better informed and joined up across policy areas.

- Offer/signpost high-quality professional development/learning/training opportunities for practitioners, frontline staff and policy colleagues around gender equality and VAWG.

Useful resources:

- [Scottish Community Safety Network newsletter](#) article on VAWG and community safety.⁵¹

51 SCSN (2019), available here: <http://www.safercommunitiesscotland.org/wp-content/uploads/Newsletter-Draft-May-19-Final.pdf>

Infrastructure, Planning and the Built Environment

At a community planning level, stakeholders working within infrastructure, planning and the built environment can play a key role in tackling gender inequality.

The provision, design and maintenance of infrastructure, facilities and public spaces have a significant impact on the way people access and enjoy these spaces. Planning policies and processes can unintentionally exclude or discriminate against groups in our community and can ignore the fact that women and men often use, perceive and enjoy public spaces differently (for example, insufficient lighting on streets is a key safety issue for women and public transport is often considered by women to be a likely place to experience sexual harassment).

At the local level, policy and practice need to take into account women's differing needs in terms of the built environment and transport in relation to their employment, care roles and safety concerns. For example, if public transport is structured around traditional employment patterns, this can make it difficult for women who are more likely to be working flexibly, on a part-time basis or undertaking unpaid care work to access transport outwith these times. Women's and girls' real and perceived safety in and enjoyment of public spaces can be increased by ensuring the design and planning of infrastructure and transport is gender sensitive. Supporting women's safety and security in, and use of, public spaces improves their independence and wellbeing in public and private life.

What follows are initial steps that can be taken towards primary prevention activities within infrastructure, planning and the built environment. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Strengthen links between VAWPs and lead planning and infrastructure officers to ensure planning policies and processes are gender competent. Robust collaboration will also support the relevant partnerships/organisations/agencies to identify local priorities for women related to infrastructure, planning and the built environment, which can help to inform and develop appropriate system change.
- Considering equality, inclusivity and accessibility during all stages of planning and development can support women's equal participation in their community and their access to facilities, transport and public spaces. This includes completing high-quality, robust equality impact assessments (EIAs) during planning and ensuring genuine consultation and engagement with a diverse range of women from all sectors of the community during the planning and development of public spaces, infrastructure and facilities.
- Develop policy that includes and considers gender in relation to transport routes, safety, service standards and pricing.
- Offer/signpost high-quality professional development/learning/training opportunities on gender equality and VAWG for planning and infrastructure officers.

- Ensure that any data used is sex disaggregated and gender sensitive (statistics and information that is collected and analysed separately for women/girls and men/boys).
- Work with local further and higher education institutions in your area to incorporate learning and professional development opportunities for students on relevant courses around gender equality and VAWG.

Useful resources:

- [Equate Scotland](#), the national expert in gender equality throughout the STEM sectors, which delivers training and consultancy to create positive changes in STEM employment practices, behaviours and workplace cultures. Its website includes good practice guides and reports.⁵²
- [Engender Parliamentary Briefing on Planning \(Scotland\) Bill](#), which includes further information on the links among gender inequality, VAWG and infrastructure/planning.⁵³
- Royal Town Planning Institute's⁵⁴ [gender and planning resources](#) outline ways in which gender can be mainstreamed throughout planning processes.
- [The United Nations New Urban Agenda](#), signed by the UK in 2016, which commits to developing cities that are designed to achieve gender equality.

52 <https://equatescotland.org.uk/>

53 Engender (2018), available here: <https://www.engender.org.uk/content/publications/Engender-Parliamentary-Briefing---Planning-Scotland-Bill-March-2018.pdf>

54 <https://www.rtpi.org.uk/>

Youth Services

At a community planning level, stakeholders working within youth services can play a key role in tackling gender inequality.

Research shows that there needs to be targeted prevention work both within and outside of formal education settings to promote healthy and respectful relationships. This work should include “initiatives to challenge gender stereotypes amongst young people, to encourage mutual respect and to tackle early signs of abuse in intimate relationships to encourage young people to make more positive and safe choices”.⁵⁵ Youth workers have a key role in working with young people in communities and have a vital role to play in working with disadvantaged young people who might miss out on learning at school on issues such as healthy relationships, consent and gender stereotypes.

What follows are initial steps that can be taken towards youth services-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users’ local contexts.

- Ensure local action plans incorporate strategies for addressing the gender inequality and VAWG within their respective spheres of practice. This should include significant investment in capacity-building training and support for practitioners who work with young people to implement effective prevention initiatives across all forms of VAWG, including lesser-known forms such as female genital mutilation (FGM) and forced marriage.
- Ensure strong partnership working among children’s services, community safety, health and wellbeing, education, life-long learning and youth work with VAWPs to ensure local policies and practice for working with young people at risk/outside of mainstream education adopt a gendered lens.
- Offer/signpost professional development/learning/training opportunities on gender inequality and VAWG for youth services practitioners.
- Arrange delivery of workshops from the [National Sexual Violence Prevention Programme](#) offered by Rape Crisis centres across Scotland. The programme is for young people aged 11-25 and addresses issues of gender, consent, sexualisation, pornography and social media and can be delivered to youth groups as well as secondary schools.

Useful resources:

- Zero Tolerance’s [Under Pressure project](#), a training course that aims to increase awareness of the issue of abuse and sexual exploitation in young people’s relationships, as well as equipping youth and community workers with skills and knowledge to prevent and address this problem in their practice.⁵⁶

55 Zero Tolerance and YWCA Scotland (2012), *Under Pressure: Preventing Teen Abuse and Exploitation*, available here: <https://www.zerotolerance.org.uk/resources/Under-Pressure---Preventing-Teen-Abuse-and-Exploitation.pdf>

56 <https://www.zerotolerance.org.uk/resources/Under-Pressure---Preventing-Teen-Abuse-and-Exploitation.pdf>

- Scottish Government's *Healthy Relationships and Consent: key messages for young people*, a resource for professionals which aims to help them support young people in their understanding of healthy relationships and consent.⁵⁷
- *Everyday Heroes report* with CYP's views on changes they want to see in relation to gender inequality and societal attitudes.⁵⁸

57 Scottish Government (2019), available here: https://www.gov.scot/publications/key-messages-young-people-healthy-relationships-consent-resource-professionals-working-young-people/?dm_i=LQE,6AAY7,RGIKAH,OT58S,1

58 <https://everydayheroes.sps.ed.ac.uk/wp-content/uploads/2018/11/everyday-heroes-briefing3-Gender.pdf>

Inclusive and Empowered Communities

At a community planning level, stakeholders working within community and voluntary services can play a key role in tackling gender inequality.

Communities represent a key setting for primary prevention at a local level. Communities can challenge gender inequality or compound it. It is therefore crucial that work with communities is supported in local areas. By inclusive we mean the removal of barriers and taking positive action related to gender, age, disability, race, religion or belief, sexual orientation, gender identity, trans status, marriage and civil partnership, and pregnancy and maternity.

Community and voluntary services can address reinforcing factors of VAWG. They can mobilise attention and resources to ensure their work to address these factors also considers the drivers of violence. Faith-based initiatives and spaces can have a powerful influence as faiths represent population groups across all life stages and from a variety of cultural backgrounds, and these shared beliefs and values can be a powerful motivator for justice, social change and common purpose. Sport and leisure spaces bring people together across communities and have the opportunity to involve a diverse range of individuals and groups. They are important spaces for socialising and have a powerful influence on gender norms and relations.

What follows are initial steps that can be taken towards primary prevention activities within community and voluntary services. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Work with third sector organisations to support their work in communities to prevent VAWG. Community services, including disabled people's support services and care for older people, can be supported to prevent violence against women that takes place in care and institutional settings.
- Support faith communities to address the drivers of violence against women by drawing on existing beliefs and practices within their faith community that support respectful, healthy relationships, while challenging harmful practices.
- Train and support sports club leaders, at both the local level and elite level, to create club environments and structures that are inclusive, respectful and welcoming of women and girls.
- Direct participation initiatives in bystander intervention, which give participants the skills to address sexist and harmful behaviour they witness. White Ribbon Scotland's pledge is an example of this type of work; men are encouraged to take a pledge to never commit, excuse or remain silent about VAWG.
- Encourage professionals who work with young people to use the Scottish Government's [Key Messages on Healthy Relationships and Consent](#).

Useful resources:

- [White Ribbon Scotland](#), an organisation that works to involve men in opposing violence against women
- Scottish Government's [Key Messages on Healthy Relationships and Consent](#)⁵⁹
- Amina MWRC's short film, "[Imams for Change](#)"⁶⁰
- Church of Scotland has a [variety of resources](#) for tackling VAWG⁶¹
- [Everyday Heroes](#) report with CYP's views on changes they want to see in relation to gender inequality and societal attitudes.⁶²

59 https://www.gov.scot/publications/key-messages-young-people-healthy-relationships-consent-resource-professionals-working-young-people/?dm_i=LQE,6AAY7,RGIKAH,OT58S,1

60 https://www.youtube.com/watch?v=6QwR_cxPqgE

61 http://www.churchofscotland.org.uk/speak_out/violence_against_women/violence_against_women_resources

62 <https://everydayheroes.sps.ed.ac.uk/wp-content/uploads/2018/11/everyday-heroes-briefing3-Gender.pdf>

Media

At a community planning level, stakeholders working within/with local media can play a key role in tackling gender inequality.

Local media in Scotland has a vital role to play in the primary prevention of VAWG. Local media should ensure they avoid the use of gender stereotypes when discussing women (sexualisation, objectification, being described according to their relationship status, comments about appearance), as such stereotypes contribute to gender inequality.

Further, local newspapers cover local crime stories and therefore stories about VAWG. Reporting on VAWG often fails to capture the nuance of the story and the media often sensationalises, misrepresents and excludes stories about VAWG and specific demographics of women. This can tend to perpetuate harmful narratives on blame (for instance, blaming a mother for not protecting her children from domestic abuse, when we should actually be holding the perpetrator to account for his choices and behaviour). This is a problem as the ways these stories are reported inform how readers think about VAWG.

What follows are initial steps that can be taken towards local media-related primary prevention activities. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Positive engagement with the local media industry can encourage reflection on the impact of their reporting on violence and how they can play an important role in prevention work. This includes training and resources on responsible reporting of violence against women and incentives for responsible reporting, such as media awards like [The Write to End Violence Against Women Awards](#).⁶³
- Work with relevant colleagues and organisations to encourage local papers to report responsibly on VAWG.
- Offer/signpost training for journalism classes at local schools, colleges and universities, and your organisation's communications officers, on gender equality, VAWG and the media.
- Use your area's local "[16 days](#)" campaign to highlight responsible journalism on VAWG issues.

Useful resources:

- Zero Tolerance's resource for journalists.⁶⁴

63 <https://www.zerotolerance.org.uk/work-awards/>

64 Zero Tolerance (2018), available here: <https://www.zerotolerance.org.uk/resources/Full-version-of-Handle-With-Care.pdf>

- [One Thousand Words](#), a Zero Tolerance and Scottish Women's Aid project in collaboration with survivors of domestic abuse. The project produced photographs available for all publications to use that show the realities of domestic abuse.⁶⁵
- [Gender Equal Media Scotland](#), a group that brings together academics, journalists, campaign groups and organisations working for women's equality in Scottish media.⁶⁶
- [Everyday Heroes](#) report with CYP's views on changes they want to see in relation to gender inequality and societal attitudes.⁶⁷

65 Zero Tolerance and Scottish Women's Aid (2017), available here: <https://www.zerotolerance.org.uk/news/news-events/one-thousand-words-launch-of-domestic-abuse-photo-project/>

66 <https://www.genderequalmedia.scot/>

67 <https://everydayheroes.sps.ed.ac.uk/wp-content/uploads/2018/11/everyday-heroes-briefing3-Gender.pdf>

Political Representation

At a community planning level, stakeholders working with/within local governance can play a key role in tackling gender inequality.

Despite making up 52% of the population, in Scotland women only make up 42% of public board members, 25% of public board chairs, 35% of MSPs and 29% of councillors. It is estimated that unless radical change is pursued, it would take another 50 years for us to reach an equal parliament.⁶⁸ Despite some progress, governance at a local level is still dominated by men. Ensuring political representation of all women, particularly women with intersecting identities such as BME women, LBT women, disabled women and migrant women, will help ensure that policies and strategies reflect gender equality that is inclusive of all women.

What follows are initial steps that can be taken towards primary prevention activities within political representation. These activities range from high-level strategic decisions to practice and service delivery. We recommend that, where appropriate, these are tailored to users' local contexts.

- Support the review of policy and practice related to elected representatives to ensure they support the inclusion of diverse women.
- Promote positive messages to women about the benefits of being involved in local government and the contribution they can make to their communities.
- Provide training for women political candidates to help build their capacities and establish mentoring and buddying schemes to provide peer support.
- Ensure that your council's governance arrangements actively promote gender equality and identify opportunities to promote and embed inclusivity. This may include exploring opportunities for offering videoconferencing and childcare opportunities for meetings where possible. Other considerations should be given to developing robust personal safety procedures and support for elected members to enable them to safely carry out their ward work with constituents.
- Offer/signpost voter and civic education and sensitisation campaigns and events on intersectional gender equality.

Useful resources:

- [Women 50:50](#), a campaign for at least 50% representation of women in Scotland's parliament, councils and public boards.⁶⁹
- [The Parliament Project](#), a non-partisan project to inspire, empower and encourage women to run for political office in the UK.⁷⁰

68 <http://www.women5050.org/>

69 <http://www.women5050.org/>

70 <http://www.parliamentproject.co.uk/>

- [Everyday Heroes](#) report with CYP's views on changes they want to see in relation to gender inequality and societal attitudes.⁷¹
- Gender Representation on Public Boards (Scotland) Act 2018⁷²

71 <https://everydayheroes.sps.ed.ac.uk/wp-content/uploads/2018/11/everyday-heroes-briefing3-Gender.pdf>

72 <http://www.legislation.gov.uk/asp/2018/4/contents/enacted>

Evaluating Effectiveness of Local Primary Prevention Activities

All community planning partners should think about their own strategic priorities and how promoting gender equality and preventing VAWG helps them improve outcomes for individuals, families and communities. We have outlined several best practice evaluation steps below to incorporate into existing evaluation structures. We have also included some resources you might find useful.

- Ensure clear outcome indicators for primary prevention are built into your organisation/agency/partnership's strategy.
- Create a clear logic model for the project/programme/approach including inputs, activities, outputs and outcomes.
- Ensure there is a method of evaluation to be completed by service users/participants/practitioners/colleagues to help assess the effectiveness of the primary prevention activity, as well as to allow those groups to reflect on their own learning as a result of the primary prevention activity. This could include baselining, self-evaluation and self-assessment.
- Consider how your organisation/agency/partnership will use this evaluation to measure and demonstrate impact and explore areas for improvement for future activities, as well as how you will disseminate the findings.

For detailed information on evaluating primary prevention projects, [Australia's VicHealth has useful guidance](#) on planning an evaluation, collating data within an evaluation and disseminating your findings.⁷³

For detailed information on monitoring primary prevention, [Our Watch Guide to Prevention Monitoring](#) contains advice on measuring population-level progress towards the prevention of violence against women.⁷⁴

73 https://www.vichealth.vic.gov.au/-/media/Images/VicHealth/Images-and-Files/MediaResources/Publications/MentalWellbeing/PVAW/Concise-guide-to-evaluating/VH_PVAW_concise_guide.PDF?la=en&hash=16545C666C8329B8FD00692499FFC6B428875F40

74 https://www.ourwatch.org.au/getmedia/0f7bc92f-a055-42df-8739-05d4d871ee17/OurWatch_GuideToMonitoring_AA.pdf.aspx?ext=.pdf

Conclusion

By prioritising prevention, *Equally Safe* challenges the notion that violence is inevitable or acceptable. Adopting and delivering this approach demands a fundamental change in the societal attitudes, values and structures that give rise to and sustain the problem. In particular, it requires a step change in the attitudes which condone and excuse violence against women and girls, which enable perpetrators to deny the reality of what they are doing and place the blame on their victims. It raises fundamental questions about the way our society is currently organised.

By adopting primary prevention as a core objective in *Equally Safe*, Scottish Government and COSLA recognise that VAWG is not “caused” by a single factor. Rather, it is driven by a complex interaction between a range of underlying or contributing factors, at different levels of influence—individual, relationship, community and societal. For this reason, no single individual or organisation is responsible for tackling VAWG and gender inequality; each of us in all areas of community planning have a key role to play in improving outcomes for women, children and our communities.

Appendix A: Glossary

Domestic abuse

Domestic abuse is a pattern of controlling, coercive, threatening, degrading and/or violent behaviour, including sexual violence, by a partner or ex-partner.

Early intervention

Used to describe approaches that identify and provide effective early support to children and women who are at risk of abuse and/or violence, or who have experienced abuse and/or violence. Early intervention might include secondary prevention work, for example, the work carried out by multi-agency risk assessment conferences (MARACS) to prevent the escalation of domestic abuse. Early intervention might also include tertiary prevention work, for example, Cedar (children experiencing domestic abuse recovery), a specialist recovery programme for children, which aims to mitigate the long-term effects of domestic abuse and works to improve children's outcomes.

Equality

Equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration—recognising the diversity of different groups of women and men.

Equality Impact Assessment

An Equality Impact Assessment (EIA) involves assessing the impact of new or revised policies, practices or services against the requirements of the public sector equality duty. The duty requires all Scottish public authorities to have due regard to the need to eliminate unlawful discrimination, advance equality of opportunity and foster good relations. It covers people in respect of all aspects of equality (age, disability, sex, race, religion or belief, sexual orientation, gender reassignment and pregnancy and maternity). It helps to ensure the needs of people are taken into account during the development and implementation of a new policy or service or when a change is made to a current policy or service.

Fairer Scotland Duty

The Fairer Scotland Duty, Part 1 of the Equality Act 2010, came into force in Scotland from April 2018. It places a legal responsibility on particular public bodies in Scotland to actively consider ('pay due regard' to) how they can reduce inequalities of outcome caused by socio-economic disadvantage when making strategic decisions.

Gender

Gender refers to the socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women. (We understand gender is not limited to only two identities but for the purposes of this report we will at times refer to a gender binary, not because

we believe this to be a reflection of Scotland but because the systems in which we are working are structured in the binary).

Gender lens

Using a gender lens when analysing, planning, and making decisions means carefully and deliberately examining all the implications the work will have in terms of gender.

Gender sensitive/gender competence

Refers to the skills, knowledge and analytical capability to develop policy that is well gendered that takes into account of the socially constructed differences between men's and women's lives and experiences.

Gender pay gap

The gender pay gap is an equality measure that shows the difference in average earnings between women and men.

Gender stereotyping

Gender stereotyping refers to the practice of ascribing to an individual woman or man specific attributes, characteristics, or roles by reason only of her or his membership in the social group of women or men.

Occupational segregation

Refers to the clustering of women and men into different types of work (horizontal segregation) and into different levels of work (vertical segregation).

Primary prevention

A long-term strategy preventing violence from ever happening by challenging attitudes, values and the structures that sustain inequality and violence. VAWG is caused by gender inequality and primary prevention tackles this root cause of VAWG in order to eradicate it.

Protected groups

Protected groups are identified in the Equality Act 2010 as sharing a particular characteristic against which it is illegal to discriminate. These groups are: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation.

Public Sector Equality Duty

The Public Sector Equality Duty (PSED) requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people when carrying out their activities.

Secondary prevention

Used to describe approaches that intervene once violence has already happened to prevent it from continuing. An example of secondary prevention is home visits from social workers for new mothers at risk of violence.

Structural inequality

A condition where one category of people is attributed an unequal status in relation to other categories of people. This relationship is perpetuated and reinforced by a convergence of unequal relations in roles, functions, decisions, rights, and opportunities. Combating structural inequality requires broad and holistic structural change.

Tertiary prevention

Used to describe approaches that work to prevent and minimise the long-term, harmful impacts of violence. Examples of tertiary prevention include emergency accommodation, counselling and advocacy, and criminal justice responses to the perpetrator.

Whole setting approach

A whole setting approach is one that understands how different elements within a setting are related and how they can influence one another within the whole.

In the case of promoting gender equality this means that all elements of an environment, such as a child's experience of a nursery, support and reflect back gender positive messages and experiences.

