

# Primary Prevention of Gendered Violence

## Purpose

This session takes a unique focus on the primary prevention of violence against women. While many services and programs are focussed toward crisis or early intervention, a growing number of organisations and communities wish to take a greater role in preventing violence long before it occurs. Primary prevention seeks to address the gendered drivers of violence, with an understanding of the 'reinforcing factors' and social context within which violence occurs. This course explores: gendered drivers and reinforcing factors; case studies of successful primary prevention campaigns; participatory health promotion and behaviour change frameworks; practical tips on how to design, deliver and evaluate prevention initiatives.

## Delivery

3 hours face-to-face.

## Learning Outcomes

1. Understand the gendered drivers and reinforcing factors, and their application in primary prevention
2. Identify the successful components and potential challenges in a variety of primary prevention campaigns
3. Develop a toolkit of useful violence prevention frameworks
4. Learn skills in how to design, implement and evaluate a primary prevention initiative