

	Initiatives in these categories should be avoided as they cause harm and may have a negative impact on efforts to prevent violence against women		Initiatives in this category may not cause harm, but they are unlikely to have any impact on violence against women	Initiatives in these categories should be the focus of prevention work, as they alone can create the changes necessary to reduce violence against women		
	Gender unequal or exploitative	Gender blind	Gender sensitive	Gender specific	Gender transformative	
Gender inequality resulting in a higher probability of violence against women	These approaches perpetuate gender inequalities and may inadvertently maintain or support gender inequality by reinforcing gender stereotypes.	These approaches ignore gender norms and inequalities, can minimise efforts to address gender inequality, and risk contributing to the gendered drivers of violence through implicit support of existing norms.	These approaches acknowledge but do not address gender inequalities. They are not harmful, but they don't make sustainable changes to society that lead to long-term and significant reductions in violence.	These approaches acknowledge gender inequalities and consider women's specific needs, but do not transform norms and practices.	These approaches address the causes of gender-based inequalities and work to transform harmful gender roles, norms and relations. They challenge both normative and structural inequality.	Gender equality resulting in a lower probability of violence against women.
Examples	Messages and actions that blame victims for the violence or place responsibility for managing perpetrator behaviour on women.	Prevention initiatives that focus exclusively on reinforcing factors like alcohol abuse (which can imply that alcohol is a 'cause' of violence, and implicitly excuse or justify perpetrator behaviour – or blame victims – who are under its influence).	Safety strategies for women such as self-defence classes.	Supporting women's leadership with mentoring, training and quotas but failing to challenge and change the workplace and wider social structures that result in fewer women being in leadership roles in the first place.	Promoting flexible employment conditions to working fathers while challenging the idea that caring for children is a woman's job.	
	Social marketing campaigns that reinforce hyper-masculine stereotypes such as the 'real men don't hit women' campaigns.	Family violence campaigns that show men and women in equal numbers as victims and as perpetrators, when the reality is that women are far more likely to be victims, and men perpetrators of violence.	Campaigns that acknowledge and raise awareness that women are four times more likely than men to experience sexual assault during their lifetime, but do not suggest ways in which we can change society to reduce sexual assault.	The improvement of lighting in outdoor sporting areas. This work aims to increase women's perception of safety, which means that more women may use the facility. In the long term it may help increase gender equality in sports through increased participation by women and girls, but improving lighting is not in itself transformative.	Whole school respectful relationships education that challenges violence-supportive attitudes amongst the students and amongst the teachers, parents and the wider community, and changes in school policies and structures to support gender equality.	
					Work within a sporting club to change attitudes to women's participation in sport so that it is respectful and does not condone violence on or off the field.	

Table 2: a continuum of approaches to prevent violence against women