



A project of the National Resource Center on Domestic Violence

Domestic Violence  
Awareness Month

# AWARENESS + Action = Social Change

Strategies to End Gender-Based Violence

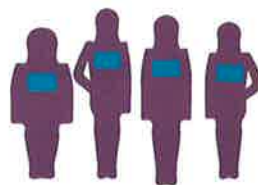
## AWARENESS:

Raising awareness involves efforts to increase knowledge or reshape cultural norms or false perceptions about gender-based violence. This includes educating ourselves and those in our communities about healthy relationships, the dynamics of abuse, and the root causes of gender-based violence.

### Strategies include:



Purple Ribbons



Silent Witness Displays



Benefit Runs/Walks



Flash Mobs



Candlelight Vigils



Conferences/Trainings



Performance Art



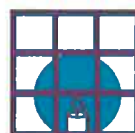
Cell Phone Drives



Social Media Campaigns



Clothesline Project



Light in the Window

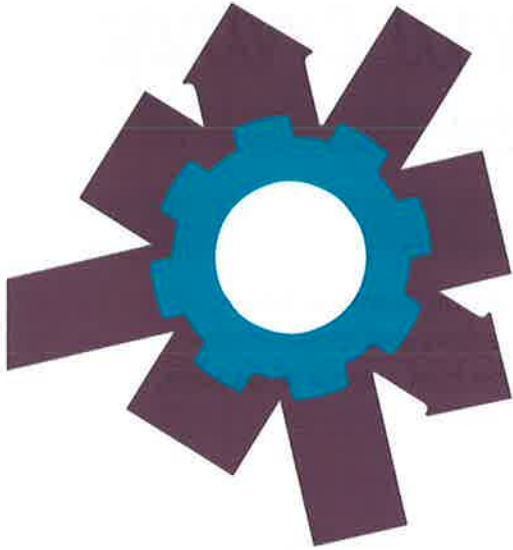


Resource Tables

For best practices, samples, and tools, visit NRCDDV's Domestic Violence Awareness Project website at [www.nrcdv.org/dvam](http://www.nrcdv.org/dvam)

## ACTION:

Preventing gender-based violence involves proactive efforts to stop violence and abuse from happening in the first place by interrupting the cultural rules, norms, and constructs that support it. These strategies are implemented to shift attitudes, beliefs, behaviors, environments and policies to positively impact the health and well being of individuals, families, communities, and institutions.



### Strategies include:

- Bystander Intervention
- Coalition Building
- Community Engagement
- Community Organizing
- Engaging Men & Boys
- Health Promotion
- Leadership Development
- Mentorship
- Organizational Development
- Peacemaking
- Peer Influence/Norms Change
- Preventing Adolescent Aggression
- Readiness
- Social Determinants of Health
- Systems Change
- Youth Engagement

For tools, campaigns, and materials that can be adapted in your community visit [PreventIPV.org](https://PreventIPV.org)

## SOCIAL CHANGE:

When equipped with a heightened level of awareness and an understanding of the concrete actions necessary to get there, social change can occur. This transformation becomes possible when individuals, families, communities, and institutions have access to both knowledge and tools.

### This requires:

- Addressing social injustices
- Attention to healing and self care
- Community investment
- Coordination across movements
- Cross-sector involvement
- Culturally-responsive tools
- Intersectional frameworks
- Meaningful collaboration
- Multidisciplinary approaches
- Trauma-informed spaces and practices



We believe that prevention is possible. When we invest together in this outcome, social transformation occurs, and we can end gender-based violence.

Contact the National Resource Center on Domestic Violence for free technical assistance, training, and resources at [nrcdvTA@nrcdv.org](mailto:nrcdvTA@nrcdv.org)