



UN WOMEN / Amy Reggers

**MODELLING EFFECTIVE APPROACHES TO
PREVENTING VIOLENCE AGAINST WOMEN**
COMBATting GENDER-BASED VIOLENCE PROJECT (CGBV), 2018-2022
UN WOMEN PREVENTION FRAMEWORK

CGBV Prevention Framework

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1. Background

1.1. UN WOMEN and Ending Violence Against Women in Bangladesh

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls, the empowerment of women, and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

Bangladesh has a significant history of women organizing movements to claim their rights. Over the years, women's groups have mobilized themselves and made sure their voices are heard in various issues, starting from violence against women, gender equality in securing economic opportunities, equal representation in politics, reproductive rights, family law reforms and gender mainstreaming in public policies.

Against this backdrop, UN Women in Bangladesh is working with government and civil society partners in the following areas:

- Income security, decent work and economic autonomy for women
- Violence against women and girls
- Governance, national planning and budgeting for gender equality
- Peace and resilience and prevention of natural disasters and conflicts
- Humanitarian response to the Rohingya refugee crisis

UN WOMEN is implementing its Strategic Note 2017–2020, with key programmes in gender responsive planning and budgeting, Women's Economic Empowerment, Ending Violence Against Women (EVAW), Women Peace and Security, and Disaster Resilience and Humanitarian Action, which is currently the largest programme area for the Bangladesh Country Office.

In the area of Ending Violence Against Women (EVAW), UN Women Bangladesh is implementing a four-year project titled *Combating Gender Based Violence in Bangladesh (CGBV)* with the support of the Government of Canada. The project recognizes that prevention of violence requires sustained and comprehensive action at individual, family, organizational and societal levels. Evidence-based interventions that enhance women's and girls' self-esteem and confidence, challenge existing norms that relegate women as inferior to men, and that compel a review of hegemonic masculinities are needed. Individual and community-based awareness raising need to be supported by an enabling environment where women's rights are respected both at home and in public. The project will focus on primary prevention, stopping violence before it occurs, through multi-pronged approaches to ending violence against women and girls.

Project in Brief

Program Area: Ending Violence Against Women

Implementation period: April 2018-September 2022

Duration of the Project: 4.5 years

Donor: Department of Foreign Affairs and Trade, Canada

Implementing partner: UN Women Bangladesh

Project Locations: Bogura, Patuakhali, Cumilla

The proposed CGBV initiative will create a comprehensive framework of integrated and mutually reinforcing interventions to address the underlying causes of violence against women and girls, improve their access to education and economic opportunities, and promote their equal status in society. CGBV will enhance the capacity of civil society to design, implement and sustain primary prevention of gender-

based violence, while also strengthening government mechanisms and strategies identified under Bangladesh's 8th Five Year Plan, National Women Development Policy and the National Action Plan to Prevent Violence Against Women and Children (NAP-VAW) 2018-2030. The project will generate and test effective practices adapted to the context of Bangladesh, while measuring results in order to contribute to the global pool of knowledge and inform evidence-based prevention interventions.

1.2. Effective Approaches to Preventing Violence Against Women: Key Research Findings

In order to inform strategy development and programme design, UN Women conducted a study titled, "Effective Approaches to Preventing Violence Against Women (VAW): A research on programmes and interventions preventing gender-based violence in Bangladesh". It is an evidence-based assessment of effective VAW prevention programmes with an action research component, using the investigation results for programme development, informing the contents of this CGBV Strategy and Implementation Plan. The research and programme design process were conducted from February until the end of March 2019.

Building on the GBV Mapping Survey conducted by UN Women in 2017 with over 50 NGOs in Bangladesh, the research and consultation process aimed to conduct a rapid assessment to identify and describe effective strategies and interventions to prevent violence against women, currently being implemented by CSOs in Bangladesh. It also aimed to identify gaps, opportunities and entry points to implement VAW prevention strategies using a comprehensive and multi-sectoral approach.

Specifically, the research purported to:

- Gather examples of effective VAW prevention programmes from around the globe, including consolidating literature on scholarly studies, development co-operation reports, reviews and evaluations that defined and measured impact and outcomes of various VAW prevention interventions, community approaches as well as of gender transformative training curricula;
- Select and analyse VAW prevention programmes being implemented in Bangladesh, identifying and assessing effective interventions against the evidence-based standards, including identifying existing mechanisms and community assets, CSO interventions, and organised groups; and
- Gather views/recommendations on GBV prevention of the leading CSOs working on VAW in the country and of key actors, including stakeholders from government, UN agencies, donors, community-based organisations especially grassroots women's rights organisations, as well as the women, men and children targeted as beneficiaries of the VAW programmes.

1.2.1. What are the characteristics and components of effective VAW prevention programmes based on global evidence?

Below are some key findings in response to the research inquiry regarding the characteristics and components of effective VAW prevention programmes.

A. Characteristics

1. **Multi-level interventions:** Programmes that designed interventions to target VAWG at multiple levels simultaneously—at the individual, interpersonal, community, institutional (including policy and laws)—prove to be more effective in achieving changes at the population level such as observing positive changes in attitudes towards VAW, reduction in experience and/or perpetration of VAW, etc.

2. **Multi-sectoral and multi-faceted approaches:** Findings have established the need to support multi-sectoral approaches and interventions¹, not only establishing linkages between government, NGOs, and communities, but also ensuring collaboration between law enforcement, legal aid services, health care organizations, public health programs, educational institutions, and agencies devoted to social services and economic development.
3. **Aims for, and measures, gender transformative changes:** In aiming to achieve outcomes related to the reduction of VAW, programme design and intervention need to be based on theories of gender and power, and should aim to address toxic masculinities as well as harmful social norms, as these are predictive of actual violence perpetration. These gender transformative changes need to be planned for, targeted and measured as part of an effective primary prevention programme addressing VAW.
4. **Long-term programming:** Programmes with dedicated staff and multi-year, substantive and flexible funding are needed in generating and sustaining changes needed to address deeply rooted gender biases and harmful norms that lead to VAW.
5. **Context specific:** In the light of trends of using evidence generated globally regarding what works in preventing VAW, it is important to note that programmes should employ culturally sensitive interventions. Programmes should ensure that any adaptation of VAW prevention approaches or group training curricula are done in close consultation with key stakeholders in the target communities and is informed by a good understanding of local context and available evidence of what works locally.

B. Components

1. **Includes relationship-level / Family interventions:** Since majority of VAW occurs at the relationship level, with IPV being the most common form of VAWG globally, spousal relationships have been a focus of many VAW prevention approaches²; and these interventions have been evaluated to have an impact on VAW prevalence. Nonetheless, the family as a whole unit is also an increasingly important entry-point for intervention. A recent study by Jewkes, Corboz, and Gibbs (2019) found that violence by in-laws and siblings has a major impact on women's health, compounding the health impact of intimate partner violence (IPV), which also suggests that it may be strategic to target violence prevention at the domestic unit rather than just women and their husbands.
2. **Combines community mobilisation with other interventions to change social norms:** In order to go beyond community awareness-raising and group trainings, primary prevention programmes targeting longer term and gender transformative change integrated community mobilisation interventions in their approach. One notable example is the use of the SASA! Community-based mobilisation approach in Uganda³, which has been adapted in many countries and adapted to various contexts. Behaviour and social norm change that impacts the population needs sustained community organising and capacity building of champions—from national to community levels—in order to address harmful gender norms, attitudes and beliefs at all levels of society.

¹ More details at the World Bank VAW Resource Guide; available at: http://www.vawresourceguide.org/innovate#footnote57_x6fq31f

² There is fair amount of evidence on effectiveness of relationship-level interventions (such as Stepping Stones in South Africa, for example) in reducing VAW perpetration; more details on specific interventions can be found in the final research report.

³ Findings from the SASA! evaluation found that past year physical IPV experienced by women was significantly lower in intervention communities versus control communities (Abramsky et al., 2014).

3. **Group education and community mobilisation, primarily engaging men and boys:** Interventions that combine group education with boys and men (sometimes in combination with women and girls) and adopt a gender transformative approach and intense community mobilization have been found to be promising (Barker, 2009; Dworkin, Treves-Kagan and Lippman, 2013; Heise, 2011) as cited in Fulu and Kerr-Wilson (2015). An example is the Ethiopia Male Norms Initiative using Promundo’s Programme H curriculum, which found a significant decrease in IPV perpetration.
4. **Linkages established with services for women and girls as part of the prevention programme:** Programmes that integrate services for women’s empowerment or/and for VAWG survivors under one roof are promising practices that may reduce violence and increase survivors’ ability to leave their perpetrator, preventing further violence. Further, it supports women more effectively saving their time, resources and sparing them from having to repeat the story of abuse multiple times (World Bank, n.d.).

1.2.2. What are examples of effective GBV prevention interventions in Bangladesh that share similar components as those found in the available evidence base on effective GBV prevention?

Although there are only a few VAW programmes in Bangladesh that included an evaluation of the impact⁴ of the project interventions on the prevalence of VAW, there have been promising approaches implemented that can inform better VAW prevention. Below are some of the interventions conducted locally in the past five to ten years, which share characteristics and components with programmes abroad that were evaluated to have contributed to the achievement of outcomes related to reducing VAW prevalence.

1. **Adapting globally-evaluated gender transformative training curricula and approaches** – There have been several organisations that have made use of globally-evaluated approaches and group training curricula that aim to positively change gender norms and impact attitudes on violence against women and prevalence of various forms of VAW (ex: IPV, SV, child marriage). Some examples include: Oxfam’s We Can Campaign in 6 South Asian countries, including Bangladesh, which rolled out the Change Makers training based on Raising Voices’ SASA!; the Nurturing Connections approach of Hellen Keller International HKI adapted from Stepping Stones; the HERrespect Curriculum⁵ adapted from Stepping Stones as well as the SAMRC curriculum Skhokho Supporting Success—being used in a multi-sectoral collaboration including iccdr,⁶—in addressing workplace violence in 4 factories in Bangladesh.
2. **Implementing concerted legislative advocacy at the national level to increase legal protections for women against GBV** – Women’s rights organisations and other CSOs working towards gender equality and the fulfilment of human rights in Bangladesh have successfully advocated for several legal frameworks relevant in addressing VAW. One of the recent successes include the advocacy of Bangladesh Legal Aid and Services Trust (BLAST), which led to the High Court decision last year prohibiting the controversial use of “two-finger test” conducted for the rape victims to prove the rape. In 2009, a High Court Directive on Sexual Harassment was another milestone judgement in response to public interest litigation filed by the Bangladesh National Women Lawyers Association (BNWLA).

⁴ **Impact evaluation** involves counterfactual analysis “a comparison between what actually happened and what would have happened in the absence of the intervention”.

⁵ The curriculum also adapted exercises from: Promoting Gender Equity and Diversity: A CARE Training Curriculum for Facilitators (CARE), Yaari Dosti: Young Men Redefine Masculinity (Population Council), Building Intergenerational Relationships to Mitigate Gender-Based Violence and Promote Family Health (Dil Mil), Women’s Economic Empowerment Initiative’s Women in Factories Program - Foundational Training Curriculum (CARE and Walmart Foundation), and Program M (Promundo).

⁶ International health research institute based in Dhaka, Bangladesh.

Other examples are efforts of Naripokkho and Acid Survivors Foundation in the late 90s, early 2000s to work closely with government that introduced strict new penalties, set up special courts to deal with cases and restricted the sale of acid. This has been documented to reduce the more than 500 women who experience acid attacks to less than 100.

3. **Designing projects with the dual aim of intervention and research in order to evaluate VAW prevention interventions** – There have been notable projects implemented in Bangladesh that contributed to the global knowledge pool on interventions associated with outcome and impact level results of reducing violence against women. One of the first examples is the SAFE project⁷ that found a 21% reduction in physical IPV among adolescents in intervention sites that received health and legal services along with the complete set of community-based interventions (female dialogues, male dialogues, and community campaigns), compared to the arm that received all but the male dialogue group intervention. Another notable evaluation with intervention programme is the BALIKA Project of the Population Council, which saw a 20-30% reduction in likelihood for girls to be married as children after receiving educational support (31%), life skills and gender training (31%), and livelihoods trainings (23%).
4. **Mobilising huge numbers of community members to organise into community-based organisations, loose networks or committees addressing VAW, and form alliances** – Many NGOs and women’s rights organisations have, in the past decade and a half, mobilised women, men and youth in order to address VAW in their communities. WE CAN Bangladesh, for example, have trained tens of thousands of Change Makers since 2005, reaching communities in 55 of the 64 districts in the country. BRAC has formed over 11,000 *Polli Shomaj* or community forums at the ward level, where women play a more active role in strengthening grassroots democracy, including addressing gender equality and violence against women. Other groups include: *EKATA* women’s solidarity groups (CARE Bangladesh), *Adda* (Oxfam), adolescent girl clubs (UNICEF), Reflection Action Circle women’s groups (Action Aid Bangladesh), and various in-school committees (ex: BNPS), grassroots STOP VAW committees, men and boys platforms, and other women’s rights platforms formed nationally, along with community groups in Dhaka slums as well as in the rural areas by numerous projects on community development and VAW.

Other promising approaches include reaching marginalised communities and populations (ex: rural, IP, Dalit). Strengthening NGO and CBO engagement with local government leaders across the different levels (Chairman, Vice-Chairwoman Vice-Chair, Committee, Members/Councilors, etc.), and establishing some referral mechanisms, especially for psycho-social, health, and legal services for victim-survivors of VAW.

2. Prevention Framework Development Approach and Analysis

The programme design and strategy development process followed a four-step approach, in order to identify strategic interventions. Following the principles of co-design and consultative development, key stakeholders from CSOs were consulted by UN Women through the engagement of an international consultant. A series of research activities and consultation workshops were conducted⁸, engaging a total of approximately 108 respondents: 70 represented 40 different NGOs, CBOs, university, research, development partners, and UN agencies; while 38 were community members from Cumilla and Gazipur.

⁷ The “Growing Up Healthy and Safe (SAFE) Project” was an integrated research and intervention project between icddr, the Bangladesh Legal Aid and Services Trust (BLAST), the Population Council, Nari Maitree, WE CAN and Marie Stopes Bangladesh. More details are presented in the case studies of Bangladesh programmes in the research report.

⁸ Research Activities: 16 Key informant interviews, 4 FGDs, 2 Consultation Workshops, 1 Validation and Strategy Development Workshop.

Of the over one hundred respondents, there were 26 who represented marginalized groups ex: WWD, LGBT, IP, Dalit, rural, along community youth. The in-country engagement concluded with the conduct of a day-long Validation and Strategy Development Workshop, which was participated in by over 40 stakeholders working on VAW programmes in Bangladesh.

	Situation & Data Audit	Analysis & Co-Design	Evidence Gathering & Conclusions	Strategy Development & Recommendation
Activities / Tasks	<ul style="list-style-type: none"> Understand country/programme context, identify key questions and main informants and collaborators (in client organisation) Review of programme documents and literature (global EVAW reports on BD, studies, surveys, evaluations, etc.) Design methodology, research plan, and tools 	<ul style="list-style-type: none"> Conduct gap and stakeholder analysis Consult with management to review and operationalise research plan and finalise key respondents Conduct preliminary interviews with close allies/partners Revise tools as needed 	<ul style="list-style-type: none"> Conduct field research Conduct wide consultations with stakeholders working on VAW Present initial evidence-based conclusions to management Assess data gathered, revise research plan and add data gathering interventions, if needed Write-up research analysis report 	<ul style="list-style-type: none"> Validate research report Conduct further consultations with stakeholders on strategic directions Conduct programme design workshops and strategy meetings Consult with management to align strategy recommendations to SP, AWP and Prodoc Develop and draft programme strategy and implementation plan
Time	First 2 weeks: Feb 11–24	Week 3 & 4: Feb 25–Mar 9	Week 5 & 6: Mar 10–23	Week 7 & 8: Mar 24–Apr 9
Deliverables	<ul style="list-style-type: none"> ⇒ Inception Report ⇒ Research methodology, data sets & tools ⇒ Mission Activity and Prep Plan 	<ul style="list-style-type: none"> ⇒ Revised research plan and tools ⇒ Any workshop materials and presentations used for meetings 	<ul style="list-style-type: none"> ⇒ Analysis report on effective VAW prevention programmes and practices 	<ul style="list-style-type: none"> ⇒ EVAW Programme design with key strategies, possible implementing partners and actions for partnership

2.1. Analysis of Gaps in VAW Prevention Programming and Project Implementation

During the consultation workshops and with the use of known gap analysis tools (ex: SWOT and fishbone analysis), a list of gaps in VAW Prevention in Bangladesh were identified and synthesised below:

1. COORDINATION AS A FUNCTION OF VAW PROJECTS

- **Insufficient CSO-Government Coordination** – Respondents cited a lack of coordination between CSOs and government agencies working on VAW. This is partly due to the programme design of VAW prevention projects not always having a focus on improving good governance; however, the other reason is that in some local government units (District, *Upazila* or sub-district, and Unions) the VAW

standing committees, or focal points from national ministry offices are not always present and/or active.

- **Insufficient CSO Coordination integrated into the VAW projects' learning and knowledge management** – Although networks and platforms were identified (ex: LCG WAGE, Gender Working Group) some respondents still felt that in some instances, various EVAW programmes are working in silos with few systematic avenues to share knowledge and strategies. Further, although there are national level networks, coordination is not typically integral to the specific VAW prevention programmes. This is especially true regarding the generation and use of data and information for what works in primary prevention—preventing VAW before it first occurs.

2. TECHNICAL CAPACITY IN VAW PREVENTION, especially regarding PRIMARY PREVENTION

- **There is insufficient understanding on risk factors and protective factors for VAW (includes lack of iteration in project TOCs)** – Some projects were found to not have a clear iteration of the risk and protective factors being targeted in VAW prevention. This is also related to the key finding that there are very few VAW projects that have a strong focus on primary prevention. Many, if not most, focus on secondary prevention, or the provision of immediate services
- **Gaps in theory, and lack of comprehensive strategies to guide behaviour-change / social norm change** – In relation to the above gap, many projects did not have enough multi-faceted strategies targeting gender transformative change in the communities.
- **Rigorous evaluation designs for primary prevention of VAW are not often defined during project design or from the beginning** – Apart from a handful of projects, VAW prevention projects often did not have a clear impact evaluation framework as part of the programme design. Consultations with the NGOs and CBOs also found that there is limited organisational capacities to design and implement rigorous evaluations. As a result, many of the evaluations conducted were limited to qualitative external evaluations, or non-experimental pre- and post-evaluations. This is also linked to the gap that the use and generation of evidence on VAW prevention remains very limited.
- **Lack of targeted action to address intersectionality (i.e., violence against WGWD, LGBT, etc.); disability and SOGIE mainstreaming is also lacking** – During group consultations with NGOs and CBOs, it was found that very few organisations target the prevention of violence against the most marginalised groups of women. They do however, include them when identified in the communities, but they are not specifically reached by the VAW prevention to address the intersecting forms of discrimination faced.

2. PROJECT APPROACHES, EXECUTION AND EVALUATION

- **Need to balance the benefits and challenges posed by volunteer-based mobilisation** – Although working through volunteers is recognised to promote sustainability of community actions beyond the project, consideration should be made in ensuring the volunteers mobilised in projects are protected, especially youth volunteers. For example, they should not be expected to perform as NGO staff or an extension of an organisation's personnel without proper remuneration or consideration for their many other obligations (ex: youth need to tend to their studies, women need to balance their multiple roles, etc.). Moreover, many of the community-based associations and loose networks are not sustained after the end of the project that formed them. There needs to be a review of how to support volunteerism more systematically, as well as to find opportunities to link with existing CBOs / grassroots associations when implementing new VAW prevention programmes as opposed to each organisation forming new groups with every project.
- **Lack of roll-out and operationalisation of WHO Ethical Considerations and Safety Recommendations for Researching DV + PATH & WHO Researching VAW Guide** – Reference to the

safety considerations for women respondents or project participants were very limited. In some cases, although the global guidelines above were mentioned there was a lack of details provided how these were operationalised.

- **Uneven implementation or roll-out of training across project sites (e.g., some sites receive more intense interventions, or skilled trainers, etc.)** – In evaluating VAW projects, it was found in one instance that results were achieved in only one project site, citing that this community received “more intense” interventions. This included greater number of community activities as well as more skilled community organisers found in one project site compared to the others. This also underlines the importance of coupling qualitative evaluations with the quantitative approaches in order to get a more complete picture as to why some interventions result in changes/expected outcomes and others do not. For example, through a qualitative evaluation, there could be more information gathered on the quality and content of training modules, quality of delivery, and so on.
- **Lack of beneficiary and process monitoring** – In relation to the above point, some rigorously evaluated projects do not have qualitative data to provide more insight on processes, programmatic learning, and on the quality and efficiency in delivery of project inputs. It is useful to conduct both Beneficiary Monitoring and Process Monitoring at mid-term and at the end of the project, to gather the views of the community members and stakeholders participating in the project and gather any recommendations for improving project delivery. It is also an important source of learning on what have worked and why.
- **School-based approaches do not measure VAW outcomes** – Although school-based projects have made significant progress in promoting the confidence and capacity of students and teachers in tackling gender-based violence in schools, families and communities, the impact of these projects on VAW prevalence are not typically measured. Often the outcomes measured in relation to these projects refer to the increase in leadership skills of young women / adolescent girls, improved performance in school, decrease in drop-out, etc.

2.2. Strategic approaches based on evidence from the research

The research results and analysis have led to specific strategic approaches for recommendation, integral in the resulting CGBV Programme Design. These were further informed by strategy development tools such as the SWOT-TOWS and the Force Field Analysis (facilitated process in the Validation and Strategy Development Workshop). The strategic approaches are outlined below and are further discussed in the iteration of the CGBV Programme Design and Strategies, in the next section:

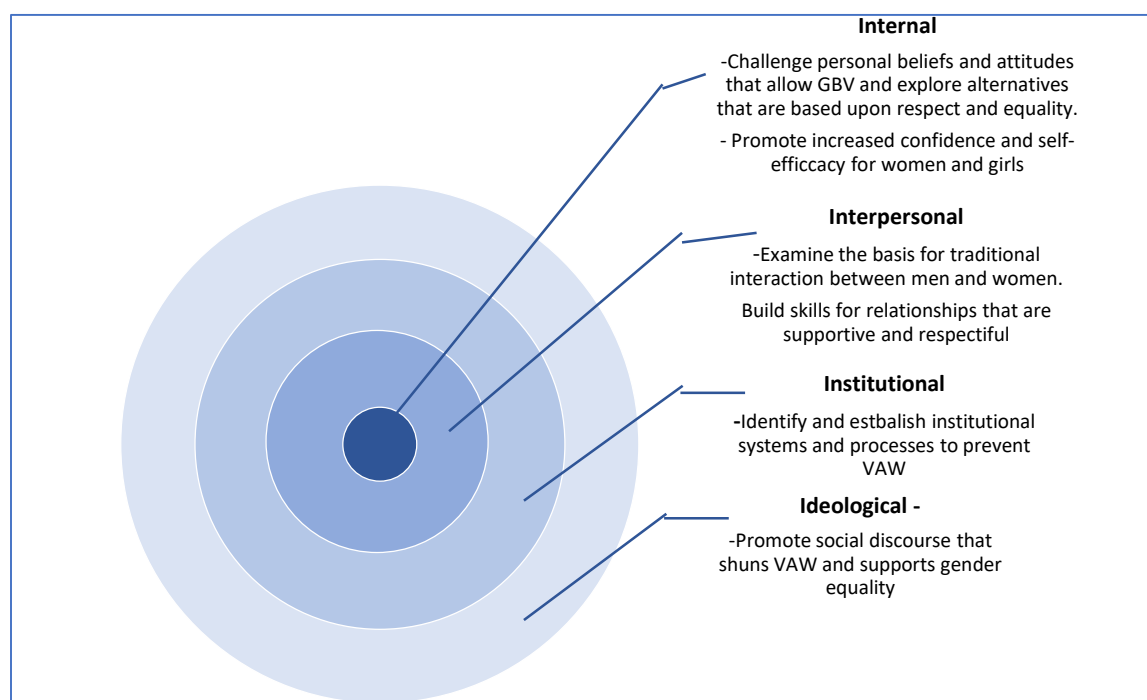
1. Identification of key partners and entry points in order to promote good governance and heightened participation for VAW
2. Mobilisation of leaders (community leaders, faith leaders, government leaders at all levels, heads of organisations)
3. SMART Programme Design: Identifying and addressing the drivers (root causes and risk factors) of violence + Identifying evaluation questions during programme design.
4. Adaptation of tested models to new contexts, while maintaining fidelity to the core principles and components or methodologies
5. Internal capacity building and internalization of the values promoted at individual and organizational level
6. Coordination with key actors, including other UN agencies and development partners to create synergies across programmes
7. Designing from evidence while contributing to national and global knowledge base on effective VAW prevention

3. CGBV Programme Design and Prevention Framework

3.1. Strategic Overview and Theory of Change⁹

Evidence from research and programmatic experience shows that violence against women and girls in low-income and middle-income countries can be prevented through interventions that target the key drivers of violence in these settings—unequal gender-power relations—and the way these inequalities shape individual and collective attitudes, norms, and behaviours.

The CGBV initiative is proposed as a holistic effort, involving women, men, government, civil society, and the private sector, to create an environment, within families and outside, that supports women’s empowerment and equality. The change model recognizes that prevention of gender-based violence needs a long-term approach that addresses the belief systems and social and institutional practices that allow violent behaviour against women to continue.



CGBV builds on the integrated ecological model which highlights the interaction of factors at each level of the social ecology – individual, family/household, community, society/culture – and the ways in which they contribute to gender based violence (see for example Heise, 1998, 2011). Variants of the social ecological model use different terminologies to characterize the levels of the social ecology. For the purposes of this initiative the “4 I’s”¹⁰ framework will be used to focus on the internal, interpersonal, institutional, and ideological levels at which change is required to prevent gender-based violence, as shown in the figure above.

⁹ From the UN WOMEN Bangladesh CGBV Programme Document (2017).

¹⁰ Created based on the information provided in the “The four I’s of oppression” by Grassroots Fund Raising. <http://www.grassrootsfundraising.org/wp-content/uploads/2012/10/THE-FOUR-IS-OF-OPPRESSION-1.pdf>

The following Programme Design and Strategies are based on the following Theory of Change:

IF:

- 1) National and local laws and policies to prevent violence against women and girls at public spaces and workplaces are strengthened and implemented;
- 2) Favourable social norms, attitudes and behaviours are promoted to prevent violence against women and promote women's social and economic empowerment; and
- 3) Policy and practices of civil society and other development actors are increasingly informed by knowledge on effective approaches to preventing violence against

THEN:

There will be a substantial reduction in violence against women and girls enabling women to enjoy more economic opportunities because violence is being prevented at home, public space and workplaces before it occurs.

3.2. Strategies and Interventions

Leveraging UN Women's triple mandate—normative support, coordination, and operational activities—the CGBV Project will support work with partners across the national, district and community levels. Its strategies will collectively contribute to the three project outcomes, namely to: (1) improve women's legal protections from gender-based violence; (2) provide technical and operational support for social norm change towards greater gender equality needed to end violence against women; and (3) facilitate greater coordination of all stakeholders addressing VAW, through increased and systematic knowledge generation and sharing on effective ways to prevent violence against women, with a focus on improving primary prevention.

The below strategies are an attempt to incorporate most of the characteristics and components of effective VAW prevention programmes based on global evidence, identified in the research on effective approaches to prevent VAW. The strategies will be tested, measured and readjusted when proven to not work, based on a previously design research methodology. Male and boy's engagement, human rights-based approach, evidence-based programming and innovation are cross cutting principles.

National Level Strategies

Strategy #1: Evidence Building

Implemented as an overarching strategy, Evidence Building will be at the core of the CGBV Programme, from the design, implementation of interventions, partnership development, and the evaluation of results. The CGBV Project will be implemented in three districts: Bogura, Cumilla, and Patuakhali. For each district a combination of strategies will be chosen to develop a specific model to pilot, and the results of these will be evaluated based on the degree to which they impact the population of the intervention sites in reducing VAW prevalence and achieving gender transformative changes (such as reduced acceptance of VAW and harmful social norms that lead to VAW, increased supportive behaviour for gender equality and women's empowerment, increased bystander action to stop VAW, etc.). Key to this is identifying the combination of strategies that effectively prevent VAW; thus, identifying what can be rolled out to the rest of the country. This includes sharing this learning to promote national ownership of the effective VAW prevention strategies that can support the implementation of the National Action Plan

to Prevent Violence Against Women and Children (2018-2030) in the long run. A critical component of this strategy is the project's technical support that will be provided to all implementing partners on what works in VAW primary prevention, as well as on monitoring and evaluation (M&E) and using and generating evidence of effectiveness.

Key Interventions:

1. ***Designing adapted strategies based on global evidence on what works in the primary prevention of VAW for each project district*** – each project site will have its own combination of strategies based on what is most relevant to the context of the district given prevalence and types of VAW, community contexts (socio-cultural and economic), existing programmes, other networks, current partnerships of UN Women and entry points identified from research and consultations.
2. ***Gathering baseline data in each of the districts, in line with an impact evaluation framework using an experimental design (i.e., randomised controlled trial)*** – a baseline survey measuring key indicators that will be tracked as part of the CGBV Project Results Framework will be conducted in 24 villages per project district, with 12 villages serving as the intervention sites and 12 as control.
3. ***Convening a CGBV Partners Workshop on Evidence for VAWG Prevention*** – a workshop will be held for all project implementing partners on “Using and generating evidence on effective VAW Prevention”. This can also serve as the kick-off activity formally launching UN WOMEN’s CGBV Project partnerships and strategy plan, bringing all the implementing partners working on different parts of the project strategy together and ensuring alignment towards its results-oriented implementation, while promoting greater coordination.
4. ***Systematically supporting knowledge-sharing through mechanisms and platform development and continuous technical support on monitoring and evaluation (M&E) and VAW prevention*** – throughout the CGBV project implementation, technical support will be given to the implementing partners in utilising latest VAW prevention strategies and evidence to inform project implementation. They will also receive capacity development support in results-based management and implementing M&E mechanisms that mutually reinforce all implementing partners’ role in contributing to the evidence being generated through implementation of the CGBV Project.

Strategy #2: Policy Advocacy and Constituency Building for VAW Prevention

Given the dynamic civil society and active women’s rights organisations advocating for the end of violence against women in Bangladesh, the CGBV project will support concerted national level Policy Advocacy for a stronger legal framework protecting women from all forms of gender-based violence. In order to maximise the presence of this strong activism and address the gaps in primary prevention programming, a Constituency Building strategy will be implemented to strengthen the involvement of women’s rights activists—including those often underrepresented and who suffer from multiple and intersecting forms of discrimination—to develop and lead the advocacy for government to implement more effective VAW Prevention policies and programmes.

Key Interventions:

1. ***Developing and implementing a National Legislative and Policy Advocacy Strategy*** – through a lead national policy advocacy partner, CGBV will consult with CSOs/women’s rights

organisations working on VAW prevention and response in order to review existing legislation and strengthen the legal framework to better protect women and girls from various forms of gender-based violence. A three-year national CGBV Legislative Advocacy Plan (CLAP) will be developed and rolled out through CSO partnerships, with technical support from UN WOMEN. This plan will also include coordinating the advocacy for the passing of a National Law to address sexual harassment and other forms of sexual violence. A key component of the implementation of the policy advocacy strategy will involve a clear stakeholder analysis and working with relevant government agencies (ex: law commission, Ministry of Laws, etc.)

2. **Facilitation of consultation and co-ordination meetings between CGBV project implementers and key government stakeholders** – to build on the results from the UN WOMEN research on *Effective Approaches to Preventing VAW*, the CGBV project will conduct a consultation with the representatives from national ministries working on VAW prevention (ex: *Women and Children Affairs, Social Welfare, Local Government, Education, etc.*), along with the local government officials and representatives (*DC, UNOs, Chairman, Vice Chair*) and VAW focal points from the 3 project districts. Further, in co-operation with the Ministry of Women and Children Affairs (MOWCA), the CGBV Project will form an inter-ministerial advisory board and organise annual consultations to identify areas for collaboration and support to strengthen women’s protection from VAW. This can commence with a prevention workshop and project presentation to the government stakeholders in the early phases of project implementation.

District Level Strategies

Strategy #3: Local Advocacy, Governance and Participation for VAW Prevention

Through partnerships with government, NGOs, universities, and other members of civil society, CGBV will implement a Governance and Participation approach through local advocacy strategies that will be implemented by the CGBV Local Task Force formed by an NGO implementing partner. The Governance and Participation Strategy will be two-pronged—the project will support civil society actors and community members to demand for better implementation of laws, mechanisms and programmes that prevent various forms of VAW, while also providing capacity development to build institutional and staff skills of government ministries and local offices in the project districts. Through an implementing NGO partner the CGBV project will (1) strengthen local government accountability to better prevent all forms of violence against women before it occurs (including providing technical support to government officials, representatives and MOWCA focal points on VAW prevention action plans) in the 3 project districts; (2) coordinate with civil society ex: NGOs with district level alliances to advocate for local VAW policies and programmes; and (3) to conduct gender and VAW prevention training (using the CGBV VAW Prevention Modules to be provided by UN Women) for all *upazila* Chair and Vice Chairs, union *parishad* members and women community leaders.

1. **Capacity Development for Local Government** – through partnerships at the District level with the Deputy Commissioners (DCs), the CGBV project will support the *upazila* and *union parishad* (councils). Through an MOU, the CGBV project will support to strengthen capacity of Local Government Institutions, *Upazila Parishad* and *Union Parishad*, in particular, to improve VAW prevention in the communities. UN Women will provide a CGBV VAW Prevention training, through the CGBV Local Task Force (an NGO implementing partner) to government officials (*UNOs*) and government representatives (Chairman, Vice-Chairs—men and women, Committee/Council

Members) on: (1) gender sensitivity, analysis and mainstreaming in local development plans; (2) VAW prevention as a human rights, development, and local governance issue; and (3) on strategies and good practices in local government's role in VAW prevention. Additional support may also be given in the form of having a "CGBV Field Worker" placed at the district office to support project coordination, fielding of requests from local government partners, and to support project M&E.

2. **Supporting local advocacy of civil society for more effective VAW Primary Prevention** – With technical support from UN Women, the CGBV Local Task Force) will draft and implement a 3-year Local VAW Primary Prevention Plan (LV3P) with the main goal of improving the implementation of laws, mechanisms and programmes that prevent various forms of VAW. The LV3P will have 4 main components: (1) Government Coordination & Capacity Building – providing training to government officials and representatives and supporting ministry focal points for VAW to fulfil their roles; (2) Community Mobilisation – training and mentoring community leaders / women's rights organisation (WRO) / youth activists from the project intervention communities (using the 2 CGBV adapted modules in VAW prevention and community mobilisation) and supporting them to implement village-level activities; (3) Family and relationship-level VAW Prevention – using the aforementioned CGBV module, facilitate family discussions on preventing VAW; and (4) Leading District-Level behaviour-change communication (BCC) strategies and campaigns – engaging local networks of lawyers, journalists, religious leaders, parent-teacher associations (PTAs), etc.; developing BCC communication materials (ex: public transport stickers, PSA videos, social media memes, local); and supporting popular education / activities (ex: community theatre).¹¹ Examples of advocacy messages and action for local advocacy to support VAW primary prevention include: (1) the proper implementation of the law preventing the use of *fatwas* (religious edicts) in justifying extrajudicial punishments¹² against women for perceived moral transgressions; (2) supporting VAW standing committees to fulfil their mandates; (3) supporting GRB initiatives; among others. Another key approach that the CGBV will promote is the use of Women's Safety Audit methodology in engaging women community leaders and government representatives alike to jointly identify women's safety issues in public spaces in the communities and to integrate public safety in priorities for infrastructure development, for example.
3. **Integrating VAW in gender-responsive budgeting mechanisms** – through the CGBV Local Task Force and technical support from UN Women EAW and Governance Programmes, local government officials and representatives will be supported to mainstream gender equality and women's empowerment into local development plans and budgets. As a crosscutting theme for gender-responsive budgeting, VAW will be integrated in GRB trainings in the 3 project districts, and the government units will receive mentorship on developing VAW prevention plans with counterpart budgets from local government (ex: from the mandated 3% allocation for the Women's Development Forum).

¹¹ Note: These actions are focused at the District Level, however they complement and are linked to supporting grassroots and community-based organisations to implement Strategy # 6 and #7 below, under Community Level Strategies.

¹² Bangladesh has a Supreme Court Appellate Division ruling that allows the use of "fatwas" (religious edicts) only to settle religious matters; fatwas may not be invoked to justify punishment, nor may they supersede secular law.

Strategy #4: Connecting Prevention with Integrated Service Provision through Inter-Agency Co-operation and Capacity Development

The CGBV project will cooperate with other UN agencies and CSOs (ex: UNFPA¹³, BLAST¹⁴, UNICEF¹⁵) in strengthening referral capacities and mechanisms of CSOs and community leaders supported by the project. Through the mapping and research exercises conducted by UN WOMEN, key entry points for collaboration in the 3 project districts will be maximised in order to strengthen the link between primary and secondary prevention of violence against women at the District and Community Levels.

1. **Identifying and implementing joint activities and resource-sharing with agencies on linking VAW prevention with immediate VAW services** – Joint activities can include trainings on VAW prevention mechanisms for communities (for VAW Standing Committees, MOWCA focal points) gender-sensitive intake for staff in women’s desks and Victim Support Centres (in the police units), feminist counselling trainings, paralegal training, etc.
2. **Strengthening Primary Prevention Capacities of Service Providers at upazila and union levels** – through provision of technical support in VAW Primary Prevention, the CGBV project will strengthen capacities of service providers, ensuring to work with those existing in the communities (ex: social workers, family planning health workers, field workers), on: identifying women at risk for VAW, especially women with disabilities, LBTs, etc., integrating VAW prevention interventions in their field visits, as well as strengthen their skills in preventing revictimization of women survivors.

Strategy #5: Addressing sexual harassment and other forms of sexual violence against women and girls in education institutions

Piloting a whole-of-school approach in Cumilla, CGBV will implement interventions to better prevent and respond to sexual harassment (SH) and other forms of sexual violence against women and girls (SVAWG) in universities and other public spaces. This intervention will widely draw from existing approaches, tools and evidence generated through UN Women Bangladesh BCPVAW project, and UN Women’s Global Flagship Programme, “Safe Cities and Safe Public Spaces”. UN Women will provide technical support in developing interventions and behaviour-change advocacy, drawing from the global knowledge pool of effective practices from the over thirty cities around the globe implementing the Safe Cities Programme, while working with district level government and nongovernmental partners.

1. **Implementing whole-of-school approach through partnership with universities and communities** – CGBV will establish a partnership with Cumilla University and provide technical support for developing institutional policies on preventing SH and other forms of SV in the universities¹⁶, and

¹³ In 2 of CGBV sites, Bogura and Cumilla, UNFPA is implementing its ASTHA project (launched last July 2018), linking all services for GBV into one space to strengthen multi sectoral public services for in collaboration with the district level administration, the police, the judiciary, the health sector and Social Welfare and Women Affairs Office. Ain O Salish Kendra, as the NGO umbrella organization, will work with other local NGOs to provide technical support at the district level.

¹⁴ BLAST has offices in Patuakhali, Cumilla and Bogura, wherein they are running an Access to Justice programme (with 4 staff in each), primarily to provide legal services to VAW survivors.

¹⁵ UNICEF is currently working with MOWCA on empowerment of adolescents, standard training on life skills and GBV, and child marriage. They also supported the formation of adolescent clubs; currently they are supporting 2,000 of these clubs (through an NGO), while MOWCA is now supporting approx. 5,000 adolescent clubs).

¹⁶ UNFPA, through its Generation Breakthrough project conducted gender sensitivity training for adolescents using the Gender Education Movement curriculum, which was developed by ICRW in India and contextualised in Bangladesh. It was implemented in 350 schools including in Bogura and Patuakhali, however it can be explored how this can be adapted for the University of Cumilla in coordination with UNFPA.

in building management and staff capacity to support student-led campaigns on SH and SV. The project will also provide capacity development for the student leaders (ex: working with the student council and parties, student clubs) on integrating SH prevention in their activities, as well as opportunities to participate in the district level advocacy being implemented in the project communities in Cumilla, linking them to safe spaces, referral systems and the CGBV Local Task Forces.

Strategy #6: Addressing sexual harassment in Workplaces

The CGBV Project will continue the analysis on what works to prevent gender-based violence in workplaces in Bangladesh, to identify evidence based interventions to promote transformational change in workplaces. The world of work is a key setting within which unequal power relations, discriminatory social norms, beliefs, attitudes and behaviours lead to, and sustain, gender inequality, sexual harassment (SH) and other forms of violence against women. It is an important entry point for achieving gender transformative change and the prevention of violence and harassment against women in society more broadly. A transformative approach aims to provide opportunities for women and men to actively challenge these norms through attitudinal and behaviour change, and to seek solutions to underlying gender and power inequalities, enabling women to work and live without fear of discrimination, violence and harassment.

- 1. *Implementing Transformative Prevention Activities in the Workplace*** – The CGBV project will bring together workers and managers from the RMG and non-RMG factories from each district to improve working conditions by addressing SH in the workplace, reduce harmful practices by the management to mitigate risks for SH and other forms of violence in the workplace. The male and female workers, as well as their managers, will engage in collaborative ways to self-diagnose the practices and reasons for violence, and cooperate to resolve gender-based discrimination with mutual understanding. Having these dialogues that address relational power dynamics is an important component in primary prevention of all forms of gender-based violence.
- 2. *Partnership with Chambers of Commerce*** – The partnership with Chambers of Commerce will ensure that the transformative prevention activities are endorsed by the authority in each district. The partnership with Chamber of Commerce is critical and it will be used as a successful practice to influence its members to adopt comprehensive approaches that prevent harassment and violence against women in the workplace before it occurs. Along with that, the capacity of the Chambers of Commerce will be increased so that they can implement zero tolerance SH policy not only in their workplace but also by influencing other factories present in the districts.

Community Level Strategies

Strategy #7: Community Mobilisation for Gender Transformative Change

The CGBV will build on and expand community awareness on VAW through the provision of structured support on organising community members around the issue of primary prevention of VAW. It will involve capacity development not only on the issue of gender equality and VAW prevention, but also in linking women's empowerment to community development, and skills building in negotiating with leaders (ex: religious leaders, union leaders) regarding providing better protection against VAW. Moreover, this strategy will focus on utilizing existing community mechanisms—both government and

nongovernmental—instead of creating new ones (ex: working with union *parishads*, VAW standing committees, organised grassroots women working on VAW prevention) in supporting the community front-liners in the implementation of the laws created at the national or municipal levels.

1. ***Mobilising community/grassroots women and men, forming CGBV Village Support (CVS) Working Groups*** - through the partnership with the aforementioned CGBV Local Task Force (an NGO implementing partner) and technical support from UN Women on VAW Prevention, the CGBV project will strengthen the community members' capacities to organise themselves. The project will form CGBV Village Support (CVS) working groups in intervention sites and implement community-based actions to prevent intimate partner violence (IPV), sexual harassment (SH) and other forms of non-partner sexual violence (SV), in public spaces. The CGBV Local Task Force will endeavour to reach out and strengthen existing community-based organisations (CBOs)¹⁷ and loose networks of women to involve them in the working groups. They will be trained on the CGBV Community Mobilisation Module, which will be adapted by a technical partner from globally evaluated curricula. Topics will include gender equality, human rights, women's empowerment, VAW prevention, community organising basic project management and monitoring, negotiation, etc. These CVS working groups will also be supported to implement community-led initiatives and communications campaigns on Primary VAW prevention, especially in supporting the Family-Based Interventions.
2. ***Gender and Development Capacity Building for Village / Ward government representatives Members*** - Village and ward level government representatives that work side-by-side the grassroots women's rights organisations and CBOs will be engaged to strengthen their implementation of Gender and Development community activities. They will be trained on similar topics found in the CGBV Community Mobilisation Module with the addition of gender mainstreaming, gender and SDGs, community governance for VAW prevention.

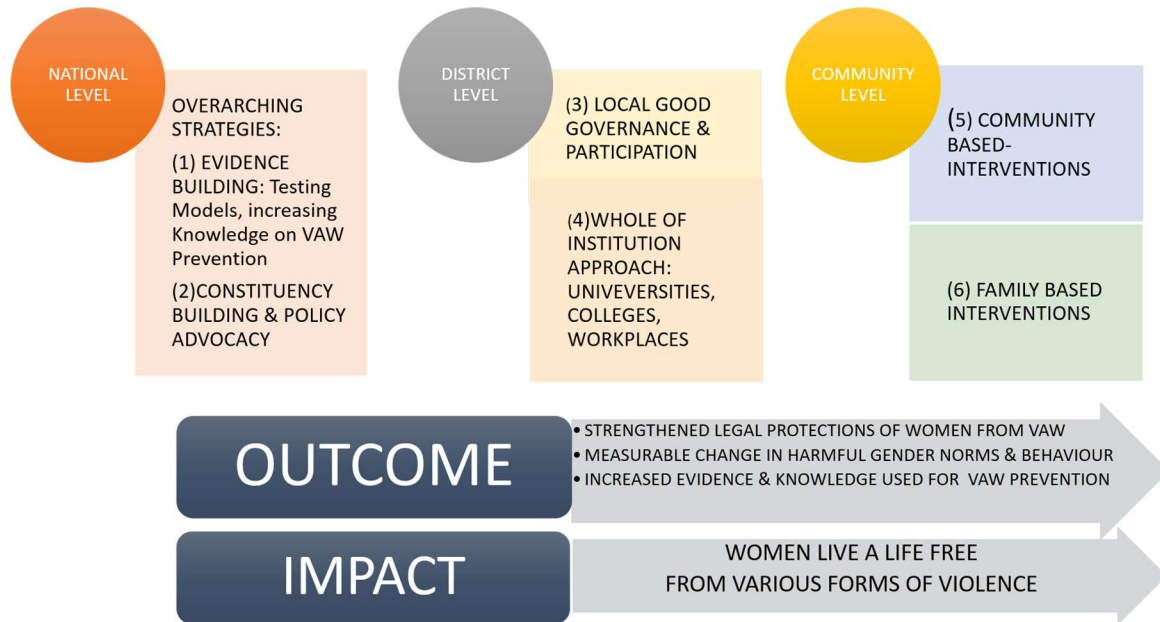
Strategy #8: Behaviour and social norm change towards gender equality and VAW prevention

1. ***Implementing family and community-based interventions to prevent VAW*** – the CGBV project will adapt globally evaluated modules on family and relationship-level interventions to prevent VAW, making sure it is culturally appropriate to the local context. The adaptation process will also take into consideration the most relevant risk factors related to increasing VAW locally as well as the protective factors. Key to this strategy is working with community influencers, especially the respected community leaders—which are sometimes not just the elected government representatives), religious leaders, local heroes / champions, etc.
2. ***Supporting community-based advocacy and behaviour-change communications*** – working with both government and nongovernment members of the community, the CGBV project will support community campaigns and activities of the CGBV organised groups such as the conduct of faith-based dialogues, community theatre and other forms of popular education to promote gender transformative messages, increase bystander action, and decrease the acceptability of all forms of violence against women.

¹⁷ Change Makers (WE CAN), Adda Members (Oxfam), Polli Sohmaj and Men and Boys VAW Committees (BRAC), etc.

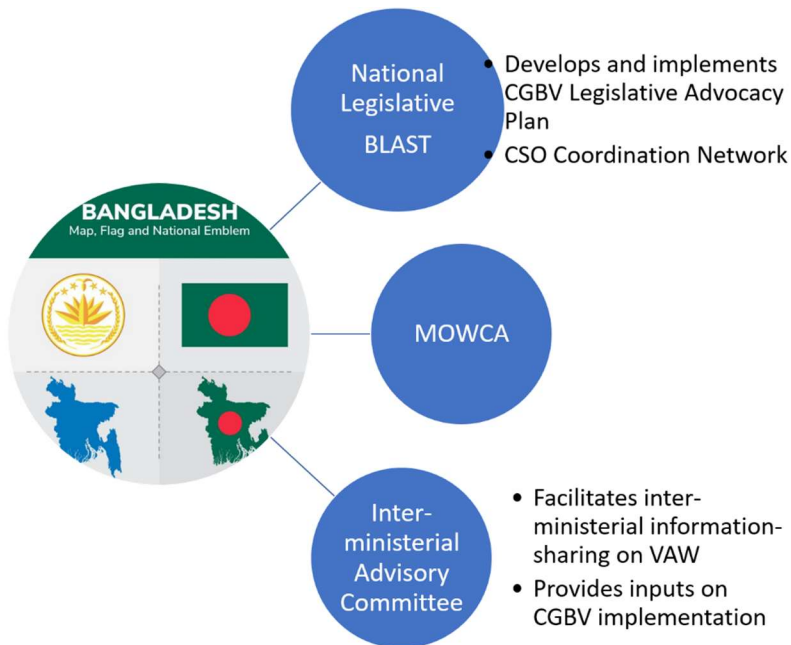
Figure1. Summary of strategic approaches across the national, district, and community levels

STRATEGY & RESULTS-BASED FRAMEWORK

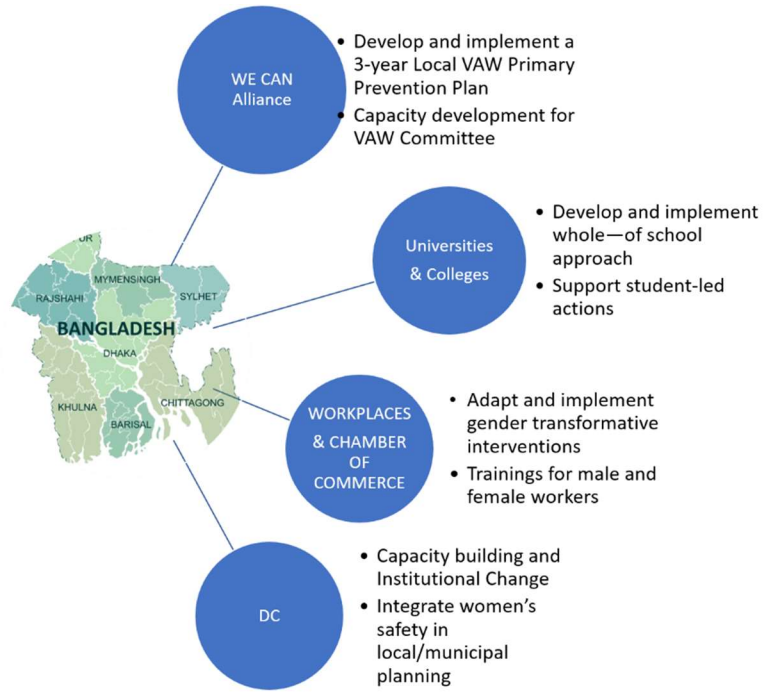


Summary of Key Implementing Partners at each level and their Roles:

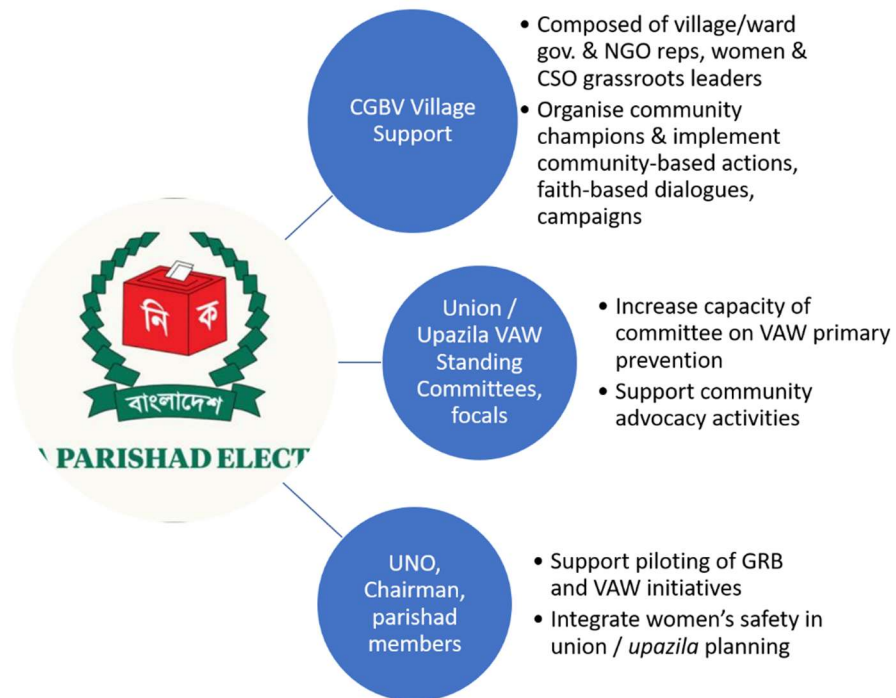
NATIONAL LEVEL:



DISTRICT LEVEL:



COMMUNITY LEVEL:



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