Primary Prevention Strategies: Examples of Programmes for Which There is Some Evidence
Objectives

The core learning objective of this module is to describe primary prevention programmes for intimate partner and sexual violence for which there is some evidence of effectiveness.
1. School-Based Programmes to Prevent Dating Violence

2. Changing Gender-related Norms (notions of masculinity and female subordination)

3. Micro-Finance and Gender-Equality Training

4. Communications and Relationship Skills Training

5. Reducing Access to and Harmful Use of Alcohol

6. Exposure to violence during childhood
Effective and Promising Primary Prevention Strategies

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School-Based Programmes to Prevent Dating Violence (Effective)
School-Based Programmes for Preventing Dating Violence

• 11 programmes for preventing dating violence have been evaluated in the USA using randomized designs
• All are targeting risk factors related to dating violence
• Four have been shown to be effective for preventing dating violence (Safe Dates, The Fourth R, The Youth Relationship Project, Families for Safe Dates)
• Preventing dating violence can be assumed to be preventive of intimate partner and sexual violence in later life (Foshee, Reyes & Wyckoff., 2009).
School-Based Programmes: Safe Dates – Components

- **Curriculum** (9 sessions)
  - Designed to be part of health education sessions
  - Each session is 45 minutes
  - Curriculum can be bought from: www.hazeldon.org.

- **Theatre piece** (45 minutes)
  - To be acted by a group of adolescents in front of their class
  - Low cost and technology

- **Poster competition**
  - To reinforce curriculum
  - Posters exhibited in school corridors and/or other community buildings
  - Students chose the poster they liked the most (to ensure all students are exposed to the posters)
School-Based Programmes: *Safe Dates* – The curriculum

**Session title**

- 1 Defining caring relationships
- 2 Defining dating violence
- 3 Why do people abuse
- 4 How to help friends
- 5 Helping a friend
- 6 Combatting gender stereotypes
- 7 Equal power through communication
- 8 How we handle what we feel
- 9 Sexual abuse
School-Based Programmes: *Safe Dates* – Implementation

- **Curriculum adaptation**
- **Key elements to obtain support from schools**
  - Fulfilled state criteria for health education
  - Did not address sexual relationships or contraceptives
- **Teacher training**
  - Two days
- **Costs**
  - $150/curriculum
  - Between N$500 y $1000 incentive for the schools
  - Costs of teacher training and photocopying of materials
School-Based Programmes: Safe Dates – Evaluation

The programme was effective in:

• Reducing experience and perpetration of moderate physical and sexual dating violence and severe physical dating violence perpetration

• In the short and long-term (up to 4 years after the programme)

• Changing gender norms and stereotypes

• Increase awareness about available community services

The programme did not:

• Prevent or reduce the experiencing of psychological dating abuse
NoViolencia: An adaptation of *Safe Dates* for Latinos

*Preparing our youth for healty and safe dating.* Six short, easy to read leaflets that can be sent home
- Take about one hour to complete
- Contain information about dating and dating violence
- Have entertaining activities that parents can do with adolescents

Conceptual framework includes changes in adolescents, parents and families

- Lower level of literacy
- Translation
- Test with 24 families and focal groups
- Review and test with 16 new families
School-Based Programmes: *The Fourth R: Skills for Youth Relationships – A Dating Violence Prevention Programme*

An outcome evaluation of *The Fourth R: Skills for Youth Relationships* found rates of physical dating violence that were 2.4% lower.

However, for reasons not fully understood, this self-reported decrease was found in boys but not in girls.

The programme was integrated into the existing health and physical education curriculum and taught in sex-segregated classes.

The cost of training and materials averaged 16 Canadian dollars per student.
School-Based Programmes: *Youth Relationship Project* – A Dating Violence Prevention Programme

This programme aimed to help 14–16 year-olds who had been maltreated as children develop healthy non-abusive relationships with dating partners.

A randomized-controlled trial showed it was effective in reducing incidents of abuse and the symptoms of emotional distress over a 16-month period after the programme (Wolfe et al., 2003).
Effectiveness of School-Based Programmes

Outcome evaluations of these three North American school-based programmes show that they are effective in preventing violence in dating relationships for adolescents.

Further research is needed to evaluate the effectiveness of other dating violence prevention programmes:

- In the longer term
- When integrated with programmes for the prevention of other forms of violence
- When delivered outside North America and in resource-poor settings
Gender Equity Movement in Schools

• School-based gender equity curriculum implemented across 2 academic years (2008 – 10), girls and boys ages 12-14, reached 8000 students
• Class time sessions used participatory methods to cover information around gender, bodies, relationships and violence
• Complementary campaigns included week long series of events (games, competitions, debates and short plays)
GEMS Results and Adaptation

• Participatory activities, combined with broader campaigns, are most effective to impact sustainable gender equitable attitudes
• Greatest changes were around notions of appropriate gender roles – including equality, education and opposition to violence
• More longitudinal evaluation data of school-based programmes are needed
• Model is currently being adapted in Da Nang, Vietnam, Jharkhand, India and others across the region
Micro-Finance and Gender-Equity Training
(Emerging Evidence of Effectiveness)
IMAGE

• Intervention with Micro-finance for Aids and Gender Equity (IMAGE), in rural South African province of Limpopo

• Combines microfinance interventions with participatory gender and HIV training

• Overall objective is to prevent violence through women’s empowerment

• Emphasizes the links between individuals and larger social environment and integrates work at the community level
Evaluation Findings

• Among young intervention participants
  – 55% reduction in IPV
  – Reduction of prevalence of unprotected sex
  – Increase in HIV testing and HIV-related communication in the household

• Among female participations, female empowerment indicators showed increased:
  – Autonomy in decision-making
  – Increased financial confidence
  – Increased participation in collective action
Intervention with Microfinance for AIDS and Gender Equity (IMAGE) Programme

One of the most rigorously evaluated and successful microfinance and women’s empowerment programmes is the IMAGE programme in South Africa.

The intervention is aimed at women living in the poorest households in rural areas.

It combines a microfinance programme with training and skills-building sessions – some of which also involved men – on:

- Preventing HIV infection
- Gender norms
- Cultural beliefs
- Communication
- Intimate partner violence
The Aims of the IMAGE Programme

The IMAGE programme aims to:
• Improve women’s employment opportunities
• Increase women’s influence in household decisions
• Improve women’s ability to resolve marital conflicts
• Strengthen women’s social networks
• Reduce HIV transmission
• Encourage wider community participation to engage men and boys
Effectiveness of the IMAGE Programme

A randomized evaluation found that two years after completing the programme, participants:

- Reported experiencing 55% fewer acts of violence by intimate partners in the past 12 months
- Were more likely to disagree with statements that condone physical and sexual violence towards an intimate partner
IMAGE Training: Education, Skill-Building, and Engagement

Through education, skill-building, and engagement of the community, IMAGE was effective in reducing intimate partner violence and supporting women.

This was achieved without producing the type of negative effects seen in other settings.

It was, however, not effective at reducing HIV transmission.
Reducing Access to and Harmful Use of Alcohol (Emerging Evidence of Effectiveness)
Relationship Between the Harmful Use of Alcohol and the Perpetration of Intimate Partner and Sexual Violence

The harmful use of alcohol is associated with intimate partner and sexual violence.

Reducing both access to alcohol and its harmful use may lead to reductions in these types of violence (frequency and severity).

However, the relationship between alcohol and violence is complex:

- Not everyone who drinks is at an equally increased risk of committing violence.
- Intimate partner and sexual violence can occur in cultures where alcohol use is taboo.

To date, research focusing on the prevention of alcohol-related intimate partner and sexual violence has been scarce.
Primary Prevention Programmes to Reduce the Harmful Use of Alcohol

Intimate partner and sexual violence may be prevented by reducing alcohol availability and addressing misuse.

Emerging evidence suggests that the following strategies may be effective:

• Banning of alcohol advertising

• Making alcohol less available by:
  ▪ Instituting minimum purchase-age policies
  ▪ Reducing the density of alcohol retail outlets
  ▪ Reducing the hours or days alcohol can be sold
Primary Prevention Programmes to Reduce the Harmful Use of Alcohol (continued)

Additional strategies that may be effective to reduce the harm caused by alcohol include:

• **Regulating alcohol prices:**
  
  o One study estimated that in the United States a 1% increase in alcohol prices may decrease intimate partner violence towards women by about 5%.

• **Treatment for alcohol-use disorders:**
  
  o Brief counselling interventions; support groups
Primary Prevention Programmes to Reduce the Harmful Use of Alcohol: Strategies for Low- and Middle-Income Countries

Most intimate partner and sexual violence primary prevention programmes that focus on alcohol have been conducted and evaluated in high-income countries.

For low- and middle-income countries, strategies to reduce alcohol-related intimate partner and sexual violence include:

- Regulating the density and licensing of alcohol outlets.
- Expanding the role of primary health care workers or general practitioners to include identifying and alleviating the harmful use of alcohol.
What is Stepping Stones?

- Participatory HIV prevention programme which aims to improve sexual health through building more gender-equitable relationships

- Stepping Stones objectives include:
  - Enable HIV prevention
  - Improve sexual and reproductive health through building relationship and communications skills
  - Gender equity (as a cross-cutting theme presented as a ‘relationship skill’)

Violence and Injury Prevention Short Course
Stepping Stones in Practice

• Delivered by a facilitator to a single sex group of similar age (e.g. teenage women) ~ 20 per group

• In villages where there is a men’s group and a women’s group, they are brought together in peer group meetings to assist communication

• Sessions held over the course of 6-8 weeks

• Most people attend at least 75% of these sessions
Stepping Stones Results and Adaptation

- Evaluation of Stepping Stones in Eastern Cape of South Africa:
  - 33% reduction in HSV-2 incidence
  - Reduction in risky sexual behaviour among male participants
  - Reduction in reported levels of IPV against women

“[There is] almost universal support for and appreciation of Stepping Stones as a change process from those with first hand experience of using it or seeing it used”

Wallace (2006:3)

- Singled out as an example of best practice by UNAIDS
  - Used in over 40 countries
  - Adapted for at least 17 settings
  - Translated into at least 13 languages including Singhalese & Khmer
Community education: Programme H and programme

Involving young men and empowering young women to promote gender equality and health:

• Formative research
• Educational group activities
• Community campaign
Yaari Dosti: Young Men Redefine Masculinity

- Adaptation of Programme H: Working with Young Men Series for the Indian context
- Training manual on gender, violence, sexuality and HIV
- Aims to promote gender equity and address masculinity as a strategy for HIV prevention
- Integration of group education and interactive activities with lifestyle social marketing campaign
Yaari Dosti

- Increase in more gender equitable attitudes among participants,
- Improved communication with partners around sexual health
- Adds to the evidence that inclusion of gender focus in HIV prevention and care programmes with young men is a successful strategy
Summary and Conclusion
Summary

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Violence and Injury Prevention Short Course
Activity: Reviewing the Effectiveness of Primary Prevention Strategies

Participants will be assigned to one of four groups and provided with handouts.

- Group 1: Micro-Finance and Gender-Equality Training
- Group 2: Communications and Relationship Skills Training
- Group 3: Reducing Access to and Harmful Use of Alcohol
- Group 4: Changing Social and Cultural Gender Norms

Discuss aspects of the strategy you have been assigned and the existing evaluation results.

Questions groups should consider:

- What evidence is there for effectiveness of the assigned strategy?
- What further evidence/research is needed to demonstrate the effectiveness of this strategy?
- What information did your group find most interesting about the strategy you were assigned?
- What potential does this strategy have for your local or regional setting?