


Local Authority Guide For The Creation Of Awareness And Prevention Of Violence Against Women





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The Creation Of Awareness
And Prevention Of Violence Against Women**



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Presentation

Prologue

Violence against women, in its various manifestations, is a special priority for local governments as it is one of the chief obstacles to achieving the undertaking to which, under law and through our own convictions, we are committed, namely that of achieving full equality between men and women. Social awareness of this phenomenon affects all sectors; no one would now deny that it is a violation of human rights and that all of society should be motivated to combat the problem.

Society in general, and local councils, regional governments, town halls and island municipalities in particular have assumed this commitment to adopt the requisite measures for creating awareness and prevention, in order to prevent any violent conduct, as well as devising the appropriate actions to be taken in such situations and their possible consequences, in particular those caused by gender violence.

Despite the marked increase in political endeavours to seek a solution and to dedicate considerable resources to the reduction of levels of violence suffered by women, violent deaths continue to resonate in the daily lives of our townships and municipal districts destroying the normal course of many other lives around them. The continuous social changes which are now occurring in our towns and cities, and the speed with which they happen, are bringing to light new realities of coexistence, new and specially vulnerable environments in which, up to now, potential victims of gender violence have been living in hidden and silent conditions, such as rural women, older women, immigrant women, those belonging to ethnic minorities etc. All have real priorities which must be taken into account when adopting measures designed to create awareness, prevent or eradicate the phenomenon of violence against women.

The fact that local governments lack regulatory powers and sufficient resources to definitively eradicate violence against women from local life, has not prevented them from demonstrating their political readiness to promote and apply all the measures within their power to combat violence against women, in accordance with current legislation and national and international regulations and guidelines in matters of creating awareness, prevention and intervention. We shall support and continue to work within the culture of coordination and cooperation with local and national authorities in an endeavour to improve the possibility of making best use of available resources, generating support networks and establishing action protocols which will ensure widespread and full cooperation of the services involved in dealing with violent situations, and to propose measures and initiatives which will encourage coexistence in the municipal context, peaceful solution of conflicts in all areas of personal, family and social life, the incorporation of gender focus in local policies and finally, and most importantly, making equality between men and women a true reality.

Heliodoro Gallego Cuesta
Chairman of FEMP





Presentation

The Equality Commission of the Spanish Federation of Municipal Districts and Provinces, faithful to its undertaking assumed in the decisions approved by the VIII General Assembly -2003 has continued to promote actions which will directly affect the eradication of violence against women, which include the task of creating and providing tools which will assist Local Governments in the work of eradicating this phenomenon. On this occasion, as a result of the efforts, dedication and enthusiasm of the Working Group of local experts in equality, the Local Authority Guide for the Creation of Awareness and Prevention of Violence against Women has been compiled, which I have the pleasure of presenting here.

The role of the Commission in the various forums which have addressed and discussed the causes of gender violence, and which endeavour to seek solutions for its definitive eradication, has made it possible to include various perspectives, including the manner in which this phenomenon is addressed by public and private bodies and social agencies implicated in this field. The measures designed to create awareness in society and to prevent this type of violence in the scenarios indicated are particularly relevant, therefore this Guide focuses on preventing the continuation of new cases and early detection of those which already exist.

Prevention and awareness campaigns are singularly important measures and essential to create social awareness; we need to maintain such endeavours while women still continue to be the victims of male violence.

This Guide serves as an instrument of support for local authority officers and experts whose task is to draw up plans and organise campaigns to create awareness and prevent violence against women in order to address this problem, as well as to bring about changes in the social relations of men and women so that they are able to coexist in the absence of violence. The purpose is simply to contribute with specific proposals which we consider to be adequate, which seek effective solutions which will help to eradicate violence against women in our towns and cities.

Ana Barceló Chico
Chairwoman of the FEMP Equality Commission



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Introduction

Despite the complexities and challenges, progress towards ending violence against women has begun, and there are many initiatives and recommendations pointing the way forward. Bold leadership on the elimination of violence against women at every level of society, Together with increased political will and the allocation of significant resources, can lead to a dramatic reduction of such violence.

United Nations Secretary General's Report, 2006¹

The Spanish Parliament unanimously approved Organic Law 1/2004 of 28 December on Measures for Integral protection against gender violence (hereinafter Integral Law) with the ultimate purpose of this Law being to progressively eradicate gender violence, which as the first paragraph of section one of its Explanation of Grounds states "... is the most brutal manifestation of inequality existing in our society".

One of the mandates of this law was the creation of a national plan for creating awareness and preventing gender violence "which will introduce a new scale of values to the social scenario, based on respect for fundamental rights and freedoms and for equality between the sexes, as well as exercising tolerance and freedom within the democratic principles of coexistence, all from a gender perspective" the plan should also be aimed "at both men and women through community and intercultural work". This Plan was approved by the Council of Ministers of 15 December 2006 and requires the participation and agreement of the different public authorities.

Prevention and creating awareness of violence against women or gender violence are effective courses of action for encouraging equality between the sexes. It is no coincidence that the data compiled by the Centre for Sociological Research in its barometer of society's perception of the most significant social important problems, includes violence against women as one of the major issues in the months of March

¹ In depth study of all forms of violence against women, Secretary General's Report. 6 July 2006.
Available at : www.whrnet.org/docs/N0641977Es.pdf (Most recent consultation November 2006) Page 21 .

and November, coinciding with the campaigns held at that time and which from all sides recall the primacy of equality between men and women².

This guide is aimed at policy makers and local government professionals who are required take preventive measures regarding violence against women. It is designed to serve as an instrument of support for drawing up local plans for creating awareness and preventing violence against women in order to improve the response and reaction to this phenomenon, as well as changing the model of social relations between men and women through coexistence without violence.

² CIS scales from September 2000 to December 2006.

1. Some concepts: violence against women gender equality

In order to understand the motivation for violence against women it is necessary to examine the relations between men and women and the context in which those relations develop. This context is replete with history, culture and as a result values, ideas, beliefs, symbols and concepts which go some way to explaining why on occasion violence has even 'come to be second nature'.

In any discussion of violence against women it is necessary to clarify the ideas underlying this phenomenon. Therefore, this section will address some significant concepts within a theoretical framework with respect to violence against women.

A. Violence against women

In the UN Declaration of Violence against Women (1993)³, subsequently amplified by the Council of Europe⁴, **violence against women** is defined as "any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life". That is, all violence against women is identified as gender violence⁵.

In one of its studies the UN states that violence against women is a question of human rights where it stipulates:

³ Decision of the General Assembly 48/104 of 20 December 1993.

Available at: [www.unhchr.ch/huridocda/huridoca.nsf/\(Symbol\)/A.RES.48.104.Sp](http://www.unhchr.ch/huridocda/huridoca.nsf/(Symbol)/A.RES.48.104.Sp) Open document (most recent consultation: November 2006)

⁴ Committee of the Ministers of the Council of Ministers of the Member States on protection of women against violence approved on 30 April 2002: "... is to be understood as any act of gender-based violence, which results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion, or arbitrary deprivation of liberty, whether occurring in public or private life."

⁵ See Glossary for other contributions to the concept provided by the United Nations.

"There are important consequences that flow from categorizing violence against women as a matter of human rights. Recognizing violence against women as a violation of human rights clarifies the binding obligations on States to prevent, eradicate and punish such violence and their accountability if they fail to comply with these obligations. These obligations arise from the duty of States to take steps to respect, protect, promote and fulfil human rights. Claims on the State to take all appropriate measures to respond to violence against women thus move from the realm of discretion and become legal entitlements. The human rights framework provides access to a number of tools and mechanisms that have been developed to hold States accountable at the international and regional level. These include the human rights treaty bodies and international criminal tribunals, as well as the African, European and inter-American human rights system⁶".

In Spain⁷, Organic Law 1/2004 of 28 December on Integral Protective Measures against Gender Violence defines gender violence⁸ as *"the manifestation of discrimination, situation of inequality and the relation of men's power over women exercised by those who are or who have been their spouses, or who have a similar emotional relationship despite the fact that they may not be cohabiting"*. In another part of the same text the law states that **gender violence** *"includes any violence including aggression against sexual freedom, threats, coercion or arbitrary deprivation of freedom"*.

In turn ORGANIC LAW 3/2007 for effective sexual equality differentiates between action on the part of public authorities between *"gender violence, family violence and all forms of sexual harassment and harassment on grounds of gender"*⁹.

It is clear that violence against women may occur anywhere, in either public or private walks of life, ranging from emotional attachments to strictly work relations, from silence in a room to the hubbub of a public square.

This Guide has chosen the term "violence against women¹⁰", because it makes the phenomenon easier to understand and helps to visualise those who perpetrate it. It also proposes to define it within the following categories, sexual harassment, gender harassment, sexual aggression and abuse and physical abuse.

⁶ In depth study of all forms of violence against women General Secretary's Report 6 July 2006. Available at : www.whrnet.org/docs/N0641977Es.pdf (Most recent consultation: November 2006).

⁷ Several Autonomous Communities have also legislated in respect of equality and combating violence. See annexe.

⁸ Disponible sur : www.boe.es/boe/dias/2004/12/29/pdfs/A42166-42197.pdf (Most recent consultation: November 2006).

⁹ ORGANIC LAW 3/2007, of 22 March for effective equality between men and women Title II, chapter I

¹⁰This type of violence is classified in the entry "Characteristics of violence against women" in the Glossary.

Each concept is defined below¹¹:

Sexual harassment	<p><i>Organic Law 3/2007, of 22 March for equality between the sexes in Article 7 defines sexual harassment as follows:</i></p> <ol style="list-style-type: none">1. Without prejudice to the terms of the Penal Code, for the purposes of this law sexual harassment is any behaviour, either verbal or physical, of a sexual nature designed to produce the effect of offending the dignity of persons, in particular when an intimidating, degrading or offensive atmosphere is created.3. In all cases sexual harassment and harassment on grounds of gender shall be considered discriminatory.4. The conditioning of a right or an expectation or a situation amounting to sexual harassment or harassment on grounds of gender shall also be considered an act of discrimination on grounds of sex.
Harassment on grounds of gender	<p><i>Organic Law 3/2007, of 22 March for equality between the sexes in Article 7 defines sexual harassment on grounds of gender as follows:</i></p> <ol style="list-style-type: none">2. Harassment of a person on grounds of gender is deemed to be any behaviour carried out on the basis of a person's sex, with the purpose or effect of offending their dignity and creating an intimidating degrading or offensive atmosphere.3. In all cases sexual harassment and harassment on grounds of gender shall be considered discriminatory.4. Conditioning of a right or of the expectation of a right or a situation amounting to sexual harassment or harassment on grounds of gender shall also be considered an act of discrimination on grounds of sex.
Sexual Aggression and abuse	<p>Organic Law 10 1995 of 23 November of the Penal Code and its subsequent amendments through Organic Law 11/1999 of 30 April and Organic Law 15/2003 of 25 November defines sexual aggression as behaviour which contravenes the sexual freedom of persons and which is manifested by violence or intimidation and without consent, contravening the freedom or sexual indemnity of persons. This category includes abuses against persons who cannot provide valid consent as a result of their reduced intellectual capacity or power of volition (underage children, those without use of their mental faculties or specific psychological disabilities etc.).</p>

¹¹ See in the Glossary: "Penal Code and violence against women". Available at : www.mtas.es/igualdad/legislacion/230307boeyleydeigualdad.pdf (Most recent consultation: March 2007).

Physical abuse

Organic Law 1/2004 of 28 December on Integral Protection Measures against gender violence mentions physical abuse when explaining grounds for battered women syndrome "which consists of aggression suffered by women as a result of social and cultural conditioning factors with an effect on gender, placing women in a subordinate position to men and manifested in the 3 basic areas relating to physical abuse of persons, abuse in couples, sexual aggression in social life and harassment in the workplace."

This section will confine the concept of physical abuse to that which takes place in the case of couples or former couples. In this respect *Organic Law 1/2004 of 28 December on Integral Protection Measures against Gender Violence* is designed "to take action against violence which as a manifestation of discrimination, a situation of inequality and relationships where men have power over women, those who exercise it or have done so in respect of their spouse, or a woman with whom they have a similar relationship, despite the fact that they do not cohabit". We can consider physical abuse of women to be "domestic violence perpetrated in a continuous manner against women for the purpose of controlling, submitting, dominating and maintaining a position of authority and power in the relation. It is sustained on the prior existence of an unequal relation of power and its ultimate purpose is not to harm, but to subject, dominate and maintain a position of power and authority in a relationship"¹². Typical behaviour includes, physical, psychological or emotional, sexual or financial physical abuse, although it is customary for any of these to coincide in a relationship.

Some aspects make some women more vulnerable to violence. With this in mind the Gender Violence Awareness and Prevention Plan of the Ministry of Employment and Social Affairs (MESA) mentions as groups of women at greater risk, disabled women, older women, women living in rural areas, immigrant women, and those belonging to ethnic minorities. The Plan states that "*these situations place women in a doubly discriminatory situation which requires additional effort in surmounting the social and cultural obstacles which prevent real and effective exercise of their citizenship status and affect their quality of life*"¹³.

¹² Emakunde. Violence against women. Proposals for terminology. Monitoring Committee of Institutional Agreement Available at: www.emakunde.es/images/upload/PropTermi05_c.pdf (most recent consultation: February 2007).

¹³ National Plan for Awareness and Prevention of Gender Violence. Conceptual Framework and Axes of Intervention. MTAS. 2007.

B. Gender, sex, equality and diversity

Inequality between men and women has its origins in gender stereotypes¹⁴. If **sex** is considered to be a number of biological differences, **gender** is the different cultural assignation accorded to the sexes¹⁵ in the socialisation of persons. That is, the assignation of different areas of activity for men and women and therefore differing roles, values, behaviours, attitudes and expectations etc. and these may vary according to time and place.

Equality is the right to the same treatment and opportunities in access, exercise and control of rights, power, resources and benefits, irrespective of individual characteristics.

Not all women are identical, nor are all men. **Diversity** is a part of life. The Word equality presupposes respect for the differences between men and women, bearing in mind the diversity of each sex while at the same time correcting the current tendency to impose and generalise the masculine model. The fact is that women and men are equal in their differences.

Equality and respect for that diversity are guaranteed under law. Article 14 of the Spanish Constitution states that "*Spaniards are equal before the law, without any discrimination for reasons of birth, race, sex, religion, opinion, or any other personal or social condition or circumstance*"; and in article 9, it rules that "*It is the responsibility of the public powers to promote conditions so that liberty and equality of the individual and the groups he joins will be real and effective; to remove those obstacles which impede or make difficult their full implementation, and to facilitate participation of all citizens in the political, economic, cultural, and social life*".

However as regulations, despite the fact that they are necessary, are never sufficient to modify beliefs and habits, there continues to be a need today for policies and undertakings which will achieve real equality between men and women. This is a long and arduous path, because as those familiar with Homer will recall, it produces the 'Penelope' effect "*in the continuous and contradictory activity of our social systems in an endeavour to achieve social gender equality. The effect is based on the coexistence of social practices in one sense and social practice which are totally opposed to them and which tend to destroy or attenuate the effects of the former*"¹⁶.

¹⁴ See Glossary for "Gender Stereotypes".

¹⁵ Knowing that the reality is more complex than there are more than two genders and that furthermore new ideas appear, is taken into account although it is not assumed to be a loss of theoretical position in respect of the fact that the system of sex/gender constructs society. The bibliography includes some publications which provide a new perspective on this debate.

¹⁶ GARCÍA DE LEÓN, Ma. Antonia "Discriminated Elites (On the power of women). Antrophos, Barcelona 1994.



2. General guiding principles for local authorities in the creation of awareness and prevention of violence against women



A. General Framework of activity

Within the European context, in 2006 the Council of Europe launched a new campaign to prevent and combat violence against women, in particular violence in the home and in relationships, with its purpose being:

- To create public awareness in Member States of the Council of Europe of the fact that violence against women is a violation of human rights and to encourage society to combat this phenomenon.
- Encourage governments to demonstrate their political support by providing the necessary resources in order to make concrete progress towards eliminating violence against women.
- Promote the application of effective measures to prevent and combat violence against women through legislation and national action plans for executing Recommendation Rec. (2002)5 of the Council of Ministers and to regularly evaluate progress achieved.

In Spain the **Organic Law 1/2004 of 28 December on Integral protection measures against Gender Violence** came into force on 29 January 2005, apart from its criminal and judicial titles which came into force on 29 June 2005. In its first year some of the measures it established were adopted, such as the creation of a Special Government department for combating Violence against Women and the State watchdog on Violence against women, as well as the appointment of a state prosecutor for prevention of violence against Women.

The State watchdog for prevention of violence against women endeavoured to bring disciplinary rigour to the study of violence, and one of its working groups was designed to create a proposal of normalised indicators in order to homogenise the compilation and dissemination of data which in turn would provide sufficient security within which to analyse the extent of the phenomenon and its development. Another group analysed the effectiveness of the measures set up and, if appropriate, existing obstacles from the perspective of women who may be in a situation of greater vulnerability or with greater difficulties in accessing services.

This law led to an important change because it saw the need for an integral approach to combating violence, however although the main regulatory framework for action continued to be that of the Public Authorities, the Autonomous Communities also legislated on this issue as may be seen in the annexes to this document.

The law established the creation of a **National Plan for Awareness and Prevention of Gender Violence** in order to introduce *"in the social scenario new scales of values based on respect for fundamental rights and freedoms and equality between men and women, as well as in the practice of tolerance and freedom within the democratic principles of coexistence all of which will be implemented from the perspective of gender"*. This Plan was approved by the Council of Ministers of 15 December and had two main objectives:

- a) to improve the response to gender violence and,
- b) to achieve a change in the model of social relations. The Plan is relevant in this respect because it includes Local Authorities among the main agencies for ensuring its application.

In addition to the Law 1/2004, another law concerned with combating violence against women is the **Organic Law 3/2007, of 22 March for effective equality between men and women** (the **Equality law**, hereinafter) which indicates as one of the main courses of action of public authorities "the adoption of requisite measures for eradicating gender violence, family violence and all types of sexual harassment and harassment on grounds of gender." (Title II. Ch. I. Art. 14.5).

The Autonomous Regional Governments and local authorities have also set up within their respective competence mechanisms, procedures, resources etc. which will support the working of informing, assessing, support and accompaniment, psychological assistance, legal guidance, accommodation resources, safety measures, financial assistance etc. in particular for women who are victims of violence.



B. Factors to be considered: particularly vulnerable women and specificity of the rural environment in contrast to urban areas

This document takes into account two important aspects:

- The first is the fact that there are **groups of women who are especially vulnerable** to violence: disabled women, women in the countryside, immigrant women, older women, women who belong to ethnic minorities and these are included in the National Awareness and Prevention Plan of the Ministry of Employment and Social Affairs.

With respect to this first group the Action plan for **disabled women** states that “Disabled women are victims of gender violence, however they also suffer specific types of violence, and to a greater degree (two to five or times more likely to suffer violence than women in general) according to studies carried out in various countries. This violence is perpetrated not only by those with whom they have had an emotional relationship but also those in their family social, health care environment etc. That is, where there is a relation with an imbalance of power and a degree of dependence, violence and abuse is more likely to occur. As a result, this abuse and violence is evident in the daily life of many disabled women, ignoring their wishes, supporting ridicule, sterilisation and abortion without their consent, negligence in respect of their care etc. are repeated actions, although these situations which are difficult to complain about, contribute to maintaining the invisibility of a situation which is totally unjust¹⁷”.

Women who reside in the rural world live in contexts where gender stereotypes generally prevail and are accentuated and there is greater social control than in larger populated areas. Nor is access or extent of resources available, as in cities, and on occasion battered women have no other solution than to abandon their place of residence.

Immigrant women are more vulnerable insofar as their support networks tend to be insufficient. Sometimes, as in the case of women in a rural environment, the social controls in their own contexts act against the visibility of the phenomenon. Furthermore, immigrant women who are in an “irregular administrative situation” encounter obstacles in accessing specialised resources for violence against women (financial help, shelters or safe apartments) and they are afraid to report their situation out of fear of being denounced or expelled from the country.

¹⁷(Action Plan for disabled women 2007. MTAS).

Available online: www.mtas.es/SGAS/Discapacidad/MujeresDisca/pamcd2007.pdf (Most recent revision: March 2007).

In the case of **gypsy women** the social control of their context poses an obstacle to defence of their rights in the event of violence, however, to this is added their lack of confidence in institutions run by a society in which racial prejudice is rife.

- Another aspect is the fact that the work of creating awareness and prevention in the **rural milieu**¹⁸ differs considerably to the reality of the urban environment.

It is an environment where, as mentioned, social control is more evident and still continues to act to the disadvantage of battered women.

Although there are good experiences in many municipal districts which have made considerable efforts, it is necessary to examine the culture of coordination and cooperation with national and regional entities and with municipal districts in the same area, as this improves the possibilities of making the most of resources and work. In this respect the role of local government is fundamental.

Furthermore, the means available to small municipal districts both for equality policies and for specific policies to combat violence against women are scarce. Also professionals are linked to these policies from any department, for example, in the case of activities for creating awareness, from public relations departments or the communications media.

Initiatives taken in rural areas for activities aimed at creating awareness of or preventing violence against women, should take into account the above factors and endeavour to overcome them.

Aún así, hay que considerar que es en los pequeños municipios donde la violencia contra las mujeres está más oculta, también donde a las mujeres les cuesta más reconocerla¹⁹ y, en consecuencia, donde hay un importante trabajo que realizar para sensibilizar sobre ella y tratar de prevenirla.

¹⁸The Glossary provides a definition of 'rural municipal district'.

¹⁹In both cases this is illustrated by the macro-survey which the MTAS Institute of Women carries out at regular intervals.



C. Work criteria: methodology and organisation

Summarising some of the ideas in previous sections, this guide considers that the maximum expression of inequality between men and women is the violence they suffer and as a result it is necessary to encourage a culture of equality which will require society to become aware of, and more importantly, to prevent violence.

Within this framework the Guide proposes to work on prevention and awareness based on the following methods and organisational proposals.

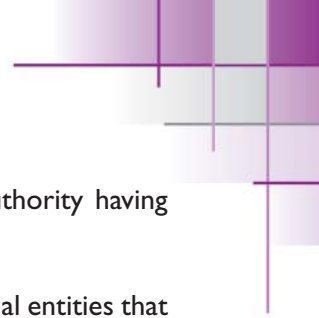
Methodology:

- Make proposals which will always focus on gender, considering gender in this case to be an analytical tool for ascertaining how the differences between men and women are constructed within a specific context.
- Work on strategic objectives which will change systems, concepts, and the most entrenched power relations which will undoubtedly be achieved in the mid or long term, however at the same time making clear practical objectives which in the short term will encourage change of ideas and attitudes to violence.
- Take into account that this phenomenon is not a problem just for women but that it is a social problem, and therefore Prevention and Awareness should be aimed at all of society and needs to specify the proposals defining their scope types of violence, consequent forecast of the target populations etc.
- Implicate men because there is a need to construct different models of more egalitarian relations.
- Incorporate public participation in defining proposals, their development and monitoring. Women's associations should have a presence in the proposal with clear responsibility but also other social organisations and movements (neighbours, unions youth groups etc) and other social organisation areas (participation on boards and platforms etc.).
- Work in an interdisciplinary manner in order to ensure that attention is paid to comprehensiveness, diversity and multiple discrimination.

- Include in the awareness and prevention strategies for violence those actions which relate to the increase in joint responsibility for domestic tasks and social care and participation, because these are private and public areas of work which need to be reconstructed so that men and women are able to choose their roles or tasks of their own volition.
- By means of messages and work proposals help to create new models of masculinity which will confront the predominant stereotypes based on male superiority over women.
- Act in an ongoing manner by creating proposals for intervention maintained over time in order to influence the changes in an effective manner. This includes sustained actions and specific actions such as, for example, those made on commemorative dates such as 25 November or 8 March, however, not just these in particular, in addition to various supports, channels etc.
- Carry out actions which are comprehensible and accessible to all the public and as a result take into account other different languages, ages and educational levels, disabilities etc.
- Adopt a system of indicators which will permit both preliminary studies and monitoring and evaluation actions based on the results obtained.

Organisational Criteria:

- The Plan should be led by a local equal opportunities organisation (Equality Commission, Women's Department etc.).
- If there is no local equal opportunities body, the Plan should be organised by the most senior department in the local authority area. It should be recalled that the Beijing Conference recommended that "Equality measures should be considered at the highest levels of government".
- The Plan should define coordination and cooperation strategies and strategies for joint responsibility between the various departments involved in local authority. Combating violence against women should be a transversal strategy of all the areas of the Authority which has devised an Awareness and Prevention Plan.
- The activities defining the Plan should involve local equal opportunities polices and their instruments (including equality plans and specific actions).

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- It is important to establish the requisite coordination with different levels of Public Authority having competence in the same area.
 - The Plan should involve and cooperate with all the professional groups and private and social entities that can be incorporated into strategies for creating awareness of and preventing violence.
 - In this respect it is important to establish a formal relationship of collaboration and participation of the general fabric of associations and with women's movements in particular, and their participatory structures.
 - The Plan cannot be a declaration of intent as this would require its own personal, material, technical and financial resources.



3. Creating awareness and prevention: what does this entail?

A. What is creating awareness and what's prevention?

A particularly problematic challenge is the elimination of discriminatory sociocultural attitudes and economic inequalities that reinforce women's subordinate place in society. Male violence against women is generated by sociocultural attitudes and cultures of violence in all parts of the world, and especially by norms about the control of female reproduction and sexuality. Furthermore violence against women intersects with other factors such as race and class, and with other forms of violence, including ethnic conflict.

Secretary of the United Nations Report, 2006.²⁰

Awareness and Prevention are different forms of social intervention as they seek different goals despite their being complementary.

In the case of violence against women, with **Awareness** the aim is to bring this phenomenon to light, to make its causes known and understood and to ensure that every individual takes an active role in a personal or collective manner to combat this. However, creating awareness is not sufficient in itself. Information is also essential, but insufficient. The definition of the word 'sensitive' or 'sensible' in Collins English Dictionary has two interesting inclusions; "affected by external stimuli" and "quickly responsive to external influence". It is interesting as it promotes other lines of action which permit persons who 'become aware', that is, they take the problem on board as it were, it becomes clear to them that action needs to be taken, that they should freely respond. The desirable result of creating that awareness is that everyone is *correctly informed*, so that by understanding what is happening they may take a critical position, given this reality and act to change things, if they consider it appropriate, in this case to combat violence against women.

²⁰ In depth study on all forms of violence against women . Secretary General's Report 6 July 2006. Available on : www.whrnet.org/docs/N0641977Es.pdf (Most recent consultation November 2006).

The National Plan for Creating Awareness and Preventing Violence against women stipulates that awareness should be created, *"by providing society with the cognitive instruments needed to create awareness when a violent situation arises, and the role assumed by women and men as victims and aggressors. It is important to increase the level of society's implication which hitherto has kept the relations between couples within the narrow confines of privacy, where any intervention was considered in terms of "interference". The condition of citizenship implies extending the rights enjoyed to other men and women, just as contravening those rights in any way should be answered with the forcefulness employed against any type of violence. In this respect in order to be understood in all its dimensions, an in depth knowledge of gender violence is required"*.

Some tools for creating awareness are enshrined in what is known as Social Advertising²¹ (campaigns including brochures, posters activities, etc.) and others consist of workshops, commemoration ceremonies with various events on 25 November etc.

Prevention goes beyond creating awareness in the results it seeks to achieve. It acts on causes and not only on effects. Prevention means stopping it from happening. In the process for achieving the necessary change through Prevention, the provision of information and the creation of awareness are essential steps in the process however alone they are insufficient. In prevention the course of actions is essentially through education and training. The aim is to educate in order to acquire knowledge, values, attitudes and competence which will prevent violence in the future.

Nevertheless, at the moment the most common form of preventive action is based on awareness²² campaigns, and to confuse awareness with prevention detracts from the effectiveness of both strategies.

The following table summarises the main differences between the two strategies.

²¹ Social Advertising appeared in 1942 when the I Ad Council (a private non profit making US organisation , www.adcouncil.org), began to speak of Public Service Advertising.

²² Conclusion drawn from "Analysis of Advertising Campaigns for the Prevention of Violence against Women in Spain" carried out by Valencia city Council in collaboration with the Centro Reina Sofia for the Study of Violence

	AWARENESS	PREVENTION
Main objective	The aim is to ensure individual and collective involvement in order to combat violence against women.	The aim is to ensure that in the future there will be no violence against women.
Methodological strategies	Visualise the phenomenon and provide information to create awareness and take subsequent action.	Educational procedures and training for equality, in order to empower women and encourage a new concept of masculinity, that is, focusing on the roots of inequality and therefore, violence.
Which areas in terms of priority?	Communications media, Public Authority, Non-Governmental Organisations, Social agents.	Educational community, Public Authority, informal educational sectors, Non governmental organisations.
Desirable results	Achieve changes in beliefs, attitudes, and conducts, reduce the threshold of tolerance and involve citizens in resolving problems.	Zero tolerance of violence, no one uses violence and no one suffers it.
Type	Publications: guides, articles, books... Social Publicity Social (Awareness campaigns which include various activities: posters, pamphlets, public events, etc.), workshops and events, commemoration of 25 November, etc.	Actions in the following areas of prevention: <ul style="list-style-type: none"> - Primary. - Secondary. - Tertiary.

B. Awareness campaigns

In publicity terms an awareness campaign consists of coordinating the various actions carried out for the purpose of conveying a message, with a specific aim, to an established segment of the public for a specific period of time with a specific set of means and budget. This may comprise a message or it may be disseminated in more than one communications medium. A series of notices in a magazine constitutes a campaign in the same way that a joint advertisement on television accompanied by information in newspapers and posters in public deserves the same qualification.

An awareness campaign can be defined as: "a series of actions designed to inform persuade or motivate changes in behaviour in a relatively significant and well defined audience, generally to the non commercial benefit of persons and or society. Normally these occur within a specific time period, through organised informative activities in which massive communications media are implicated, and often with interpersonal support"²³. In the case of anti-violence campaigns to protect women, "they operate just like any other advertisement, since an attempt is made to capture the attention of the public and cause them to reflect on everything that the advertisement wishes to convey"²⁴.

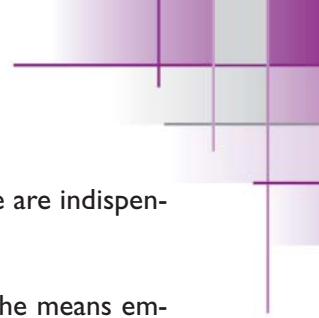
Bearing in mind the foregoing, it is appropriate to take into account the methods and techniques employed by advertising in order to mount campaigns and adapt them to the objectives sought in creating awareness of violence against women.

It is important to devise a **Campaign Strategy** consisting of a guide outlining the general ideas for developing the various actions proposed. Any strategy or plan devised for this type of awareness campaign should take into account the following:

- Research, studies etc. on the perception and attitudes to violence against women and the use and evaluation of the resources used. This will help to determine the creative aspect, selection of media and duration.
- Planning for the media to be used in the campaign should be based on the following factors: audience, cover, communications channels, creative possibilities, flexibility and versatility of each existing option.

²³ Definition drawn from the unpublished document "Analysis of Advertising Campaigns for the Prevention of Violence against women carried out by Valencia City Council in collaboration with the Centro Reina Sofia for the Study of Violence

²⁴ Ibid. Valencia City Council/Centro Reina Sofia de Estudios s on Violence.

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- Support and complementariness between the various media and proposals used, as these are indispensable for achieving an efficient and successful campaign.
 - The duration of an advertising campaign which is conditioned by the objectives sought, the means employed and the available budget.
 - The context and the background, specifically:
 - ▶ Similar previous campaigns in this field.
 - ▶ Language pertinent to the field or the collective to whom it is addressed.
 - ▶ Characteristics of the objective public, ages and sex, cultural level, lifestyle, communications channel used by that public etc.
 - Other relevant aspects for determining a creative approach and adequate means such as:
 - ▶ The campaign objective, what it aims to transmit and what is proposed.
 - ▶ The message which should be appropriately designed to achieve objectives, comprehensible, adequate for the target public and always as a complement to the image, should there be one.
 - ▶ The duration of the campaign should be sufficiently effective and long enough for the message to be understood and assumed by an objective public.
 - ▶ Analysis of the campaign supports (media, such as the press, radio, external advertising, television etc.) which will be communicating the message and which should be the most appropriate means for disseminating the message to the targeted public.

Campaigns in general have an informative component and another which is persuasive, which in a good campaign should interact to obtain favourable reactions where intended. However, the conclusion is that merely providing information without an action proposal is not sufficient, and similarly proposals for action without providing sufficient information are not appropriate or adequate.

In any case, it is important to plan an assessment of the impact of the campaign, at least on whether the message has been understood by the public to whom it is addressed, and whether their knowledge of the phenomenon has increased in general, and on the specific information transmitted; and also if it has generated involvement and identification of the message with the body promoting it.

C. Types and models of prevention

The National Plan for Awareness and Prevention of Violence against Women, defines three levels of prevention: **Primary** (when conflict has yet to arise) **Secondary** (with the presence of conflict) and **Tertiary** (arbitrating procedures to protect the victim declared as such for all purposes and effects) And *"they are defined in respect of the availability of resources and instruments of socialisation and restoration of a life plan for women, namely to recover their identity as an individual and not merely as a victim, in order to avoid repeating patterns of subordination in other relationships"*.

The three levels of prevention lead to the following courses of action:

TYPE	OBJECTIVE	MAIN COURSE OF ACTION
Primary	Avoid the appearance and consolidation of patterns of social financial and cultural behaviour which contribute to increasing the risks of violence. Avoid new cases occurring (incidence) of physical abuse by controlling the causes and risk factors.	<ul style="list-style-type: none"> ● PROVIDE SOCIETY WITH INFORMATION ON THE CAUSES AND EFFECTS OF VIOLENCE. ● COEDUCATION²⁵.

²⁵ The Glossary provides some definitions of this term.

TYPE	OBJECTIVE	MAIN COURSE OF ACTION
Secondary ²⁶	Reduce the prevalence of physical abuse by early detection of hidden cases and early intervention which will avoid more serious consequences and repetition of abuse.	<ul style="list-style-type: none"> ● PROVIDE PROFESSIONALS WITH APPROPRIATE TRAINING IN ORDER TO DETECT THE WARNING SIGNS. ● EMPOWERMENT OF WOMEN.
Tertiary	Reduce progress or consequences of a situation of physical abuse or ill treatment already established by reducing its effects and suffering caused. This includes the adoption of positive measures for action.	<ul style="list-style-type: none"> ● CREATION AND IF APPROPRIATE, ADAPTATION OF SERVICES AND RESOURCES. ● POSITIVE MEASURES FOR ACTION TOWARDS BATTERED WOMEN AND THEIR CHILDREN. ● SUPPORT FOR PERSONAL AUTONOMY OF BATTERED WOMEN.

For all these types of prevention there are strategies and models of intervention.

In the case of **Primary prevention**, the main strategy is educational. Primary prevention is aimed at groups and collectives; it is not an individual action. By educating children together equally they will achieve the rules of behaviour, beliefs and attitudes which will improve their empowerment and personal independence and current relations between men and women, which will in turn prevent violence.

²⁶ In studies carried out to determine the effectiveness of educational programmes for Secondary Prevention of Violence (that is action aimed at children who have already been identified as aggressive or at risk of becoming aggressive) concluded that there would appear to be greater improvements in behaviour than expected from random effects. Benefits can be obtained in primary and secondary school groups and in groups of both sexes and of boys only . Despite this fact, studies emphasis the need fro additional research in order to establish whether those programmes reduce the occurrence of violent injury or whether the benefits identified last beyond a period of 12 months..., Mytton J., DiGuisseppi C, Goughn D, Taylor R, Logan S. Educational programmes for Secondary Prevention of violence (Revision Cochrane translated). In: Cochrane Plus Library, number 4, 2006. Oxford, Update Software Ltd. Available at: www.update-software.com. The Cochrane Library, 2006 Issue 4. Chichester, UK: John Wiley & Sons, Ltd.).

In all cases and in particular in the case of **Secondary and tertiary prevention**, one of the most significant means of intervention is the Ecological Model which in addition to clarifying the causes of violence and its complex interactions, also makes it clear that in order to prevent violence it is important to act on several levels at once. For example:

- Address individual risk factors and take steps to change subsequent risk behaviour.
- Influence close personal relationships and work to create healthy family environments as well as providing professional assistance and support to dysfunctional families.
- Check that the structure of public areas does not increase the possibility of aggression (badly lit areas, bad communications, inaccessibility etc.) and take measures to remedy these situations, if appropriate.
- Address gender inequality and attitudes and adverse cultural attitudes and practices. And in particular, pay attention to more general cultural, social and economic factors which contribute to inequality and violence, and take measures to remedy this, such as those oriented towards reducing social and economic differences and to ensuring equal access to benefits and services and opportunities.

The emphasis in this guide is placed on Primary Prevention as Secondary and Tertiary levels of prevention involve direct and very structured attention within the Local Authority setup.

4. Criteria employed in awareness proposals

The National Plan for Awareness and Prevention of the Ministry of Employment and Social Affairs specifies in its section 'Awareness campaigns' included in the sector 'Communications' which the local authorities along with the other levels of state government, need to address, namely:

- Ongoing and accessible information and awareness campaigns which analyse the phenomenon of violence in all its dimensions and which places emphasis on the serious nature of the problem from the perspective of violation of human rights and the perpetration of a criminal offence inherent therein.
- Information and awareness campaigns aimed at adolescents in order to identify the first stages of manifestation of a violent phenomenon.
- Information campaigns aimed at the immigrant population on Spanish legislation in matters of gender violence.
- Information and awareness campaigns targeting the rural environment.

In addition, it specifies that subsequent to the launching of every campaign the results obtained will be assessed.

In order to carry out these campaigns, it is important to consider which type of message is most appropriate, which values are proposed and which population groups should be targeted. These issues will be addressed below.

A. Messages for awareness

Actions which are set up to create awareness in society in respect of combating violence against women are extremely diverse, including social advertising through various means, (written or audiovisual) and through different channels (street, press Internet, television, etc.), workshops and conference events, collecting signatures (online for example) commemoration of 25 November etc.

Due to their significance and because they are the most common form of activity, this Guide concentrates on awareness campaigns.

Awareness campaigns organised by public authorities, NGOs, social agencies and international bodies, have been developed over time and have launched different types of message based on a number of objectives.

Progress has been made since the first campaigns which attempted solely to draw attention to the phenomenon, and which focused exclusively on denouncing injustices, which have now led on to those in which it is society which receives the main message that violence is a social problem, not just one for the women who are battered.

Those are just some examples and the four first objectives should be present in any campaign:

TYPE	SOME MESSAGES	ORGANISATION / PROMOTING BODY
1. Counteract any justification for violence. Visualise origin and consequences.	"Machismo kills"	Network of Feminist Organisations against Gender Violence
	"You can't beat Love"	Federation of Progressive women

TYPE	SOME MESSAGES	ORGANISATION / PROMOTING BODY
2. Visualise the existence of violence against women.	"It isn't next door's TV, those are screams and punches" "That nice polite neighbour has threatened to kill his wife"	Madrid City Council
	"Fight macho violence"	MTAS Institute for Women
	"Being a woman can be bad for your health"	Federation of Progressive Women.
3. Seek support break with a passive environment, create awareness of the fact that it is a social problem and encourage individual and group involvement.	"I am against violence against women"	Alcorcón Town Council
	"Stop physical abuse"	Alcalá de Henares Town Council
	"Stop domestic violence"	Council of Europe
	"End violence against women"	Amnesty International
	"What your neighbour does with his life is his own business, but what about his wife's life?" "Prostitution exists because you pay for it" "Domestic violence IS your concern" "Educate for equality and eradicate violence" "25 November. Madrid zero tolerance of violence"	Madrid City Council
	"Gender violence : it is your problem"	Community of Madrid
	"It all starts with shouting , don't let it end in silence"	Council of Europe
	"Not a single minute more of silence for battered women"; "Break the silence" "The perennial problem. People wash their hands. React against violence and physical abuse"	Instituto Andaluz de la Mujer (Institute of Andalusian Women)
"It is everyone's business / Denon zeregina da"	Ayuntamiento de Vitoria-Gasteiz y Diputación Foral de Álava	

TYPE	SOME MESSAGES	ORGANISATION / PROMOTING BODY
4. Combat fatalism. Offer hope rather than pessimism. Change is possible Emphasise recovery.	"We mean business. There is a way out"	Community of Madrid
	"The law is winning"	MTAS
	"Get your life back"	Madrid City Council
5. Encourage women to complain or to tell what is going on.	"Don't give violence a second chance"	Fundación Mujeres
	"Don't let it continue... think about it"	Institut Catalá de les dones (ICD)
6. Discourage those who are violent.	"Your wife IS NOT YOUR property. No one has the right to mistreat anyone"	Instituto Andaluz de la Mujer
	She is not yours, a woman doesn't belong to you / Ez da zeurea, ez da zeure emakumea	Ayuntamiento de Vitoria-Gasteiz
7. Create awareness in young people and adolescents.	"There are no princes or princesses. Make up your own story"	Federación de Mujeres Jóvenes
	"Get rid of gender violence. Violence does not start suddenly"	Ayto. Alcázar de San Juan
8. Create awareness and implicate men to create a new concept of masculinity.	"Ten reasons to change men" "Silence makes us an accomplice" "Do not tolerate violence against women" "Man to man: check your machismo"	Men for equality
	"Better late than never" "Change means gain"	Málaga City Council
	"Don't be an accomplice to violence"	Castilla la Mancha Institute for Women
9. Propose positive relationship models.	"Choose to be treated well"	Gijón City Council



B. What does society think of violence against women?

The society we live in has naturalised violence and its expression. We are saturated with information, images, and aggression of every type has become banal and commonplace reducing sensitivity to violent acts and increasing the degree of tolerance to it. Furthermore, in the case of violence against women, although public opinion is changing and becoming increasingly intolerant of violence²⁷, in practice it is sustained as a means of controlling women and in this respect both aggressors and some victims assume it as normal.

Violence against women is fortunately changing from something perceived as a private matter far removed from external intervention to a problem of society and a human rights issue which society must redress. Despite this fact, the main burden resolving the problem is placed on the woman. The fact that violence from spouses or ex partners requires that under law the victim must file an official complaint has contributed to this being an inevitable condition for ensuring safety, for example.

Historically, violence perpetrated by men against women has been condoned by the whole of society and therefore it is not possible to consider creating awareness in just one sector of that society. For adolescents, young people, old people, people from all walks of life, irrespective of their social, financial or cultural levels, or whether they live in cities or rural areas, nationals or foreign, will require languages, messages or media to be adapted in order to improve effectiveness, however, no one is in doubt that they should all be targeted in campaigns.

The creation of awareness proposed should counteract social discourse which has led to reproduction of the unequal system on which patriarchy is based. Some popular explanations, those most often heard in public places, or read in the press (although this is decreasing), or on chat websites, etc., on equality or even violence can often provide interesting clues, for example:

- **"It is a personal matter, so it is not right to interfere"**, is the opinion of a manager in the case of sexual harassment of a female employee.

²⁷ In Spain the perception of the phenomenon of violence against women is high, greater than violence towards children or older people. A 2005 study carried out by the Sociological Research Centre (CIS: Study n° 2597, barometer for March 2005, on a national sample of 2488 persons, representing population over 18 resident in national territory) almost all those interviewed considered that this type of violence is an extensive phenomenon, thus almost all women responded in this respect (95.0% considered it very + quite extended) whereas men have a slightly reduced perception of the phenomenon (86.4%). Nine out of ten people consider that this is a totally unacceptable phenomenon.

- **"He is a good person, we can't understand it"**, says a neighbour of a man who has been arrested for murdering his wife. The aggressors usually behave in a normal manner towards the rest of society. There are no external signals which would identify them, however it cannot be said that a murderer is not a bad person. Isolating violence perpetrated against a partner from any other personal characteristic is another way of minimising the problem. In this way, tolerance towards aggressors, despite the fact that they are known to be violent, is in some way explained.
- **"She was asking for it, you can't go to work dressed like that"**. This is the comment of work colleagues of a woman who had complained about sexual harassment by one of her workmates. Beneath this perception lies the belief that women should be demure and should renounce their freedom to dress as they please, thus it is men who decide on the basis of their own criteria who may be harassed.
- **"That is because their society is more macho"**, comments a woman reading in the newspaper that the victim was Latin American. She does not realise that machismo is not the prerogative of any one part of the world and that in Spain seven out of ten complaints are lodged against a Spaniard.
- **"What do you expect, he was such a good guy and she left him, and naturally he went a bit crazy"**, a friend of a couple voices her opinion of the fact that the woman has filed a formal complaint. With this argument she denies the freedom of choice in selecting a partner or deciding to divorce, and justifies the violence by treating it as a temporary mental upset when it is a well known fact that it almost always coincides with a premeditated action.
- **"He did it because he had had enough of looking after the whole family"**, is what the neighbours have to say following a case of a father murdering his family. Depression or bad patches are used as convincing reasons for his innocence. All too frequently the communications media dig into the life or the past of the perpetrators to find traumas and experiences to justify their behaviour; when, however, there is no justification.
- **"He is not a violent man, it is alcohol that makes him go off the rails sometimes"**, is how a group of friends justified an attack on a woman by her partner, because when he drank, he only lost control now and then and did not know what he was doing when he arrived home and hit his wife because the supper was cold, or because his shirt wasn't ironed. Although the alcohol may have an element of releasing inhibition, it is not the cause of violence against women.
- **"Don't complain, he's controlling you because he loves you so much"**, says one young girl to another because she is unhappy about so many messages and calls on her mobile from her boyfriend. Love is identified with possession of the other person (the girl) and a relationship enjoying freedom and respect is not valued.

- **"He is jealous because he loves you"**, explains a friend to another girl who is getting fed up with her partner. Jealousy, which is simply an unhealthy desire for the exclusive attention of another person, becomes identified with love and affection.
- **"What was she up to out at that time of night"**, comment two people at a bus stop reading the news about a young woman's rape. They forget that this woman is free to do as she likes and accuse her. She shouldn't be going out at that time because it is dangerous. However, wasn't she attacked? The attack becomes a logical consequence of her action, the attacker becomes invisible.
- **"She was alone at five o'clock in the morning, what was she doing alone at that time!"** comments the friend thinking out loud regarding the woman who was attacked in the street. Sometimes, in addition to being attacked, the women are made to feel guilty for the attack if she acts out of context of her role in a specific place, time or situation.
- **"When there are money problems it is easy to lose control"**. This type of comment is made by someone unaware that violence against women is not related to a couple's financial problems and can occur between people of all economic levels. It is a maximum expression of a woman's subjection to a man and money has nothing to do with it.
- **"If that were me, no way would I put up with him!"**, is heard in a conversation between two friends of a woman they know whose husband abuses her. The conceptualisation of the cycle of violence has been a great help in demonstrating that these forms of physical abuse do not derive from sporadic aggression between equals but rather systematic attacks from those in a position of power. Ignorance of the psychological consequences of the cycle of violence perpetrated on battered women leads to the assumption that people do not know the position they should take although they are fully empowered to do so. The hypothetical group does not understand that they are vulnerable people and victims of post traumatic stress.
- **"It goes with the job"**, states someone in the light of the death of a prostitute, a profession which is always mentioned in the media if an attack takes place. Prostituted women tend to see the justification of violence against them as just another example of their low social status.
- **"She wasn't much of a home body she liked to be out and about"**, is the way in which a group of friends justified an attack on a woman by her partner because she went out with her friends, studied, did not stay at home cleaning but had a life outside the home.

- **"You must have done something to deserve it..."**, states a mother to her daughter telling her about her partner's first attack. Nothing whatsoever justifies an attack and family support is essential for the abused woman. The last thing she needs is to be made to feel guilty.
- **"I am not suggesting he should kill her but sometimes when you split up they take you to the cleaners..."**, one friend tells another as they read the news of the latest murder of a woman by her ex partner. In fact, he is saying that the laws favouring women in separation and divorce are justification for violence. The argument continues the false assumption that protecting women leaves men at risk.
- **"She was asking for it..."** states a friend to another on learning that a young woman has been raped in a discotheque. The way of dressing, alcohol, daring behaviour, anything seems to justify an attack. Girls are to be where they want and do what they want and to have the respect of others.
- **"The trouble is that now they aren't prepared to put up with anything"**. It is years now since a woman's emotional relationship has ceased to be linked to "putting up with it" at any price. In the face of abuse, any woman should take the decision to get out of such a situation and should deserve the support of those around her, her friends, other men and women in her circle. It is what such women need, not to be reminded that in the olden days "they put up with everything".
- **"Children need their father"**. This is an argument sustained by many couples where the woman is subjected to violence. The biological father is not always the best father. A good father does not mistreat anyone and less so the mother of his children, paternal love is incompatible with manipulation and violence. What kind of model is provided for children living in a violent environment?
- **"Lucky her, because she is a battered woman she has been given financial help"**. It is not quite clear what this comment is supposed to be referring to but it is heard at times in our townships. Apart from the fact that it is vital to provide resources for battered women and these are always limited, because without such help they cannot rebuild their lives, nothing is able to really compensate violence, nor is there anything lucky about being a battered wife.

If the reasons and consequences for violence are not explained, ignorance of the problem will continue to prevent it being addressed and successfully remedied.

Violence against women is nothing to do with neither financial status, nor education, nor is it simply linked to drug dependence. Battered women are not responsible for it, and the harm they suffer makes it difficult for

them to take decisions. They all need the support of those around them, and as no one or nothing justifies violence, this will eventually disappear.

It is inequality and the injustice this brings, which permits violence to be learned and repeated generation after generation. To summarise, it is vital to create awareness of the fact that men and women have the same rights and that one of these is the right to individual freedom, which is something which is violated when men abuse women.

C. Some proposals for local authorities to create awareness against violence

Local authorities will continue to create awareness in society to increase their capacity for rejecting and combating violence, and in addition to campaigns which are still being carried out, there are some criteria which may be useful for future campaigns, and these are as follows:

- **Target audience, objectives and criteria for messages:**

Advertising experts state that it is necessary to define the profile of the consumer as this will enable the most effective and efficient means to be employed, and also the requisite tone for persuading their targets. They add, therefore, that *"we need to analyse not only demographic variables but also other data which will help to disseminate the creative expansive wave of ideals, habits, beliefs, value systems, to summarise, they are that group of items or elements which we refer to as 'life style'"*²⁸. The criterion is to be familiar with the **audience** being targeted in the campaign in order to create materials and messages which are significant for that specific public, and to determine which channels to use.

In any case, it is important to consider which **benefits are proposed to the audience** for the message to be well received. The proposal may be to look at things from a different point of view which complements - rather than opposes – the main idea.

And finally, it is necessary for the campaign **to create a proposal** which, if possible, will be clear and concise, considering that it is always better to encourage reflection and contemplation rather than trying to persuade.

Campaigns must therefore decide on their messages, based on their intended objectives and these in turn will depend on the public (target audience) to whom they are addressed.

²⁸ Adapted from the proposals of Fernando Olmedo, *Pros y contras de las campañas publicitarias*, Estrategia Magazine, Year 4, n° 61. Available online: www.e-estrategia.com.ar

Below a range of proposals are suggested for businesses to construct their own suggestions based on appropriate priorities.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
<p>Population in general</p> <p>...</p>	<p>Visualise the existence of violence against women.</p>	<p>Violence against women is a social problem, Violence is the result of inequality. Violence exists and combating it is the responsibility of the whole of society.</p>
	<p>Social rejection of attackers.</p>	<p>Devalue aggressors. Draw attention to completion of sentences.</p>
	<p>Evaluate the role of women for family, social and public life. Assess domestic work, the economic value this presupposes. Assess the benefit of joint responsibility for a task (teamwork). Value the contribution and work of women in the public sector.</p>	<p>Value the social role of domestic work and care, quantifying them in financial terms. Value the knowledge, the skills and abilities needed for domestic work and care work. Value the fact that domestic and care work is compatible with carrying out other tasks in the public sector. Value the care of other people as something satisfactory, worthy and positive. Joint responsibility is not help, it is justice. Visualise the fact that task sharing can be equated with having more time for others. Visualise the fact that men have the same responsibility for domestic work and care work as women, and that the skills and abilities are acquired by both men and women.</p>

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
... Population in general ...	Counteract any justification of violence. Visualise origin and consequences.	Violence has no direct relation to drugs. Violence has no direct relation to economic problems. Violence has no direct relation to educational levels. Violence can affect all of us , in any place and at any time and in any situation. Violence is not a macho thing. Violence against women is comparable to the same violence that men are subject to. False accusations are in the minority and can be discovered
	A woman's body should be respected.	Women are not chattels to be used. They alone are in charge of their bodies. Women are not sexual objects.
	Seek support, break with passive attitudes in their environment, create awareness that this is a social problem.	Battered women need society to help them overcome their situation.
	It is not a problem confined to immigrant women, although they may well be in a position of greater vulnerability.	Immigrant women may be in a position of greater vulnerability, however violence is perpetrated on national and foreign women alike.
	Create awareness of the cycle of violence and its consequences for victims.	Battered women are psychologically debilitated and struggling to get out of their situation. They are not ignorant, nor do they like violence. They are sad, probably depressed and they need support.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
<p>...</p> <p>Population in general</p>	<p>Seek not only social joint responsibility but also individual responsibility. Provide information for exercising individual responsibility.</p>	<p>Violence is a social problem, however society is made up of people. Every individual is responsible. Personal and social beliefs are the reason why violence endures. Provide information on resources close at hand.</p>
<p>Adolescent and young population</p> <p>...</p>	<p>Generate equal relations.</p>	<p>People are complete well rounded individuals in themselves. Having a partner is not an essential condition. The fact that people are equal does not mean that they are identical. People differ but they are equal in terms of rights, treatment and opportunities. Place particular emphasis on egalitarian, personal and social relations between boys and girls, which are crucial for future relations to be devoid of violence. One's image is an accessory it places emphasis on what the person is and not what they appear.</p>
	<p>Debunk the myth of romantic love. Recognise violence. Eradicate abusive relations masquerading in the name of love.</p>	<p>Love means respect for the personal intentions of the other. Love does not use control mechanisms. Personal autonomy is essential to personal development and for the generation of relationships maintained in freedom. Jealousy does not mean love, it is a display of possessiveness. Male sexuality is not violent.</p>

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
<p>...</p> <p>Adolescent and young population</p>	<p>Assess new male and female role models.</p> <p>Value joint participation and responsibility of men and women in domestic tasks and care, and in the public sphere.</p>	<p>Personal authority is crucial.</p> <p>Being a man is not necessarily a defence of the male stereotype²⁹.</p> <p>Carrying out domestic tasks increases personal autonomy.</p> <p>Boys gain as much as girls from egalitarian relationships.</p> <p>Everyone has the right to free time. All the family should cooperate in household tasks freeing up time for the whole family.</p> <p>Private and public spaces are areas of responsibility both for women as well as men. Joint responsibility is an essential in both spheres.</p>
<p>Elderly population</p>	<p>Visualise the fact that any time is a good time for change.</p> <p>Provide information on existing services and resources.</p>	<p>Older women may make plans or start a new life.</p> <p>Older women do not have to be responsible for the wellbeing of others.</p> <p>Older men may learn to look after themselves and be independent.</p>
<p>Immigrant population</p>	<p>Provide information on their rights.</p> <p>Facilitate that information through their own known channels, consider the heterogeneous nature of the immigrant population.</p>	<p>Violence is a threat to all women and every woman has the right not to be attacked or abused.</p> <p>Culture and religion irrespective of their nature cannot justify violence against women.</p> <p>Immigrant women have other support networks apart from their family or those in their immediate circle.</p>

²⁹ Some interesting campaigns in respect of reconciliation of personal and working life are for example Equal Time Jugglers in Granada.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
Gypsy population	Provide information on their rights. Facilitate information through their own channels.	Violence is a threat to all women and every woman has the right not to be attacked. Culture and religion, irrespective of their nature, cannot justify violence against women. Gypsy women have other support network as well as their families or those in their immediate circle.
Women of any age	Visualise violence in all sectors. Seek solidarity and responsibility.	Violence is a threat to all women and every woman has the right not to be attacked or abused. Battered women are in an extremely vulnerable and emotional position and should be supported. Personal autonomy is crucial. Women can be empowered ³⁰ .
Disabled women	Facilitate accessible information on resources, both for individuals and disabled associations. Support autonomy in decision making for disabled women.	Violence is a threat to all women and every woman has the right not to be attacked. Visualise the reality of physical abuse and sexual aggression towards disabled women. Public resources are accessible for disabled women. Disability does not affect one's ability to make decisions.

³⁰ There is a definition of "empowerment" in the Glossary.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
Battered women ...	Create awareness of the cycle of violence and the consequences for its victims.	Recognition and intolerance of any violent behaviour (psychological, physical, economic, sexual, etc.). It is important that the attack never happens. Dispel the air of normality accorded to certain events and identify them as violence.
	Eradicate battered women's guilt feelings.	It is not a problem of the victims but rather a social problem. Combat a fatalistic attitude. Offer hope rather than pessimism. Battered women have the support of institutions and their own social networks. It is possible to get your life back after suffering violence. Although the path is not an easy one, they are the main players in their own lives.
	Inform on the right to lodge a complaint. Encourage battered women to express their feelings and to reveal what is going on. Accord value to the process of eradicating violence. Emphasise subsequent recovery.	Portray women who file complaints as courageous people. Ensure that prior to filing a complaint they understand the procedure and its consequences and that they take steps not to put themselves at risk.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
... Battered women	Break with the stereotype of children being the reason for failure to complain/divorce/ separate.	Children should not be a pretext for continuing in an abusive relationship.
	Provide information on existing services and resources.	The law is on her side and there are services and resources to support her.
	Portray other types of violence in situations other than romantic partnerships.	Intolerance of violence of any kind against women, anywhere and perpetrated by anyone.
Men of all ages	Discourage abusers. Devalue the aggressor. Break with male complicity. Offer / reinforce other non violent models of masculinity. Discourage the image of a macho man; Value new ways of portraying masculinity. Value a new concept of masculinity and relations with women.	Male complicity in respect of equality. Create male awareness of a change in the concept of masculinity. Value men not abusers. Change is possible and positive. Beliefs can change. Care in the home is also a man's job. Macho jokes are just not funny. Men feel, laugh and cry too.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
Professional groups (for example, in the health, legal, social educational police sectors to name a few)	Increase joint responsibility for combating violence.	Personal skills must be taught for detecting violence and acting in a professional and correct manner. Professional groups have the responsibility to inform and to detect potential cases of violence.
Unions and businesses	Portray violence in all its areas.	It is a social duty to support the any claim made in respect of violence. In the workplace women are subjected to violence and this fact should be highlighted and denounced.
	Establish responsibility by creating procedures for claims to be made in the workplace ³¹ .	Information is an initial step before taking action, however it is not sufficient in itself, businesses should establish specific procedures for lodging a claim Working agreements may incorporate specific clauses and procedures for launching the complaint in the work environment.
	Provide information on positive measures for action in the workplace to assist women subjected to abuse.	In employment and business policies it is possible to include positive active measures for abused women.

³¹ Organic Law 3/2007, of 22 March, for effective equality of men and women. Article 48. Specific measures for preventing sexual harassment and harassment on grounds of sex in the workplace.

1. Businesses should promote working conditions which avoid sexual harassment and harassment on grounds of gender and set up specific systems for their prevention and to provide channels for complaints by those who have been victims of such treatment. With this aim they will be able to establish measures which should be negotiated with workers' representatives, such as the creation and dissemination of codes of good practice, informative campaigns or training activities.
2. Workers' representatives should contribute to preventing sexual harassment and harassment on grounds of gender at work by creating awareness among workers of its present and by informing management of conduct or behaviour of which they are aware or which may lead to such types of harassment.

Ideas on target audience, objectives and criteria for the messages in a campaign to create awareness of violence against women

Objective population (target audience)	Objectives	Message criteria
Communications Media	Increase joint responsibility for combating violence. Ensure that the media complies with the code of conduct in respect of the information in question.	The 'gutter press' and gossip magazines trivialise the fight against violence. Information should be treated in a serious manner.
	Combat sexist stereotypes in advertising and the use of women's bodies.	Women are not objects
Associated social fabric	Show responsibility for detecting potential cases, the fight for equality, social information and support for women who have suffered abuse.	The social fabric is a school of democracy and working towards equality between men and women. The associated social fabric should be supportive of women who have been subjected to abuse and should provide arguments for rejecting violence. Women can find in the associative fabric as an area of comprehension and support.
Women's associations	Show their responsibility for detecting potential cases, the fight for equality, social information and support for women who have suffered abuse.	Women's associations fight for equality between men and women. Women's associations are supportive of women subjected to abuse and provide arguments against violence. Women's associations provide a support network for combating violence against women.

• **Content**

A fundamental criterion is to provide information, ideas and proposals for individual and collective action. Campaigns should incorporate in their message values which would prevent violence and condemn those who promote it.

The following table contains some examples:

VALUES WHICH WOULD PREVENT VIOLENCE	VALUES WHICH ENCOURAGE VIOLENT SITUATIONS
<ul style="list-style-type: none"> ▶ Belief in the positive effects of equality for society in general. ▶ Valuing a person without taking into account their sex or their image, or their country of origin, or whether or not they are disabled or on grounds of age etc. ▶ Difference and diversity as an enriching factor. ▶ Interaction between individuals as an enriching factor. ▶ Value of individual autonomy understood as each person being a complete rounded entity. ▶ Solidarity and social responsibility. ▶ Equal treatment and parity with all other human beings. ▶ Equal opportunities for all. ▶ Mutual respect and individual freedom. ▶ Everyone should take part in decision making. ▶ Valuing all work the same, both productive and reproductive. ▶ Valuing non violence in managing conflicts. ▶ Valuing love on equal terms. 	<ul style="list-style-type: none"> ▶ A co-dependent attitude needing another person to be complete. ▶ The weight of traditions, religions, cultures etc. which place women in a subordinate position. ▶ Unequal relations which are not based on respect for freedom but rather on the exercise of power. ▶ Social inequality and discrimination against women. ▶ Undervaluing anyone who does not fit the general mould. ▶ Valuing persons on the basis of their image, age country of origin, etc. ▶ Trivialising romantic and sexual relations. ▶ Commercialisation of sexual models and roles. ▶ Using women's' bodies. ▶ Normalisation of violence as a way of resolving conflicts. ▶ The education given to women based on defencelessness and dependence. ▶ The belief that by the mere fact of being women they can be attacked and abused. ▶ Traditional male and female roles.

D. Tool for highlighting awareness: checklist

Below we provide two check lists. The first serves to check whether the action taken is sufficient overall to cover the objectives of creating awareness of violence against women.

The second is designed to assess a specific product: a poster, a pamphlet, a radio announcement etc. In both lists, the affirmative responses are the correct ones.

A recommendation: both lists may be used to present a campaign proposal or a group activity. The idea is that the lists are useful for pre-testing any planned activity.

List 1. Criteria for ascertaining whether or not the activity is appropriate overall.	YES	NO
The framework for the activity is that violence against women is a violation of human rights.		
The framework for activity is the premise that violence against women is the result of an unequal society which discriminates against women.		
The framework for activity is the premise that physical abuse, sexual abuse and sexual harassment are punishable offences.		
The framework for activity is the premise that violence against women is not a private or individual problem but rather a social issue.		
The material in terms of text and images does not reproduce or suggest sexist stereotypes.		
The material in terms of text and images does not contain sensationalist messages.		
The material in terms of text and images illustrates the diversity of men and women.		
The material, in terms of text and images does not merely speculate but provides genuine and contrasting information.		

... List 1. Criteria for ascertaining whether or not the activity is appropriate overall.	YES	NO
The material provides proposals for action.		
Set up of a monitoring and assessment system has been planned.		
Various techniques have been planned for conveying information: stories, reportage, chronicles, documentaries, opinion articles, posters, etc.		
Various communications media have been planned such as press, television, the street, radio etc. depending on the target population.		
Systems have been planned for coordinating schedules and the manner in which all the elements channels and tools to be used will be set up.		

List 2. Criteria for deciding whether a specific product is appropriate (poster, pamphlet, advertisement, radio announcement, etc.) for an awareness campaign.	YES	NO
The public for whom the information is designed has been clearly defined.		
The message (image and text) conveyed is comprehensible to the public for which it is destined.		
The image (if consistent) is consistent with the written and spoken text.		
In the case of written texts (posters, pamphlets, etc.) the message is visually accessible, the size and typeface chosen will assist reading, and the text message is not too heavily loaded.		
The message is clear (in the case of a poster, announcement or advertisement, it concerns a single idea, in the case of a brochure or pamphlet the ideas are clear and ordered and sufficient but not excessive).		

List 2. Criteria for deciding whether a specific product is appropriate (poster, pamphlet, advertisement, radio announcement, etc.) for an awareness campaign.	YES	NO
The message is not paternalistic.		
The message does not blame violence on women.		
The message does not victimise women.		
The message is not fatalistic.		
The message is not sensationalist.		
Sexist stereotypes are not used.		
When providing information, the data is clear and sufficient.		

5. Criteria for prevention proposals

A. Actions for prevention

In order to prevent violence, Public Authorities, NGOs, women's organisations and other social agencies are carrying out priority activities involving the following agents:

Agent	Examples of activities	Part of National Awareness and Prevention Campaign as remit of Local Authorities
Education Community	<ul style="list-style-type: none"> i. Learning experiences involving children and their teachers³²: co-education workshops, equality and prevention of violence, conflict management, joint responsibility, domestic tasks (survival) etc. ii. Specific teacher training in order to incorporate gender focus in their work. iii. Training educators in prevention, detection and addressing violence against women. iv. Creation of teaching material specific to working at different educational levels. v. Training for AMPAS members in co-education, equality and prevention of violence. vi. Conferences and workshops for parents on education in equality and prevention of violence. 	

³² An example of educational materials for preventing gender violence are teaching units published by the Junta de Andalucía for Primary and Secondary Education and also for Adult Education. Available at: www.juntadeandalucia.es/averroes/publicaciones/violencia_genero.php3 (Most recent consultation: December 2006). Other materials include those published by the Institute for Women its Cuadernos de Educación No Sexista. Available at: www.mtas.es/mujer/programas/educacion/materiales/prevencion.htm (Most recent consultation: December 2006).

Agent	Examples of activities	Part of National Awareness and Prevention Campaign as remit of Local Authorities
Professionals and local heads of non vocational education	<p>vii. Training in education for equality in free time activities and non vocational education and prevention of violence.</p> <p>viii. Training for the early detection of violent situations or sexual aggression in the family context.</p> <p>ix. Participatory activities, such as workshops, conferences, debates etc.</p> <p>x. Social and cultural entertainment activities.</p>	<p>► Training for educators in non vocational education based on the roots of gender inequality and on the tools to be used in coeducation.</p>
Social Organisation	<p>xi. Forums for associations which take an in depth look at the phenomenon of violence and ways of combating this.</p>	
Specifically addressing women	<p>xii. Participatory activities such as workshops, conferences debates etc. for women which encourage their empowerment.³³</p>	
Specifically addressing men	<p>xiii. Workshops on:</p> <ul style="list-style-type: none"> • Joint responsibility • Masculinity³⁴ and relationships • Emotional intelligence and self esteem. • Stress control and non violent communication. • Enjoying fatherhood • Conflict management. Negotiating agreements <p>xiv. Debates on the theme.</p>	

³³ See Glossary: Empowerment.

³⁴ **Exploration of masculinity** – Masculinity programmes attempt to explore what “men do”. The main idea is to teach children from an early age that violence (against someone) is unjustified, that the predominant definition of masculinity in any society is not the only alternative and although they are physically different, girls have the right to the same rights and opportunities and men.

Agent	Examples of activities	Part of National Awareness and Prevention Campaign as remit of Local Authorities
<p>Specifically addressing young people</p>	<p>xv. Workshops designed for young people from the perspective of their interests For example, customising egalitarian t-shirts; comics for equality; changing roles to the rhythm of hip hop; communication contact, etc.</p> <p>xvi. Support for young people’s equality networks.</p> <p>xvii. Workshops for preventing abusive relations in secondary education schools</p> <p>xviii. Workshops for prevention in young people’s areas (youth clubs, youth centres etc).</p> <p>xix. Workshops which help young people to identify the first stages of manifestation of the phenomenon of violence and how to recognise them as such.</p>	
<p>Specifically addressing disabled people</p>	<p>xx. Training for associations and professionals who work with disabled women for early detection of the problem, addressing and acting on it.</p> <p>xxi. Workshops aimed at disabled women in order to identify the first stages of the phenomenon of violence and identifying it as such.</p>	<p>► Publication of guides and pamphlets in several languages and which are accessible to the disabled for ongoing dissemination of existing rights and resources.</p>

Agent	Examples of activities	Part of National Awareness and Prevention Campaign as remit of Local Authorities
<p>Specifically addressing local communications media</p>	<p>xxii. Training of professional groups in the communications media such as equality and gender, violence against women, criteria for handling such news, non sexist use of language, etc.</p> <p>xxiii. Establishment of codes of conduct on texts and images and ways of addressing the news.</p>	
<p>Professionals (local police, youth workers, local arts professionals, health workers, non vocational educators, social workers ...)</p> <p>...</p>	<p>xxiv. Links to local Authority Departments, such as training in education for equality for prevention of violence, and for detecting possible cases of violence. In any case, the goal is to link these training activities to coordination circuits (for example protocols).</p> <p>xxv. Specific agreements on procedures and protocols for action between different areas and levels of government and with other social agencies implicated.</p>	<ul style="list-style-type: none"> ▶ Adoption of common criteria for basic, specialised and ongoing training in equality between men and women and in gender violence for personnel in the National Health System. ▶ Establish a schedule for training in matters of equality and gender violence for all professionals in the National Health System and carry out the first two years. ▶ Devise reference training materials which contribute to quality training in matters of gender violence in training National Health Service personnel. ▶ Adoption of common criteria for initial and ongoing training in issues of equality between men and women and gender violence of all members of the armed and security forces. ▶ Establish a training schedule for training in equality and gender violence of all members of the armed and security forces and carry out the first two years of this.

Agent	Examples of activities	Part of National Awareness and Prevention Campaign as remit of Local Authorities
<p>...</p> <p>Professionals (local police, youth workers, local arts professionals, health workers, non vocational educators, social workers ...)</p>		<ul style="list-style-type: none"> ▶ Devise reference training materials which contribute to quality training in matters of gender violence in training of members of the armed and security forces. ▶ Guide with best police practices in gender violence both in respect of attention to victims and the response to attackers. ▶ Adoption of common criteria for ongoing training in matters of equality between men and women and gender violence of social services professionals.

In addition to these actions, local authorities are undertaking specific studies which will bring to light the special nature of the phenomenon. For example, studies on the perception of violence, attitudes for dealing with this phenomenon, on acceptance or rejection of stereotypes, etc.

As a result, the main strategies for prevention, particularly in primary education, include ensuring co-education of children and adolescents and training of young people and adults. However, they may mobilise others such as transversality of the gender focus to local coordination policies, and liaison between institutions, or the creation of support networks.

It is therefore appropriate to discover on one hand how education laws address education in equality, because this particularly affects Primary Prevention. However, in addition, as the powers of local authorities are very restricted in this matter, it is also appropriate to undertake other lines of action.

This is explained in the following sections.

B. For Primary Prevention: how do education laws address equality between men and women?

Chapter II of Title II, articles 23, 24 and 25 in the **Organic Law 3/2007, of 22 March for effective equality of men and women**, refers to the educational system as follows:

Article 23. Education for equality between men and women.

The educational system shall include in its aims education on fundamental rights and freedoms and equality of rights and opportunities between men and women.

Furthermore, the education system shall include within the principles of quality, elimination of obstacles which hinder effective equality between men and women and promoting full equality between them.

Article 24. Integration of the principle of equality in educational policy.

- 1.** The education authorities shall guarantee equal right to education for both men and women through active integration, in the objectives and education activities of the principle of equal treatment, thus preventing sexist behaviour or associated social stereotypes which would lead to inequality between men and women.
- 2.** Education authorities in the scope of their respective competence, shall carry out the following activities for this purpose:
 - a)** Special care should be paid in the curriculum and in all stages of education to the principle of equality between men and women.
 - b)** Elimination and rejection of sexist behaviour and content and stereotypes which presuppose discrimination between men and women, with special consideration given to text books and educational material.
 - c)** Integration of the study and application of the principle of equality in courses and programmes for initial and ongoing teacher training.

- d) Promotion of a balanced presence of men and women in control bodies and governance of education centres.
- e) Cooperation with other educational systems for developing projects and programmes aimed at encouraging knowledge and dissemination among members of the education community of principles of co-education and effective equality between men and women.
- f) The establishment of educational measures aimed at recognition and teaching of the role of women in history.

Article 25. Equality in the field of higher education.

1. In the field of higher education, the Public Authorities in the exercise of their respective powers shall encourage teaching and research in the meaning and scope of equality between men and women.
2. In particular, and with this aim, the Public Authorities shall promote:
 - a) The inclusion in relevant study plans of teaching in matters of equality between men and women.
 - b) The creation of specific post graduate courses.
 - c) Studies and specialised research activities in the field.

The **Organic Law 172004, of 28 December on Integral Protective Measures against Gender Violence**, states:

Article 4. Principles and values of the educational system.

1. Part of the purpose of the Spanish education system shall be to provide training in respect of the fundamental rights and freedoms and equality of men and women, in addition to exercising tolerance and freedom with the democratic principles of coexistence. In addition the Spanish education system shall include within its primary objectives the elimination of obstacles to equality for men and women and training in the prevention of conflicts and for peaceful resolution thereof.

2. Infant education shall contribute to developing learning skills in childhood for the peaceful resolution of conflicts.
3. Primary Education shall contribute to the development of the pupils' capacity to acquire skills in the peaceful settlement of conflicts and in order to understand and respect sexual equality.
4. Compulsory Secondary education shall contribute to developing pupils' capacity to relate to others in a peaceful manner and to become familiar with and to value and respect equal opportunities for men and women.
5. Secondary academic qualifications and vocational studies will contribute to developing pupils' skills in consolidating their personal, social and moral skills which will enable them to act in a responsible and autonomous manner in order to make a critical analysis and evaluation of sexual inequality and to promote real and effective equality between men and women.
6. Adult education shall include in its objectives the development of activities for pacific settlement of conflicts and to promote respect for personal dignity and equality between men and women.
7. Universities shall include and promote in all academic spheres training, teaching and research into gender equality and non discrimination in a transversal manner.

Art. 6. Promotion of equality.

In order to ensure effective equality between men and women, the educational authorities shall endeavour to remove from educational materials all sexist and discriminatory stereotypes in order to promote equal values between men and women.

Art. 7. Initial and ongoing teacher training.

The education authorities shall adopt the necessary measures for ensuring that initial and ongoing teacher training programmes include specific training in matters of equality (...).

Art. 8. Participation in School Boards.

The requisite measures shall be taken to ensure that the School Boards promote the adoption of educational measures which will encourage real and effective equality between men and women (...).

Similarly the **Organic Law on Education 2/2006, of 3 May**, in its Preamble states that:

"One of the purposes of education is the full development of the personality and emotional capacity of students, training in respect for fundamental rights and freedoms and effective equality of opportunities between men and women, recognition of emotional sexual diversity and critical evaluation of inequalities which enable sexist behaviour to be overcome. Thus the content of the terms of Organic Law 1/2004 of 28 December on Integral Protective Measures against Gender Violence³⁵ is fully assumed".

The two following principles form part of this law:

- *"Development of equality of rights and opportunities and the promotion of effective equality between men and women".*
- *Educating in the prevention of conflicts and peaceful settlement of disputes, as well as non violence in all spheres of personal, family and social life".*

Regulatory ongoing Teacher Training is also included in this law and it is necessary to "Include specific training in matters of equality in the terms established in article seven of Organic Law 1/2004, of 28 December on Integral Protective Measures against Gender Violence" (art. 102). Textbooks, "should reflect and promote respect for principles, values, freedoms, rights and constitutional duties as well as the principles and values contained in the present Law in the Organic Law 1/2004 of 28 December on Integral Protective Measures against Gender Violence to which all educational activity should adapt" (Additional fourth provision).

Royal Decree establishing minimum teaching requirements in Primary Education³⁶ includes in article 3 one of its objectives for primary education which is to "be familiar with, understand and respect the various cultures and differences between persons, equality of rights and opportunities and non discrimination against disabled persons" and another is, "to develop emotional skills in all areas of personality and relations with others as well as an attitude which totally rejects violence, prejudice of any kind and sexist stereotypes".

³⁵ Available at: www.mec.es/mecd/gabipren/documentos/A17158-17207.pdf (Most recent version: December 2006)

³⁶ Available at: www.mec.es/files/rd-Primaria-y-anexos.pdf (Most recent consultation: December 2006).

Therefore, one of the degree subjects includes the field of **Education in citizenship and human rights**, "which pays special attention to equality between men and women" (art. 4) and shall incorporate criteria in all areas of knowledge.

In any case, it is not sufficient merely to incorporate content loaded with egalitarian messages. In the case of infant education, research carried out by those interested in the field emphasise the fact that "in order to prevent violence from the time of early schooling it is necessary to carry out activities with content explicitly oriented to that objective (on values contrary to violence, such as equality, democracy human rights or tolerance) which are frequently considered subjects proper to tutors or those of specific matters relating to this type of content (Ethics, Philosophy, History, Social Science etc), however, other methodological innovations which when appropriately applied, from any subject may be extremely efficient for preventing violence and other related problems. Innovations which are characterised by increasing the power and prominent role of pupils in constructing knowledge and values, as well a more appropriate distribution due to the fact of working in heterogeneous working groups"³⁷.

Local Corporations do not have direct authority over school curricula, however it should be recalled that they are represented on the **School Board**, which is responsible for: "Proposing measures and initiatives which encourage coexistence at school, equality between men and women and peaceful settlement of disputes in all areas of personal, family and social life"³⁸. Furthermore, Organic Law 2/2006, of 3 May on Education states in Article 8 that: "Education authorities and local corporations coordinate their activities each within the scope of their competence, in order to obtain greater efficiency of resources destined for education and to contribute to the goals established in this Law".

³⁷Ma. José Díaz Aguado (2006). Aprendizaje cooperativo y Prevención de la violencia. Milenio, online magazine profes.net. Available at: www.educacionenvalores.org/articulo.php3?id_articulo=1068 (ÚMost recent consultation: December 2006).

³⁸Article 57 of Organic Law 8/1985, of 3 July, regulating the Right to Education.



C. Some proposals for local corporations to assist in preventing violence

The main strategies for Primary Prevention of violence against women are educational and formative. However local corporations are also using other means of the Secondary and Tertiary type, the main three types being incorporation of gender focus in local policies, generation of support networks, and cooperation and liaison between institutions and various support services.

Below we propose some appropriate courses of action.

Extracurricular Education within the framework of leisure and free time and adult education.

Extra curricular activities and the field of entertainment and free time should be egalitarian learning areas which create new models of male and female interpersonal relationships and conflict management.

Together with these activities aimed at an infant and adolescent public many local authorities organise courses, workshops, and conferences with young people and adults.

These training activities may be specific (on gender, equality, co-responsibility etc.), however it is appropriate to incorporate in both content and method, proposals which accompany and normalise the creation of egalitarian practices in interpersonal relations and peaceful settlement of conflicts.

One of the strategies proposed from the perspective of men who are aware of the need to fight violence is to "Redefine in all fields the model and practices of traditional and obligatory maleness (macho behaviour) which culture imposes on men. This model, with its emphasis on self sufficiency, alleged superiority over women and violence as a strategy for achieving what they want, permits males to grow up believing that they have the right to control, correct or punish women and therefore the possible use of violence is encouraged. This model, which in some aspects is also damaging to males, as it encourages violence towards other males (those perceived as being 'less of a man' or as equally powerful) and against themselves (the so called triad of masculine violence,) and this also restricts male emotional expression"³⁹.

³⁹Luis Bonino(2000). Gender violence and Prevention. The problem of male violence. Women's Network. Available at: www.nodo50.org/mujeresred/violencia-lbonino.html (Most recent consultation: December 2006).

Gender transversality in local policies⁴⁰.

If encouraging equality is the best means of prevention, public authorities are faced with the challenge of adapting their policies to the principle of equality and therefore gender transversality is proposed.

Gender transversality seeks to incorporate the gender perspective in decision making, diagnosis, planning, set up and assessment of public policies overall, covering every sector, or activity in which they are involved.

In summary, gender transversality is a strategy which provides results in the medium and long term in order to:

- Integrate the principle of equal opportunities in everyday policies and practices of governments and other public bodies.
- Prevent imbalances and inequalities in society involving both men and women.
- Get rid of any type of discrimination on grounds of sex.
- Promote equality through general public policies.

The main work tool of gender transversality is therefore the introduction of the **gender focus or perspective** which realisation of the ways in which men and women differ in a specific context. It does not simply take into account the situation of women but also the relation between the position of both sexes taking gender as the main structural principle.

Generation of support networks.

As an effect of growing awareness of this phenomenon, people are increasingly organised for combating violence against women. Women's or men's organisations with this aim provide important backup to local authority equality policies.

Support for these networks is a strategy for Secondary Prevention because it permits detection of the problem, however, above all it reduces its damaging effects.

⁴⁰Taken from: FEMP. Framework Document for Management of Local Equality Policies . Madrid. 2006.

Nevertheless, public authorities need to ensure competence and efficiency of the measures set up under their guidance and therefore this type of initiative should include:

- Training in combating violence against women from a gender perspective.
- Requisite skills for assisting victims.
- The appropriate monitoring and derivation mechanisms are put in place in order to deal with crisis situations or for correct processes of information and attention.

Coordination between bodies and institutions⁴¹.

The MTAS National Awareness and Prevention plan establishes that all levels of authorities, including local, propose as follows:

Hold regular meetings between bodies and institutions in order to analyse the actions of various professionals required to act in situations of gender violence and encourage the exchange of good practices.

Set up a Coordination Protocol between judicial bodies and Meeting Points. This protocol shall include the creation of a monitoring and assessment committee, one of the basic tasks of which shall be the analysis of conditions in which the exchange of minors and protected visiting occurs.

Promote networks of women's organisations, NGOs and social entities in developing programmes of awareness and prevention.

And in a specific manner encourage Local organisations to carry out:

Protocols for local action which ensure overall comprehensive action of the services involved in violent situations. These protocols shall include the creation of specific work groups in which the intervention of various interventions involved in the different cases addressing each violent situation are analysed.

⁴¹ Taken from: FEMP. Practical proposal for the integral involvement in the local sphere in order to combat violence against women. Madrid, 2002.

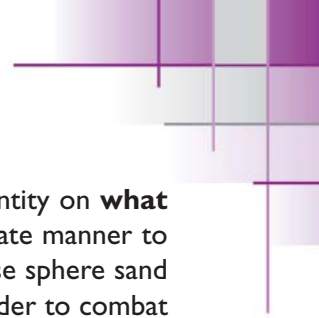
When a local body proposes violence against women as one of its aims, an essential step is to assess and diagnose available resources in this field, either from higher public authorities or from social initiatives and to endeavour to collaborate and coordinate in order to ensure that efforts and resources do not overlap. From this point it may choose to set up a group of coordinated strategies which give meaning to their activity and ensure its usefulness and efficiency. Said strategies may be part of an "integral plan to combat violence" or a programme included in an equality plan, however in all cases the need should be emphasised for these to be instrumented and coordinated with all the administrative departments involved.

Coordination of these plans and programmes may be carried out through an independent structure which, moreover, monitors compliance with the established protocols⁴².

COORDINATION OF SERVICES	With the different departments involved in the Local Body.	Ensure collaboration and coordination of all areas of the Local Authority involved, as well as all the expert personnel implicated in the task such as equality services, local police employment plans, social services, youth policies, etc.
	With administrative authorities in the same territory although they may depend on Authorities of different levels.	Ensure coordination (by creating and monitoring the protocols decided on and of which all services need to be aware) of resources providing assistance for an appropriate medical, psychological, social, economic and legal response for battered women and their children and other dependents.
	With social organisations.	Ensure coordination with actions of social entities, NGOs and women's associations from the same territory and other social agents involved.

Generating **protocols** is the main tool in this strategy.

⁴² The composition of this structure will vary based on the type of local authority, however in general it may include experts and political heads of various local and municipal departments (women, social Services, youth department, Guardia Civil, local police) and social bodies (women's associations and related services in this area).



In this case, protocols is understood to be the written procedures established by a local entity on **what** to do, **how** to do it, **with whom** and **when** in order to identify and respond in an appropriate manner to victims of violence. It is a tool for systemisation and coordination of work carried out in these sphere sand should be included in the programme or plan that the local authority in question adopts in order to combat violence against women.

The coordinated intervention protocol in the area of violence against women is a document which will include specific protocols (for example for the health or police sector) and protocols which coordinate all areas of activity in the same territory.



D. Tool for highlighting a preventive practice: checklist

In this case, the tool may be also be used in preliminary testing of an activity, and it is applicable to the group of prevention proposals.

Criteria for discovering whether the practice is appropriate or not	YES	NO
The framework in which the action is proposed is that of violence against women assumes a violation of human rights.		
The framework in which the action is proposed is that violence against women is an expression of the inequality that they suffer in society.		
The framework in which the action is proposed considers physical abuse, sexual aggression and sexual harassment to be a criminal offence.		
The framework in which the action is proposed considers that violence against women is not an individual but rather a social problem.		
The material, in its text and its images, does not reproduce or suggest sexist stereotypes.		
The material, in its text and its images covers the diversity of men and women.		

Criteria for discovering whether the practice is appropriate or not	YES	NO
The material, in its text and its images does not contain sensationalist messages.		
The material, in its text and its images does not speculate but provides truthful and contrasting information.		
Educational activities provide proposals for action.		
A system of monitoring and assessment is planned.		
Various informative techniques are planned, such as stories, reportage, chronicles, documentaries, opinion articles, posters, etc.		
Coordination systems are in place for the set up of all elements channels and tools that are to be used.		

6. Basic steps for a local plan for awareness and prevention of violence against women

As will be noted from a reading of this guide, awareness and prevention are complementary strategies which will become more effective proportionate to the level of coordination planned.

In order to facilitate creation of local plans which include both strategies, the following methodological itinerary is suggested. Many aspects indicated here have been addressed in other parts of the guide, however the steps (some of which are simultaneous) described below may help to facilitate an understanding of the process.

1. Compile information for making a diagnosis of the situation on violence against women in that territory.

In order to achieve goals and ensure results in the campaign against violence, it is necessary to act with prior knowledge of the situation in question. In this case in general terms it is endeavoured to respond to the following questions:

- What is the opinion of violence against women in this territory? What prejudices exist? What attitudes are in favour of eradicating it?
- What types of violence and with what frequency have they been noted? What was the process of detection and settlement like? What learning can be extracted from this?
- What resources are being mobilised in this territory for combating violence against women? How far are they effective? What good practices are being set up and what aspects could be bettered in terms of their operation or coordination?
- Which Authorities are involved? ¿Which women's associations, other NGOs and social agents are involved? What work has been done so far?

2. Define the results which it is hoped to achieve with the Awareness and Prevention Plan.

Based on the conclusions which are drawn from the information provided in the previous paragraph, it is possible to establish priorities and objectives. It is above all a question of responding to the question What does this plan hope to achieve?, and making the responses as specific as possible. This will help to define the next step.

- An example of an objective: Begin to break with preconceived opinions held by the populace on the theme of violence and to show things as they are in reality; the public needs to be given truthful information so that they can act on it.

3. Choose the main content of the messages it is attempted to convey.

The content will vary depending on the objectives to be achieved. In previous pages, there are a few ideas on content.

Having chosen the content it is important to *create a successful message: it is vital to pay attention to the design of the message* because this is what will reach the population for whom the Plan is designed, and should provide objectives with which they are consistent. The message should make the essential content which it is hoped to convey very clear.

4. Choose target groups for the messages and therefore the actions designed for this goal.

Undoubtedly from the second stage the plan's target groups will have been defined, young people, older people, adult men, women of all ages, children, adolescents, immigrant populations, disabled women etc. etc. In addition, in other parts of this guide, priority groups have been considered.

The importance of **Defining the target public** as explicitly as possible: their demographic location, their lifestyle, age etc. Different groups such as youth, adult or elderly public etc cannot be addressed in the same way. The more knowledge there is of the population targeted by the Plan the greater will be its chances of success.

For example, if the Plan is designed to reach adults who habitually read the press, are informed of daily events and travel by private transport most of the time, the location of the messages will be different from the case of an objective public made up of young people who listen to the radio, travel by public transport and who are not particularly interested in the daily news.

People who are not included in the defined 'objective public' may be the subject of other activities, however it is not recommended that too much should be attempted when aiming messages as this incurs the risk of not reaching any particular public in an adequate manner.

5. Design the most appropriate actions, channels and means closest to the objective, etc.

To summarise, it is necessary to define **what** is to be done, **how** and **where**. If it is possible the greatest diversity of means will be used for the different target groups.

That is, **the message should be adapted to the medium**. It is clear that the message is conveyed differently according to the communications means used. Therefore, although the main message is the same it will need to be adapted to each medium to the different formats and diverse audiences. This will enable maximum use to be made of the media advantages which will be to the benefit of the activities carried out as part of the Plan.

Some examples:

When planning a television campaign advantage should be taken of the possibility for using images and large audience levels; on hoardings the size, colour, site etc. should be taken into account; on radio the way the message is stated is particularly important, etc.

That is, whereas for example on radio the general campaign slogan will be insufficient, and the medium permits a more extensive message which, without deviating from the central campaign idea, explains what needs to be conveyed and ends with a slogan; on television the message is based mainly on the image, and there is no need to explain more if it conveys the idea effectively.

6. Plan the period of time in which the action will take place, as well as the schedule of activities.

Planning over time should establish tasks between the date of initiation and finalisation of Plan. For example, in the case of a campaign based on posters and pamphlets, the terms for preparation of the printed material should be established, as well as the period when they are to be distributed, when the official presentation and launch of the campaign will take place etc.

It is important to analyse the best period of time for launching a plan. For example, if a campaign based on advertising elements is included, it is important to know which different types of advertising will be used and to choose the most appropriate method at any given time⁴³.

⁴³The Glossary includes a definition of 'Types of Advertising'.

7. Plan all the resources needed (in terms of personnel, finance, infrastructure etc.) to set up the Plan.

In addition to all these resources the fact of doing thing well is no less important. That is, when preparing and advertising campaign, for example, it is important to contract professionals, rather than attempt to take on a job oneself without having the requisite expertise to guarantee its effectiveness.

8. Plan necessary work structures.

It is necessary to define the responsibilities of the different agents involved in the Plan and, if a working group is created, how coordination will be established.

9. Establish the participation processes and mobilisation of different agents required to implement the Plan.

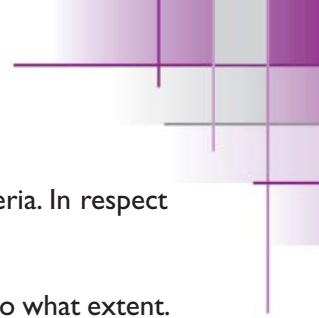
Participatory structures already in place should be taken into account in our municipal district: AMPAS, Neighbours Associations, Associations in general such as women's groups etc.) should they wish to collaborate in the development or dissemination of the Plan and in this case, clearly establish their functions and responsibilities.

10. Establish the management and management processes of the Plan.

How will the different services be contracted if necessary? What will be the procedures in place for charging for invoices? How will provision of supplies be guaranteed? etc. These will be the questions which need to be answered when planning in order to avoid events arising at a later date when they could have been avoided.

11. Establish how the plan and its results will be monitored and assessed.

Regularly monitor the times and work which will facilitate completion of the stipulated time periods for creating the Plan. This will also provide feedback on how the objective population views the plan and will ascertain whether or not the campaign is accepted as planned.



The assessment should at least plan who will carry it out, at what time and with which criteria. In respect of the latter the following are suggested:

- Ascertaining whether the proposed objectives have been achieved or at least partially and to what extent. If the objectives have been consistent with the resources (financial, professional etc.) mobilised to achieve this end and with the action taken.
- Similarly, it is necessary to ascertain how effective the resources used have been and whether maximum performance was achieved (their effectiveness). Analysing, for example, whether the budget estimated for the plan was sufficient.
- Check that the procedure followed throughout the process was that which had been planned, and whether it has provided the expected results.
- Check whether the time period defined in the work planning was adjusted to the reality of the situation and look at how problems have been resolved, as these inevitably arise in all procedures.
- Evaluate the degree of effectiveness of the coordination between those involved in the plan and between the various departments, services, areas etc. In addition what has been the degree of cooperation between other institutions – local or higher authorities - or other social agents – associations for example.

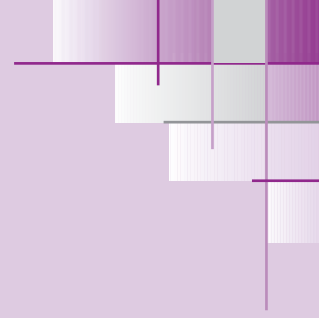
When an assessment is made on the basis of the above criteria, as with any other, suggestions for improvement should be incorporated for improvement of future plans.

12. Establish the impact of the Plan: the social, economic consequences etc. of its action and results.

As in any other social intervention, when a Plan is set up for prevention and awareness of violence against women and it is successful, there may be effects which were not in the objectives, yet which should be taken into account. For example, a good plan may increase the demand for legal services for women, technical training etc. Therefore, it is necessary to prepare all types of resources (personal, economic, infrastructure etc) not only for executing a plan, but also for addressing its consequences.



7. Glossary





7. Glossary

This Glossary provides more information on some of the concepts used in the Guide.

Characteristics of violence against women

...

- Profound reasons are of a **structural nature**. The ideology of man's superiority, generally also accepted by women, and the internalisation by both men and women of clearly differentiated roles for men and women which is transmitted through society's institutions.
- It is **culturally institutionalised** as it is sustained by the organisation of the social system in place and affects basic rules of society and models of behaviour which keep women in a position of inferiority. Women also internalise the patriarchal code and blame themselves through ideas such as for example, "if I had served the dinner in time he would not have hit me".
- **It is not natural**, it is learnt through socialisation. The learning for domination is legitimised with values which restrict compassion and empathy in men.
- **It is instrumental in nature**: a means of strengthening dominion, social control and punishment of women. It works as a mechanism for subjugating and domesticating women, requiring them to behave as they should. Therefore, it seeks to ensure male domination and subordination of women demonstrating who has the authority in a couple. It is exercised to prohibit certain activities or behaviour of women. The use of force to resolve interpersonal conflicts is made possible when there is an imbalance of power, and therefore unequal relations occur where there is a patriarchal code in place.
- **Social invisibility**. Despite the advances in visualising the problem, there are still obstacles to quantifying their magnitude, as the fears of many women are sustained, lack of information, family pressures, threats etc. There is also some difficulty in registering it due to a lack of any unified criterion in this respect.
- **Violence is not a consequence of love** but rather a vengeance mechanism perpetrated on a woman who wishes to escape the domination of her partner or ex-partner. The proprietorial feeling over women is what leads to violence because it links female submission to their own virility.

<p>...</p> <p>Characteristics of violence against women</p>	<ul style="list-style-type: none"> • Gender violence affects women as a group due to the mere fact of being a woman, generating a fear which inhibits their capabilities. It affects some women directly, and others symbolically as gender violence functions to reinforce masculine domination, acting on the whole population as an example and as a threat. Only women as victims suffer violence directly, however, all women are affected because it reinforces the fear of all women promoting their subordination to men. • Living the experience of violence prepares women for acceptance of male domination and makes them believe that only dependence on a man will justify their lives and place in society. The patriarchal code equates a stable marriage and family union with personal success of women. Confining women to domestic areas is associated with an excessive value placed on marriage and maternity. <p>(Inés Alberdi and Natalia Matas. "Domestic violence Report on physical abuse of women in Spain, nº 10").</p>
<p>The Penal Code and violence against women</p> <p>...</p>	<p>The Penal Code states in respect of sexual harassment in article 184 that:</p> <ol style="list-style-type: none"> 1. "Whomsoever requests favours of a sexual nature, for him/herself or for a third party within the context of an employment relationship, a teaching post or provisions of services on a continuous or habitual basis, and when that behaviour causes a seriously and objectively intimidating, hostile or humiliating situation, shall be punished as perpetrator of sexual harassment subject to a prison sentence of three to five months or a daily fine of six to 10 months. 2. If the person guilty of sexual harassment has committed the act by making use of a position of job seniority or a position in a teaching post or hierarchy, Or with the express or tacit intention to cause the victim difficult relations with their legitimate expectations which they may have in the scope of the relation in question, the penalty shall be a prison sentence of five to seven months, or a daily fine of 10 to 14 months. 3. When the victim is particularly vulnerable on grounds of age, illness or situation, the penalty shall be a prison sentence of five to seven months with a daily fine of 10 to 14 months in the cases established in section 1, and prison of six months to one year in the cases established in section 2 of this article."

...

The Penal Code and violence against women

On **sexual aggression**: Article 178 of the Penal Code states that "Whomsoever violates the sexual freedom of another person by using violence or intimidation shall be punished as the perpetrator of sexual aggression with a prison sentence of one to four years".

On **physical abuse**, *Organic Law 1/2004 of 28 December on Measures for the Integral Protection against Gender Violence* in article 37 ("Protection against physical abuse") amended article 153.1 of the Penal Code which is re-worded to state that:

1. Whomsoever by any means or procedure causes psychological harm or injury which is not defined as a criminal offence in this Code, or who hits or ill treats another person without causing harm, when the abused party is or has been the spouse or a woman who is or has been linked to that person by a similar affective relation, even without cohabiting with that person, or a particularly vulnerable person who lives with the perpetrator, shall be punished with a prison sentence of six months to one year or to community service of thirty one to eighty days and in all cases that person shall be deprived of the right to carry arms for one year and a day to three years, as well as when the Judge or the Court deems it adequate to the interests of the minor or incapacitated person, deprivation of the exercise of parental authority, care, guardianship or fostering for up to five years.

2. If the victim of the criminal offence mentioned in the previous section were any of the persons referred to in article 173.2, excepting those persons included in the previous section of this article, the perpetrator shall be punished with a prison sentence of three months to one year or to community service of thirty one to eighty days, and in any case deprivation of the right to tenancy and to carry arms for a period of one year and a day to three years, thus, when the Judge or Court deems it pertinent to the interests of the minor or incapacitated person, incapacity to exercise parental authority, guardianship, care or fostering for a period of six months to three years.

3. The penalties established in sections 1 and 2 shall be imposed within the upper limits of the penalty when the offence is perpetrated in the presence of minors, or with the use of arms, or if it takes place in the communal domicile or the victim's domicile, or when such acts are committed in contravention of a penalty such as those established in article 48 of this Code or a cautionary or safety measure of the same nature". It shall also be placed in annexe as an extension.

It is also important to consider the type of criminal offences relating to gender violence which are included in the Penal code: Article 148.4 in respect of article 147 of the Penal code (grievous bodily harms), Article 171.4 and 5 (threats), article 172.2 (coercion), article 173.2 (habitual physical abuse) and article 620 (offence of molestation).

Coeducation

Deliberate procedure, and therefore consciously made decision to intervene in the educational process with the aim of assisting persons to fully develop, irrespective of their sex, and therefore without restricting their capabilities to the social gender to which they belong.

Rosario Rizo Martín

Coeducation is the educational process which encourages full development of individuals irrespective of their sex, and therefore we consider a coeducational school to be that in which all kinds of inequalities or discriminatory mechanisms on grounds of sex are corrected or eliminated and in which pupils may freely develop their personality in a climate of real equality and without any type of conditioners or limitations imposed on the basis of sex.

Fernando G. Lucini; "*Transversal themes and education in values*" ALAUDA

Coeducation is not a question of juxtaposing individuals of both sexes in the same class, nor does it mean unifying, or eliminating differences by presenting a single model. It is not a question of standardising children's minds but conversely it is a question of teaching children to respect differences and to enjoy variety and the richness it brings to society.

Montserrat Moreno "Teaching how to be a girl: sexism in the school" CARIA; Bar.93

Empowerment

Together with "citizenship" and "self sufficiency" empowerment is considered by the National Plan for Awareness and Prevention of Gender Violence⁴⁴, to be one of the basic tenets for combating gender violence in an effective manner. In said plan empowerment is stated to be:

"Giving equal value to the social role developed by men and women and preventing traditionally assigned roles to act as an impediment to recognition and the importance of women's contribution in the private sphere and that they bring to social and political life. The lower value given to women's role in society and that of men which prevails over it is due to women's unequal situation and their social and financial dependence.

...

⁴⁴ National Plan for Awareness and Prevention. Ministry of Employment and Social Services. Secretary General for Equality Policies. Special Government department for combating violence against women, 2006.

<p>...</p> <p>Empowerment</p>	<p>...</p> <p>Thus empowerment involves recognition of women as automatically members of the community with access to power and decision making in all aspects of public and private life. In addition empowerment of women should be accompanied by a revision of the concept of masculinity based on men's relinquishment of power, which is understood to be supremacy or ability to impose and give orders. It is important to support new forms of power based on the capacity for leadership and organisation and to coordinate from the perspective of political and relationship frameworks which are not androcentric".</p>
<p>Gender stereotypes</p>	<p>The word stereotype was first used in 1922 by a journalist (Lippman), to refer to certain culturally determined images which influence the cognitive faculties of the individual and his/her perception of the world⁴⁵. Stereotypes may be assessed from both a positive perspective (diagrammatic representation of reality) and a negative one (social prejudice). We know that prejudice means "lack of impartiality".</p> <p>The various social roles accorded to men and women evoke expectations of the personal characteristics required to fulfil those roles, and these form the basis of gender stereotypes. Gender stereotypes are not static, they change over time, nor are they universal they differ according to culture.</p>
<p>Rural Municipal district</p>	<p>When defining a rural municipal district the most commonly used criterion is the size of the administrative unit, thus it is considered to be rural if it has less than 500 inhabitants, in the case of Finland; 1,000 in the United Kingdom; <u>2,000 in Spain</u>, France, Greece, Portugal Denmark; 5,000 in Holland or 10,000 in Italy.</p> <p>The criterion for creating an official definition is very varied in respect of the options provided by variables.</p> <p>In addition, according to the EUROSTAT model: a rural municipal district is the primary territorial unit with a population density of less than 100 inhabitants/km²; the OCDE model: (the LEADER Rural Development programmes are more oriented to this approach). It defines a rural municipal district as the primary territorial unit which has a population density of less than 150 inhabitants/km².</p>

⁴⁵ BARBERÁ, Esther "Stereotypes" Gender stereotypes: construction of images of women and males" in FERNANDEZ, Juan (coord.) "Gender and society". Ediciones Pirámide. Madrid, 1998.

<p>Types of advertising</p>	<ul style="list-style-type: none"> • Informative advertising. As its name indicates its mission is to inform. On one hand, informing the population of programmes or services, and on the other recommending certain actions, resources available to the Town Council etc. • Persuasive advertising. Its purpose is to create a selective demand. The aim is to present our proposals to users through the characteristics and added value provided by our services. • Reminiscent advertising. It has a clear objective to remind the population of the existence of the service, its qualities, and to indicate how these can be accessed. • Reinforcement advertising. The aim of this type of advertising is to emphasise the messages conveyed, the appropriate choice of those messages and their reaffirmation in respect of the population.
<p>Violence against women (other contributions from the United Nations)</p>	<p>The most recent study to date in respect of this question is that carried out by the United Nations⁴⁶ which contains the following definitions of violence against women:</p> <p><i>General Recommendation N° 19: Gender-based violence against women is "violence that is directed against a woman because she is a woman, or violence that affects women disproportionately. It includes acts that inflict physical, mental or sexual harm or suffering, threats of such acts, coercion and other deprivations of liberty".</i></p> <p><i>"Violence, which impairs or nullifies the enjoyment by women of human rights and fundamental freedoms under general international law or under human rights conventions, is discrimination within the meaning of article 1 of the Convention."</i></p> <p><i>Declaration of the elimination of violence against women, article 1. the term "violence against women" means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life".</i></p> <p><i>The Resolution of the General Assembly on the elimination of violence against women in the home recognises that "domestic violence can include economic deprivation and isolation and that such conduct may cause imminent harm to the safety, health or well-being of women."</i></p>

⁴⁶ In depth study of all forms of violence against women. General Secretary's Report 6 July 2006. Available at : www.whrnet.org/docs/N0641977Es.pdf (Most recent consultation: November 2006).

