

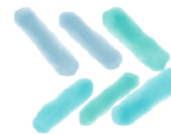


**PREVENTION
COLLABORATIVE**
feminist inspired | evidence driven



FEMINIST COMMUNICATION PRINCIPLES

OUR COMMITMENT



We adopt an intersectional feminist approach in our communications work at the Collaborative to foster an environment where everyone within the team can fully express their creativity and skills. We recognise patriarchal systems would rather invisibilise lived experiences of women and children, especially violence in the home and intimate partner violence. That is why we are committed to amplifying and elevating the diversity of women's and children's experiences of violence. As a global organisation working with partners across the globe, we remain consistent with feminist values in our various modes of communication, designs and campaigns. We lean on the diversity in the team and maintain the awareness that our lived experiences are not the same. In working towards ending violence against women and their children, we have created these key principles to guide our communications work.

1



STAY COMMITTED TO CREATING AUDIENCE-CENTRED CONTENT

Our focus is on crafting communications materials that align with the context of our audience. **We will consistently ask ourselves: What does our audience know about violence prevention? How can our communications materials help them deliver effective violence prevention programming?** With each campaign, publication and video we produce, we make sure that we always assess which audience type we need to reach. By continuously putting the audience at the heart of our work, we ensure that tone, language and format are appropriate. This is a vital pathway to equip us and our constituents with the vision, knowledge, and skills necessary to end violence against women and their children worldwide. This process allows us to engage with our audience and get feedback to understand their context-specific communication needs to prevent violence against women and their children.

2



VALUE PROCESS IN CONTENT PRODUCTION

As a global organisation with team members, partners and friends from around the world, we recognise our individual experiences in creating content. Instead of focusing only on the final products, we remain committed to valuing the content creation process. With emphasis on the journey over the destination, we enable a collaborative and diverse knowledge-creation process. This includes looking at the types of imagery we use e.g. not depicting gratuitous violence, as well as how we write and develop audio-visual content. It also means valuing the diversity and level of engagement of contributors who shape our communications materials.

3

STAY OPEN TO ASKING FOR AND RECEIVING FEEDBACK

Part of our work is to ensure that our knowledge products resonate well and as intended with our audience. One of the ways we know that is by remaining open to asking for and receiving feedback, first from each other, other team members within the Collaborative, and our partners and colleagues from different parts of the world. While we recognise the value of metrics like interaction rates, click-through rates, social media shares, and comments/feedback on content and resources shared, our commitment goes beyond data-driven assessments. We will stay accountable by fostering qualitative indicators. That is, we are committed to using channels such as surveys, interviews, or focus group discussions as internal measures to gather valuable feedback directly from our audience. This approach allows us to assess how well our content, designs and campaigns are being received and course correct if necessary.

4

REMAIN AGILE, FLEXIBLE AND ADAPTABLE TO CHANGE

We recognise our role within the Collaborative and ensure that we support sense-making and capacity-strengthening efforts by other team members. With our experiences and skills, we document and monitor the effectiveness of adaptations made in response to trends and/or changes in the violence prevention field. With an iterative approach, we remain committed to a continuous process of developing feminist-inspired and evidence-driven content, designs and campaigns for violence prevention.

5

PRIORITISE SELF-CARE, WELLNESS AND CELEBRATION

We work in a capitalist and patriarchal system that disapproves of self-care and wellness. Prioritising self-care, wellness, and celebration is a political and personal act. We sustain and nurture ourselves, celebrate wins, mourn losses, learn and commune in solidarity with one another. Nurturing our space with things that bring us joy enables us to bring our whole selves to work and deliver effectively and collaboratively.



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