

TIPS FOR **ASPIRATIONAL VAW PREVENTION** MESSAGING

Use these tips to craft aspirational messaging that fosters solidarity, encourages positive collective action and inspires people to work together to create a violence-free world.

Inspire! Support communities to motivate collective change and shape positive beliefs and social norms. Learn more about how norms change through our [Transforming Gender Norms course](#).

Focus on the benefits of change.

Show how equality and non-violence benefit individuals of all gender identities, their families, and their communities.

Prompt reflection. Encourage people to reflect on their existing beliefs and behaviours by asking thoughtful questions.

Balance the information. Sharing information about non-violence is just as important as sharing information about types of VAW and their consequences.

Adapt to your context. Tailor the text, illustrations, and delivery to the specific community context.



Don't miss the chance to offer solutions. Move beyond highlighting problems and fear-based messaging. Help motivate change by offering aspirational messages.

Don't normalise or reinforce violence. Avoid unintentionally misleading your audience by relying on generalised statistics or imagery that doesn't inspire change.

Don't increase resistance to change. Minimise the risk of backlash by avoiding blaming or shaming language, especially that which targets men.

Don't reinforce gender stereotypes. Inspire positive behaviour change without using restrictive gender roles or identities.

This tip-sheet was developed by [Prevention Collaborative](#) as part of the microlearning course: Aspire! Positive Messaging for Violence Prevention. [Click here to access Aspire!](#) Want to learn more about effective VAW prevention programming? Look out for the next cohort of our eight-week facilitated, online course: [How to Succeed at VAW Prevention](#).