



Third Action Plan — National Priority Area One

Prevention and early intervention

Gender inequality is both a cause and consequence of violence against women.ⁱ For this reason, it is important to drive cultural change to challenge gender inequality and social norms that support violence against women and their children.

Under the Third Action Plan, primary prevention activities will address attitudes and behaviours that excuse, justify and promote violence against women and their children. Early intervention activities will help improve identification of and early responses to violent behaviours.

Key national actions

- Driving nation-wide change in the culture, behaviours and attitudes that lead to violence against women and their children, including support to help bystanders reinforce positive attitudes where it is safe to do so.
- Developing targeted resources to support local communities to promote action against violence.
- Increasing men's involvement in gender equality and reducing violence, including through the use of influencers and role models.
- Embedding gender equality in workplace culture.

More information

For more information on the priority areas or the Third Action Plan, visit the [National Plan website](#).

ⁱ World Health Organization 2005, WHO multi-country study on women's health and domestic violence against women, World Health Organization, Geneva.