

IN BRIEF

Lessons from UN Women evaluations in the Americas and the Caribbean

EVALUATION META-SYNTHESIS: ENDING VIOLENCE AGAINST WOMEN AND GIRLS

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Why is ending violence against women and girls important?

Decades of mobilization by civil society organizations and women’s movements have managed to position the eradication of violence against women and girls as a priority issue on national and international agendas.

Violence against women and girls (VAWG) is a fundamental violation of human rights and deprivation of the most basic freedoms. It has multiple negative consequences for the health and wellbeing of women and girls who suffer, including by hindering their participation in social life, affecting their families, communities and countries, as well as generating barriers to development.

UN Women works with governments, agencies of the United Nations System, civil society organizations (CSOs) and other institutions to advocate for the eradication of VAWG, raise awareness about the causes and consequences of this type of violence, and promote capacity development for prevention and response. As part of this area of work, UN Women is part of the [Spotlight Initiative](#), a joint global campaign of the European Union and the United Nations aimed at eliminating all forms of violence against women and girls.

UN WOMEN STRATEGIC RESULTS AREAS TO ERADICATE VIOLENCE AGAINST WOMEN AND GIRLS

More countries and stakeholders are better able to prevent VAWG, **promoting the adoption and/or implementation of laws** against femicide and **research** on violent deaths of women for gender reasons



More countries and stakeholders are better able to deliver **quality essential services to victims and survivors** with attention to women and girls at greater risk

Replicate interventions on **safe cities, violence prevention among youth and sports** as well as conduct questionnaires on **violence prevalence** and **ending child marriage**



Strengthen women CSOs to promote their incidence in laws and policies on gender violence and femicide eradication

Sources: [ACRO Strategic Note 2019-2021](#); [Strategic Plan 2018-2021](#)

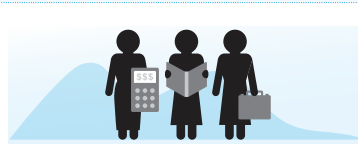
Which approaches have proven effective in ending violence against women?

UN Women's strategies focused on **promoting capacity building for rights and obligation holders** have proven effective in contributing to CSO positioning of the needs and rights of women and girls, as well as promoting the development of mechanisms for the eradication of VAWG by governments, institutions and judicial bodies (Colombia, Mexico, Regional Office). With the support of UN Women, effective public policies and regulations were elaborated for the eradication of this type of violence in the region, with a strengthened role of state and local governments in raising awareness and acting against violence and sexual abuse in public spaces.

Evaluation reports have shown that **a participatory approach** to ending VAWG programs, particularly in the design and planning phases, has strengthened their **contextual relevance**. For example, in the case of evaluated UN Women programmes in Colombia at the territorial level, the development of contextual analyses and diagnoses contributed to an increase in the relevance of interventions to social and political factors. In this area, interventions aimed at **developing non-harmful masculinities** were valued by groups of women rights holders and CSOs (Colombia, Guatemala, Mexico).

The previous development of a **UN Women regional strategy on ending VAWG** not only made it possible to establish a common programmatic framework that guided related work in the region, but also enabled UN Women to integrate strategies, alliances, approaches and initiatives of various Country Offices. This contributed to reinforcing both organizational positioning and results achievement in the eradication of violence.

EFFECTIVE APPROACHES ON ENDING VIOLENCE AGAINST WOMEN AND GIRLS



Strengthening capacities

of rights and obligation holders has been an effective strategy for positioning the needs and rights of women and girls



The participatory approach

of ending VAWG programmes has had a positive impact on their contextual relevance



A regional strategy

on ending VAWG was critical to establish a common programmatic framework to guide related work in the region

ENDING VIOLENCE AGAINST WOMEN IN TIMES OF COVID-19



Raising awareness about the increase of VAWG in the context of the COVID-19 is one of UN Women's main areas of work in response to the crisis. Accordingly, UN Women is prioritizing awareness campaigns, among other approaches. Despite the lack of generalizable evidence on campaign efficacy, the #NoEsDeHombres campaign evaluation in Mexico presented a set of lessons that could be replicated in future campaign efforts.

- Define specific, clear, realistic and measurable communication objectives
- Define the target population from the beginning and develop a creative concept with this audience in mind
- Prepare a results framework for the campaign, with quantitative and qualitative indicators aligned to the communication objectives
- Prepare an evaluation plan that considers a pre- and post-campaign assessment
- Identify counterparts, potential partners and other key stakeholders from the beginning to enhance campaign success
- Use realistic messages and/or images that generate empathy and provide useful information to take action
- Work with government actors so that campaigns are accompanied by institutional plans or actions that make it possible to take advantage of the momentum created by the former to facilitate the transition from awareness to sustainable socio-cultural change

How can UN Women in the Americas and Caribbean region improve its work for the eradication of violence against women and girls?

UN Women could further develop a **regional strategic framework** for its work in VAWG adaptable to national specificities. In this sense, the Regional Office would promote a common vision of work across Country Offices in the region. In addition to incorporating an approach sensitive to human rights and gender equality, such a vision would look at multiple points of discrimination to identify and promote the elimination of obstacles affecting groups of women and girls facing situations of exclusion.

In programmatic terms, evaluations have shown that UN Women's efforts have focused predominantly on the expression of sexual and/or physical violence compared to other types of violence, including in the labor, political, institutional, and economic spheres (Caribbean Multi-Country Office, Regional Office). Key actors such as CSOs and women's groups have highlighted the importance of UN Women's work on VAWG to **incorporate a component of positive masculinities** aimed at generating behavioral and attitudinal change as a mechanism for violence prevention. To maximize its impact in

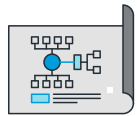
this area, UN Women could forge alliances with strategic partners such as government ministries, youth networks, universities and CSOs, and could guide its efforts to build capacities in grassroots organizations to continue strengthening such work.

Based on evidence pointing to a current lack of systematized approaches in the dissemination and exchange of experiences and knowledge between the UN Women offices and with key stakeholders, a strong **knowledge management strategy** for the ending VAWG area is relevant. Such a strategy would contribute to communicating results and facilitating learning between offices, including to replicate effective approaches. In this context, the Regional Office could provide support to internal coordination and communication between Country Offices, as well as promote the systematization of knowledge derived from interventions. Additionally, the Regional Office could provide support through the production of specialized tools, studies and protocols that guide Country Office advocacy.

EVALUATION REPORTS CONSULTED:

- 2020, Country Portfolio Evaluation, [El Salvador](#)
- 2019, Country Portfolio Evaluation, [Colombia](#)
- 2019, Country Portfolio Evaluation, [Guatemala](#)
- 2019, Country Portfolio Evaluation, [México](#)
- 2018, Evaluation of the [#NoEsDeHombres Campaign](#), México
- 2018, Mid-Term Evaluation of the [Overcoming Gender-Based Violence to Ensure Women's Full Enjoyment of Rights Programme](#), Colombia
- 2018, Final Evaluation of the [Social Mobilization Programme](#), Oficina Multipaís de Caribe
- 2016, Regional Evaluation on [Access to Justice as an EVAW Prevention Mechanism](#), Oficina Regional
- 2015, Country Portfolio Evaluation, [El Salvador](#)

All evaluations available at <https://gate.unwomen.org/>



Regional strategic framework

Further develop and specify a regional strategic framework for eliminating VAWG adapted to national contexts



Component of positive masculinities

Incorporate a component of positive masculinities aimed at generating behavioral change as a mechanism for violence prevention



Knowledge management

Develop a strong knowledge management strategy for the ending VAWG area for communicating results and facilitating both internal learning and replication of effective approaches