



GLOBAL CAMPAIGN FOR VIOLENCE PREVENTION
CAMPAGNE MONDIALE POUR LA PREVENTION DE LA VIOLENCE

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VIOLENCE PREVENTION ALLIANCE
GLOBAL CAMPAIGN FOR VIOLENCE
PREVENTION:

PLAN OF ACTION FOR 2012-2020

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This plan of action was prepared by Dr Alexander Butchart, Dr Christopher Mikton and Ms Berit Kieselbach of WHO's Prevention of Violence Team, on behalf of the Violence Prevention Alliance (VPA, see <http://www.who.int/violenceprevention/participants/en> for full list of participants), following inputs from the September 2011 5th Violence Prevention Milestones Meeting in Cape Town, South Africa, and subsequent consultations with VPA participants, by Email and during the 16–17 April 2012 VPA Annual Meeting in Munich, Germany. Focal points from some 40 VPA participant organizations have given their agreement to this Plan of Action.



Executive Summary

At the September 2011 Fifth Milestones in a Global Campaign for Violence Prevention (GCVP) Meeting in Cape Town, South Africa, nearly 300 violence prevention experts from over 60 countries discussed progress and strategized the way ahead. They agreed on the need to identify a small set of policy, legal and programme-delivery goals at national level towards which global violence prevention efforts can be directed, and for a plan of action to unify their efforts. The aim of this plan, developed by the Violence Prevention Alliance (VPA) for the GCVP, is to initiate this process, and it presents six goals along with a rationale for the plan. The GCVP objective will then be to support the achievement of these goals in countries around the world.

The first two goals (1, 2) aim to prioritize violence prevention within the global public health agenda; the next three (3, 4, 5) aim to build strong foundations for on-going violence prevention efforts; and the last (6) aims to focus support for violence prevention efforts on evidence-informed prevention strategies with the potential to prevent multiple types of violence.

Increase the priority of evidence-informed violence prevention as a global public health and development issue

1. Intensify communication and advocacy;
2. Enhance the integration of violence prevention into major global agendas;

Build the foundations for violence prevention

3. Develop and strengthen national action plans;
4. Increase individual and institutional capacity for violence prevention and the delivery of services for victims and perpetrators;
5. Strengthen data collection and research on violence;

Implement violence prevention strategies

6. Implement evidence-informed violence prevention strategies, including:
 - (i) Parenting support: promote access to evidence-informed parenting support strategies and resources for high-risk parents;
 - (ii) Life skills training: promote access to evidence-informed life- and social skills training strategies for high-risk children and adolescents;
 - (iii) Norms: change social and cultural norms that are supportive of violence and strengthen non-violent norms;
 - (iv) Alcohol: reduce access to and harmful use of alcohol;
 - (v) Firearms: implement evidence-informed measures to reduce the risks of firearm-related deaths and injuries;
 - (vi) Services: promote access to services and resources aimed at mitigating the consequences of violence and reducing its re-occurrence for victims and perpetrators.

The target audience for this plan of action is the global violence prevention community, including United Nations (UN) Member States, UN agencies, official development assistance agencies, philanthropic foundations, non-governmental organizations and researchers. For violence prevention to have a substantial impact at national and local levels requires that, in addition to their own objectives, violence prevention stakeholders support efforts to achieve a few carefully selected goals that are owned by violence prevention stakeholders everywhere.



Many who live with violence day in and day out assume that it is an intrinsic part of the human condition. But this is not so. Violence can be prevented. Violent cultures can be turned around. Governments, communities and individuals can make a difference. Nelson Mandela, foreword, WHO World report on violence and health, 2002.

The World Health Organization's (WHO) Global Campaign for Violence Prevention (GCVP) was initiated in 2002 to serve as support for implementation of WHO's *World report on violence and health* (WRVH). The GCVP aims to implement the WRVH recommendations by raising awareness about the problem of violence, highlighting the crucial role that public health can play in addressing its causes and consequences, encouraging prevention at every level of society, and stimulating a coordinated international response.

Box 1: Magnitude, consequences and preventability of violence

Every year there are approximately 530,000 homicides throughout the world, 90% of which occur in low- and middle-income countries (LMIC). For every death, there are numerous non-fatal injuries, and there are estimated to be over 16 million cases of non-fatal violence-related injuries severe enough to require medical attention.

Beyond deaths and injuries, highly prevalent forms of violence (such as child maltreatment and intimate partner violence) have serious non-injury health consequences. Victims may engage in high-risk behaviours such as alcohol and substance misuse, smoking, and unsafe sex, which in turn can contribute to cardiovascular disorders, cancers, depression, diabetes and HIV/AIDS – themselves leading causes of death. In countries with high levels of violence, economic growth can be slowed down, personal and collective security eroded, and social development impeded.

Violence is preventable. Evidence from high-income countries (HIC) and low- and middle-income countries (LMIC) shows strong relationships between levels of violence and potentially modifiable factors such as economic inequality; access to firearms; access to and harmful use of alcohol; and poor monitoring and parental supervision of children. Scientific research shows that programmes to address the underlying causes of violence are effective in reducing the rate of new cases, and that pre-hospital and emergency medical care can reduce the number of deaths and other negative health consequences when violence does occur.

In recent years, the GCVP has focused on building mechanisms for sharing information between violence prevention practitioners, researchers and policy-makers, including through the formation of the Violence Prevention Alliance (VPA), and initiation of the series of GCVP Milestones Meetings. The goal of this document, developed by the VPA, is to encourage violence prevention stakeholders to agree on a small set of common goals for action. To initiate the process, six such goals are presented in this plan. The goal of the GCVP will then be to actively support the achievement of these goals in countries around the world.



The target audience for this GCVP plan of action is the global violence prevention community, including United Nations (UN) Member States, UN agencies, official development assistance agencies, philanthropic foundations, nongovernmental organizations and researchers. Meaningful violence prevention achievements at national and local level require that in addition to their own objectives, violence prevention stakeholders commit time and energy to supporting efforts to achieve a few carefully selected goals that are owned by violence prevention stakeholders everywhere.

This document describes these goals, and draws on recommendations from major international reports and recommendations over the past decade¹. These include the *World report on violence and health* and the *World report on violence against children*; UN General Assembly resolutions on preventing violence against children, violence against women, and armed violence; UN Guidelines for the Prevention of Crime, and World Health Assembly and WHO Regional Committee Resolutions on implementing the recommendations of the *World report on violence and health*.

Box 2: Criminal justice and policing²

The public health focus of this plan is intended to complement the important roles that the criminal justice sector and the police can play in preventing violence. Research from HIC, which have mechanisms to ensure oversight and accountability of the police, suggests that a professional, well-trained and effective police force and a fair and efficient criminal justice system are crucial to preventing violence. Of particular importance are fair and consistently enforced sentencing policies, the rehabilitation of youth offenders, implementing strategies to enable safe reporting of interpersonal violence and ensuring that legal protection and support is available to all citizens. In certain circumstances, the threat of criminal sanctions can have a deterrent effect, for instance, on people with strong social ties or when the certainty – but not necessarily the severity – of sanctions is high. An important objective for violence prevention should therefore be to strengthen collaboration between public health, the criminal justice sector, and the police with the aim of increasing the chance that potential perpetrators of violence will be deterred and prevented from committing crime in the first place or, if not, convicted. In addition, the police play a crucial role in enforcing laws that regulate certain risk factors, such as access to firearms and alcohol.

For health policy-makers, acknowledging the importance of deterrence alongside preschool education, early family support and other strategies to address risk factors is an essential prerequisite to forging partnerships between criminal justice systems and health services to achieve societies and communities that are both safe and just.

This plan focuses on interpersonal violence, which includes assault, rape, and homicide occurring mainly in community settings, and child maltreatment, intimate partner

¹ The following paper has been of particular value suggesting the overall structure of this plan: Mercy JA, Butchart A, Rosenberg M, Dahlberg L, Harvey A. (2008). Preventing violence in developing countries: a framework for action. *International Journal of Injury Control and Safety Promotion*, 15 (4): 197–208

² This section draws from: Shepherd JP. (2001). Criminal deterrence as a public health strategy. *Lancet*, 358, 1717-1722.



violence and elder abuse occurring mainly in the home and institutional settings. Preventing such violence requires tackling economic and gender inequalities, firearm and alcohol availability, poor schooling and unemployment, parental abuse and neglect, and dysfunctional families. Addressing these factors requires coordinated inputs from multiple sectors (e.g. education, employment, health, housing, justice, safety and security, trade and industry, welfare) directed towards prevention targets such as reduced incidence rates of homicide, assault, rape, child maltreatment, and intimate partner violence. Several risk factors are shared between interpersonal violence and other problems such as substance abuse, road traffic injuries, involvement in criminal activities, teenage pregnancy, unsafe sex, and poor academic and vocational performance. Addressing risk factors for interpersonal violence may therefore also help to reduce these associated problems.

1. Why an action plan is needed

The need for this plan of action was underscored during the September 2011 Fifth Milestones in a Global Campaign for Violence Prevention Meeting that took place in Cape Town, South Africa. During the meeting, nearly 300 violence prevention experts from over 60 countries discussed progress and strategized the way ahead. They agreed on the need to identify a small set of policy, legal and programme-delivery targets at national level towards which global violence prevention efforts can be directed, and for a plan of action to unify their efforts because:

- The number and diversity of violence prevention practitioners and programmes at international and national levels has increased;
- New international violence prevention initiatives involving collaboration between multiple partners have emerged;
- Shifting from research and small-scale pilot evaluations to the scaling-up of effective programmes has become a priority;
- Requests for assistance with violence prevention from LMIC have intensified;
- Commitment from international actors to supporting evidence-informed prevention has grown, reflecting greater convergence between them.

2. The approach

Underlying this plan of action are the following principles:

- *Evidence-informed approach:* Strategies and services are informed by reviews of the scientific evidence for their effectiveness, emphasizing the monitoring and evaluation of implementation efforts;
- *Focus on prevention:* Due to the large numbers of people affected and the existence of effective prevention programmes at the individual, family community and societal levels, emphasis is placed on prevention strategies that target both high-risk groups and the population at large;
- *Enhance services for victims and perpetrators of violence:* Health, social, and legal services for victims can reduce the health consequences of violence, and

rehabilitation services for perpetrators can lessen the risk of their future involvement in violence;

- *Human rights:* Activities should further the realization of human rights as laid down in the Universal Declaration of Human Rights and other relevant Human Rights instruments such as the Convention on the Elimination of All Forms of Discrimination against Women and Convention on the Rights of the Child. This includes ensuring the participation of vulnerable populations in decision-making processes and accountability mechanisms;
- *Life course perspective:* The causes, consequences and prevention of violence are viewed from a life-course perspective which recognizes the need for prevention and intervention at all stages of development;
- *Prioritize low- and middle-income countries:* Although the need to address violence is global, the focus is on LMIC and other countries where the problem is largest and prevention efforts will have the greatest benefits. This should include efforts to increase the number and quality of outcome evaluation studies from LMIC;
- *Intersectoral:* Addressing the causes and consequences of violence is the responsibility of multiple sectors. Strong intersectoral collaboration and joint planning are therefore essential.

3. Baselines, targets and monitoring

Baseline information on key numeric indicators (e.g. national homicide rates; percentage of countries with relevant laws and policies) is fundamental to setting prevention targets and monitoring efforts to achieve such targets. However, over half the world's population live in countries that remain unable to reliably count even the number of homicides at a national level, and there is no uniform source of data about national violence prevention policies, laws, and programmes. Accordingly, key goals of this global plan of action are to provide ongoing support for efforts to improve cause of death registration systems, and strengthen investment in periodic surveys of non-fatal forms of violence, and national policies, laws, and programmes, so as to establish baselines and prevention targets for these problems and the responses to them.

4. The six violence prevention goals

This plan has six goals. The first two (1, 2) aim to prioritize violence prevention within the global public health and development agendas; the next three (3, 4, 5), to build strong foundations for ongoing violence prevention efforts; and the last (6), to assist in focusing support for violence prevention efforts on evidence-informed prevention strategies that can prevent multiple types of violence. Each is described more fully in the next section of this document.

Increase the priority of evidence-informed violence prevention as a global public health and development issue

1. Intensify communication and advocacy;
2. Enhance the integration of violence prevention into major global agendas including, for instance, in post-Millennium Development Goal commitments.

Build the foundations for violence prevention

3. Develop and strengthen national action plans;
4. Increase individual and institutional capacity for violence prevention and the delivery of services for victims and perpetrators;
5. Strengthen data collection and research on violence.

Implement violence prevention strategies

6. Implement evidence-informed violence prevention strategies, including:
 - (i) Parenting support: promote access to evidence-informed parenting support strategies and resources for high-risk parents;
 - (ii) Life skills training: promote access to evidence-informed life- and social skills training strategies for high-risk children and adolescents;
 - (iii) Norms: change social and cultural norms that are supportive of violence and strengthen non-violent norms;
 - (iv) Alcohol: reduce access to and harmful use of alcohol;
 - (v) Firearms: implement evidence-informed measures to reduce the risks of firearm-related deaths and injuries;
 - (vi) Services: promote access to services and resources aimed at mitigating the consequences of violence and reducing its re-occurrence for victims and perpetrators.

Box 3: Addressing the social determinants of violence

Levels of homicide, physical and sexual assault, and intimate partner violence are influenced by social determinants such as poverty, economic inequality and unemployment, poor governance, and social norms such as those related to gender, ethnicity/race, and class. These determinants may take decades to alter, and changing them requires action by multiple sectors within a country, often with support from international development partners. It is therefore vital that countries acknowledge the link between violence and social determinants, and that wherever possible violence prevention is integrated into strategies that address social determinants. For instance, actions to de-concentrate poverty in urban and rural residential areas; reduce the proportion of youth aged 15–29 years that are out of school and unemployed, and reduce economic inequality among urban and rural populations have the potential to substantially reduce levels of violence.



5. Plan of action for each violence prevention goal

The following sections outline a small set of policy, legal and programme-delivery goals towards which global and national violence prevention efforts can be directed. These goals address institutional support for violence prevention as well as long-term and immediate risk factors for violence.

Increase the priority of evidence-informed violence prevention as a global public health and development issue

1) Intensify communication and advocacy

A global communication strategy, including widely shared messages, is important to strengthen advocacy for the allocation of resources to a common set of prevention programmes, and to support policy- and decision-makers to develop a clear and attainable vision for their violence prevention agenda. The appropriateness of violence prevention messages and communication strategies in different regions should be examined and international strategies fine-tuned for various audiences in each regional setting.

Goal: A core set of key violence prevention messages that are fully owned by stakeholders from different sectors is developed, ensuring that these messages are continuously disseminated at global, regional and local levels to decision-makers and the public.

Action steps:

- Agree on a catchphrase to communicate the central message of GCVP (e.g. "violence is preventable"; "taking action to generate evidence", "using science to prevent violence");
- Identify no more than five core violence prevention messages that can be used as common stems for setting-specific violence prevention messages. Develop print, radio, and video versions of each of these messages;
- Develop a comprehensive communication strategy for dissemination of these messages based on a review of existing approaches and including the use of social media;
- Encourage the development of civil-society movements that advocate for the primary prevention of violence;
- Identify and promote champions and patrons for violence prevention.

2) Enhance integration of violence prevention into major global agendas

Some international political agendas are receiving high levels of attention. Several are closely linked to violence prevention, notably economic development, urban development and human security, good governance and civil society, education, HIV/AIDS programming, and efforts to address the global drugs trade and the global arms trade. But these links are often overlooked. Identification of the major global

agendas with a high relevance for violence prevention and the integration of violence prevention components into them can help to leverage increased political will, human and financial resources.

Goal: Violence prevention is increasingly reflected in major international agendas, by strengthening existing and developing new strategic partnerships with multilateral agencies, governments and civil society organizations.

Action steps:

- Identify those agendas with high visibility and funding that intersect with violence prevention and establish entry points and potential champions in each agenda. Strengthen ties to and define shared violence prevention objectives with the UN agencies mandated to address these global agendas.

Build the foundation for violence prevention

3) Strengthen national action plans

A national plan of action for the prevention of violence provides a foundation for the development of formal policy and legislative instruments; resource mobilization and allocation; programme design and implementation; and training and capacity building. In countries that already have one or more plans of action for preventing different types of violence, these plans should be strengthened by ensuring that they complement each other. Countries without action plans should be encouraged to develop a comprehensive strategy to prevent violence. Efforts should also be made to integrate violence prevention into action plans that address related and/or broader issues, such as social development, crime prevention, and HIV/AIDS prevention. A mechanism for the monitoring and evaluating the implementation of, and for periodically revising, action plans should be established.

Goal: All countries have and are implementing an adequate national action plan for violence prevention or have integrated violence prevention into existing action plans.

Action steps:

- Build capacity among decision- and policy-makers at country level to develop and/or strengthen action plans;
- Create a system for the regular exchange of information on violence and violence prevention between different agencies and sectors involved in violence prevention and between policy-makers, researchers, advocates, and practitioners;
- Provide tools that facilitate the implementation and budgeting of national action plans.

4) Increase individual and institutional capacity for violence prevention and for the delivery of services for victims and perpetrators

Capacity development is essential to achieving violence prevention success. Efforts to build individual capacity must be intensified, and should maximize the use of science-based training resources such as WHO's TEACH-VIP, MENTOR-VIP, and courses for violence prevention and the provision of services. This should be complemented by the development of mechanisms for building institutional and systems capacity, especially at country level.

Goal: All countries have increased individual and institutional capacity for violence prevention and the delivery of services for victims and perpetrators by training individuals in key positions using science-based resources and strengthening relevant institutions.

Action steps:

- Train policy- and decision-makers in various sectors on implementing and evaluating evidence-informed prevention strategies and services;
- Integrate violence prevention into curricula for training of public health, criminal justice, educational and social development workers;
- Set up national victim support and assistance structures and referral systems.
- Encourage the establishment of national and/or regional centres of excellence for the prevention of violence;
- Develop programmes and strengthen capacities of responsible institutions to prevent recidivism.

5) Strengthen data collection and research on violence

The investigation of violence using scientific methods and statistical information from surveys and surveillance systems to describe the problem; research to understand the most salient and pressing risk factors, and outcome evaluations to explore the effectiveness of prevention programmes and services for victims and perpetrators, leads to better understanding of the problem in different social, economic and cultural contexts, and enhances the development of appropriate responses. Information obtained through such data collection and research can also be used to advocate for increased investment in strategies of proven or promising effectiveness. The translation of knowledge and data into effective, feasible and acceptable prevention strategies should be an integral part of data collection and research activities and for advocacy purposes.

Goal: The number of countries with routine data collection systems, nationally representative surveys, research on risk factors for violence, and outcome evaluation studies of violence prevention programmes and services is greatly increased.

Action steps:

- Develop a joint and agreed research agenda in consultation with policy- and decision-makers;

- Strengthen collaboration between data producers, including national statistical authorities, national agencies/ministries responsible for violence and crime prevention, and research institutions to improve availability and quality of data on violence and crime;
- Collect data on victimization and perpetration of violence in routine surveillance systems and regularly conducted surveys (e.g. demographic and health surveys);
- Promote outcome evaluation studies of violence prevention programmes and services for victims and perpetrators;
- Include consequences of violence in costing studies and strengthen research on the cost effectiveness of violence prevention programmes;
- Baselines and targets for this plan of action will be formulated using data from VPA participant and other organizations that are supporting global and national efforts to collect data on the scale of, and risk factors for, the problem and what governments are doing to address these;
- Develop capacity for knowledge translation for prevention policy and advocacy.

Implement violence prevention strategies

6. Implement evidence-informed violence prevention strategies. Based on the scientific evaluation of practices in many countries, five main violence prevention strategies have emerged that are important for LMIC and funding agencies to consider as they decide where to invest limited resources. These include parenting support strategies; life skills training; changing norms supportive of violence and strengthening non-violent norms; reducing access to and harmful use of alcohol; measures to reduce the risks of firearm-related deaths and injuries; and services for victims and perpetrators aimed at mitigating the consequences of violence and reducing its re-occurrence. Not all specific programmes belonging to these five strategies are supported by evidence of effectiveness; in all instances priority must be given to those with the best evidence-base. In addition to these five evidence-informed strategies, it is also critical to address the social determinants of violence, as explained in Box 3.

(i) Parenting support: promote access to evidence-informed parenting support strategies and resources for high-risk parents:

Programmes that encourage safe, stable and nurturing relationships between parents (or caregivers) and children in their early years can prevent child maltreatment and reduce childhood and youth aggression and violence. These include visits by nurses to parents and children in their homes to provide support, education, and information, and parent education, usually delivered in groups, to improve child-rearing skills, increase knowledge of child development, and encourage positive child management strategies.

Goal: Proven and promising strategies that promote positive parenting and nurturing relationships between parents and children are adapted to LMIC, increasingly implemented, and evaluated for their effectiveness.

Action steps:

- Promote the adaptation and application of parenting support strategies in LMIC;
- Integrate parenting support strategies into other programmes such as antenatal care and home visitation programmes.

(ii) Life skills training: Promote access to evidence-informed life- and social skills training strategies for high-risk children and adolescents:

Poor social skills, low academic achievement, impulsiveness, truancy and poverty are among the factors that fuel several types of violence, including youth violence, bullying, intimate partner violence and sexual violence. These types of violence can be prevented by developing the life skills of young children. Life skills can be defined as abilities for adaptive and positive behaviour that enable individuals to deal effectively with the demands and challenges of everyday life. Evidence shows that preschool enrichment and social development programmes that focus on the acquisition of social skills such as anger management, moral development, and developing and maintaining healthy relationships in children early in life, can prevent aggression and bullying, improve social skills, boost educational achievement and improve job prospects.

Goal: Successful life-skills training strategies – for children in school and for children and adolescents that are out-of-school – are increasingly implemented and evaluated for their effectiveness.

Action steps:

- Adapt, evaluate, and implement life- and social-skills training and bullying prevention strategies for use in LMIC;
- Integrate life-skills training into the education sector and established school health programmes;
- Adapt, develop and evaluate approaches for out-of-school populations.

(iii) Norms: change social and cultural norms that are supportive of violence and strengthen non-violent norms

Rules or expectations of behaviour – norms – within cultural and social groups, such as those related to gender, ethnicity/race, and class, can encourage violence. Legislative reforms, mass media campaigns and educational programmes that challenge cultural and social norms supportive of violence can help prevent violence. This strategy also includes the promotion of positive norms strengthening pro-social behaviour and a peaceful co-existence.

Goal: Legislative reforms, mass media campaigns and educational programmes designed to challenge the use of violence are increasingly implemented and evaluated for their effectiveness.

Action steps:

- Identify champions and widely known individuals who publicly endorse statements indicating that they reject violence;
- Advocate for legal reforms that make violent behaviour an offence;
- Conduct campaigns that challenge cultural and social norms supportive of violence;
- Integrate programmes designed to change social norms supportive of violence into broad-based health promotion efforts.

(iv) Alcohol: reduce access to and harmful use of alcohol

Harmful use of alcohol is a major contributor to violence. Reducing the availability and harmful use of alcohol can therefore substantially decrease violence.

Goal: Implement policies and scale up programmes aimed at reducing the availability of alcohol through regulating prices and sales outlets and hours, brief interventions and longer-term treatment for problem drinkers, and strategies to manage environments in which alcohol is served.

Action steps:

- Advocate for policies and laws addressing the availability, marketing and pricing of alcoholic beverages;
- Enforce laws addressing the availability, marketing and pricing of alcoholic beverages;
- Promote community action to reduce the harmful use of alcohol;
- Support efforts to provide brief interventions and longer-term treatment for problem drinkers.

(v) Firearms: implement evidence-informed measures to reduce the risks of firearm-related deaths and injuries

Firearms increase the likelihood of death and serious injury when used in acts of violence. Evidence-informed measures for reducing the risk of firearm-related deaths and injuries include the prohibition of informal gun markets among youth; education on the safe storage and handling of guns; changing the design of firearms to make them safer, and legislative efforts to reduce the potential for firearm-related violence (e.g. licensing requirements and waiting periods). Although most of these measures have not been evaluated adequately, there are some examples of success from several HIC and LMIC. Progress in preventing firearm violence requires more investigation into the effectiveness of such measures. These strategies are aligned to other international instruments addressing armed violence and can help to promote their national adaptation and implementation.

Goal: To increase the number of countries implementing and evaluating the effectiveness of evidence-informed measures for reducing the risk of firearm-related violence.

Action steps:

- Advocate for and provide technical support to countries for the prohibition of illegal gun markets; implementation of education regarding the safe storage and handling of guns; changing the design of firearms to make them safer, and legislative efforts to reduce the potential for firearm-related violence (e.g. licensing requirements and waiting periods);
- Enforce laws designed to reduce the risk of firearm-related violence;
- Promote outcome evaluation studies of measures for reducing firearm-related violence and injuries.

vi) Services: Promote access to evidence-informed services and resources aimed at mitigating the consequences of violence and reducing its re-occurrence for victims and perpetrators.

Pre-hospital and emergency care for seriously injured victims can reduce the number of deaths. Interventions to identify victims of violence and provide effective care, support, and redress can protect health and break cycles of violence from one generation to the next. Programmes to reduce recidivism of perpetrators include, for instance, diversion and other special programmes for young offenders, restorative justice programmes, cognitive-behavioural interventions, and the use of community-based sanctions as an alternative to detention.

Goal: Evidence-informed victim service and perpetrator rehabilitation strategies are increasingly implemented and evaluated for their effectiveness.

Action steps:

- Adapt, implement, evaluate and scale-up evidence-informed victim service and perpetrator rehabilitation strategies for use in LMIC;
- Strengthen the capacity of services to collect data and to conduct outcome evaluation studies.

6. International Coordination and Partnerships

To guide partners in the setting and attainment of realistic but achievable violence prevention targets, overarching international coordination is required. The increasing number of new actors, networks and international initiatives poses challenges in terms of reinforcing the unique contributions of each entity, while avoiding duplication and increasing synergies. To address this challenge, the VPA provides a platform for the exchange of information and to help coordinate the activities of violence prevention actors. This is intended to complement and reinforce the efforts of other organizations aimed at strengthening global violence efforts.

Violence Prevention Alliance

The VPA, which has developed this plan of action for the GCVP, is an informal network of over 40 governmental, non-governmental, international, and private organizations and research institutions and universities which aims to implement the recommendations of the WHO *World report on violence and health*. VPA participants share an evidence-informed public health approach that targets the risk factors for violence and promotes multi-sectoral cooperation. VPA advocates for the field of violence prevention and to mobilize resources especially in LMIC. Through its networks, the VPA supports capacity development, particularly in the areas of individual and institutional resources, and contributes to setting the global violence prevention research agenda and bridging the gaps between research and violence prevention programming. For more information on the VPA, see: <http://www.who.int/violenceprevention/en/index.html>.

7. Implementation of the Global Plan of Action

The Global Plan of Action outlines a small set of policy, legal and programme-delivery goals towards which global and national violence prevention efforts can be directed, and calls for a harmonized approach for implementation and alignment to national policies. Its implementation will proceed through a combination of commitments to action by the VPA participant organizations, and a drive to achieve consensus among key partners within the international community on a diplomatic initiative for an integrated approach to interpersonal violence prevention.

8. Monitoring and Evaluation of the Plan of Action 2012-2020

Baselines and targets for this plan of action will be formulated using data from VPA participant and other organizations that are supporting global and national efforts to collect data on the scale of the problem, its risk factors, and what governments are doing to address these. It is recognized that the formulation of such baselines and targets is a complex endeavour that must proceed in close consultation with national governments, and a mechanism for undertaking such consultations will be developed at an appropriate stage in the implementation of this plan, once sufficient data are available.

9. Mobilizing Violence Prevention Resources

Globally, there is a dearth of funding for the development of violence prevention activities in LMIC. If the violence prevention field is to advance, concerted action is required to ensure that a compelling case is made for why donors, including development agencies and philanthropic foundations should increase the amount of resources available to the field, and to ensure that such resources are wisely spent on evidence-informed programmes, advocacy and communication, foundation building and programming. It is hoped that this plan of action can be used to draw attention to this situation, and that GCVP partners will use the plan to advocate for increased violence prevention investments.

Donors wanting to boost this work therefore have a set of violence prevention goals and strategies that they can help market and disseminate alongside a skilled network of implementation partners standing by to scale up their prevention activities. Within this context, examples of donor options for investment in violence prevention include:

- Prevention programming activities that are informed by the scientific evidence;
- Monitoring of prevention programmes and studies of their effectiveness to expand the evidence-base;
- Surveillance and data work including surveys and data analysis to better and more consistently map the scope of violence;
- Research to better understand violence and its underlying causes and risk factors;
- Meetings of experts and practitioners to share experience and expertise about violence and prevention and to map out strategies for the way forward;
- Coordination and secretariat functions including a resource fund for violence prevention,

