



10 ESSENTIALS TO ADDRESS VIOLENCE AGAINST WOMEN AND GIRLS IN AND THROUGH SPORTS

PRINCIPLES



Place the care of individuals as the top priority, nurturing human well-being, healthy and respectful relationships (care ethics).



Avoid unintentionally putting women at greater risk, reinforcing negative gender stereotypes or generating other discriminatory attitudes.



Be mindful of how race, class, religion, sexual orientation and other identities impact on prevention and response efforts.



Prioritize the safety, informed consent/autonomous decision-making and confidentiality of survivors.

These strategies are intended for sports organizations and other stakeholders working with sports organizations.

- 1 Promote the participation of women and girls in sport (as athletes, coaches, role models in advertising and media), to increase individual self-efficacy, well-being and leadership; and to challenge power imbalances and perceptions related to stereotypical gender roles.
- 2 Address violence and harassment against all girls and women who are at risk of experiencing it in the sporting environment, including athletes, coaches, referees, trainers, cheerleaders, and food and beverage promoters through preventative measures, clear reporting mechanisms, redress for survivors and accountability of perpetrators.
- 3 Strive for gender equality within sporting organizations, including through the recruitment, retention and promotion of women; and by ensuring women's voices are part of decision-making bodies and structures.
- 4 Engage top leadership within the sporting organization who will ensure that policies are implemented; that prevention is prioritized; that victims are supported; and that perpetrators are held accountable.
- 5 Adopt and implement policies and codes of conduct that clearly articulate zero-tolerance for non-accidental violence and harassment of any kind against female staff, athletes and other personnel in the sporting environment.
- 6 Provide empathetic and non-judgmental responses to victims; safety; access to medical and psychosocial counselling within the organization or through referrals; and viable channels for reporting the experience.
- 7 Ensure that informal and formal reporting procedures are in place; that independent internal investigations are conducted (irrespective of parallel criminal or civil procedures); and that disciplinary procedures are available and proportional to the misconduct. Referrals to external authorities should conform to national legal frameworks.
- 8 Implement educational programming and training with staff and athletes to raise awareness about sexual harassment and assault; convey information about policies, available procedures and services; and to instill principles of respect, equality, non-discrimination and human rights.
- 9 Leverage the popularity of athletes and sports, through events and media to raise awareness that violence against women and girls is wrong and that it will not be condoned.
- 10 Link up with community-based efforts to challenge gender stereotypes, discrimination, inequality and harmful masculinities to highlight the role of social norms in the perpetration and acceptance of violence against women and girls.

Promising Practice Examples:

THE INTERNATIONAL OLYMPIC COMMITTEE (IOC)

– The IOC established a ‘Commission on Women and Sport’ to tackle discrimination and violence, as well as to increase women’s involvement in sport. The IOC recommends that all sport organisations should:

1. Develop policies and procedures for the prevention of sexual harassment and abuse.
2. Monitor the implementation of these policies and procedures.
3. Evaluate the impact of these policies in identifying and reducing sexual harassment and abuse.
4. Develop an education and training program on sexual harassment and abuse in their sport(s).
5. Promote and exemplify equitable, respectful and ethical leadership.
6. Foster strong partnerships with parents/ carers in the prevention of sexual harassment and abuse.
7. Promote and support scientific research on these issues.

RIGHT TO PLAY – The evaluated Right To Play programme in Pakistan offers regular sport and play programming to over 170,000 children and youth in the country. The organization has trained over 400 local youth as coaches and organized summer camps, sport tournaments and Play Days for children and youth in schools and in communities. As part of their programming, Right To Play has employed life skills in multiple districts across Sindh province. As a result, the confidence level of children, especially girls, in schools has increased; violence and bullying in schools has been reduced; and essential life skills of children have been built.

WOMEN WIN – Over the course of two years, Women Win gathered a diverse set of experts, coaches, programme directors and girls from around the world to share their knowledge about how to address gender-based violence through sport. A guide was developed for an individual or grassroots organization interested in building or improving sport programmes for girls, including teams, girls’ and women’s organizations, schools, clubs and faith-based groups. It can serve as a reference for coaches, international sports and development organizations, donors, sports governing bodies, caregivers, researchers, and policy makers.

COACHING BOYS INTO MEN (CBIM) – The evaluated CBIM programme provides a series of useful toolkits for coaches and institutions regarding how to promote values of respect and nonviolence in young men, challenging toxic masculinities which lead to violence against women and girls. The toolkits have been adapted for countries across the globe; and for sports such as cricket in India by Parivartan and soccer for 200 FIFA national football associations.

ONE WIN LEADS TO ANOTHER (OWLA) – UN Women, in partnership with the International Olympic Committee (IOC), Women Win and the Brazilian Olympic Committee, with support from Procter and Gamble Always Brand and the Swedish Postcode Foundation, is implementing the Programme One Win Leads to Another. The Programme is aimed to promote sports and life skills training for adolescent girls, with a primary focus on utilizing sports role models to promote gender equality, including through educating men and boys – using mass media, social media, and community level interventions.