

Coalition Chronicles 30-2: Primary Prevention Building Blocks: Changing Social Norms

Violence against women, and all types of interpersonal violence, is also supported by social norms. Norms are standards, attitudes, and beliefs – rooted in culture and tradition – that are so imbedded in our daily lives that we often aren't conscious of the role they play in influencing the way we act and shaping how we see the world. Norms are much more than just habits; yet as we've seen with norms related to smoking, they can be shifted. This issue of Coalition Chronicles explores how we can do that.

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Source URL (retrieved on 01/26/2015 - 9:19pm): <http://wcadv.org/coalition-chronicles-30-2-primary-prevention-building-blocks-changing-social-norms>