

## P163M

### **Can we do it better? Young people and professional's perceptions about prevention strategies of IPV among young people in northern Spain.**

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#### **Abstract Content:** Background:

Intimate partner violence (IPV) is a public health problem with devastating effects on young women's health. Despite legislative efforts, mass media campaigns and school based prevention programmes implemented in recent decades, data show slow progress towards its reduction in Spain. Thus, the aim of this study was to explore professionals' and young people's perceptions about existing programmes and campaigns to prevent IPV among young people.

#### Methods:

Twelve individual interviews with professionals working with young people from various sectors and seven focus groups with 42 university students were conducted. All the interviews and discussions were recorded and transcribed verbatim. Data were analysed following the methodology of inductive thematic analysis with the support of Atlas.ti software. The transcriptions were read several times and coded line by line. Afterwards, codes were grouped into themes that were refined into two phases with the participation of all the authors.

#### Results:

From the analysis the following three themes were identified: "Mass media campaigns, too far from young people's reality", "Why don't they tell men to be respectful?" and "Small, local interventions: successful but lacking support".

Participants described prevention campaigns as focused intensely in physical violence, strongly centred in encouraging women to report violence to the police and with no messages for men. Small local prevention programmes trying to challenge these deficiencies lacked economical and political support.

#### Conclusions:

Prevention campaigns should take into account specific characteristics of IPV among young people as well as their perceptions and preferences in their design and development to be more successful in their aims.

**Disclosure of Interest:** None declared