

‘A New Era’: The impact of violence against women and girls (VAWG) on young people

Two Metropolitan Police officers

Key information

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The **London Assembly Police and Crime Committee** has published its report - ‘*A New Era: The impact of violence against women and girls (VAWG) on young people*’ – calling on the Mayor to commission a toolkit to help parents teach their children about healthy relationships.

Preventative education is the most important tool for tackling violence against women and girls (VAWG) as it challenges the harmful and misogynistic attitudes that sit behind the current epidemic in violence.

Further evidence provided to the Committee highlighted the importance of championing positive male role models to combat the misogynistic views spread online.

Key recommendations from the report include:

- The Mayor should commission a Parent’s Toolkit to support them in teaching their children about healthy relationships from a young age, based on the model for the existing School’s Toolkit. The Mayor should commission this by 31 December 2025.
- Within the next year, the Mayor should undertake an information campaign uplifting and championing relatable and ‘everyday’ positive male role models, as a counter narrative to the harmful misogynistic content offered by some online influencers.
- As part of his renewed VAWG strategy, the Mayor should publish a fully costed and multi-year financial plan for how he will support VAWG sector organisations to deliver services over the next three years. This should be published by 31 December 2025.

[Read the report in full.](#)

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