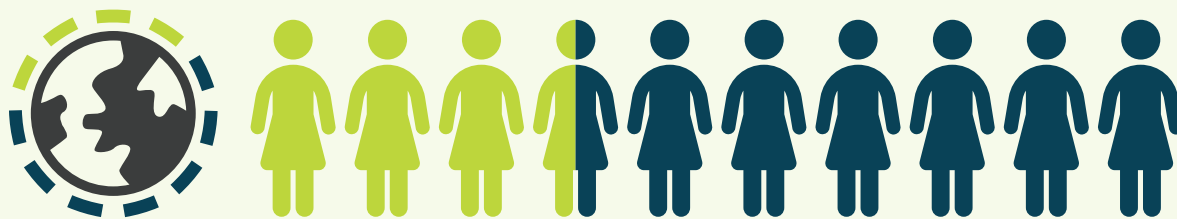


Globally, **35% of women** have experienced **GENDER-BASED VIOLENCE**



THE VAST MAJORITY OF THIS VIOLENCE IS **PERPETRATED BY PARTNERS.**



While many circumstances contribute to this injustice, researchers have recognized **men's alcohol consumption** as an important factor...



yet there is a dearth of interventions designed to **reduce alcohol use & violence**, especially in low-resource settings.



We wanted to know:  
can **reducing men's drinking**  
**PREVENT VIOLENCE AGAINST WOMEN?**



Beautiful Home was a pilot test of a community-based intervention in Bangalore, India designed to decrease **intimate partner violence by reducing men's alcohol consumption.**

Beautiful Home tested two solutions:

**1** A cash incentive for husbands to stay sober at night using a mobile breathalyzer

**2** The same cash incentive plus four behavioral couples therapy (BCT) sessions

**A randomized controlled trial found that both interventions reduced alcohol intake and violence toward women.**



Using a violence scale validated in the Indian context, we found:

- 1** a **30% decrease in violence** in the incentives-only group
- 2** a nearly **50% decrease in violence** in the incentives + BCT group

We evaluated results again four months after incentives and counseling sessions had stopped and the effect persisted.

This small pilot shows that tackling alcohol consumption and improving couple communication could decrease violence and improve women's well-being around the world. That's why we're now exploring ways to make the program easier, more cost-effective, and scalable by exploring technological innovation.