

Engaging Men and Boys in Gender-Transformative Programming

Innovations Webinar

September 22, 2015

Jane Kato-Wallace, Senior Program Officer

Email: j.kato@promundoglobal.org

www.promundoglobal.org

Outline

- Who we are
- Key Premises to Engaging Men and Boys
- MenCare: Engaging Men as Caregivers
- Impact Assessment
- Challenges and Risks

About Promundo

Who we are

- ✓ Founded in Rio de Janeiro in 1997 with offices in Brazil, US, Portugal, Great Lakes of Africa
- ✓ Using research to inform and drive programs and policies
- ✓ Focus on contextual adaptation, scaling up and sustainability

What we do

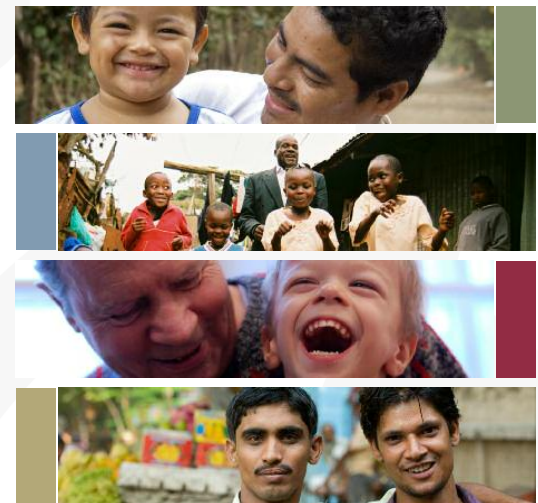
- ✓ Using the education sector to reach boys (and girls) to change gender norms
- ✓ Promoting men's involvement in care work/MNCH via the health sector
- ✓ Working with the peace and security sector to build lasting peace
- ✓ Engaging men to promote women's economic empowerment

Findings from the International Men and Gender Equality Survey (IMAGES)

- ✓ Violence as a defining feature of men's and boys' lives
- ✓ IPV perpetration/victimization linked to experiencing and/or witnessing violence in childhood
- ✓ Rooted in the ways men and boys are socialized
- ✓ Structural and pathological factors
- ✓ Boys with involved fathers are less likely to experience violence
- ✓ Men with close relationships with children are less likely to be involved in criminal activity

Evolving Men

Initial Results from the International Men and Gender Equality Survey
(IMAGES)



men+
gender equality
POLICY PROJECT

coordinated by the
International Center for Research on Women
and Instituto Promundo

Key Premises

The gender equation

- ✓ sensitive Vs transformative

Men's multiple roles and identities

- ✓ Men can, and often do, want to prevent and challenge violence

Violence as a learned behavior

- ✓ Men are not inherently violent

Gender Transformative Programs

- Foster critical examination of gender norms, roles and relationships
- Challenge the distribution of resources and allocation of duties between men and women, and others in the community
- Address the power relationships between women and others in the community (e.g. service providers)



GENDER
EQUALITY

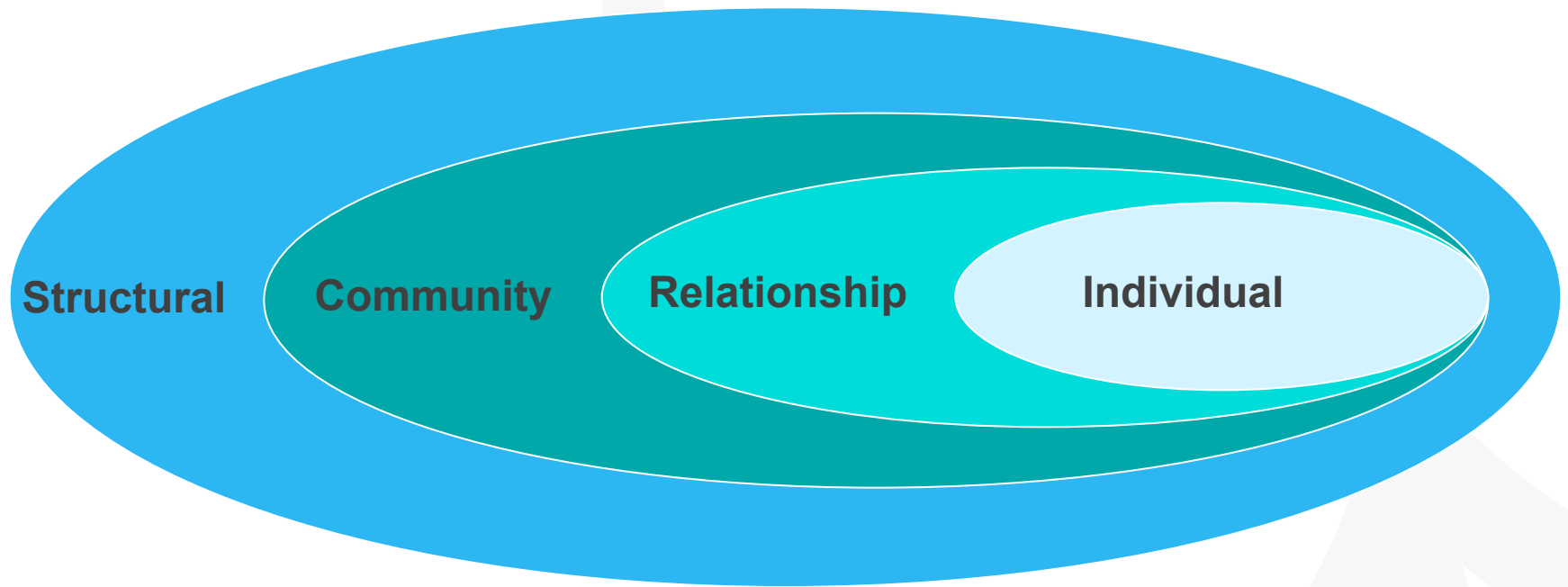
Gender Transformative Programs

- Recognize and strengthen positive norms that support equality and an enabling environment
- Promote the relative position of women, girls and marginalized groups
- Transform the underlying social structures, policies and social norms that perpetrate gender inequalities



GENDER
EQUALITY

Norms are produced and reinforced at multiple levels



...so we must work at multiple levels

Fatherhood as a positive entry point...

- ✓ Fatherhood as a positive entry point to stop the intergenerational transfer of violence and promote the intergenerational transfer of care
- ✓ More than four out of five men worldwide will be fathers at some point in their lives
- ✓ Nearly all the world's men have some connection to children as stepfathers, brothers, uncles, teachers, etc.



VOCÊ ME DÁ CARINHO. VOCÊ É MEU PAI.

Leandro Firmino, ator
pai de Luiz Miguel, de 1 ano

Quando soube que a Priscila estava grávida fiquei preocupado, porque, um tempo atrás, a gente tinha perdido um bebê com seis meses de gravidez. Mas fiquei muito feliz porque tinha surgido mais uma oportunidade de me tornar pai. Acompanhei a gravidez, fui nas consultas de pré-natal. No dia que nasceu o Luiz Miguel, acho que foi um dos dias mais felizes e nervosos da minha vida. Hoje em dia, tenho mais responsabilidade, agora tenho alguém que precisa tanto de mim como da mãe. Eu cresci ao lado do meu pai, da minha mãe e dos meus avós. A referência familiar que tenho fez a maior diferença e continua fazendo na minha vida. Durante minha vida escolar, percebi que alguns amigos sofriam

pelo fato de não terem pai, ou porque eram criados só pela mãe e o pai não era presente. Para alguns, isso acabou prejudicando na vida adulta. Meu pai trabalha na Fia (Fundação da Infância e Adolescência) e ele levava meus irmãos e eu para o trabalho dele. Lá tínhamos contato com crianças órfãs e vi o carinho que meu pai tinha por elas. Durante as férias, ele conseguia autorização e trazia essas crianças pra passar férias aqui em casa. Era muito bacana. Meu pai é uma referência muito importante para que eu seja um bom pai também.

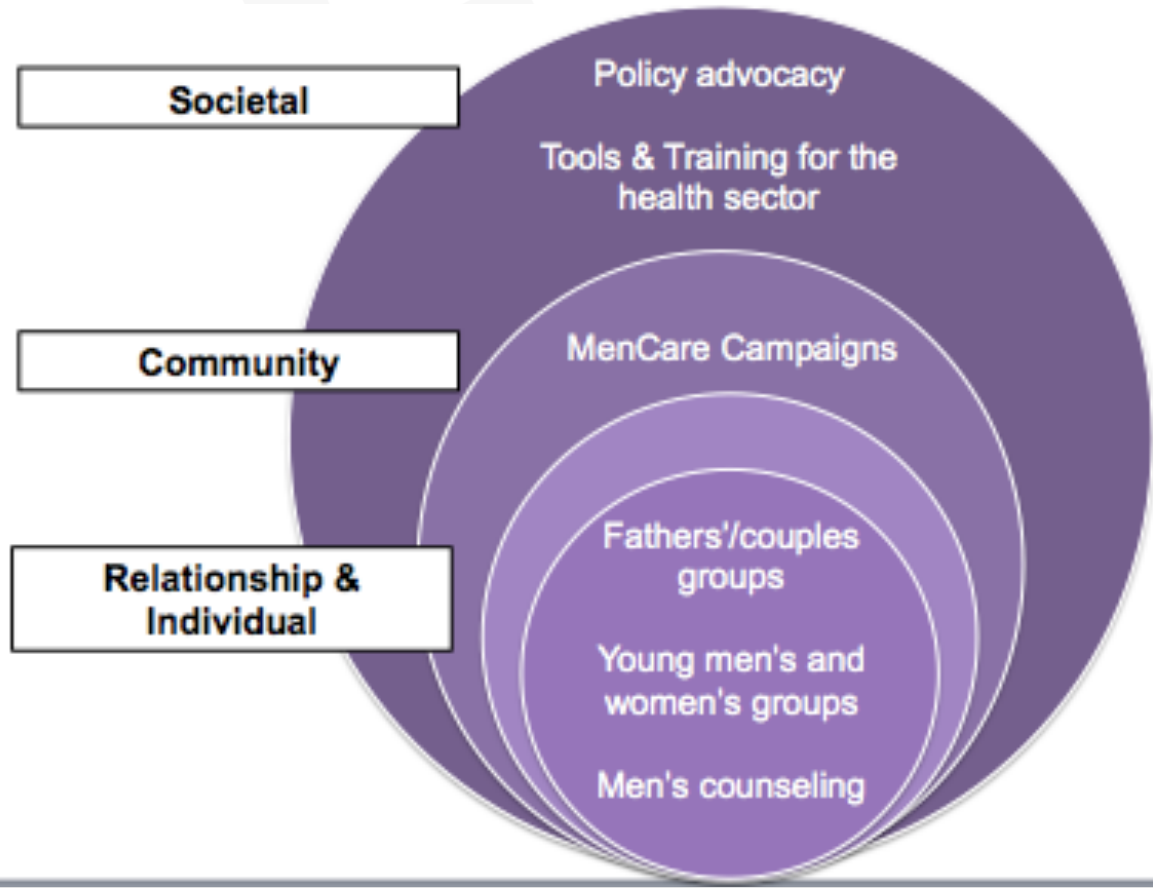
PROMUNDO Men Care
A GLOBAL EXPERIENCE CAMPAIGN

GT Program Example

Men **Care** +

ENGAGING MEN IN A 4-COUNTRY INITIATIVE

3-year integrated effort to engage men and boys, alongside women and girls, to promote **gender equality**, **prevent violence** and **improve health outcomes** in Brazil, Indonesia, Rwanda and South Africa.



What has shown impact so far?

- ✓ Questioning what it means to be men as central component
- ✓ Consistently implemented groups with well-trained facilitators
- ✓ Longer duration

Multiple components / levels

- ✓ Encouraging men to speak out/act
- ✓ Well-designed community campaigns
- ✓ Advocating for policy and structural changes

Contextual adaptation

- ✓ Engaging beneficiaries since the design phase

Doing all this together with women's empowerment in
political, social and economic spheres

Challenges

- ✓ Finding the right implementing partners
- ✓ Ensuring retention
- ✓ Sustaining the intervention (funding cycles, renewed conflict)
- ✓ Encouraging local ownership and national political drive
- ✓ Scaling up without losing quality of the intervention
- ✓ Effecting and measuring long-term change

Lack of belief of national and international policymakers that men can truly change and that GBV can be prevented

Managing Risks

- ✓ Not all men should be involved - screening and providing services for violence prevention
- ✓ Ensuring women are in control, feel comfortable
- ✓ Avoid discouraging single or unaccompanied women from accessing services

Making sure you are not reinforcing norms of men's control over women's health/assets/etc.



Thank you!



1367 Connecticut Avenue NW, Suite 310, Washington, DC 20036

Phone: +1 202 588 0061 | Fax: +1 202 588 0063

www.promundoglobal.org

Brazil | United States | Portugal | Rwanda