Engaging Men and Boys
What drives gender-based violence?
What works to prevent it?

Gary Barker, PhD, President and CEO
Promundo-US

STUDYING MEN, GENDER AND VIOLENCE
International Men and Gender Equality Survey • IMAGES • 36 countries • >800,000 interviews

Engaging Men and Boys
Promundo: A focus on transforming masculinities
Promundo aims to promote gender equality and create a world free from violence by engaging men and boys in partnership with women and girls in over 40 countries.

About us:
• Founded in Brazil 20 years ago
• Offices in Brazil, U.S., Portugal, and Democratic Republic of the Congo
• 50+ staff, consultants and affiliated researchers
• Visit www.promundoglobal.org

Engaging men and boys to prevent and respond to gender-based violence
1) What drives men’s use of violence?
2) What works for prevention?
3) Evidence-based prevention in schools, workplaces, communities
4) Recommendations

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Which Men are More Likely to Pay for Sex? Men who:

- Have inequitable norms
- Report dissatisfaction in current sexual relationships
- Are economically stressed
- Think being a sex worker is her choice
- Have male friends who pay for sex

In US, UK, Mexico, proportion of young men who made sexual comments to women or girls in street, workplace, school/university, internet or social media in the last month:

1/5 to 1/3

The single largest factor driving young men’s use of sexual harassment: Being in the Man Box.

Most young men want to speak out when they see other men sexually harass but are afraid to. In the US, 1% of young men say they would do nothing to stop harassment or bullying because the violence would come to them:

89%

What factors reduced boys’ exposure to childhood violence? (from IMAGES analysis)

- Parent’s educational attainment (men with more educated parents experience less violence)
- Father participation in caregiving and domestic activities
- Equitable household decision-making by parents

Key point: Men’s use of violence against women, sexual harassment, and sexual exploitation are driven by social cultures of manhood and by childhood exposure to violence.

Engaging men from a gender transformational perspective shows impact

- Those that make questioning what it means to be men or gender norms central to their intervention
- Those with longer duration
- Those with multiple components (e.g., group education)
- Equal evidence that mixed and single-sex groups (including couples) work
- Single most consistent intervention showing change: Group education with linkage to service provision, bystander intervention

1) Parent training: Promoting men’s caregiving and non-violent child-rearing

Fatherhood training with 1,700 fathers and their partners in Rwanda participated in parent training - led to nearly 30% reduction in VAW and 35% reduction in VAC assessed in RCT

2) Engaging youth: Program H/Manhood 2.0

Adapted in 19 countries; 2 RCT studies with CDC support
3) Psychosocial Approaches: Living Peace & Youth Living Peace

- Trauma recovery + violence prevention
- Create safe spaces to discuss experiences of violence
- Build on existing positive coping strategies
- 2-year follow-up evaluation in DRC found violence reduction in more than 90% of households (n=149)

4) Best practice in workplace prevention

1) Committed and engaged leadership
2) Consistent and demonstrated accountability
3) Strong and comprehensive harassment policies
4) Trusted and accessible complaint procedures
5) Regular, interactive training tailored to the audience and the organization - with a gender and power content
6) Encouraging men to collaborate as bystanders

What works

1. Start early, engaging boys and girls - about respect and equality - in schools and in after-school programs.
2. Reach boys and young men, and girls and young women, where they are, home, school, sports.
3. Involve caregivers, particularly fathers and other male caregivers, modeling equality, respect and non-violence
4. Work with celebrities and key gatekeepers (such as religious leaders) as visible role models
5. Listen to women and include their voices at all levels of programming and outreach

What Works - 2

5. Work alongside and follow the lead of women’s rights activists.
6. Implement bystander approaches, teaching young men to speak out in non-violent ways.
7. Provide psychosocial support to youth and adults who have witnessed violence.
8. Discuss what it means to be men, via a critical discussion of how to build on positive manhood.