



# **NEW APPROACHES TO ENGAGING MEN: *From individual to structural***

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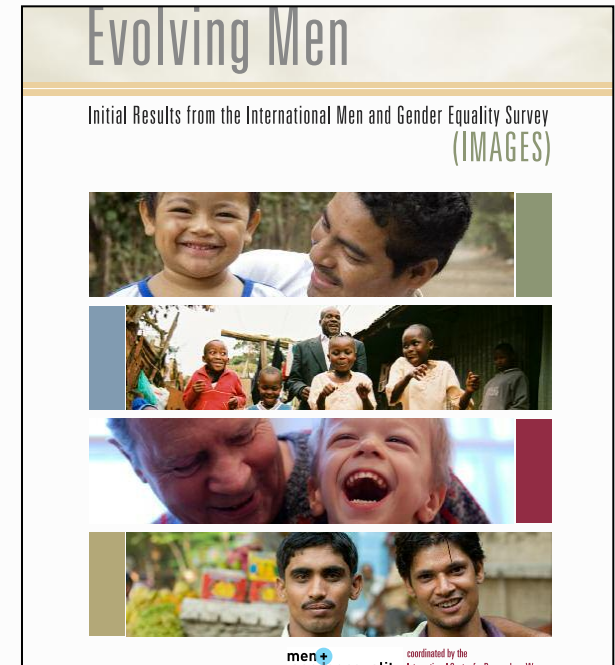
# Overview

- What the **International Men and Gender Equality Survey (IMAGES)** tells us about men and what factors lead to gender equality
- How findings are being used to develop **structural interventions**
- **Reflections** on moving to large-scale and structural interventions



# The Big Headlines from IMAGES

- ***Violence creates violence*** – most traumatic form is witnessing violence against mothers
- ***Caregiving creates caregiving***: men who see their fathers caring twice as likely to do so
- ***Men's educational attainment matters for almost every key gender outcome***
- ***Younger generation*** taking up gender equality faster
- ***Men who buy into gender equality are happier and healthier - and their female partners are happier and healthier***



# WHICH MEN ARE MORE LIKELY TO USE VIOLENCE AGAINST WOMEN? (*IMAGES multivariate analysis*)

## *MEN:*

- With less equitable attitudes
- Who are economically stressed
- Who have been displaced (by conflict)
- ***Who witnessed violence by a man against their mother***
- Who show higher rates of alcohol use



# WHICH MEN DO MORE CAREGIVING? (IMAGES multivariate analysis)

## MEN:

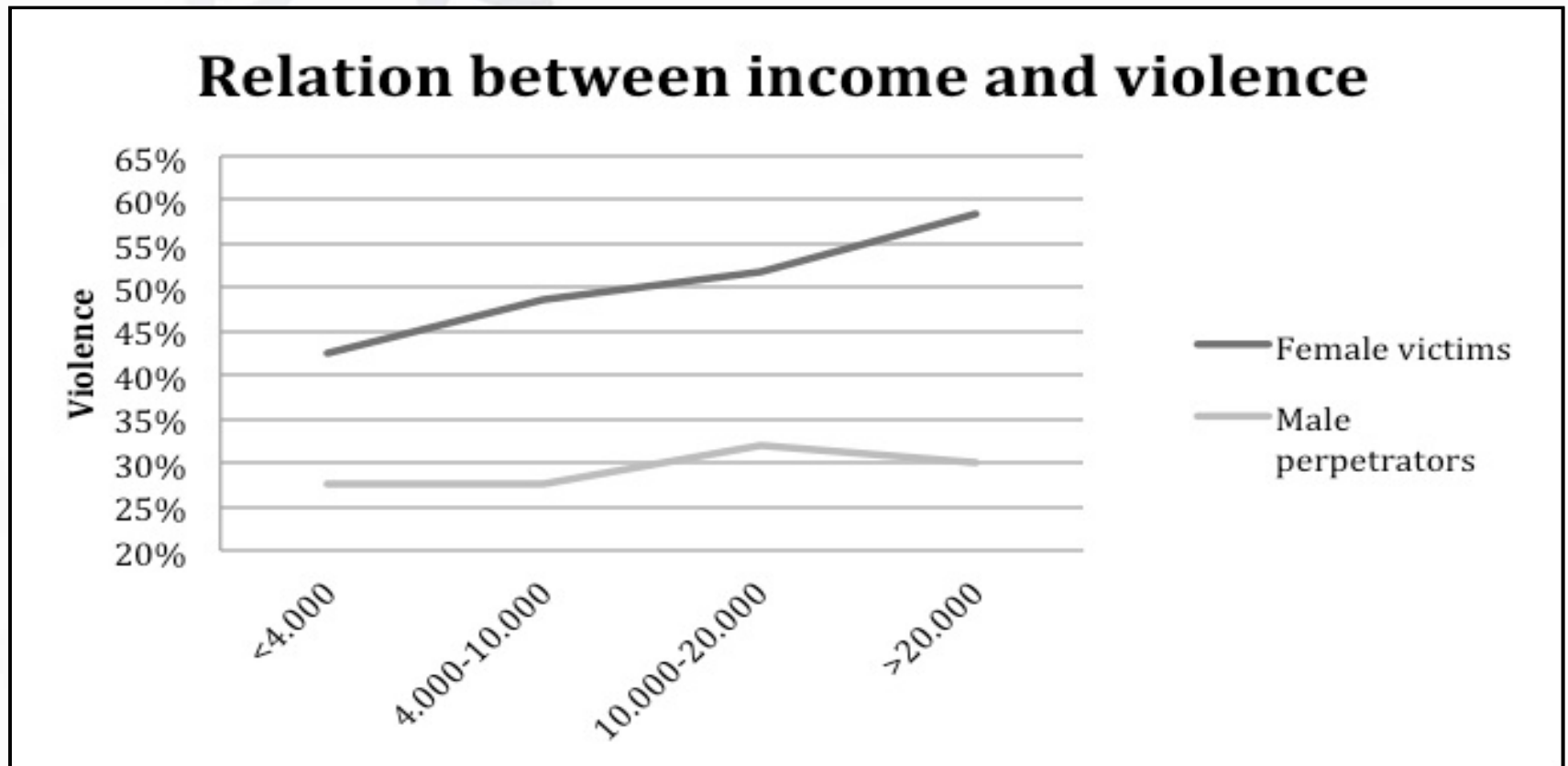
- With more equitable attitudes
- Who were taught to care for younger siblings
- Men whose fathers did care work
- With secondary education
- Who were not exposed to violence as children
- Who work fewer hours
- Who are younger
- Who took paternity leave (usually just a few days)
- Whose partner (the child's mother) also works





# Contextual differences in IMAGES findings (example from Rwanda)

Table 1: Women's and men's income and women's experiences of gender-based violence



Source: Slegh and Kimonyo 2010

# IMAGES – DRC Loss of livelihoods, loss of manhood (Promundo and Sonke, 2012)

**Figure 6: Men's Reports of Economic Stress**

- **72%** ashamed to face their families because out of work
- **75%** ashamed to face their families because they can't provide basic financial needs
- **74%** spend most of their time looking for work
- **53%** have considered leaving their families because of lack of income
- **46%** sometimes drink or stay away from home because they can't find work
- **78%** are frequently stressed or depressed because they do not have work
- **89%** of men reported at least one form of work-related stress



Photo by Henry Singh

## IMAGES-Bosnia:

### Violence spilling into the post-conflict period (Perpetuum Mobile, CARE, Promundo, 2013)

Criminal and risky activities	% Men (N=1566)
Have you ever robbed someone?	21,3
Have you ever been involved in a fight with a knife, gun or other weapon?	19,1
Do you own a firearm?	18,5
Have you ever been arrested?	9,4
Have you ever been in prison?	4,5



# How have IMAGES Findings Been Used for Advocacy Purposes? *Examples*

- **Brazil:** Used to encourage Ministry of Health to start new collaboration to engage men in MCH and to promote men's health
- **Chile:** Used to encourage government to engage men in MCH and early childhood development
- **Rwanda:** Provided baseline for starting “Journeys of Transformation”
- **Croatia:** Used by CARE staff and partners NGOs to promote more progressive sexuality education and achieve govt support for YMI



## ***4 Emerging Areas of Structural Interventions Coming from IMAGES***

- **MenCare:** Promoting ***care work*** and men's Involvement in MCH via public health sector
- Engaging men via ***women's economic empowerment and conditional cash transfers***
- Using the ***education sector*** to reach boys and girls to change gender norms
- Working with the ***peace and security sector*** to build lasting, gender-equitable peace



# Men Care

A GLOBAL FATHERHOOD CAMPAIGN



Sonke Gender  
Justice Network  
HIV/AIDS, Gender Equality, Human Rights



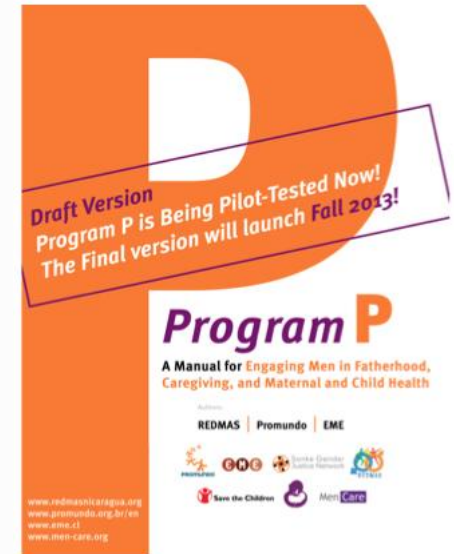
# Men Care +

ENGAGING MEN IN A 4-COUNTRY INITIATIVE

- ***3-year collaboration*** between RutgersWPF, Promundo-US, Sonke and partners
- Engaging men, ages 15-35, as caregiving partners in maternal and child health (***MCH***) and sexual and reproductive health and rights (***SRHR***)
- Implementing in ***Brazil, Indonesia, Rwanda and South Africa***
- ***Objective is to scale up a combined MCH, SRH, GBV prevention approach with the health sector***

# CENTRAL COMPONENT: ENGAGING HEALTH SECTOR WORKERS TO ENGAGE MEN AND COUPLES

- *Implemented in Nicaragua and Sri Lanka*
- *Pre-tested in 4 countries*
- *Full launch in October 2013 with IADB*
- *Impact Evaluation (RCT) in South Africa*
- *Great interest from Save the Children to develop subsequent versions for parents with older children*
- *Being adapted in India, Guatemala, Senegal, Honduras and Ecuador*



Men Care

A GLOBAL FATHERHOOD CAMPAIGN





# Interventions on Men and WEE

***Journeys of Transformation:*** Pilot project in Rwanda to engage husbands of participants in savings associations.

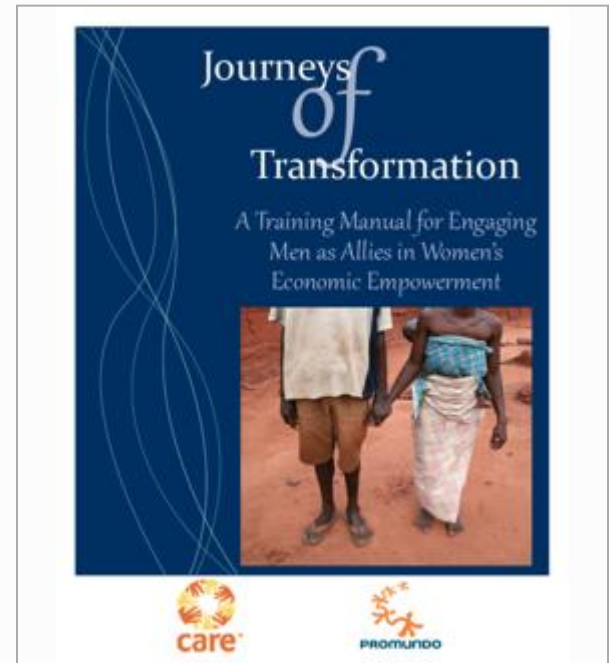
Evaluation found increase in:

- (1) men's support for women's income generation activities,
- (2) couple communication,
- (3) income,
- (4) men's care work

➤ Starting RCT in Burundi

➤ ***Study in Brazil to promote men's involvement in families via Bolsa Familia***

***Support:*** NORAD, CARE, UN Women, World Bank



# Education Sector: Program H in schools

- ✓ Structured ***consciousness raising*** ***about masculinity*** using a Paulo Freire approach
- ✓ ***Activism*** and community campaigns led by youth “resistors”
- ✓ ***Training of teachers*** via online training portal reaching 2000 teachers in 3 states in Brazil



# Results of Program H: 22 countries

**9 quasi-experimental evaluation studies** found:

- Reduction in violence-supportive attitudes;
- Decrease in bullying behavior (Bosnia), sexual harassment (India), and physical violence against female partners (Brazil);
- Increased condom use (Brazil, Chile, India);
- Reduced disruptive classroom behavior (Brazil, Balkans);
- All compared to no change or negative change in control groups



# Working with Men via the Peace and Security Agenda

- World Bank supported project for post-conflict African nations supporting gender empowerment, gender equality and stigma reduction.
- Working with local partners in DRC (Bukavu and Goma), Burundi and South Sudan
- Using process to build a “men, peace and security agenda” with UN partners, governments, NGOs






# ***Benefits of combined GBV prevention + health promotion + men's caregiving***

- ***Women's lives get better*** – health, well-being, income, reduced violence
- ***Children's lives get better*** – health, reduced violence, better developmental and education outcomes, girls empowered, boys more gender-equitable
- ***Men's lives get better*** – longer, healthier lives; more fulfilling relationships

***Challenge is for health, education, poverty alleviation sectors to take men's involvement seriously***



YOU NEVER MISS A PRENATAL VISIT.  
**YOU ARE MY FATHER.**

You are starting on the adventure of a lifetime: you get to be a father. You are needed from the start: to learn, to be involved, to be responsible.

Not only will you discover things you never knew about yourself, you will help significantly increase the chances of a safe and comfortable birth of your child and her mother.

As a father, you can show you care by supporting the mother at every step of the pregnancy.

For more on fathers & prenatal visits: [www.Men-Care.org](http://www.Men-Care.org) MenCare  
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