In Practice: Working with Men to Prevent Gender-based Violence
Prevention

• Primary – before the violence starts
  ▫ Reduce risk factors, increase protective factors
  ▫ Individual and social norm change

• Secondary – immediate response to violence
  ▫ Emergency services, medical care

• Tertiary – longer-term approaches aimed to diminish effect of violence
  ▫ Batterer intervention, services to reduce emotional trauma of survivor
A Focus on Fostering Social Change

- Address the root cause of GBV: power imbalance between women and men
- Influence social norms at every level: individual, relationship, community, societal levels
- Foster analysis of the injustice of women’s subordination
- Inspire activism among communities
Primary Prevention: Social Norm Change Programming (Heise 2012)

**Individual Approaches:**
Peer Training/Workshops
- Stepping Stones, Strategies for Hope/Medical Research Council (South African version)
- Program H, Promundo
- Ethiopia Male Norms Initiative, Population Council

**Relationship Approaches:**
Awareness Raising
- One Man Can, Sonke Gender Justice
- We Can, Oxfam
- MenCARE, MenEngage

**Community Approaches:**
Behavior Change and Communication Strategies
- Soul City
- SASA!, Raising Voices
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<tr>
<th>Problematic Program Approaches</th>
<th>Example</th>
<th>Implications</th>
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<tr>
<td>Men as the problem</td>
<td>Blame and shame, punitive approaches</td>
<td>Increased backlash, fear, suspicion, increased danger for women, drives problem underground</td>
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<tr>
<td>Men as the savior</td>
<td>Rescues, some role model approaches</td>
<td>Reinforced patriarchy, further burdens men, further marginalizes women</td>
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<td>Men as the enemy</td>
<td>Some women’s villages, some protection programs, danger spot campaigns, some communications campaigns</td>
<td>Breakdown of male/female relationships, stigma</td>
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<tr>
<td>Men as THE solution</td>
<td>Some role model approaches, male-only engagement</td>
<td>Women are passive victims, men maintain power, ignores women’s role in maintaining norms</td>
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<td>Men as the competitor</td>
<td>Some VAM/gender norm work</td>
<td>Perpetuates skewed analysis of GBV, creates organizational and community tensions</td>
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<tr>
<td>Men as the perpetrator (particularly in IPV work)</td>
<td>Arrest and charge, punitive approaches</td>
<td>Breadwinner taken away, family structures weakened</td>
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### Promising Program Approaches

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<td>Men as PART of the solution</td>
<td>Some community mobilization work, men as partners work</td>
<td>Men and women’s strengths and importance recognized</td>
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<tr>
<td>Men as a role models</td>
<td>Personal narratives, small groups of men, communication campaigns</td>
<td>Rethinking of traditional gender norms, can marginalize ‘modern’ men</td>
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<td>Men as allies</td>
<td>Peer group work</td>
<td>Increased accountability to women / women’s movement</td>
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The field is very young – much more work and learning is needed!
Learning from Practice...

Accountability to Women

• **Accountability is . . .**
  . . . a tool for addressing injustice based on the position that the best knowledge of an injustice comes from those who have experienced it.

• **Implications**
  ▫ Recognize, respect, learn from decades of VAW work
  ▫ Avoid siloed approaches
  ▫ Actively and consistently learn about the multi-faceted dynamics of oppression and male privilege
  ▫ Men take responsibility for their own education / politicization
Learning from Practice...

Content and Language is Critical

- **Power**
  - Power within
  - Power over
  - Power with
  - Power to

- **Implications**
  - Inclusive
  - Transformative
  - Avoids ‘gender’ and ‘rights’ language
  - Provocative
  - Brings men on board
  - Addresses all types of ‘power over’ (avoids competition)
  - Avoids marginalization where are women in ‘engaging men’?
Learning from Practice...

Competition Hurts Everyone

- Current debates
  - Male-to-male violence
  - Female-to-male violence

- Implications
  - Sets up ‘victim’ competition (who has it worse)
  - Pits ‘victims’ against each other
  - Misunderstanding of roots and reach of patriarchy
  - Marginalizes trauma of victims (male or female)
  - Misrepresentation/confusion of prevalence
Challenges Emerging

• “Engaging men has become the goal rather than the strategy”
• Meaningful, in-depth content that is truly transformative – content is not optional!
• Win/lose dynamic between VAM and VAW
• Finding men able to lead the work
  ▫ Men have multiple pressures, history of inequality need time to understand/confront their privilege
  ▫ Is a process, can’t be done in a training or two
Specific GBV in Emergencies Challenges

- Implications of temporary or transitional communities on social norm change
- Notions of masculinity intensely challenged in emergency settings
- Social norm change work on stranger rape/sexual violence in conflict
- Intense priorities/survival, relationship issues relegated to secondary concerns
- Impact of situational trauma on activism, personal agency
Things to Consider

• If you are working with men... what content are you using?
• Is your language inclusive: engaging men / engaging communities
• In your context what is the feasibility of social norm change work?
  ▫ Will people be there for some time?
  ▫ Is there a sense (or could be) of community?
  ▫ Can you take the long view (i.e., people taking ideas with them).
• If program is focused on working with men how could it be more holistic?
Thank you!

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