

Why Engage Men?

- To avoid a backlash against violence against women programmes
- Men often hold more power and influence in a home or community
- Men can be influential and effective change agents at different levels
- If social change is to be sustained we need to involve men.

An approach to working with men

- Multiple strategies to reach a cross section of community members including women, men, children and adolescents, police, health care providers, local leaders.
- Analysis and discussion
- Local Activism e.g. drama, community conversations, health chats, soap operas, video shows, community action groups.

Creating Awareness among Men

Gender based violence is related to issues of power and control; thus it is important to identify the incentives and motivations for perpetrators to change their behaviour.

it will be more effective to focus on how they can play their part in improving society - not to make men feel guilty

- Local Activism e.g. drama, community conversations, health chats, soap operas, video, shows, community action groups.
- Formation and training of men's groups.
- Behaviour change curriculum – looking at gender, sexuality, power.

- Awareness raising and community mobilisation.
- Partnership with women's groups for action.
- Communication materials e.g. games, comics, posters, information sheets, picture cards
- Working with the media and playing an advocacy role e.g. fact sheets, presentations, story ideas, soap operas, videos

How to design a strategy ?

- Discuss how to handle anger/violence - who can they talk to, elders or other men?
- Identify positive role models (champions) for men and engage them in the process of change.
- Developing a **support system** for champions too!!!!
- While separate discussions may be required at certain stages, seek to create an open environment to discuss violence and exchange views.
- Research, gathering and analyzing views opinions

Communication

- The language and messages that are used should be **persuasive** rather than **intimidating**. **Avoid blame, stigma or shame; instead talk about opportunities and rights.**
- Role plays are an effective, non-threatening way of raising anti-violence messages.
- Men may worry about their identity as men and fear they are not respected within the household.
- Look at the issue of the dominance as family head i.e. **if a person wants to be respected they must reciprocate that respect**. Talk about respecting the rights of men, of women, of children.
- Work towards **collective decisions** within the household (sharing power) but avoid undermining men's sense of identity.

- Focus on the **benefits of reduced violence** and how negative behaviour affects the family e.g. the consequences of children being afraid of fathers.
- Seek to promote better husbands, fathers and sons – e.g. men who have daughters will respond as they want a safe environment for their daughters.
- Discuss the **personal and societal impact of violence** on a woman and relate this to their wives, daughters, sisters or mothers. Question whether, because of their attitude and behaviour

Community strategies for working with men

- Seek to reach **all men in the community**, not only those who are directly affected by GBV.
- Meet men where **they feel safe and accepted** e.g. drinking places; at football; at newspaper outlets; in the market. Mix and spend time with them so that they are open to discussion.
- **Men need a space** where men can give time to each other, not hassle each other.
- Ensure that staff or partners have good listening; practise promoting a network of violence.

- Peer to peer talking as men listen to what other men are saying. *Peer pressure* can be key to engaging men.
- Find mechanisms to **generate peer pressure**; for example, local drinking groups hold members accountable or require men to leave adequate money for the family food before drinking.
- Use **multiple channels** to raise the issue.
- Facilitate men and women to talk together in community groups.
- Encourage men **to create a safe family** and community environment for their sisters, daughters, wives.

- Encourage men to move towards collective ownership in the household, for example, give a value to what others in the household are contributing e.g. unpaid workload of wives and children.
- Encourage the community to prepare for safer families into which girls marry.
- Try to tackle gender stereotypes e.g. girls riding bicycles, men doing some household tasks that are currently done by women, sharing responsibility within the household