

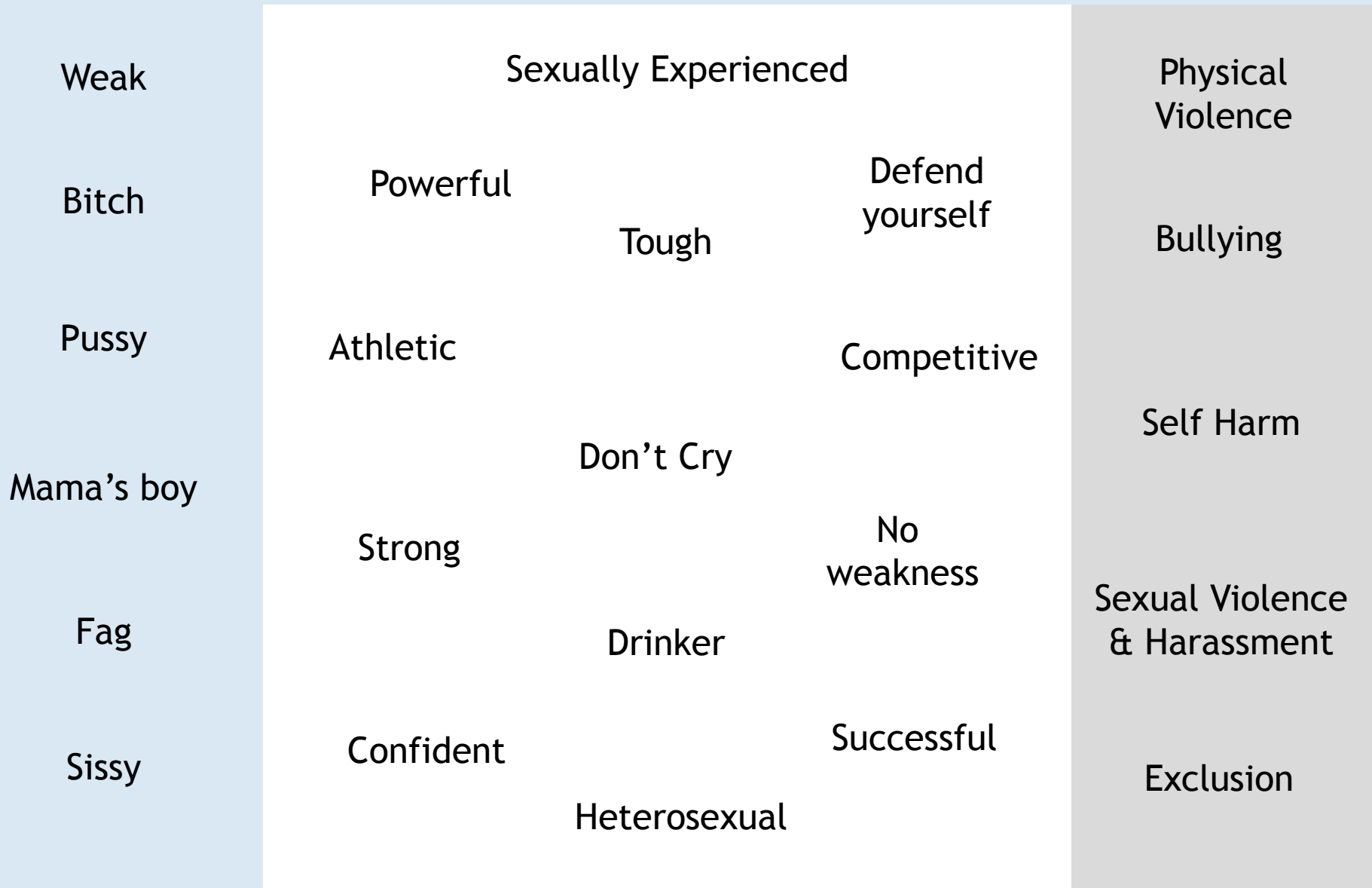
Manhood 2.0: A Curriculum for a Gender Equitable Future of Manhood

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Agenda

- Man Box Activity
- Introductions- Promundo & Our Values
- Interventions targeting young adolescent males
 - Manhood 2.0
- Man Box + Q&A

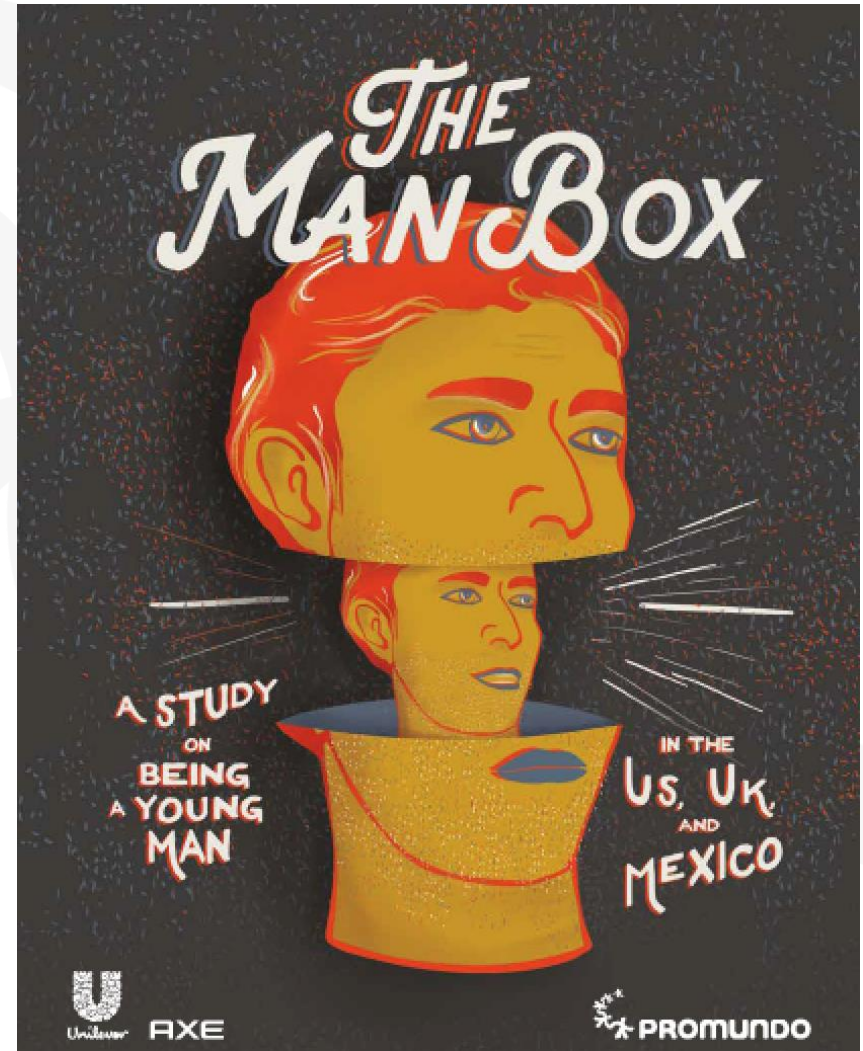
The Man Box





Pop Quiz!

- You will see 3 signs:
 - 10% - 30%
 - 31% - 55%
 - 56% - 75%
- I will read a series of statements with results from the Man Box study in the U.S.
- Stand by the sign that best represents the % of men who you believe “Agreed” + “Strongly Agreed” with the statement.





First Statement

Society as a whole tells me that...

A “real man” should have as many sexual partners as he can

What % of men in the U.S. agreed or strongly agreed with this?

60%

Compared with 51% in the UK and 42% in Mexico



Second Statement

Society as a whole tells
me that...

Guys should act strong
even if they feel scared or
nervous inside

*What % of men in the U.S.
agreed or strongly agreed
with this?*

75%

*Compared with 64%
in the UK and 59%
in Mexico*



Third Statement

In my opinion....

If a guy has a girlfriend or wife, he deserves to know where she is all the time.

What % of men in the U.S. agreed or strongly agreed with this?

46%

*Compared with 37%
in the UK and 26%
in Mexico*

Promundo

Our Mission

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
- ✓ Independently registered in Brazil, U.S., Portugal, and Democratic Republic of the Congo
- ✓ Over 40+ staff, consultants and affiliated researchers

Program Areas

Through research, programs, and advocacy, Promundo works across the following areas:

-  Conflict and Security
-  Economic Justice
-  Fatherhood and Caregiving
-  Preventing Violence
-  Research for Action
-  Youth and Equality

What we believe in

- ✓ Gender equality is an essential part of creating happier and healthier societies for everyone
- ✓ Men and boys are a critical part of the solution to achieve gender equality
- ✓ Gender-*transformative* solutions
- ✓ We must tap into *voices of resistance*
- ✓ Understanding gender is relational
- ✓ Working from a lens of intersectionality (including race, poverty, etc.)
- ✓ Working within a feminist framework

Violence is a Defining Feature of Boys' and Men's Lives

- **20% to 85%** of men report having experienced ***psychological*** violence as children;
- **26% to 67%** of men report having experienced ***physical*** violence as children in their homes;
- **16% to 44%** of men report ***witnessing their mother being beaten*** by their father or another male partner;
- **1% to 21%** of men report having experienced ***sexual violence*** as children;
- **34% to 79%** report having been ***bullied*** in their neighborhoods or physically punished by teachers

Parents' education, fathers' participation in domestic duties or childcare and equitable decision-making in the childhood home can all reduce the likelihood of violence.

VIOLENCE AGAINST WOMEN AFFECTS MEN'S LIVES: Persistent costs of VAW for women and men

Men who report having seen a man use violence against their mother when they were children:

- Have less equitable views
- Have higher rates of delinquency
- Have higher rates of use of physical violence against partners and higher rates of use of sexual violence
- Participate less in the birth of their children
- Experience higher rates of depression
- Have lower self-esteem
- Are more likely to abuse alcohol

Witnessing violence against one's mother was a stronger effect on all these variables than having been a victim oneself

Across the settings, men's attitudes about what it means to be men found to be correlated with:

- Use of physical and sexual violence against female partners
- Couple communication about RH
- Having sought HIV testing
- Number of sexual partners
- Rates of self-reported STI symptoms
- Condom use
- Substance/alcohol use

In sum, how and to what extent boys and men internalize prevailing inequitable social definitions of manhood and gender-related norms affects their health and that of their partners with direct linkages to SRH, MCH, GBV and HIV

The Big Headlines from IMAGES and other research

- ***Violence creates violence*** – and the most traumatic form is witnessing violence against mothers
- ***Caregiving creates caregiving:*** men who see their fathers in caring relationships twice as likely to do same
- ***Men who buy into gender equality are happier and healthier - and their female partners are happier and healthier***



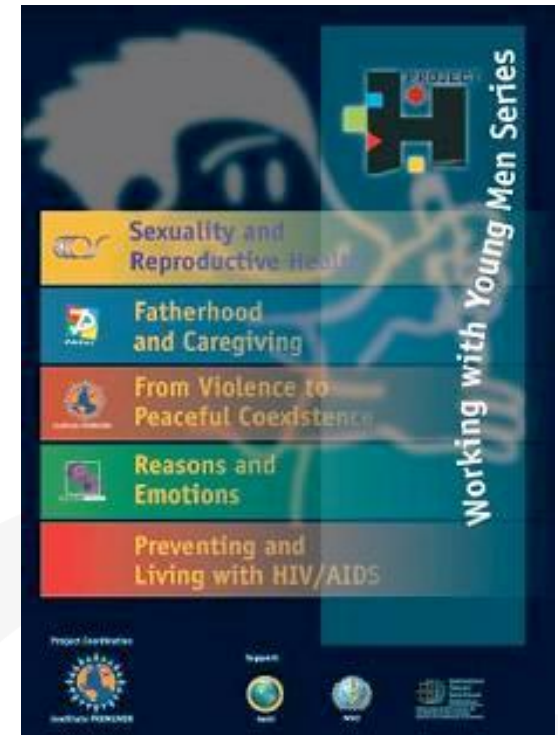
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Lessons from Global Settings

Promundo Program H

Interventions promoting gender equality with young men

- Launched in 2002, in Rio de Janeiro, Brazil
- Combines group educational activities and community campaigns
- Conduct policy advocacy to address structural barriers that inhibit youth overall well-being
- Topics include:
 - Sexual and reproductive health
 - Fatherhood and caregiving
 - Violence and violence prevention
 - Reason and emotions
 - HIV/AIDS





Where: Schools, youth clubs, sports groups, vocational training centers, juvenile detention facilities. More than 30 countries on five continents; translated into 10+ languages....

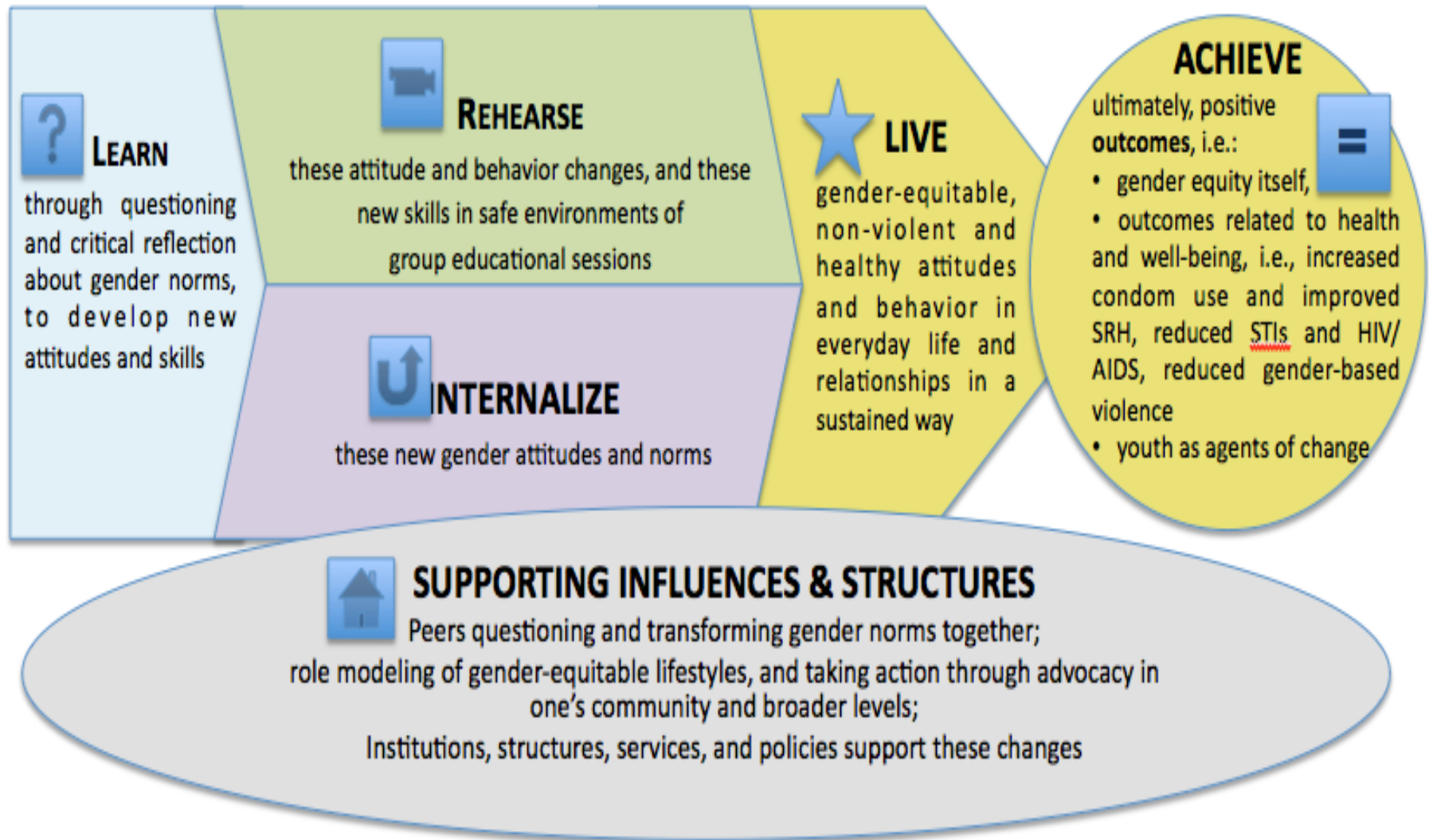
Three Core Components

(1) a field-tested curriculum

(2) community campaigns

(3) Gender-Equitable Men (GEM) Scale

How it works: Program H|M



International Evidence of Impact

9 Quasi-experimental studies of Program H have found:

- Improved gender-equitable attitudes (nearly all sites)
- Reduction in violence-supportive attitudes (Ethiopia, Chile, Brazil)
- Decrease in sexual harassment
- Increased condom use (Brazil, India)
- Young women in Brazil study reported that male partners treated them with more respect; sought HIV testing; participated in contraceptive use

Manhood 2.0



Program H in the U.S. → “Manhood 2.0”

- Adapt a globally evaluated program to the U.S.
- Develop a gender-transformative curriculum with adolescent boys to reduce rates of adolescent dating violence
- Incorporate critical reflection of gender norms, social expectations; arts-based therapy and role-playing to understand and challenge these norms and stereotypes young men have
- Addresses a range of issues including:
 - Teen Dating Violence
 - Pregnancy and STI Reduction
 - Conceptions of Masculinity
 - LGBTI Bullying

Sample Themes of Manhood 2.0

- Gender Identity
- Diversity and Rights
- Power
- Sexual and Reproductive Health
- Violence
- Healthy Relationships
- Personal Development
- Community Action and Change

Principles of Manhood 2.0

- ✓ Young men should see women as having rights and seek relationships with women based on respect and intimacy, rather than sexual conquest or control.
- ✓ Young men must assume equal responsibility for sexual and reproductive health and disease prevention issues and speak out against violence;
- ✓ Not all men are equal and that they can experience feelings of power and powerlessness all at the same time.
- ✓ Programs must create opportunities for young men to listen to women's realities

Key adaptations

- Community-based and facilitated preferably by community member
- Intersectionality - discussions of racism, white privilege, male privilege
- Addressing gender and sexuality

Manhood 2.0 and Sexual Violence Prevention

Integrate sexual health promotion with gender norms change and bystander behaviors for sexual violence prevention

- Sexual consent
- Communication around sexual decision making
- Sexual health promotion (STI and contraception education)
- Condom negotiation skills
- Recognition of sexual coercion

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 young 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**

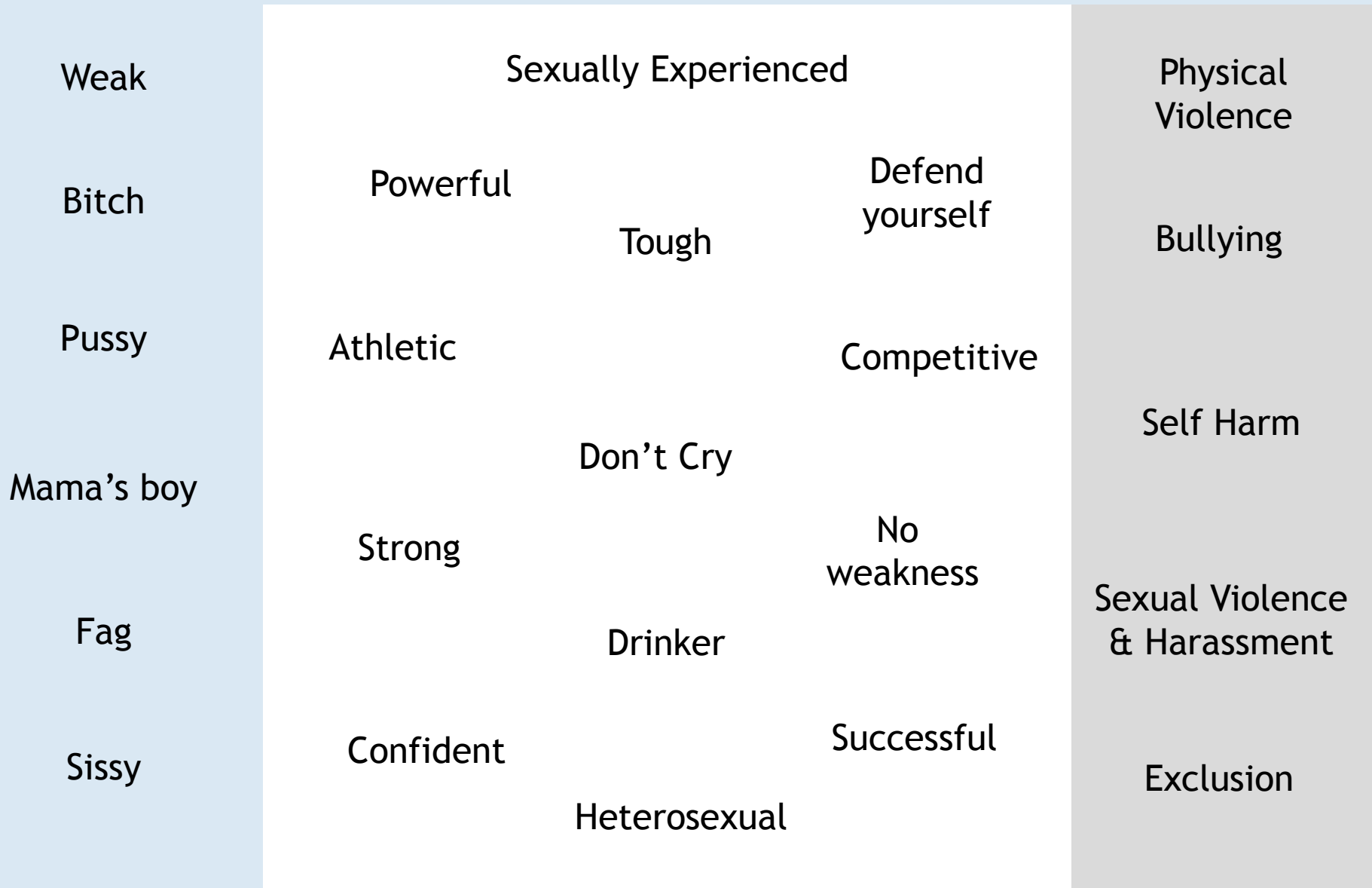
Managing Risks

- ✓ Not all men and boys 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.

Sample Activity!

The Man Box



A Man Box

You matter.

Caring

Sensitive

Agency

Emotionally intelligent

I support you.

Empathic

Happy

Nonviolence

I respect you.

Invested in relationships

Partnership

You are loved.

Individual

Collaborative

Empathy

Dedicated to a cause

Care

QUESTIONS?

Resources for further consultation

✓ *Engaging boys and young men in the prevention of sexual violence: A systematic and global review of evaluated interventions* (2011) <http://www.svri.org/menandboys.pdf>

✓ *Engaging Men and Boys in Changing Gender-Based Inequity in Health*, WHO and Promundo (2007)
http://www.who.int/gender/documents/Engaging_men_boys.pdf

✓ *Manhood 2.0: A Curriculum Promoting a Gender-Equitable Future of Manhood*. Promundo and University of Pittsburgh Medical Center (2018).
<https://promundoglobal.org/resources/manhood-2-0-curriculum/>

Questions?

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