

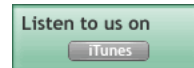
# Welcome to this Web Conference

*Growing Boys into Men:  
Countering Traditional Masculinity Through  
Norms Change*

We will start soon



[www.PreventConnect.org](http://www.PreventConnect.org)




- Online Community
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## How to use this technology

- **Raise Hand**
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## 2010 Web Conferences

- [“Violence is Everywhere”](#): Countering a culture of violence through norms change
- **Growing Boys into Men**: Countering traditional masculinity through norms change
- **From Girls to Women**: Countering limited roles for women through norms change (July 29; repeated August 5, 2010)
- **Under Control**: Countering the value placed on power and control through norms change (August 26, 2010; repeated September 8, 2010)
- **My Business**: Countering secrecy and privacy around violence through norms change (September 28; repeated September 29, 2010)

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## PreventConnect

- Domestic violence /Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.



## “Growing Boys into Men” Countering Traditional Masculinity Through Norms Change

**Training conducted by:**  
**Annie Lyles, MSW**  
**Xavier Morales, MRP, PhD**  
**Christine Chang, BA**

*May 26<sup>th</sup> & 27<sup>th</sup>, 2010*  
*11:00AM -12:30 PST; 2:00-3:30 PM EST*



## This Year's Focus: Changing Norms

- Build upon foundational understanding primary prevention
- Explore specific strategies to change the norms that contribute to sexual violence
- Identify opportunities to incorporate the principles of primary prevention in countering key norms to end violence against women

## Learning Objectives

- Understand how norms create an environment in which violence is more likely to occur
- Provide examples of success from people and organizations working to counter these traditional norms
- Identify strategies being used to effectively counter and change norms
- Identify potential indicators for measuring progress in norms change

## Agenda

- I. Overview of Today's Topic & Review Norms Approach
- II. Understanding Narrow Definitions of Manhood
- III. Countering the Narrow Definitions of Manhood norm
- IV. Implications and Interactive Discussion
- V. Evaluation

## Countering Narrow Definitions of Manhood



Jerry Tello



Craig Norberg-Bohm

# Prevention

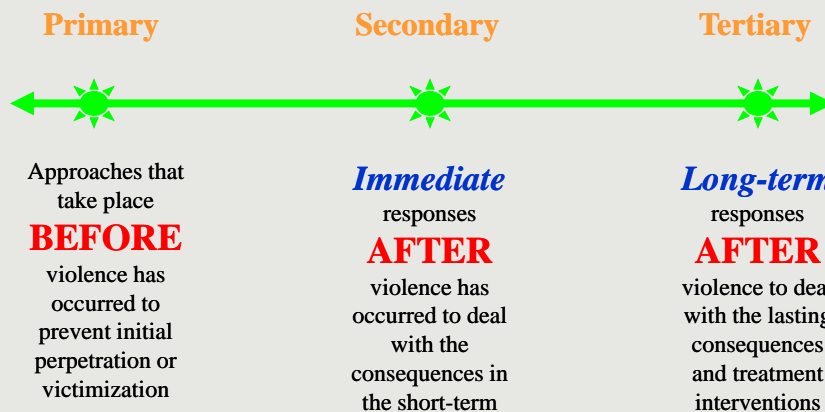
a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, injury or condition occurring.

## Primary Prevention

taking action **before** violence against women occurs.



## The Prevention Continuum



Norms

Sanction behavior

Taken for granted

Based in culture & tradition

Behavior shapers

More than a habit

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## 5 Key Norms



Limited Roles for Women



Power



Traditional Male Gender Roles



Privacy and Silence



Violence

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**The Subaru GL Coupe. Like a spirited woman who yearns to be tamed.**

Perhaps you're a man who grabs life by the collar. You live life your way. And it shows... in the clothes you wear... in the women you love... and in the car you drive.

The Subaru GL Coupe is waiting for you.

**Slack. Agile.** The sculptured lines of the one piece body invite you in. With front wheel drive she's different. A step ahead of the others. Go to her. Let her cradle you in the softness of her highback reclining bucket seats. Strapped yourself with the business of her interior appointments. The GL Coupe is ready.

**Now. Run her on.**

Lead her to the open road. This is where the Subaru GL Coupe wants to be. Unleash the infectious power of her 1800cc quadrilateral engine. Control the Coupe's every movement - her every inch and turn - as you take hold of her rack and pinion steering. She'll make it smooth with her four wheel independent suspension. She'll carry you over on the peaks to the red line of her tach.

**Report Drive.**

The Subaru GL Coupe is yours. Waiting for you.

**Subaru**

**The Chef does everything but cook - that's what wives are for!**


I'm **Dr. ...** giving my wife a

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## Narrow Definition of Manhood

### Defining the Norm

*What are some examples you have seen encouraging narrow definitions of manhood?*



**Use chat to answer**

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show her  
it's a man's world

American Apparel®

**If your husband ever finds out**  
you're not "store-testing" for fresher coffee...

... if he discovers you're still taking chances on getting flat, stale coffee ... we've got you!  
For today there's a sure and certain way to test for freshness before you buy

Chase & Sanborn COFFEE

**WANNA PLAY?**  
**Players Choice**  
Tipped Cigars and Perforated Cigarillos  
The only one of its kind...In the world!  
Ask for it!

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## Narrow Definition of Manhood Links to Gendered Violence

*How do narrow definitions of manhood increase the likelihood of gendered violence?*

**Use chat to answer**

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## JERRY TELLO



**M.A., Director  
National Latino Fatherhood  
and Family Institute  
[www.nlffi.org](http://www.nlffi.org)**

**Author, Trainer,  
Motivational Speaker  
[www.jerrytello.com](http://www.jerrytello.com)**

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## A Noble Man... Un Hombre Noble...

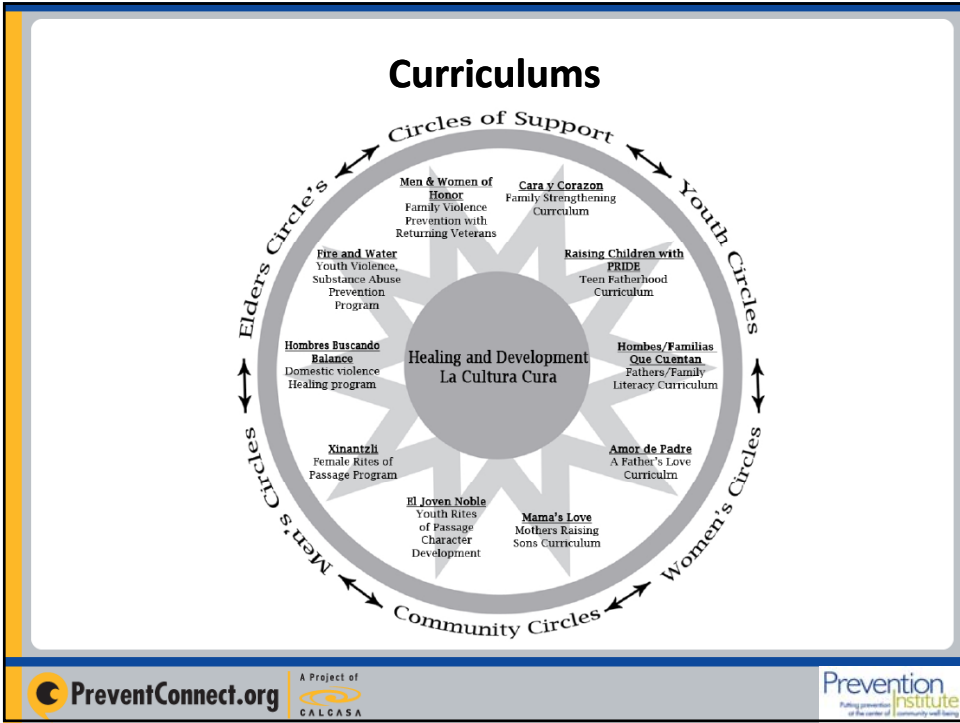
- **Is a man of his word.**  
*Es un hombre que cumple con su palabra.*
- **Has a sense of responsibility for his own well being and that of others in his circle.**  
*Tiene un sentido de responsabilidad para su propio bienestar y para otros en su círculo.*
- **Rejects any form of abuse... physical, emotional, mental or spiritual, to himself or others.**  
*Rechaza cualquier forma de abuso... física, emocional, mental u espiritual a si mismo o a otras personas.*
- **Takes time to reflect, pray, and include ceremony in his life.**  
*Tiene tiempo para reflexionar, rezar, y incluir la ceremonia en su vida.*
- **Is sensitive and understanding.**  
*Es sensible y comprensivo.*
- **Is like a mirror, reflecting support and clarity to one another.**  
*Es como un espejo, reflejando apoyo y claridad de uno a otro.*
- **Lives these values honestly, and with love.**  
*Vive estos valores honradamente y con amor.*

**Copyright: 1988, National Compadres Network**


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## Craig Norberg-Bohm



**Men's Initiative for Jane Doe Inc.**  
**Coordinator**  
[www.janedoe.org](http://www.janedoe.org)

**The Massachusetts Coalition Against Sexual Assault and Domestic Violence**

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## The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills



## The Spectrum of Prevention

Influencing Policy & Legislation

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## Strengthening Individual Knowledge & Skills

- Sample Strategy: El Joven Noble, Los Hombres Nobles

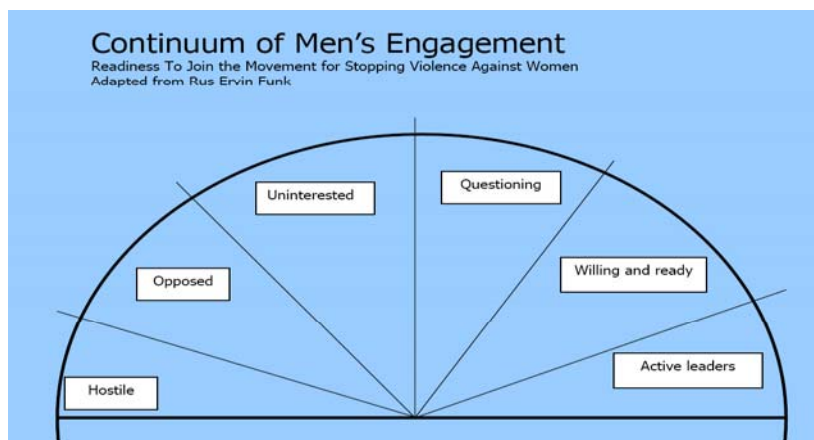
### Promoting Community Education

- Sample Strategy: Cara y Corazon, Raising Children with P.R.I.D.E., Amor de Padre

### Educating Providers

- Sample Strategy: Men's Initiative – Jane Doe Inc.

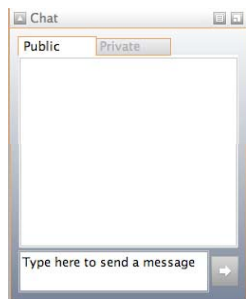
## Readiness



Men's Initiative for Jane Doe Inc. -- [www.janedoe.org](http://www.janedoe.org)

## Narrow Definitions of Manhood

*What are strategies at the individual, community education, and educating providers levels that counter narrow definitions of manhood norms?*



Use chat to answer

## The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

**Fostering Coalitions & Networks**

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

## Fostering Coalitions & Networks

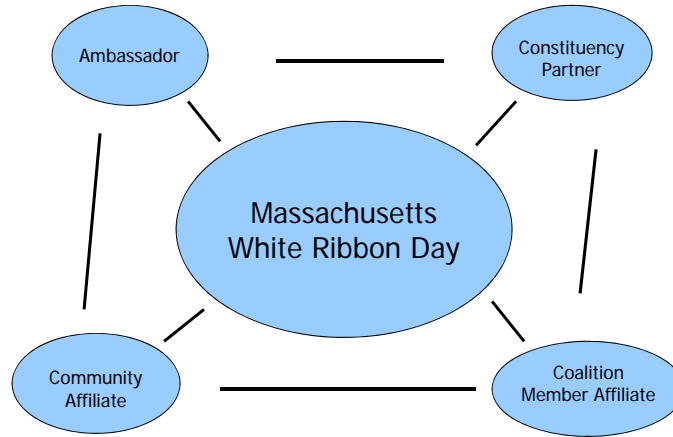
- Sample Strategies:
  - Sacred Circles
  - National Compadres Network
  - National Latino Fatherhood and Family Institute
  - Cara y Corazon
  - Men's Initiative for Jane Doe Inc. – Massachusetts White Ribbon Day

## WRD Goals for Men and Boys

- Community
- Celebration
- Empowerment



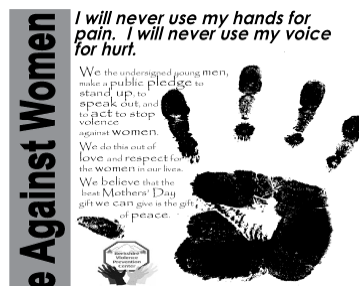
## Community Participation



Men's Initiative for Jane Doe Inc. -- [www.janedoe.org](http://www.janedoe.org)



## Based on Local Community Action...





## White Ribbon Day at the Statehouse



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## Local White Ribbon Day Events



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## WRD Social Ecology

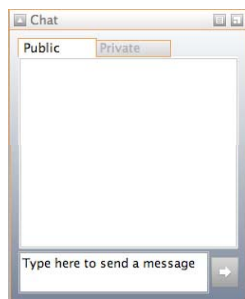
- Individual
  - Men and boys are invited to become WRD Ambassadors
- Relationship
  - Ambassadors are invited to recruit their male colleagues and friends to take the pledge
- Community
  - Organizations are invited to be Affiliates and to sponsor local WRD community events, such as town proclamation events
- Society
  - Partnering with society level organizations such as the UN, and Labor Unions, leverages press coverage and the voice of the State Governor, and community leaders to set new standard for men and boys.

Men's Initiative for Jane Doe Inc. -- [www.janedoe.org](http://www.janedoe.org)



## Narrow Definitions of Manhood

*What are strategies at the coalition and networks level that counter narrow definitions of manhood?*



Use chat to answer



## The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

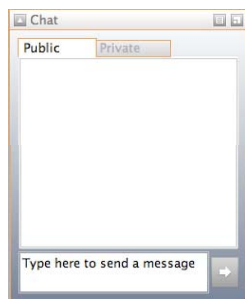
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

## Narrow Definitions of Manhood

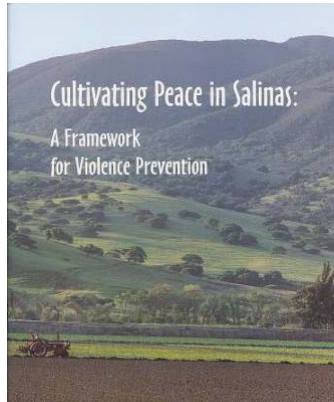
*What are strategies at the  
organizational practice and policy  
level that counter narrow  
definitions of manhood?*



Use chat to answer

## Influencing Policy and Legislation

**one key fact:**



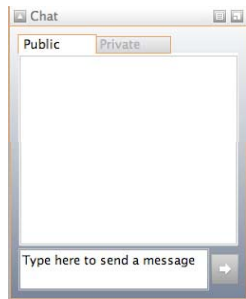
**Useful policy  
is often  
developed  
locally.**

## Sample Family Indicators

- Improved understanding of child-rearing and disciplinary practices
- Improved recognition of family violence and intervention
- Decreased rates of witnessing violence in the home

## Narrow Definitions of Manhood

*What are indicators that will measure progress towards countering narrow definitions of manhood in the **family**?*



Use chat to answer

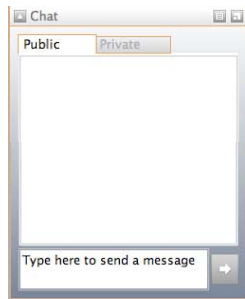
## Sample School Indicators



- Decreased bullying
- Improved skills to prevent violence among students
- Decreased violence on campus

## Narrow Definitions of Manhood

*What are indicators that will measure progress towards countering narrow definitions of masculinity in **schools**?*



Use chat to answer

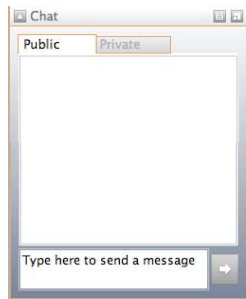
## Sample Community Indicators



- Increased social cohesion and trust
- Perceptions of Community Safety
- Increased perception of the community's ability to make change for the common good

## Narrow Definitions of Manhood

*What are indicators that will measure progress towards countering narrow definitions of manhood in **communities**?*



Use chat to answer



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