



***Engaging Men and Boys to End Violence  
Against Women: Reflections from Brazil  
and India***

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## Global perspectives

- 10-69% of women victims of physical violence from a male partner (WHO multi-country survey)
- 10-20% of women say their first sexual experience was coerced
- Legislation making VAW illegal in many countries in the past 10 years
- Increasing focus on social norms, women's economic empowerment, and engaging men and boys

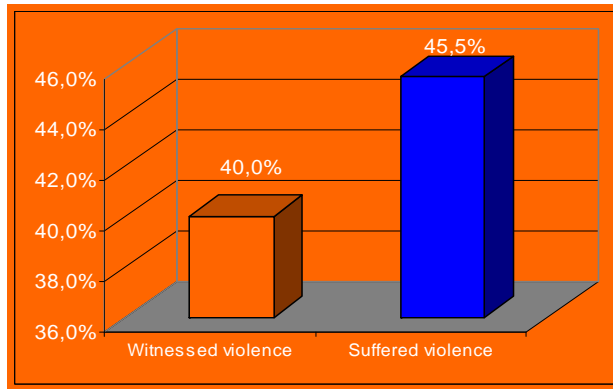
## Policies alone have not been enough to change social norms re VAW

*81% of Indian men interviewed think that the current law on VAW makes it too easy for women to bring charges against men as did 23% of Croatian men*

*Men often know about laws related to VAW, but don't necessarily agree with them*

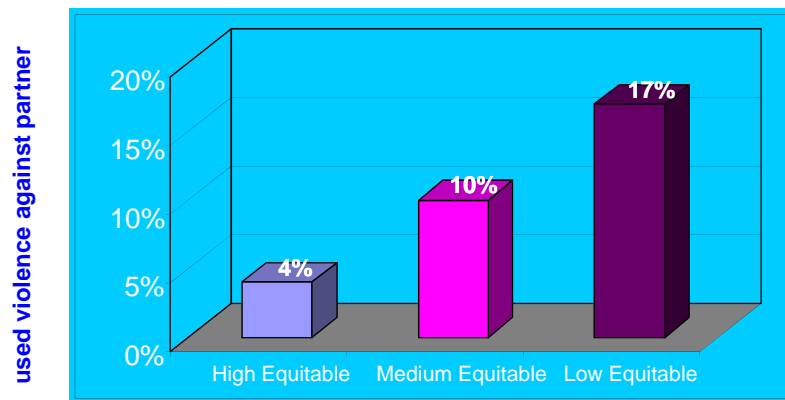


**Men Learning Violence: Men who witnessed or experienced violence at home: Rio de Janeiro (n=749, 15-59 years)**



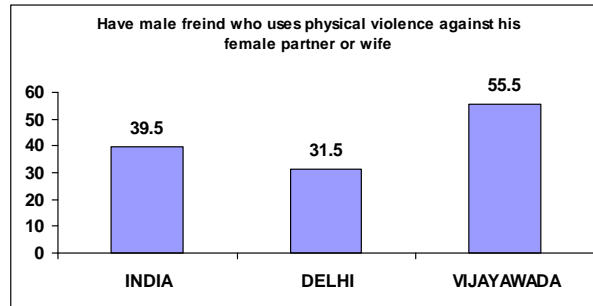
Source: Promundo & NOOS, 2003

**Social norms drive the behavior of men and boys: GBV and norms about manhood (GEM Scale) – Household sample data from Rio de Janeiro**



\*p < 0.001 - Chi-square test

## VAW is a public matter – men as bystanders, men as interveners (n=1552)



### ***Social norms and masculinities***

In numerous sample survey studies using the GEM Scale and similar measures, gender-related attitudes correlated with men's and boys' ....

- Self-reported physical violence toward female partners
- Self-reported acts of delinquency
- Number of sexual partners
- Condom use
- Substance/alcohol use
- Rates of self-reported STI symptoms

***How and to what extent boys and men internalize prevailing inequitable and violent social definitions of masculinity affects their health and well-being and that of their partners and their use of violence***

**Interventions with men can lead to changes in attitudes and practices related to violence against women**  
**WHO-Promundo review: evaluation data from 57 programs engaging men & boys in health-based interventions (Barker, Ricardo, Nascimento, Segundo, 2007)**

Type of Intervention	n	Effective	Promising	Unclear
Group Education	20	-	11	9
Services-Based	8	2	4	2
Community Outreach/Mobilization	8	6	2	-
<b>Integrated</b> (includes more than 1 of the above)	21	6	5	10
<b>TOTAL</b>	<b>57</b>	<b>14 (24.5%)</b>	<b>22 (38.5%)</b>	<b>21 (36.8%)</b>

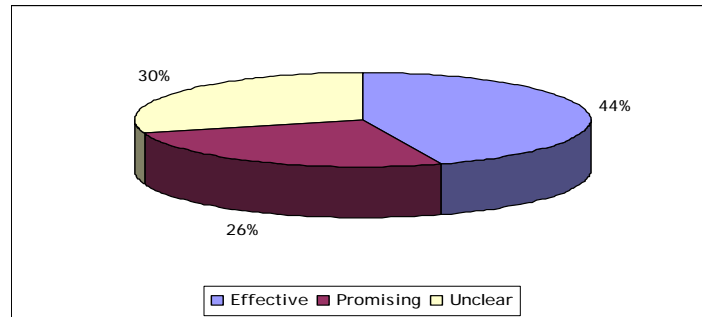
**But Which Kinds of Programs Work Best in Engaging Men?**

- **Gender neutral:** No distinction between men and women; men just another target group
- **Gender sensitive:** Recognize role of gender norms/structures but little attempt to transform them
- **Gender transformative:** Seek to promote equitable relationships, somehow change gender relations

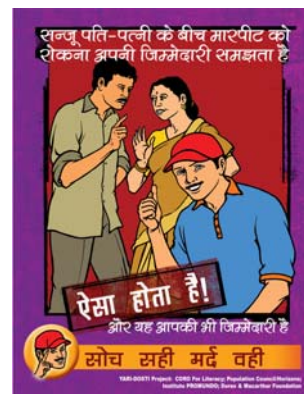
(Adapted from: Rao Gupta, et al 2002)



## Gender Transformative Programs Were Even More Effective in Achieving Change (n=27 programs)



## Moving forward: Making masculinity an explicit part of violence prevention programs



**National Campaigns to Transform Masculinities: Workplace and Community**



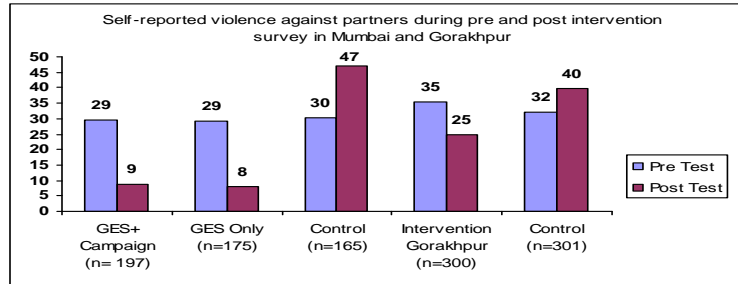
*Campanha*

**HOMENS** unidos pelo fim da violência contra as **MULHERES**

*Eles já assinaram, assine você também.*

A campanha "Homens Unidos pelo Fim da Violência contra a Mulher" é nacional, pública, suprapartidária e multisetorial.

## Demonstrating results: Engaging young men to reduce violence against girls and women



## Building a Global Advocacy Network: MenEngage

- **MenEngage Alliance:** Global network of NGOs and UN agencies to promote exchange, advocacy, activism and networking to engage men and boys globally in achieving gender equality and ending violence against women and children
- **Build the Evidence Base for Policy Development and Joint Advocacy: Men and Gender Equality Policy Project.** 7-country global study and advocacy project to include men and boys in national gender equality, fatherhood, social development and violence prevention policies – Brazil, Mexico, Chile, South Africa, India, US, UK, Norway. Led by Promundo and ICRW





## Questioning our assumptions

