

Welcome,
This Web Conference
Will Begin Soon



A Project of



Gender transformative programs:
Lessons learned from HIV prevention
and other health programs

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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 & oppression
- Connect to other prevention practitioners

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 conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



How to Use This Technology



- Raise hand
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- PowerPoint slides
- Polling questions
- Phone
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- Web Conference Guidelines

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2013 Web Conferences

Preventing Sexual and Domestic Violence: Learning from the evidence of practice to create community action

- April 23: **Indicators of Change: Meaningful Ways to Measure Success in Preventing Sexual and Domestic Violence**
- May 10: **Understanding Evidence: A Demonstration of CDC's Interactive Tool to Support Evidence-Based Decision Making for Technical Assistance Providers**
- May 15: **Start Strong: Lessons learned from a four-year initiative to promote healthy relationships and prevent teen dating violence**
- June 20: **Shifting Boundaries: Lessons Learned from Implementing a Sexual Violence Prevention Program**
- July 9: **Primary Prevention in the context of a traumatized community**
- July 16: **Understanding Evidence: An Interactive Web Resource for Evidence-Based Decision Making in Sexual Violence and Intimate Partner Violence Prevention**
- **Tuesday, July 30: Gender Transformative Programs: Lessons Learned from HIV Prevention and other health program**
- **Tuesday, September 12 : Bystander Intervention: Continuing Discussion**



Ending Child Sexual Abuse Web Series

#PowerInPrevention
Ending Child Sexual Abuse Web Conference Series



- Thursday, July 18: **Faith Communities Engaged in Ending Child Sexual Abuse**
- Tuesday, Sept 17: **Secret Survivor's Tools for Strengthening your Prevention Efforts**
- Tuesday, Oct 15: **Power of Organizational Practices: Innovations to Keep Kids Safer**
- Thursday, Jan 16, 2014: **Child Sexual Abuse and Disabilities**
- Thursday, March 13, 2014: **Telling our Stories: Learning as we Build a Movement**



August 28-30, 2013

INSPIRE^A
MOVEMENT
INVEST^{IN}
CHANGE
IMAGINE...
NATIONAL SEXUAL
ASSAULT CONFERENCE
2013

calcasa.org/nsac



July 30, 2013

**GENDER TRANSFORMATIVE PROGRAMS:
LESSONS LEARNED FROM HIV PREVENTION
AND OTHER HEALTH PROGRAMS**

Learning Objectives

- Know the basic gender language and terminology.
- Be familiar with the research and programmatic base for gender transformative work.
- Understand the connections between gender, race and class in sexual and domestic violence.
- Be familiar with leading sexual and domestic violence programs that have a strong gender focus.
- Know how to integrate a gender norms approach, if necessary without breaking fidelity.



Presenters



Riki Wilchins
Executive Director
www.truechild.org



Andrew Levack
Director, U.S. Programs
www.EngenderHealth.org



Role of Gender in Prevention



What role does gender play in preventing sexual and domestic violence?



A Key to Improving HIV & GBV Outcomes

GENDER NORMS & GENDER TRANSFORMATION

Riki Wilchins, Executive Director
www.truechild.org

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What We are Going to Talk About

1. About TrueChild
2. Terms and Definitions
3. About Gender Norms
4. Masculinity & Femininity
5. Common Objections
6. Research & Program Base
7. Disconnect in U.S.



Our Time Today

1. About TrueChild
2. Terms and Definitions
3. About Gender Norms
4. Masculinity & Femininity
5. Common Objections
6. Research & Program Base
7. Disconnect in U.S.



About True Child


Thought Leadership That

Promotes Gender Transformative Approaches


TrueChild

To Serving At-Risk Populations

In US Policies & Programs



1. About TrueChild



15

How We Partner

-  1. Trainings & Webinars
-  2. Create White Paper Reports
-  3. Develop & Disseminate Model Programs
-  4. Convening Experts & Practitioners



1. About TrueChild



16

Riki Wilkins Executive Director

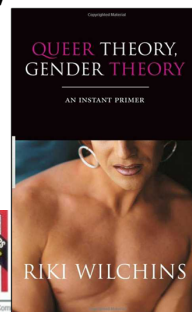
- 25 yrs advocating gender justice for at-risk youth
- Write for Council on Foundations
- Founding Executive Director GenderPAC
- Profiled in *NY Times*
- TIME 100 Civic Innovators for 21st Century
- 3 books on gender theory



1. About TrueChild

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1. About TrueChild


6 Degrees of Gender

Biological Sex

Primary & secondary bodily characteristics (chromosomes, hormones, etc.)



2. Terms & Definitions




6 Degrees of Gender

Biological Sex


Primary & secondary bodily characteristics (chromosomes, hormones, etc.)

Gender Identity

Inner sense of being female or male




2. Terms & Definitions




6 Degrees of Gender

- Biological Sex**
Primary & secondary bodily characteristics (chromosomes, hormones, etc.)
- Gender Identity**
Inner sense of being female or male
- Gender Expression**
Expressing being masculine or feminine through clothing & behavior




2. Terms & Definitions




6 Degrees of Gender

- Biological Sex**
Primary & secondary bodily characteristics (chromosomes, hormones, etc.)
- Gender Identity**
Inner sense of being female or male
- Gender Expression**
Expressing being masculine or feminine through clothing & behavior
- Sexual Orientation**
Romantic attraction to members of one or more sexes



2. Terms & Definitions




6 Degrees of Gender

Gender Norms


Socially-constructed ideals, scripts, expectations for manhood/womanhood; in sex and GBV determines who does what to whom, when,, and for what reason

Gender Equity

Ensuring equal access to resources, power, opportunity for women and girls, men and boys, children and families



2. Terms & Definitions



23
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6 Degrees of Gender

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Socially-constructed ideals, scripts, expectations for manhood/womanhood; in sex and GBV determines who does what to whom, when,, and for what reason

Gender Equity


Ensuring equal access to resources, power, opportunity for women and girls, men and boys, children and families

Gender Transformative


Highlighting, challenging and trying to change rigid gender norms *and* inequities



Geeta Rao Gupta



2. Terms & Definitions

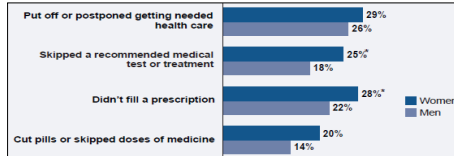


24
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Gender Equity and Gender Norms

GENDER EQUITY

Avoid needed treatment because of cost



2. Terms & Definitions

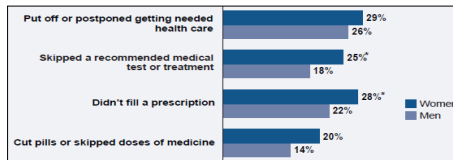


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Gender Equity and Gender Norms

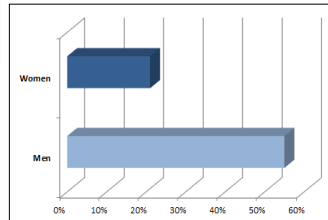
GENDER EQUITY

Avoid needed treatment because of cost



GENDER NORMS

Avoid needed treatment because of fear it's unmanly/unfeminine



2. Terms & Definitions




26


Not Only Women and Girls We're talking the talk but...?

Gender analysis is not just about women...
effective gender analysis assessing impacts for p
Effective gender analysis does not stop at the experi-
ences of women – rather, it examines how restrictive
norms oppress people across
including men, women, and tra

*In social
justice work: Who is excluded?
Women. Who experiences
financial inequality? Women."*



2. Terms & Definitions



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Not Only Women and Girls We're talking the talk but...?

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**WILL CALIFORNIA'S OFFICE OF
HEALTH EQUITY USE A GENDER LENS?**

infrastructure and priorities related to women's health, then
Women's health and gender-based medicine is an essential
"Eliminating leadership or women's health is a step backwa
women's health and gender-based work does not always fit



2. Terms & Definitions



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Not Only Women and Girls We're talking the talk but...?

Gender analysis is not just about women... effective gender analysis assessing impacts for p

Effective gender analysis does not stop at the experiences of women – rather, it examines how restrictive norms oppress people across including men, women, and tra

community. Likewise, evidence of discrimination experienced by lesbians and gay men, as well as bisexual, trans, and intersex people, can move

women, and, of course, men of different ages. Since lesbian, gay, trans, bisexual, and intersex people are ofte

lesbian, gay, trans, bisexual, and intersex people are often marginalised or even rendered invisible

In social justice work: Who is excluded? Women. Who experiences financial inequality? Women."

WILL CALIFORNIA'S OFFICE OF HEALTH EQUITY USE A GENDER LENS?

infrastructure and priorities related to women's health, then

Women's health and gender-based medicine is an essential

"Eliminating leadership or women's health is a step backwa


women's health and gender-based work does not always fit

PDF-XChange Viewer


Application has finished searching the document for: "lesbian".

No more matches were found.

OK




2. Terms & Definitions




Gender Norms are Learned


Especially During "Gender intensification Period"



Adolescence & Early Teens




Interest in traditional norms accelerates



Belief in them solidifies

3. About Gender Norms



Gender Norms Are Highly Regulated

FEMALE

Bitch

Ho

*D*ke*

Butch

Queer



3. About Gender Norms



Gender Norms Are Highly Regulated

FEMALE

Bitch

Ho

*D*ke*

Butch

Queer

MALE

Dork

Queer

Bitch

Sissy

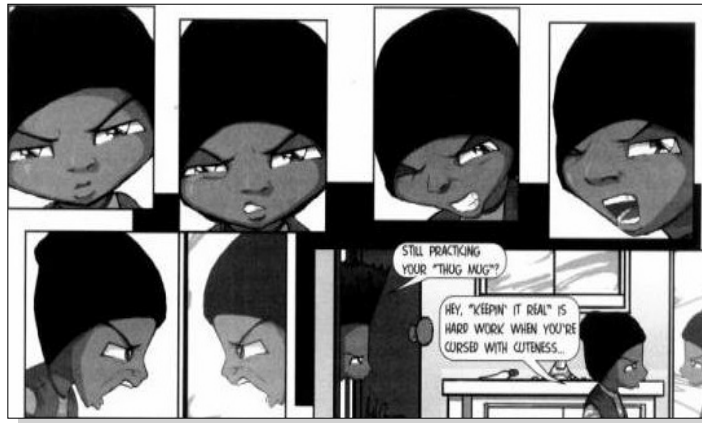
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3. About Gender Norms



Gender Norms Take Practice



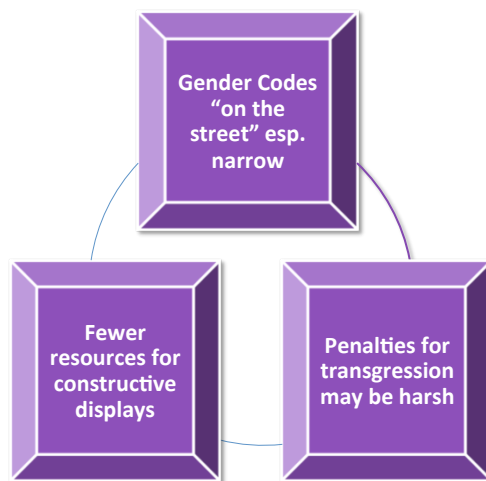
3. About Gender Norms

Courtesy of Boondocks

33



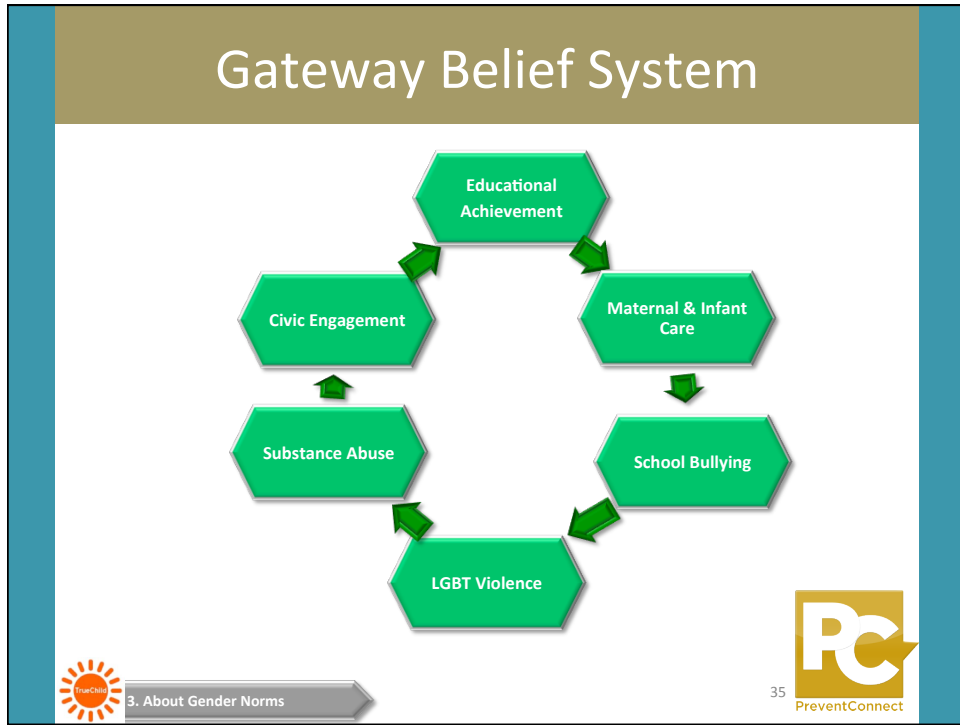
Impact Enhanced in Low-Income Environments



3. About Gender Norms


34







Gender Norms are “Gateway Belief System”

Not only Repro Health & Gender Based Violence...



 3. About Gender Norms  G 36

Gender Norms are “Gateway Belief System”

Not only Repro Health & Gender Based Violence...

- ✓ Educational Under-Achievement & Drop Outs
- ✓ Male-on-Male Violence
- ✓ LGBTQ Violence & School Bullying
- ✓ Civic Engagement
- ✓ Fatherhood/Infant & Maternal Health



3. About Gender Norms

G 37



Masculinity

“We’re in this box, and in order to be in that box, you have to be **STRONG**, you have to be **TOUGH**, you have to have lots of **GIRLS**, you gotta have **MONEY**, you have

HIP-HOP:
Beyond Beats & Rhymes
Byron Hurt www.bhurt.com



4. Masculinity & Femininity

38



Masculinity

“We’re in this box, and in order to be in that box, you have to be **STRONG**, you have to be **TOUGH**, you have to have lots of **GIRLS**, you gotta have **MONEY**, you have to be a **PLAYER** or a **PIMP**, you gotta to be in **CONTROL**, you have to **DOMINATE** other men, and if you are not any of those things, then people call you



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39



Masculinity

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40



Masculinity

“We’re in this box, and in order to be in that box, you have to be **STRONG**, you have to be **TOUGH**, you have to have lots of **GIRLS**, you gotta have **MONEY**, you have to be a **PLAYER** or a **PIMP**, you gotta to be in **CONTROL**, you have to **DOMINATE** other men, and if you are not any of those things, then people call you **SOFT** or **WEAK** or a **P*SSY** or a **CHUMP** or a **F*GGOT** and... **NOBODY** wants to be any of those things so...
EVERYBODY STAYS INSIDE THE BOX.”

HIP-HOP:
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4. Masculinity & Femininity

41



Masculinity and Belief

Intimate relationships are adversarial

Women responsible for preventing conception

Pregnancy validates manhood



4. Masculinity & Femininity

42



Masculinity and Belief

Intimate relationships are adversarial

Women responsible for preventing conception

Pregnancy validates manhood

Risk-taking = manliness

Public control of women central to manhood

Force can be nec. to control female partner



4. Masculinity & Femininity

43



Masculinity and Behavior

Earlier sex

More sexual partners

Less intimate relationships, more infidelity



5. Masculinity & Femininity

44



Masculinity and Behavior

- Earlier sex
- More sexual partners
- Less intimate relationships, more infidelity
- More unplanned pregnancy
- Lower condom use
- More partner abuse
- More sexual coercion



5. Masculinity & Femininity

45



Femininity and Belief

- Modest and virginal
- But also "hot" and able to satisfy males
- Dependent (emotionally and financially)
- Maternal, social, nurturing, vulnerable



4. Masculinity & Femininity



Femininity and Belief

- Modest and virginal
- But also "hot" and able to satisfy males
- Dependent (emotionally and financially)
- Maternal, social, nurturing, vulnerable
- Pregnancy/motherhood validates womanhood
- Having a male validates womanhood
- Defer to male sexual prerogatives
- Sometimes tolerate abuse to get/hold a man
- Premium on older, stronger men



4. Masculinity & Femininity

Femininity and Behavior

- Less likely to carry or negotiate condoms
- More likely to date older, stronger males
- More likely to be dependent on males
- Defer to male sexual prerogatives



5. Masculinity & Femininity

"Gender, Culture, Power: Barriers to HIV-Prevention for Women."
Gomez, C. and Marin, B. Journal of Sex Research, Vol. 33, 1996

48

Femininity and Behavior

- Less likely to carry or negotiate condoms
- More likely to date older, stronger males
- More likely to be dependent on males
- Defer to male sexual prerogatives
- More likely to have early/unplanned pregnancy
- More likely to be abused (phys/sexual/emotional/financial)
- More likely to be victim of sexual coercion
- More likely to tolerate abuse or sexual coercion to hold onto a male partner (esp. where males are scarce)



5. Masculinity & Femininity

*Gender, Culture, Power: Barriers to HIV-Prevention for Women." Gomez, C. and Marin, B. Journal of Sex Research, Vol. 33, 1996

49

Challenging Masculine & Feminine Roles

Answer on the left



Does your prevention program have specific content about challenging masculine and feminine roles?

Feedback

Yes

No

No Answer



Agree- Disagree

Having specific content in prevention programs that teaches kids to think critically about masculine and feminine norms is important.

Answer on the left



Feedback

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Answer



Common Objections

All boys want to be manly

What counts as manliness in different times & cultures

Boys



5. Common Objections






52

Common Objections

All boys want to be manly	What counts as manliness in different times & cultures
Boys just born with testosterone	No correlation with beliefs about manhood

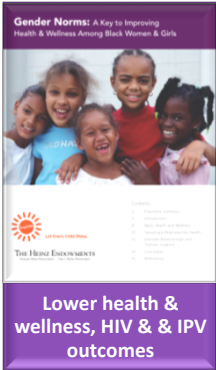
Boys





5. Common Objections

Common Objections

Just Improve Gender Equity



5. Common Objections



54

Common Objections

Just Improve Gender Equity

Unique gendered experiences

Weathering Effect

Sojourner Syndrome

Solidarity with Black Males

Gender Norms: A Key to Improving Health & Wellness Among Black Women & Girls

Lower health & wellness HIV & IPV outcomes

PC
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55

5. Common Objections

Common Objections

“Just Improve Gender Equity”

Unique gendered experiences

Weathering Effect

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Lower health & wellness, HIV & IPV outcomes

On Norms and Agency
Conversations About Gender Equality with Women and Men in 20 Countries

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56

5. Common Objections

So It's All Gender?

- Complex multifaceted issues
- Require intersectional approach



5. Common Objections



57

So It's All Gender?

- Complex multifaceted issues
- Require intersectional approach
- Not saying: "It's the only dog in the fight"
- Not saying: "It's the biggest dog in the fight"



5. Common Objections



58

So It's All Gender?

- Complex multifaceted issues
- Require intersectional approach
- Not saying: "It's the only dog in the fight"
- Not saying: "It's the biggest dog in the fight"
- "It's the biggest dog NOT in the fight."



5. Common Objections

59



Extensive Research Base

Google search results for "masculinity and hiv prevention". The search shows approximately 25,000 results. The top results include:

- Articles:**
 - [Low sex and power: Considering women's realities in HIV prevention.](#) - A. Arora - American sociologist, 1995 - beyond.asia.org
 - [The pain behind the mask: Overcoming masculine depression.](#) - Lynch, C. - 1999 - 1-eposix.com
 - [Gender role and relationship norms among young adults in South Africa: Measuring the context of masculinity and HIV risk.](#) - MPH Abigail Harrison PhD, LF O'Sullivan - Journal of Urban - 2009 - Springer
 - [Beyond the biomedical and behavioural: towards an integrated approach to HIV prevention in the southern African mining industry.](#) - Campbell, B. Williams - Social Science & Medicine, 1999 - Elsevier
 - [Preexposure chemoprophylaxis for HIV prevention in men who have sex with men.](#) - RW O'Brien, PL Lantieri, PL Anderson - ... - 2010 - Mass Medical Soc
 - [Challenging dominant norms of masculinity for HIV prevention.](#) - C. Madhwal - African journal of AIDS research, 2012 - Taylor & Francis
 - [Structural approaches to HIV prevention.](#) - GR Gupta, JF Palmer, JA Ogden - Epidemiology - The Lancet, 2008 - Elsevier
 - [Peer education, gender and the development of critical consciousness: participatory HIV](#) - ...
- Legal documents:**
 - [... of Plick, Songstein, and Ky \(1993\) on the relationship of masculine ideology and ... gender roles are of major importance in understanding sexuality and HIV risk behaviors ... personal background characteristics, boys who held traditional at-titudes toward masculinity indicated that ...](#)
 - [... This book presents a model of masculinity based on the premise that men express ... Résumé de The Pain Behind the Mask: Overcoming Masculine Depression ... Develop a positive working relationship between researchers and community groups focusing on HIV/AIDS prevention ...](#)
 - [... sort of recent scholarship on gender and sexual relationships, particularly masculinity, in South ... practices and heterosexual relationships are still governed by dominant masculinities and prevailing ... men in particular continue to seek ways to shape new masculine behaviors ...](#)



6. Research/Program Base

60



Extensive Research Base

This screenshot shows two Google Scholar search results side-by-side. The left search is for 'masculinity a' with approximately 20,000 results. The right search is for 'masculinity and partner violence' with approximately 6,320 results. An orange arrow points from the left search to the right one. The right search results include articles such as 'A Review of the Literature on Masculinity and Partner Violence', 'Intimate partner violence: causes and prevention', and 'Masculine gender roles associated with increased sexual risk and intimate partner violence'. The bottom of the slide features a '6. Research/Program Base' label, a 'PreventConnect' logo, and the number '61'.

Extensive Research Base

This screenshot shows two Google Scholar search results side-by-side. The left search is for 'masculinity' with approximately 20,000 results. The right search is for 'femininity and HIV prevention' with approximately 3,000 results. An orange arrow points from the left search to the right one. The right search results include articles such as 'Peer education, gender and the development of critical consciousness: participatory HIV prevention by South African youth', 'Gender and sexuality: emerging perspectives from the heterosexual epidemic in South Africa', and 'AIDS and masculinity: muddles in the models of HIV prevention'. The bottom of the slide features a '6. Research/Program Base' label, a 'PreventConnect' logo, and the number '62'.

Strong Program Base




Gender norms are "central to improving both individual and societal R/H"

THE UNITED STATES PRESIDENT'S
EMERGENCY PLAN FOR AIDS RELIEF

PEPFAR Gender Special Initiative: Male Gender Norms Initiative





Research/Program Base



63
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Strong Program Base



Gender norms are "central to improving both individual and societal R/H"

THE UNITED STATES PRESIDENT'S
EMERGENCY PLAN FOR AIDS RELIEF

PEPFAR Gender Special Initiative: Male Gender Norms Initiative





Research/Program Base



"Deconstructing masculinity with young men 13-19" to eliminate violence against women and girls



The powerful influence of gender norms is a foundation of gender inequality.



From choice, a world of possibilities

Men are changing
Case study evidence on work with men and boys to promote gender equality and positive masculinities



64
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Strong Program Base

UNAIDS
Gender norms are "central to improving both individual and societal R/H"

THE UNITED STATES PRESIDENT'S EMERGENCY PLAN FOR AIDS RELIEF
PEPFAR Gender Special Initiative: Male Gender Norms Initiative

ICRW

USAID
FROM THE AMERICAN PEOPLE
Gender norms "key to effective HIV prevention for MSMs"

World Health Organization

Promoting New Models of Masculinity to Prevent HIV among MSM in Nicaragua

IPPF
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care
"Deconstructing masculinity with young men 13-19" to eliminate violence against women and girls

World Bank
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65

Research/Program Base

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66

Research/Program Base

IGWG
Interagency Gender Working Group

U.S. Disconnect

“Gender roles & norms influence, if not define, the behavior of men and women and the interpersonal relationships in which sexual behavior occurs.”

“[We] are ignoring social & contextual factors central to understanding sexuality, HIV risk” and gender violence.”



“Love, sex, and power. Considering women’s realities in HIV prevention.” H Amaro . Am Psychol. 1995 Jun;50(6):437-47, 1995 .

6. Research/Program Base



67

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U.S. Disconnect

“Gender roles & norms influence, if not define, the behavior of men and women and the interpersonal relationships in which sexual behavior occurs.”

“[We] are ignoring social & contextual factors central to understanding sexuality, HIV risk” and gender violence.”

“Astounding as it may seem, the central role of gender roles in has been largely ignored...

...we are studying sex in a gender vacuum.”



“Love, sex, and power. Considering women’s realities in HIV prevention.” H Amaro . Am Psychol. 1995 Jun;50(6):437-47, 1995 .

6. Research/Program Base



68

PreventConnect

U.S. Disconnect

Characteristics of Effective Sexuality and HIV Education Programs

Print Version 

The curricula of the most effective programs share characteristics. These programs:

- Focus on reducing one or more sexual behaviors that lead to unintended pregnancy or sexually transmitted infections, including HIV.
- Deliver and consistently reinforce a clear message about abstaining from sexual activity and/or using condoms or other forms of contraception. This appears to be one of the more important characteristics distinguishing effective from ineffective programs.
- Provide basic, accurate information about the risks of teen sexual activity and about ways to avoid intercourse or to use methods of protection against pregnancy and sexually transmitted infections.
- Include activities that address social pressures that influence sexual behavior.

- Provide examples of and practice with communication, negotiation, and refusal skills.
- Incorporate behavioral goals, teaching methods, and materials that are appropriate to the age, sexual experience, and culture of the students.
- Employ teaching methods designed to involve participants and have participants personalize the information.
- Are based on theoretical approaches that have been demonstrated to influence other health-related behaviors and identify specific important sexual antecedents to be targeted.
- Select teachers or peer leaders who believe in the program and then provide them with adequate training.
- Last a sufficient length of time (i.e., more than a few hours).

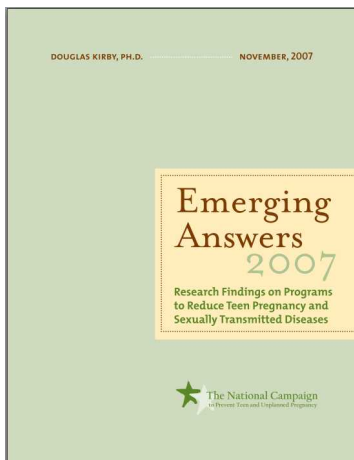


6. Research/Program Base

69



U.S. Disconnect

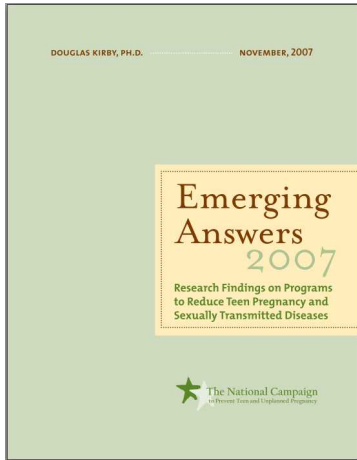


6. Research/Program Base

70



U.S. Disconnect



295. Pleck, J. H., Sonenstein, F. L., & Ku, L. C. (1993). **Masculinity** ideology: Its impact on adolescent males' heterosexual relationships. *Journal of Social Issues*, 49(3), 11-29.



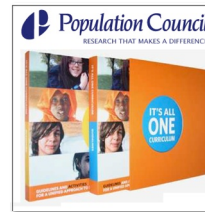
6. Research/Program Base



71

Reconnect!

Transformative Approaches



6. Research/Program Base



72

Reconnect!

Transformative Approaches

MEN CAN STOP RAPE
CREATING CULTURES FREE FROM VIOLENCE

FUTURES WITHOUT VIOLENCE

Population Council
RESEARCH THAT MAKES A DIFFERENCE
IT'S ALL ONE CONNECTION

EngenderHealth
GEN.M
GENDER MATTERS

SCENARIOS USA!

A CALL TO MEN

PLANNED PARENTHOOD
LOS ANGELES

5. Research/Program Base

73 PreventConnect

Reconnect!

Transformative Approaches

MEN CAN STOP RAPE
CREATING CULTURES FREE FROM VIOLENCE

FUTURES WITHOUT VIOLENCE

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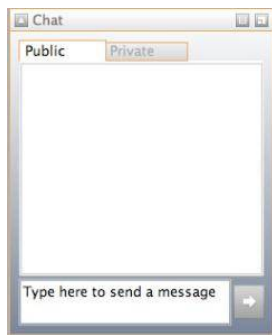
More Resources



75





Questions




What questions do you have for Riki?



Examples of Gender Transformative Programs

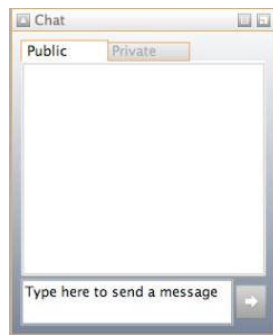
Andrew Levack, Director, U.S. Programs, EngenderHealth, Austin, TX



Gender Transformative Programs

- Allow participants to become **aware of, question and redefine** the socially constructed roles, behaviors that a given community considers appropriate for men and women.
- Generally **address multiple forces** in an individual's environment (e.g., peers, health facilities, workplaces, media, government, etc.)
- Addresses harmful social constructions of gender as a key determinant to a range of poor health outcomes.

Gender Transformative Programs



What gender transformative programs and resources do you know about?



Gender Transformative Programs with Men

- Allow men to come together and explore rigid societal messages about masculinity.
- Examine the costs of 'manhood' on men, women, and communities.
- Actively challenge homophobia and other forms of oppression that are reinforced by patriarchy



Gender Transformative Programs with Men

- Engage men in social action to challenge the existing gender norms that perpetuate violence and poor health.
- Allow men to focus on being allies to women in the fight for gender justice and equality.



Program H in Brazil

- Group educational activities promote young men's awareness about gender roles and inequities, rights, and health.
- Workshops have specific modules on sexual health, violence prevention, alcohol/drug abuse, fatherhood and mental health.
- One of the two intervention arms included a social marketing campaign for a condom that promoted gender equality and community events that celebrated gender-equitable men.



<http://www.promundo.org.br/en/activities/activities-posts/program-h/>



Program H results in Brazil

A quasi-experimental evaluation study found:

- A significantly smaller proportion of Program H participants supported inequitable gender norms over time, while a similar change was not found at the control site. These positive changes were maintained at the one-year follow-up in both intervention sites.
- Male participants demonstrated significant increases in condom use, and significant decreases in reported STI symptoms and significant decreases in use of violence against a partner in comparison to control groups.

Pulerwitz J, Barker G, Segundo M. 2004.

<http://www.popcouncil.org/pdfs/horizons/brgendernorms.pdf>



Adaptations of Program H in India and Ethiopia

- Both studies used a quasi-experimental design with two intervention arms and a comparison group.
- In all intervention arms, young men were less likely to support inequitable gender norms based on the use of the Gender Equitable Male (GEM) Scale.
- Intervention arms using a combined intervention (individual education and community campaign) had greater effect.



Evaluation Studies Using the GEM Scale in India and Ethiopia

- **India:** significant changes in condom use, men's reported use of sexual harassment and men's violence against a partner after 3 months.
- **Ethiopia:** significant reduction in men's reported use of violence after 6 months.



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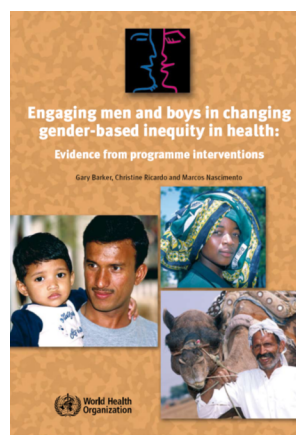


India: [www.rhm-elsevier.com/article/S0968-8080\(06\)28261-2/abstract](http://www.rhm-elsevier.com/article/S0968-8080(06)28261-2/abstract)
Ethiopia: www.path.org/publications/files/GVR_gen_eq_eth_rpt.pdf



World Health Organization study on evidence-base of health programs targeting men and boys

- Meta-analysis of 58 evaluated health programs targeting boys and men



www.who.int/gender/documents/Engaging_men_boys.pdf



Key Findings

- Of the 58 programs, 22, were found to be “promising” and 17 were found to be “effective”
- Of the 17 “effective” programs, 12 used a gender transformative approach
- 11 of the 14 “effective” community education interventions were gender transformative.

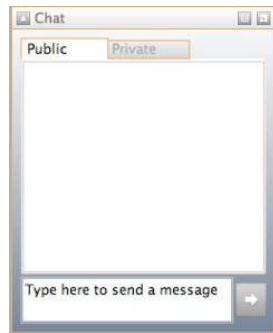


What is Missing?

- The broader awareness of how gender norms are reinforced by everyone in the community.
- The recognition that true social change has to come from work with all genders – with everyone.



Working with All Genders Together



Share the advantages & challenges in working with all genders together in exploring the social construction of masculinity and femininity.



Gender-Synchronized Programs

- The **intentional** intersection of gender transformative work with men and with women
- **Engage all genders** in challenging harmful constructions of masculinity and femininity
- **Equalize the balance of power** between men and women in order to ensure gender equality and transform social norms that lead to gender-related vulnerabilities
- View **all individuals** in society **in relation** to each other
- Identify and **create shared values that promote human rights**, non-violence, equality and gender justice



Gender Synchronized Programs – Programs Starting with Women

Intervention with Microfinance for AIDS and Gender Equality (IMAGE) in South Africa

- Combined microfinance program for women with training on understanding HIV, gender norms, GBV and sexuality.



- After the training women organized community events that engaged men to address male norms.
- By inviting men to be allies in their cause, the women unified their community with a shared vision for gender equality



IMAGE results in South Africa

A cluster randomized-control study found:

- Gender Based Violence was halved in intervention villages, but remained constant or increased in control villages.
- Participation in IMAGE was associated with greater confidence, financial competency, greater participation in social groups among women, more progressive gender attitudes among both men and women.
- Women reported improvements in their relationships with men, including increased autonomy in decisions, greater partner appreciation, improved communication.

Kim, J et al. 2007.



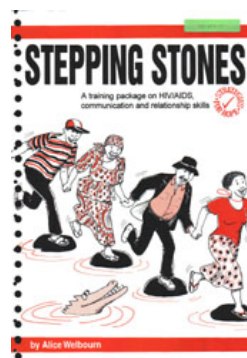
www.ncbi.nlm.nih.gov/pmc/articles/PMC1994170/



Gender Synchronized Programs

Stepping Stones in Africa

- A participatory gender-focused program that brings together men and women.
- Groups analyze environmental factors that make them vulnerable to HIV and take actions to address this issue.
- The program uses mixed-sex intergenerational dialogues to challenge harmful social norms.



Stepping Stones results in Africa

A cluster randomized-control trial found:

- Women exposed to Stepping Stones had 15% fewer new HIV infections and 31% fewer herpes infections than those in control arm.
- Men reported significant improvements in gender norm-related risk behaviors: fewer partners and higher condom use, as well as less transactional sex, perpetration of GBV and substance abuse.

Jewkes R, Nduna M, Levin J, Jama N, Dunkle K, Khuzwayo N, Koss M, Puren A, Wood K, Duvvury N. 2006.



www.ncbi.nlm.nih.gov/pubmed/16398750



Gender Synchronized Programs in the U.S.



Three-component teen pregnancy prevention intervention:



1. 20-hour workshop curriculum
2. Social media
3. Youth-Generated Video Messages



Gen.M Workshops

- Delivered over five days (four hours per day)
- Two facilitators (one male, one female)
- Workshop Sessions:



- Day One: Understanding Gender
- Day Two: Healthy Relationships
- Day Three: Big Decisions
- Day Four: Skills to Prevent Teen Pregnancy
- Day Five: Taking Action



Gen.M Participant Interviews

“
...I used to live like only nothing
but (old) gender messages, so I lost
my virginity behind that gender
message, so I think that was
something that was important...”



Gen.M Participant Interviews

“
So when I told my girl, did I ever cross
the line, and if I did, I won't ever do it
again, because now I know about sexual
consent. And she was so happy. She
was like oh, my god, I love this thing.”



Adapting Evidence-Based Sexuality Education Interventions to Address Gender

10 Reasons Some Young Men Decide to Have Sex:

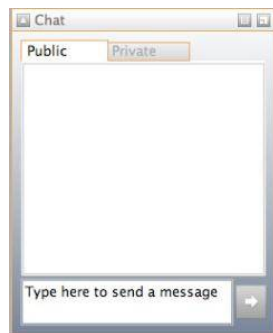
- 1) For Fame
- 2) Pleasure
- 3) Exc. their pros / Be like them
- 4) Something 2 brag on
- 5) Pos time
- 6) Worked
- 7) Family / want to have a baby
- 8) Hormones
- 9) To please girls
- 10) Prep

10 Reasons Some Young Women Decide to Have Sex:

- for a boy to like - them + to fit in.
- Peer Pressure - friends get friends
- to get attention from guys & girls
- CURIOUS
- so the boy won't leave her.
- Desperate
- In love - really in love
- in the mood - "H" word
- Relationship pressure from guys.



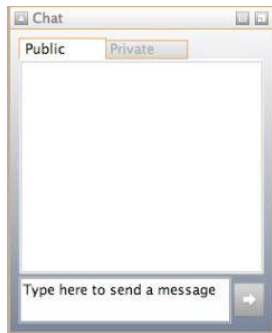
Questions



What questions you have for Andrew or Riki?



Next Steps



After this web conference, what are your next steps?



For More Information

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