

Mobilising men to build gender justice: Strategies for effective movement-building

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Community-level strategies

- Strategies of community engagement and community mobilisation are crucial, but under-used
- Community-level strategies are vital to prevention, as they:
 - Work at a greater scale than individual- and relationship-level strategies
 - Shift norms, relations, and inequalities
 - Bring efforts closer to the ideal in prevention that initiatives be comprehensive, relevant, and engaging
 - Engage participants in personal and collective change

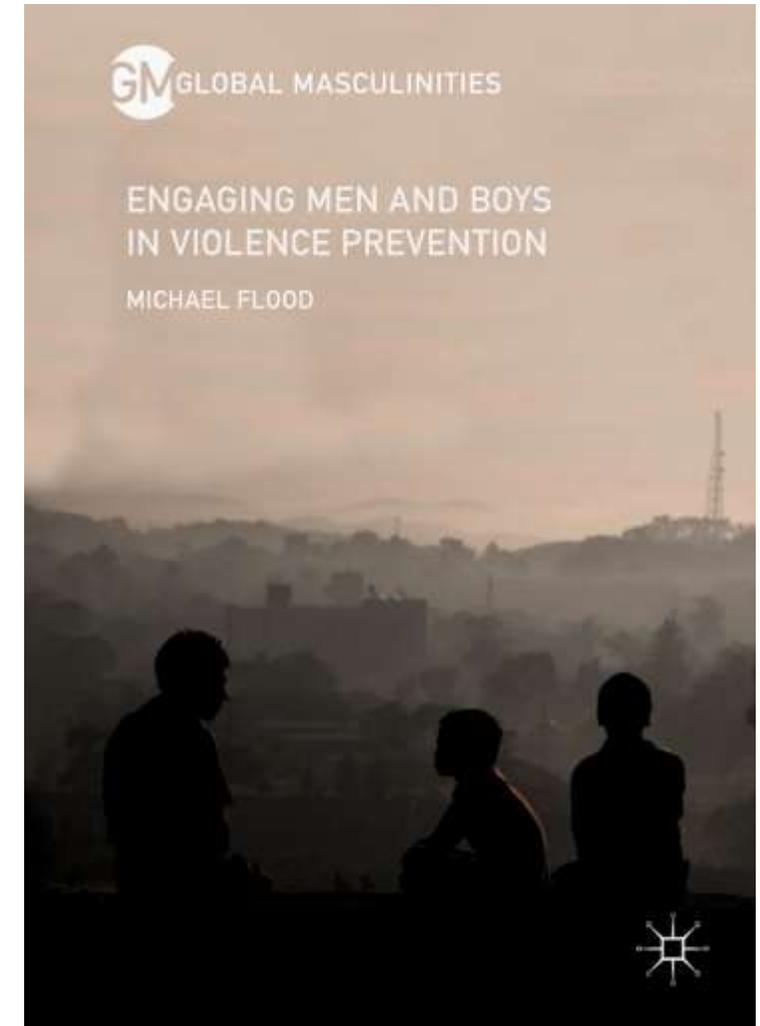
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Community mobilisation

- Definition: individuals and groups taking action through coalitions, networks, and movements
- Histories of mobilisation:
 - Feminist movements put violence against women on the agenda.
 - Beginning as part of the second wave of feminism in the 1970s
 - Shaping service and policy responses and prevention efforts
 - Activist men's groups emerged around the same time, on a smaller scale.
 - Australian examples: Men Against Sexual Assault (MASA), Canberra Men's Gathering, Men Opposing Patriarchy (MOP), Men Against Patriarchy (MAP), Men Against Gender Injustice Collective (MAGIC), etc.

Examples of community mobilisations among men

- Men's Action to Stop Violence Against Women (MASVAW) (India)
- One Man Can campaign (Sonke Gender Justice, South Africa)
- White Ribbon Campaign (1991-)
- International networks: MenEngage (2004-)
 - A global alliance of 700+ non-government organisations, country networks, and UN partners
- See the FREE book, *Engaging Men and Boys in Violence Prevention* (2018):
<https://xyonline.net/content/new-book-engaging-men-and-boys-violence-prevention>



Case study: Working Together With Men

- Aims to engage men to develop and implement primary prevention strategies in their local communities (Melbourne)
- 50 or so hours, over 18 months



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Impact evaluation

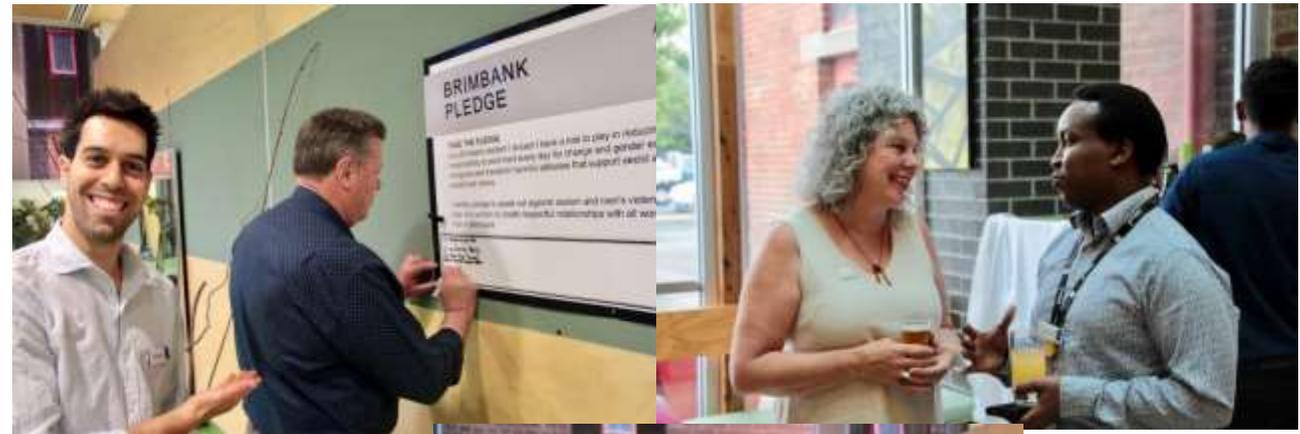
- Objective 1: Engage men
 - Success in recruiting a group of male violence prevention advocates and sustaining their long-term participation (as volunteers).
 - Buy-in and support from the partner organisations
- Objective 2: Increase men's awareness and understanding of violence against women
 - Self-reported increases in participants' understandings of and commitment to taking action on violence against women
 - Shifts in men's own relationships
 - Corroborated by the men's female partners
 - Some violence-supportive understandings persisted

Impact evaluation *cont'd*

- Objective 3: Build men's capacity to implement violence prevention initiatives
 - Men who turned up, and particularly those who stayed involved, already had: involvement in actual prevention efforts, a sense that violence against women is a personally relevant issue, and a sense of skill in prevention
 - These increased over the course of the project.
- Objective 4: Support men in implementing violence prevention initiatives
 - The projects designed by the participants fit well with existing standards for effective practice in violence prevention

Enablers of impact

- Participation
- Education
- Facilitation
- A supportive group
- Expert guidance
- Expert advice
- Resourcing



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Mobilising men

- Provide opportunities and invitations for involvement
 - Identify supportive men and boys
 - Involve men in initial education and small tasks
 - Provide mentoring and invite leadership
- Provide knowledge and skills in action
- Support men in getting organised
 - Technical assistance, resources and sustainability, community meetings
 - Community Action Teams
- Use consciousness-raising and critical reflection
- Adopt gender-equitable processes for decision-making and leadership

Mobilising men *cont'd*

- Build communities of support. To:
 - Provide personal inspiration and nourishment
 - Offer an alternative peer network
 - Lessen stigma
 - Create spaces for personal reflection and collective mobilisation
- Work in partnership with women's rights and movements
- Link gender justice to other forms of justice

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Let's mobilise men, to make noise, trouble, and change

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Report: Flood, M. (2018). *Working Together With Men: Final evaluation report*. Melbourne: HealthWest Partnership. <http://healthwest.org.au/wp-content/uploads/2018/09/Flood-Working-Together-With-Men-Final-Evaluation-Report-2018.pdf>.

(And see overleaf.)

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Resources on engaging men

- Engaging men in violence prevention: A massive collection of resources: <https://xyonline.net/content/engaging-men-violence-prevention-walking-tour-some-xys-content>
- Free book, *Engaging Men and Boys in Violence Prevention* (Flood, 2018): <https://xyonline.net/content/new-book-engaging-men-and-boys-violence-prevention>
- Men building gender equality: <https://xyonline.net/content/men-building-gender-equality-guide-xys-content>
- Dr Michael Flood's publications: <http://www.xyonline.net/category/authors/michael-flood>
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