Working with men and boys to prevent GBV and HIV and promote gender transformation.

Prepared by Tim Shad and Leo Mbobi: Africa Regional SGBV Network Partners meeting, 7-9-02-2011
About Sonke

• Established in August 2006
• Offices in Johannesburg and Cape Town.
• Work across Africa to strengthen government, civil society and citizens on gender equality, GBV, and HIV
• Uses human rights framework and gender relational approach
• “Sonke” is an Nguni word meaning “all of us” - commitment to working with all who share vision of gender equality, human rights and social justice.
The Spectrum of Change

- Research, monitoring and evaluation
- Working with government to promote change in policy and practice
- Community mobilisation
- Building effective networks and coalitions
- Strengthening organisational capacity
- Communications for social change strategies
- Community education
- Building individual knowledge & skills
Hegemonic Masculinities in our work:

• Challenges we face in South Africa:
  • 5.7 million people living with HIV (2009),
  • 44% self reporting perpetrating domestic violence,
    14% in last year
  • Highest global per capita alcohol consumption levels
• Many forms of masculinity - dominant form may not be as hegemonic as we think
• Problem in way men are represented/discussed – need positive approach
• Must address the social and structural determinants of gender inequalities and health disparities.
Programme Area 1: Training, Community Mobilisation and Capacity Building
One Man Can

- Supports men to advocate for gender equality, against GBV and to prevent themselves and partners from HIV
- Action Kit
  - T Shirts, Posters and DVDs
  - Information and Fact Sheets: coaches, fathers, FBOs, survivors, teachers and youth
  - Workshop activities: power, violence, HIV, relationships
- Community mobilisation and branch building
WORKSHOP ACTIVITIES

Talking to men about gender, domestic and sexual violence and HIV/AIDS
Brothers for Life (BFL)

- National mass media and community mobilisation campaign targeting men over the age of 30 focusing on risk factors for HIV, including GBV, alcohol, and multiple concurrent partners.
- BFL ambassadors featured in national television, radio and billboard ads (politicians, South African soccer, cricket and rugby teams, other celebrities).
“BE A MAN WHO TAKES NO CHANCES AND ALWAYS USES A CONDOM”

Thierry Henry
Professional Soccer Player
FC Barcelona

“BE A MAN WHO Chooses to Be RESPONSIBLE with Sex EVEN WHEN He DRINKS”

Ryan Giggs
Professional Soccer Player
Manchester United

“IN THE GAME OF LIFE ALWAYS PLAY IT SAFE”

Yenzakahle!
Do the right thing
www.brothersforlife.org

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One Man Can Reach:
• Provide training to over fifty organisations since 2006
• 122 One Man Can workshops across the country in 2009
• 25,000 workshop participants, 18,000 men & 7,000 women.
• 260,000 people through community mobilisation events, 90% men.

Brothers for Life Reach
• 2.27 million men on average 6 times each.
• The men & PMTCT Campaign reached on average 83% or 2.537M men 9 times each.
• Outdoor media featured all messages addressing partner reduction, PMTCT and GBV reaches 6.5 million people per month.
Programme Area Two: Communications and Strategic Information Programme
Sonke Communications:
- Mass media and community media approaches.
- Radio: Weekly show with KayaFM—listenership of 225,000 and partnerships with 12 community radio stations.
- TV: integration of our messages into soaps (Generations, Soul City)
- 8,000 original visits to Sonke and OMC & BFL FB sites.
- Protection and Way to Justice documentary films
One Man Can: Digital Story

“We All Have Rights”:
Stories of Gender and Health by South African Youth
Discussion Guide
Dozens of community-painted murals across the country
Programme Area Three: Policy, Advocacy and Research
Why Policy, Advocacy & Research

- Ensure that work with men and boys is included and implemented effectively in policies at all levels
- Monitor and build capacity for implementation
- Research to establish a solid evidence base for ongoing work with men and boys.
- Essential to successfully increasing the scale, impact and sustainability of our work
Policy

• Policy scans & reports
• Policy Guidelines
• Identifying policy issues – domestic violence; paternity leave
Other Policy and Advocacy approaches

- Holding other men to account: Court case against ANC Youth League Leader, Julius Malema
- Training on advocacy and lobbying
- Organise advocacy events
- Dialogue with the women’s movement and other social justice organisations
- Building coalitions and networks (government, trade unions, FBOs, private sector, media, etc)
Programme Area Four: International Programmes and Network Building

- Serve as co-chair of the Global MenEngage and as Africa region coordinator, a global alliance with country networks in more than 35 countries and hundreds of participating organisations (www.menengage.org)
- In this capacity support work in many African countries, including Swaziland, Burundi, Cote D’Ivoire, Sierra Leone, Rwanda, DRC, Uganda, Ethiopia, Mozambique, Namibia, Zimbabwe, Zambia.
Thank You!