

# Engaging men and boys in the prevention of sexual violence

Presentation for SVRI Forum 2009  
6-9 July 2009  
Johannesburg, South Africa



Christine Ricardo  
Promundo, Brazil  
[c.ricardo@promundo.org.br](mailto:c.ricardo@promundo.org.br)

# Why work with men and boys?

- It is largely men who perpetuate violence.
- Rigid ideas about masculinity, male dominance and male and female sexuality play a crucial role in shaping violence against women
- Men and boys have a stake in ending violence against women



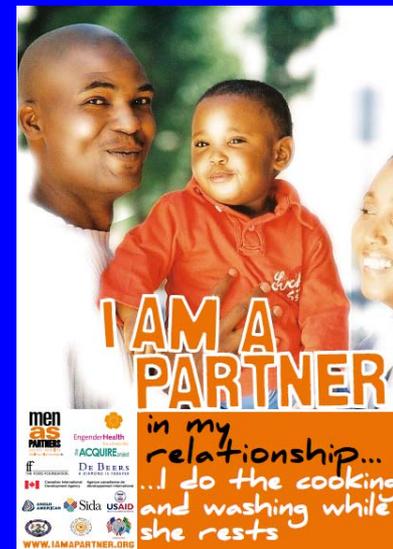
# Reflections about promising & effective approaches (1)

- Majority of efforts have not been evaluated; existing ones often have weaknesses in design.
- Nevertheless – there is a reasonable body of evidence that some strategies are indeed effective (or at least promising) in changing attitudes and behaviors



# Reflections about promising & effective approaches (2)

- Effective prevention entails working at many different levels
- Need to challenge beliefs and discourse about gender and power relations
- Many of the most effective efforts have combined groups workshops with campaigns and other forms of community outreach and mobilization



# What are the common features/strategies of effective programs with men and boys? (1)

- Critical discussion of gender norms
- Address broad spectrum of behaviors which can be considered sexual violence.
- Provide skills-building for boys and men to carry out healthier and more equitable behaviors
- Skilled/trained facilitators

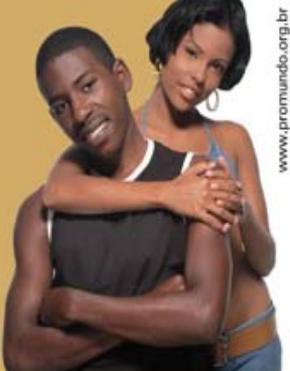


# What are the common features/strategies of effective programs with men and boys? (2)

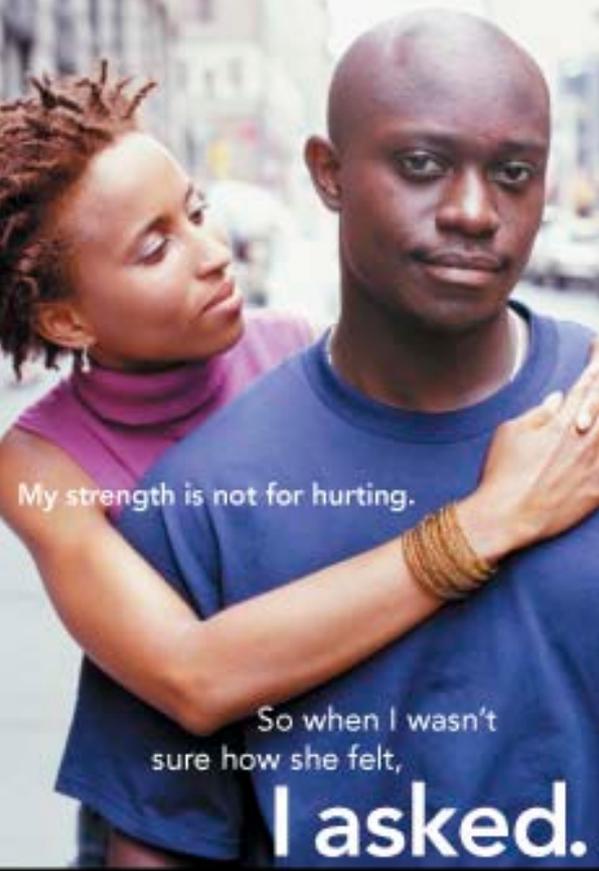
- Positive messages

**Homem com**   
**Conversa. Respeita. Cuida.**

  
**A *atitude* faz a diferença.**



www.promundo.org.br



My strength is not for hurting.

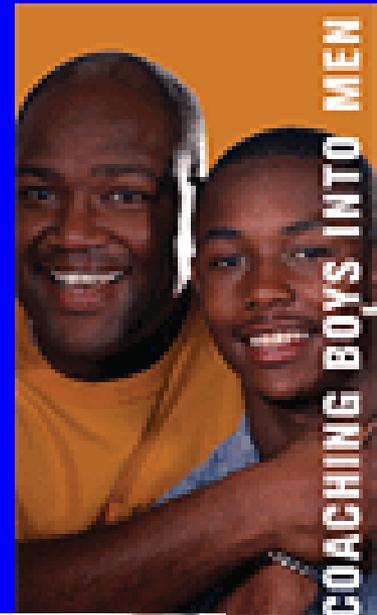
So when I wasn't  
sure how she felt,  
**I asked.**

Men can stop rape.

www.TheStrengthCampaign.org

# Engaging men (and women) as bystanders and role models

- Bystander approach  
e.g. Mentors in Violence Prevention (MVP)
- Reaching out to male community leaders  
e.g. coaches, religious leaders



# Partnering with women's movements

- Accountability
- Addressing concerns
- Scaling up/moving ahead



# References

- Barker, G. et al. (2007) Engaging men and boys in changing gender-based inequity in health: Evidence from programme interventions. World Health Organization: Geneva
- Flood, M. (2005-6) Changing Men: Best Practice in Sexual Violence Education. Women Against Violence: Issue 18
- Ricardo, C. and Barker, G. (2008) Men, Masculinities, Sexual Exploitation and Sexual Violence: A Literature Review and Call for Action

# Thank you / Obrigada

For more information visit:

[www.promundo.org.br](http://www.promundo.org.br)

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

or contact:

Christine Ricardo

[c.ricardo@promundo.org.br](mailto:c.ricardo@promundo.org.br)

