One Man Can- as a Community Mobilisation strategy
Refinement and testing of a multilevel intervention for preventing men’s use of violence in urban South Africa

- **Location & target group:** Diepsloot in JHB, South Africa; we are targeting to work with men and the community at large.

- **Timeframe**
  - How long is the intervention? 12 months with a possible extension.

- **Intervention’s main goal:** *Is to refine the multi-level One Man Can (OMC) model and determine its effectiveness in preventing men’s use of VAWG.*

- **What are the main methods?** *One Man Can workshops; Community Action Teams (CATs) are comprised of interested men and women; and Local Advocacy undertaken by CMs & CAT members.*
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**Figure 1. Intervention Theory of Change**
Work of the intervention

- **Community interventions**
  - We engage with people known to have problems of violence and the general population.
  - Different Strategies such as Door to Door campaigns; workshops, Ambush theatre, Street soccer, Digital story screening will be employed.
  - How many people do you expect them to interact with per month? At least 2,500

- **Interventions that have a formal manual or series of sessions**
  - How many participants are in a group? Not more than 30; Are groups single or mixed sex? A bit of both.
  - How many hours is the intervention? They will vary: a workshop will be 6 hrs in 2 days, a mini workshop 45 min-1hr. Film screening will be for 2 hrs. We will conduct 1 workshop every month, and 8 none workshop activities every 4 days. Different but similar dosage of all the themes will be used. Participatory methods will be used always.)
Can we scale up?

Lessons learnt

The One Man Can community mobilisation intervention is an effective approach to promote gender equality at community level and to build collective action to support the rights of women and girls and decrease men’s risky sexual practices.

Identifying men and women within communities to serve as change agents is a strategy to create new role models advocating for gender equality and presenting alternative masculine behaviours.
Lessons learnt

Community mobilisation is a powerful tool to promote more equitable gender norms and build critical consciousness and action around reducing HIV vulnerability for both women and men.

Creating safe spaces for men to engage in dialogue has significant impacts on challenging and deconstructing social norms.
Conclusions:

**Design:** Community randomized design

**Primary endpoint:** Gender Equitable Men’s Scale (GEMS)

**Visits:** Young men and women ages 18-35 complete two cross-sectional questionnaires. Baseline in mid-2012 and Endline in mid-2014

**Intervention:** community mobilization intervention developed with Sonke Gender Justice Network

22 villages randomized – 11 receive CM and 11 do not receive CM

11 CM communities receive an intensive 2 year intervention led by community mobilizers and community action teams
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22 villages randomized – 11 receive CM and 11 do not receive CM

11 CM communities receive an intensive 2 year intervention led by community mobilizers and community action teams
At baseline intervention and control villages were significantly different in reported IPV (OR: 1.48, CI: 1.24 – 1.75).

Reported IPV in the intervention villages was significantly different between baseline and endline (OR: .65, CI: .55 - .77).
Lessons learned & conclusions, cont..

THANK YOU

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