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

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

Gender Equality and Social Justice
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
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

Sonke Gender Justice Network
HIV/AIDS, Gender Equity, Human Rights
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!