ENGAGING MEN AND BOYS IN
PROMOTING GENDER EQUALITY AND
ENDING VIOLENCE AGAINST WOMEN

GET INVOLVED!
BECOME A CHANGE AGENT
The campaign: “Get Involved! Become a Change Agent,” has been created within the project: “Breaking the Cycle: Engaging men and boys for promoting gender equality and ending violence against women.”

The project ‘Breaking the Cycle: Engaging men and boys for promoting gender equality and ending violence against women’ aims to take the process further by engaging men. It is increasingly clear that to end gender-based violence against women, men need to be key agents of change. The project created a catalyst through global exchanges between the project’s partners from six countries from Europe, Africa, Asia and Oceania and promoted transnational non-formal learning among youth leaders. Interactive processes, visits and trainings in each other’s countries provided participants opportunities for both learning from each other in the field as well as sharing their own work. This has led to a valuable common understanding regarding the core components of the work men and boys are doing on gender justice, the underlying social theories and how the work, builds and manifests in social contexts and create the following tools that helps us to engage ourselves actively to promote gender equality.

The objective of the campaign:

- To engage young men in promoting gender equality and ending violence against women.
- To create an advocacy strategy by and for young people to engage men and boys in promoting gender equality.
- To raise transnational awareness between men and boys on their necessary role in gender issues.

This campaign is designed to be a practical tool to effectively fight for gender equality. Engaging youth population requires their involvement throughout all the steps, trusting in their abilities, energy, and capacity to develop new practices for men and women on this issue.

These tools are meant for young leaders, however, can be extended to everyone who would like to make changes in society beginning with their own life, as well.
READY TO BECOME A CHANGE AGENT?
START FROM TODAY

STEP 1

Do an on-line course to understand theory and acquire skills on how to work with men and boys in gender equality.

http://www.breakincourse.com/

HOW TO ENGAGE MEN AND BOYS IN GENDER EQUALITY AND ENDING VIOLENCE AGAINST WOMEN
YOU PASSED!
CONGRATULATIONS!
NOW, IT’S TIME TO PUT YOUR KNOWLEDGE INTO PRACTICE!
STEP 2

Take the 30-DAY CHALLENGE! In 30 days, you’ll become an agent of change – guaranteed! Be honest with yourself and make a change! Express your feelings, personal progress and challenges faced.
WELL DONE!
YOU’VE MADE IT!

ENCOURAGE OTHERS TO TAKE THE CHALLENGE.
STEP 3

The process has just started. Are you eager to do more? Read the Good Practice Guide and be inspired!
WHICH PROJECT HAS INSPIRED YOU THE MOST?

WHICH PROJECT WOULD YOU LIKE TO ADAPT AND START IN YOUR COMMUNITY?
STEP 4

All you need now is just some recommendations and you can start your own project.
Engaging men and boys for the promotion of gender equality and prevention of violence against women needs strong basis for its implementation and maintenance on society structures. Punctual actions will help to raise awareness at that point, but without the analysis of its impact and a whole dynamic of justification, it could be insufficient for a real change.

These recommendations encourage institutions and individuals to amend the perspective of working on gender equality involving men and boys considering different areas:

**LIST OF RECOMMENDATIONS**

**AT EDUCATIONAL LEVEL:**
- Promote the diversification of gender in atypical occupations, raising awareness for gender stereotypes, gender typical professions and life courses.
- Foster the implementation of informal competences and skills to encourage men’s groups with social difficulties.
- Implement gender awareness programs for students and teachers to work against discrimination in schools.
- Promote pro-feminist research on men, masculinities and gender equality, rejecting a “male-discrimination” perspective.
- Conduct deeply analyses of teaching styles and learning materials in order to describe the impact of educational materials on gendered practices and occupational preferences.

**AT LABOUR LEVEL:**
- Foster the balance of work and life, focusing on an increase of non-sanctioned and self-chosen part-time or other forms of employment for men.
- Increase the number of social projects addressed to the representatives of marginalized groups of men.
- Encourage to change attitudes on gender equality, promoting men who are role models and ‘champions’ of gender equality.
- Implement a coherent system of parental leave, able to coordinate with maternity leave.
- Develop and implement gender equality strategies which include a set of measures to support and encourage men to devote more time and priority to the reconciliation of care, home and paid work.

**AT HEALTH LEVEL:**
- Promote policy initiatives focusing on the role of men in sexual health, including screening programs, educating boys in health issues and sexuality.
- Create a complex public communication concerning men’s health, challenging legislative practices such as effective road traffic legislation, smoking, bans, more rigorous health and safety measures in the workplace.

**AT SOCIAL LEVEL:**
- Encourage men to commit against gender-based violence.
- Change gender models, promoting non-violent masculinities.
- Improve the work done with the perpetrators and its maintenance over the time.
- Create a better knowledge about types of violence, challenging those not perceived as violence or normalized by society.
- Integrate an intersectional approach to strengthen and improve the role of men in gender equality, through a perspective on social class, migration and gender.
- Maintain dedicated women’s units and measures.
- Commit to parity in women’s and men’s participation at all levels.
- Make visible and target all key gender equality areas as interpersonal work relationships, caring, power and decision making, paid work, or community involvement.
- Engage a diversity of men, including with a variety of demographic backgrounds, or in different organisational roles and levels.
IS EVERYTHING CLEAR?

LET’S DO IT.
STEP 5

Check the video and see what your colleagues from all over the world want to share with you.

“I think it’s very good that men learn how to show vulnerability but I think it’s also important that they receive vulnerability.” **Gijs, Netherlands**

“When I’m engaging young boys and men in my country, I’m trying to take them through the process of my self-realization and the self-reflection that I have gone through.” **Mahendra, India**

“I believe in relationships based on mutual respect and everyone’s freedom.” **Berna, España**

“Don’t listen to what people may say about you; be confident in who you are.” **Dina, Madagascar**
DO YOU HAVE A SIMILAR EXPERIENCE OR REFLECTIONS AS THE PERSONS FROM VIDEO?
STEP 6

Do you want to know more about us and about the project? Check the page: [www.gbvamongyouth.org](http://www.gbvamongyouth.org) and Facebook page: [@gbvamongyouth](https://www.facebook.com/gbvamongyouth)

Find all resources on: [www.gbvamongyouth.org/resources](http://www.gbvamongyouth.org/resources)
WELL DONE! YOU ARE ACTIVE AGENTS OF CHANGE!

TOGETHER WE CAN DO IT!
If you represent the **MASS MEDIA**, make sure these tools are made visible and disseminate them appropriately to the proper gatekeepers and media outlets.

If you represent **SCHOOLS** or **NGOs**, just follow the steps from 1 to 6 and challenge your pupils/collegues/community to follow them.

If you represent any **INSTITUTIONS** use your power to initiate changes for a better world.
Do you need more information, please contact us:

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