

**BREAK  
IN**

---

**SOCIAL  
CAMPAIGN**

---

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.

---

**BREAK  
IN**

---

**READY TO BECOME A  
CHANGE AGENT?**

---

---

## START FROM TODAY

---

### STEP 1

---

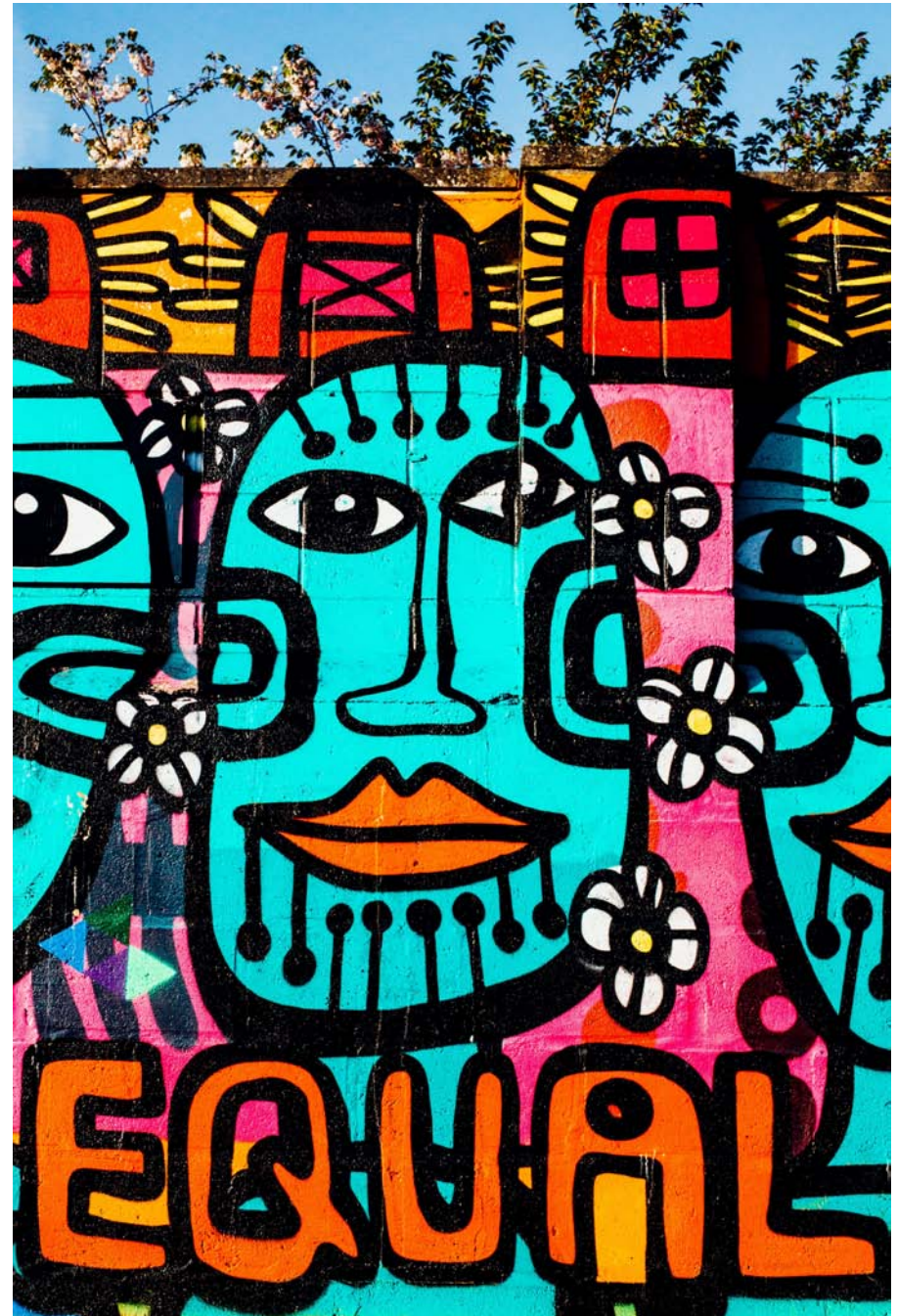
Do an on-line course to understand theory and acquire skills on how to work with men and boys in gender equality.

<http://www.breakincourse.com/>

HOW TO ENGAGE MEN AND BOYS IN GENDER EQUALITY AND ENDING VIOLENCE AGAINST WOMEN

---

**BREAK  
IN**



---

**YOU PASSED!  
CONGRATULATIONS!  
NOW, IT'S TIME TO PUT  
YOUR KNOWLEDGE INTO  
PRACTICE!**

---

**BREAK  
IN**

# BREAK IN 30 DAY CHALLENGE

online

<p><b>01</b> <b>BE KINDER TO YOURSELF AND OTHERS.</b></p> <p><i>YES!</i></p>	<p><b>02</b> <b>ASK YOURSELF WHETHER THE JOKES YOU HEAR DURING YOUR DAY ARE INSULTING OR HURTING. EACH TIME YOU HEAR SEXIST JOKES, SPEAK OUT AGAINST THEM.</b></p> <p><i>NO!</i></p>	<p><b>03</b> <b>GIVE SOMEONE YOU KNOW A GENUINE COMPLIMENT THAT IS NOT BASED ON THEIR GENDER OR LOOKS.</b></p> <p><i>YOU ARE GREAT!</i></p>	<p><b>04</b> <b>WRITE A POSTCARD TO A WOMAN IN YOUR LIFE THAT IS YOUR HERO. TELL HER WHAT YOU APPRECIATE ABOUT HER. THINK HER FOR THE TIMES SHE HAS BEEN THERE FOR YOU AND THE SACRIFICES SHE HAS MADE. BEFORE SENDING IT, CHECK WHAT YOU WROTE, WHICH WORDS YOU USED TO DESCRIBE HER, AND IF THOSE WORDS ARE STEREOTYPICAL.</b></p>	<p><b>05</b> <b>ASK YOUR HOUSEMATES ABOUT GENDER AND START A CONVERSATION AT HOME TO UNDERSTAND THEIR POINT OF VIEW.</b></p> <p><i>Hey!</i></p>
<p><b>06</b> <b>USE GENDER NEUTRAL LANGUAGE INSTEAD OF USING "BOYS AND GIRLS" OR "YES MA'AM, YES SIR". EACH TIME YOU USE THESE KIND OF WORDS, PUT MONEY IN A JAR, AND USE THAT MONEY TO BUY SOMETHING NICE FOR SOMEONE ELSE.</b></p> <p><i>♡♡</i></p>	<p><b>07</b> <b>PAY ATTENTION TO THE ROLES MEN AND WOMEN ARE GIVEN AS WELL AS HOW THEY ARE POSITIONED IN POPULAR MOVIES.</b></p> <p><i>👁️</i></p>	<p><b>08</b> <b>BE AWARE OF GENDER ROLES IN YOUR FAMILY AND AMONGST YOUR CLOSEST FRIENDS. WHO DOES WHAT AT HOME? REFLECT ON GENDER ROLES WITH SOMEONE IN YOUR COMMUNITY OR AT HOME.</b></p> <p><i>yes</i></p>	<p><b>09</b> <b>SHARE OR WRITE AN ARTICLE ABOUT SEXUAL HARASSMENT WITH OTHERS.</b></p> <p><i>😊</i></p>	<p><b>10</b> <b>WATCH NEW AND WELL-KNOWN COMMERCIALS; DO THEY CONFIRM OR INVALIDATE GENDER ROLES AND GENDER STEREOTYPES OF MEN OR WOMEN OR BOTH?</b></p> <p><i>👓</i></p>
<p><b>11</b> <b>DON'T JUDGE WHAT OTHERS DO OR FEEL. FOCUS ON YOURSELF INSTEAD: WHAT DOES YOUR JUDGEMENT SAY ABOUT YOU?</b></p> <p><i>🔍</i></p>	<p><b>13</b> <b>MAKE A LIST OF THINGS THAT ARE NICE ABOUT BEING A BOY/ GIRL. AFTER THAT, MAKE ANOTHER LIST WITH THE CHALLENGES THAT BOYS/GIRLS HAVE TO FACE DUE TO THEIR GENDER.</b></p>	<p><b>14</b> <b>STOP ANY KIND OF HARASSMENT IF YOU SEE IT AND ENGAGE OTHER BYSTANDERS. YOU CAN COMMENT THE SITUATION WITH OTHERS, OR ASK FOR HELP TO STOP IT.</b></p> <p><i>👉</i></p>	<p><b>12</b> <b>LOOK AT THE TOYS IN A SHOP. ARE THEY GENDER NEUTRAL? SHARE YOUR REFLECTIONS WITH A FRIEND ABOUT YOUR EXPERIENCES AND OBSERVATIONS.</b></p> <p><i>🛒</i></p>	<p><b>15</b> <b>TURN OFF THE TV OR THE AD IF YOU HEAR A SEXIST SONG OR OTHER SEXIST CONTENT, AND RAISE AWARENESS ON ITS HARMFUL EFFECTS.</b></p> <p><i>📺</i></p>
<p><b>16</b> <b>SPEND ONE DAY IN THE SHOES OF SOMEONE FROM ANOTHER GENDER AND REFLECT ON HOW YOUR DAY HAS GONE. IS THEIR ROUTINE VERY DIFFERENT FROM YOURS?</b></p> <p><i>👉 SOLUTION</i></p>	<p><b>17</b> <b>WRITE TO COMPANIES THAT THE USE OF SEXIST ADVERTISING TO BRING AWARENESS TO THEIR OFFENSIVE MATERIAL, AS WELL AS ENCOURAGE THEM TO STOP USING IT.</b></p> <p><i>CREATIVE</i></p>	<p><b>18</b> <b>BE RESPONSIBLE AT HOME BY DOING HOUSE CHORES THAT YOU HAVE NEVER DONE OR YOU'D NEVER HAVE CHOSEN TO DO.</b></p> <p><i>GOOD IDEA</i></p>	<p><b>19</b> <b>SAY 'NO' WHEN YOU DON'T FEEL LIKE SAYING YES</b></p> <p><i>📢</i></p>	<p><b>20</b> <b>ADVISE PEOPLE TO ASK FOR CONSENT BEFORE THEY INITIATE PHYSICAL CONTACT WITH OTHERS.</b></p> <p><i>🗣️</i></p>
<p><b>21</b> <b>RESPECT SOMEONE'S DECISION WHEN THEY DON'T WANT ALCOHOL.</b></p> <p><i>STAY COOL</i></p>	<p><b>22</b> <b>CHOOSE A BOOK FROM A NEW GENRE YOU WOULDN'T NORMALLY READ SUCH AS SEXISM, VIOLENCE, GENDER OR MASCULINITY.</b></p> <p><i>📖</i></p>	<p><b>23</b> <b>TALK TO YOUR FRIENDS ABOUT YOUR FEELINGS WHEN YOU FEEL YOU ARE BEING PRESSURED BY THEM.</b></p> <p><i>👉</i></p>	<p><b>24</b> <b>STOP CYBER-HARASSMENT: DELETE THE PHOTO, DO NOT COMMENT OR SHARE THE POST, SUPPORT THE VICTIM AND REPORT THE PERPETRATOR.</b></p> <p><i>@</i></p>	<p><b>25</b> <b>LISTEN TO YOUR BODY AND FEELINGS THEN TRY TO DESCRIBE THEM IN WORDS. IF YOU FEEL LIKE IT, WRITE THEM DOWN AND THEN TALK TO SOMEONE ABOUT THEM.</b></p> <p><i>😊</i></p>
<p><b>26</b> <b>CHECK-OUT THE MUSIC THAT IS BEING PLAYED: WHAT ARE THE MESSAGES OF THE SONGS? REFLECT WITH YOUR FRIENDS ABOUT THE CONTENT AND LYRICS.</b></p> <p><i>📢</i></p>	<p><b>27</b> <b>OBSERVE YOUR ENVIRONMENT EVERY TIME YOU WANT TO SPEAK AND TRY TO SEE WHO NEEDS TO BE GIVEN MORE SPACE AND TIME TO STAND UP, TO SPEAK-OUT AND LET THEM BE HEARD.</b></p> <p><i>hello!</i></p> <p><i>HOW ARE YOU?</i></p>	<p><b>28</b> <b>BE THANKFUL AND SAY IT TO EVERYONE WHO HAS DONE SOMETHING FOR YOU TODAY.</b></p> <p><i>START</i></p> <p><i>♡</i></p>	<p><b>29</b> <b>HUG AS MANY FRIENDS AS YOU CAN; ALWAYS ASK FOR PERMISSION. IT'S IMPORTANT TO EXPERIENCE OTHER'S FEELINGS AND EXCHANGE THOSE ENERGIES ESPECIALLY WHEN THEY ARE NOT FEELING WELL.</b></p> <p><i>SIMPLE</i></p>	<p><b>30</b> <b>RAISE AWARENESS: SHARE YOUR ACHIEVEMENTS ONLINE OR POST A MESSAGE ABOUT THE 30 DAYS CHALLENGE IN THIS ADVOCACY TOOLKIT, USING THE HASHTAG #BREAKIN.</b></p> <p><i>👉</i></p>

*YES!* CAN I... YOU?

*#BREAKIN*

## 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.

# BREAK IN

**BREAK  
IN**

---

**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!

---

**BREAK  
IN**





**BREAK  
IN**

---

**WHICH PROJECT HAS  
INSPIRED YOU THE MOST?**

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

---



**BREAK  
IN**

**LIST OF  
RECOMMENDATIONS**

## **STEP 4**

---

All you need now is just some recommendations and you can start your own project.

---

---

## LIST OF RECOMMENDATIONS

---

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:

### 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 organizational roles and levels.

**BREAK  
IN**

---

**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**



**NETHERLANDS**

**SPAIN**

**INDIA**

**SRI LANKA**

**SAMOA**

**MADAGASCAR**

**BREAK  
IN**

**BREAK  
IN**

---

**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)

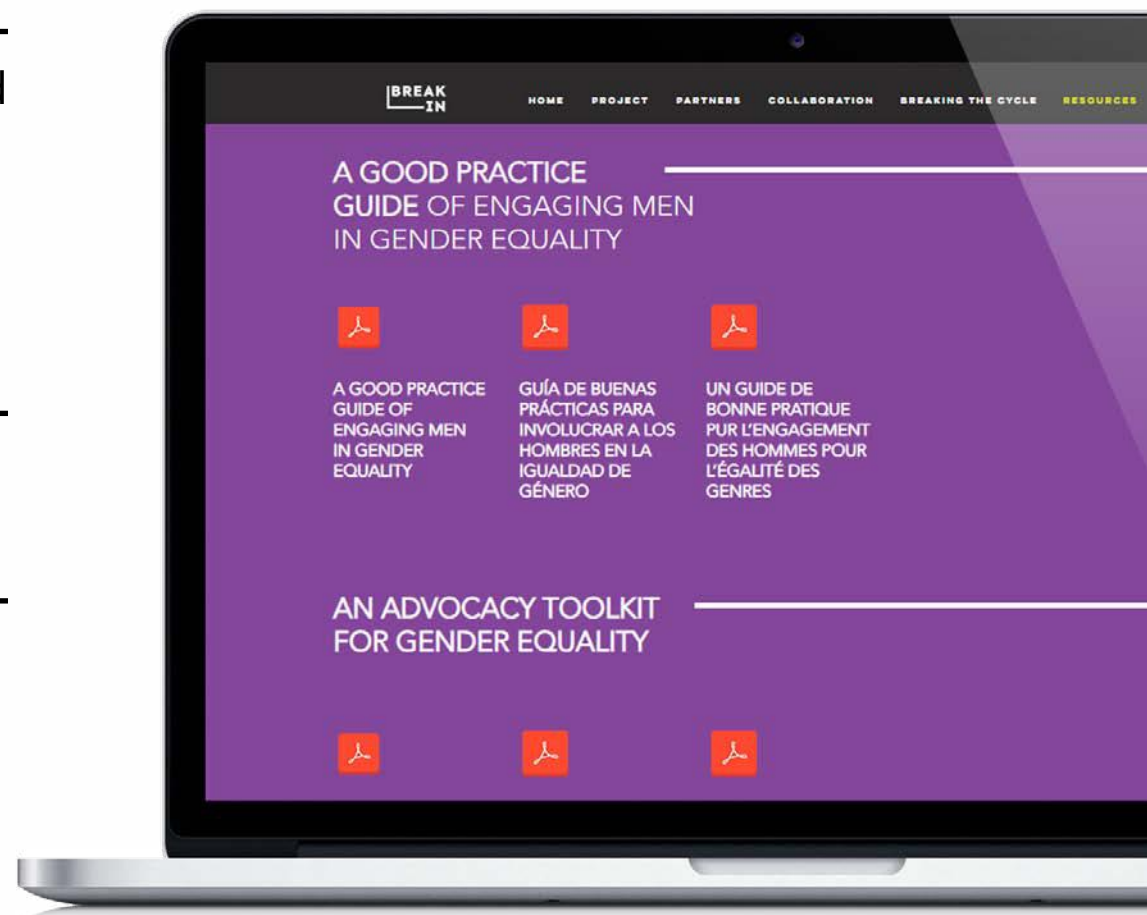
and Facebook page: [@gbvamongyouth](https://www.facebook.com/gbvamongyouth)

---

**Find all resources on:**

[www.gbvamongyouth.org/resources](http://www.gbvamongyouth.org/resources)

---





**BREAK  
IN**

---

**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/colleagues/community to follow them.

---

---

If you represent any **INSTITUTIONS** use your power to initiate changes for a better world.

---

**BREAK  
IN**

---

**Do you need more information, please contact us:**



**Centro Rural Joven Vida (Cerujovi)**  
Cáceres, Spain  
[info.cerujovi@gmail.com](mailto:info.cerujovi@gmail.com)



**Centre for Health and Social Justice (CHSJ)**  
New Delhi, India  
[chs@chs.org](mailto:chs@chs.org)



**Youth First**  
Antananarivo,  
Madagascar  
[contact@youthfirstmadagascar.org](mailto:contact@youthfirstmadagascar.org)



**Emancipator**  
Amsterdam, Netherlands  
[info@emancipator.nl](mailto:info@emancipator.nl)



**Samoa Victim Support Group (SVSG)**  
Apia, Samoa  
[svsginsamoa@gmail.com](mailto:svsginsamoa@gmail.com)



**Foundation for Innovative Social Development (FISD)**  
Kotte, Sri Lanka  
[info@fisd.lk](mailto:info@fisd.lk)

---

**BREAK  
IN**



**Published in December 2019**

by Centro Rural Joven Vida, Spain

info.cerujovi@gmail.com

---

---

Project "Breaking the Cycle: Engaging men and boys for promoting gender equality and ending violence against women", co-funded by Erasmus+ programme of the European Union and Provincial Deputy of Cáceres.

Co-funded by the  
Erasmus+ Programme  
of the European Union



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

---