The New Zealand Family Violence Clearinghouse is the national centre for collating and disseminating information about family violence in Aotearoa New Zealand.

The Clearinghouse website (www.nzfvc.org.nz) is a central site for family violence information.

You’ll find the latest family violence news such as new research and resources, policy and legislation changes and funding opportunities. You’ll also find events such as training, seminars, conferences and community activities around the country.

A searchable online database provides access to hundreds of articles, reports and resources online. Books and DVDs are available for loan from our physical library, free of charge.
Effectively involving men in preventing violence against women

Presenter - Garth Baker, Gray Matter Research Ltd
Based on Issues paper #5, New Zealand Family Violence Clearinghouse

Effectively involving men in preventing violence against women

Garth Baker, BA (Social Anthropology), PGDipBusAdmin (Dispute Resolution)
Violence prevention researcher and programme designer

Key Messages

- Engaging boys and men to prevent violence against women can make a difference
- The main reasons for involving men in violence prevention are:
  - While most men do not use violence against women, when violence does occur it is largely perpetrated by men
  - Constructions of masculinity play a crucial role in shaping men’s violence against women
  - Men have a positive role to play in helping stop violence against women
- A ‘gender transformative’ approach involves challenging rigid gender roles and critically questioning what influences these. Programmes involving a ‘gender transformative’ approach are effective in changing men’s attitudes and behaviours related to violence against women.
- Other principles for engaging men include:
  - Positive messages ‘inviting’ rather than ‘indiciting’ men can be more effective
  - There is diversity in how masculinities are constructed and expressed in different cultural contexts and social settings. Culturally-relevant material that acknowledges men’s social contexts and draws on their personal experiences is required
  - Men can prevent violence to women by not personally engaging in violence, by challenging the violence of other men, and by addressing the root causes of violence
  - There are local and international examples that can be built on to increase the involvement of men in this work

Available from the New Zealand Family Violence Clearinghouse:
www.nzfvc.org.nz/issues-papers-5
For further information, please contact:
Phone: +64 9 823 4640
Email: info@nzfvc.org.nz
Engaging boys and men to prevent rape and violence
= one of top 20 practice innovations in violence and injury practices over last 20 years*

Along with smoke alarms, car safety, airbags, seatbelts, drink-driver checkpoints, child car seats and bicycle helmets

Also primary prevention of sexual and domestic violence, parenting programmes, city-wide approach to youth violence and universal school-based violence prevention programmes

* Identified by the US National Center for Injury Prevention and Control from the 20 years (up to 2012) that the centre had been operating within the US Centers for Disease Control and Prevention
Two key prevention models:

Ecological model
– *risk* and *protective* factors at all levels

<table>
<thead>
<tr>
<th>Spectrum of prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Influencing policy and legislation</strong> – changing laws and policies</td>
</tr>
<tr>
<td><strong>Changing organisational practises</strong> – shaping organisational norms</td>
</tr>
<tr>
<td><strong>Fostering coalitions and networks</strong> – groups for broader goals and greater impact</td>
</tr>
<tr>
<td><strong>Educating providers</strong> – informing providers who will transmit skills and knowledge to others</td>
</tr>
<tr>
<td><strong>Promoting community education</strong> – reaching groups with information and resources</td>
</tr>
<tr>
<td><strong>Strengthening individual knowledge and skills</strong> – enhancing an individual’s ability to act</td>
</tr>
</tbody>
</table>
Three main reasons for involving men:

1. Men perpetrate most violence, and perpetrate the most severe violence

   *Repeatedly verified, but still backlash*

2. Link between masculinity and violence to women

   *At the individual, family, community and society level*
   *Male entitlement, dominance → enforced*
   *Adherence to rigid gender roles*
   *Men’s behaviour and more attitudes*

3. Men can be – and need to be – involved. They offer real opportunities

   *Prevention partners, include new men*
Theories for involving men:

- No guiding framework emerged
- Key theoretical base = pro-feminist, gender equity
- Two key approaches:
  - Gender transformation
  - Changing norms
- Some key principles
✓ Gender transformation

Pro-feminist approach

- Critical questioning of socialisation
- Take on more equitable behaviour
- Take on more flexible roles
- Focus on men’s behaviour impact on others
- Wider benefits, reduce other destructive behaviour
- Male-male violence

What we can do.....

- Involve men in developing self-identities that are flexible and equitable
- Establish questioning masculinity as a new norm
- Promote men being more tolerant of different male behaviour
Changing social norms

Norms:
- shape attitudes and behaviour
- especially in perpetrating male power and privilege

especially relevant to violence prevention:

Men overestimate other men’s use of and support for violence

Men underestimate other men’s willingness to intervene in violence against women
⇒ limits their willingness to intervene

Promote the amount of male opposition to violence

Reassure there’s male support
Build skills to intervene, including managing male attacks
Agreed key principles for involving men:

• Positive more effective than guilt, shame, blame or fear
  
  Give examples of desired behaviour, 
  strengthening current nonviolent actions, attitudes and values, 
  build men’s responsibility

• Wide diversity of masculinity
  
  Work with particular groups to identify what in their 
  culture contributes to, and can prevent, violence

• Culturally relevant, acknowledge social context and draw on personal experience
  
  Focus on cultural supports for violence, using cultural 
  values that support non-violence
What key principles might look like:

LEARN HOW TO BATHE, FEED, CHANGE NAPPIES, HOLD, AND COMFORT A BABY. All of these activities will build a father’s confidence and enhance bonding with the child.

CARING FOR YOUR BABY. Babies must be taken to the clinic whenever they are sick and should receive all their immunizations according to the instructions from the clinic sister/nurse.

HELP HER TO CARE FOR THE BABY. Sharing the load can make it easier for you and your partner to care for your baby. Once you have practiced how to change nappies, feed and comfort the baby, help your partner so that she too can get some rest.
What key principles might look like:
Effectively involving men in preventing violence against women
Garth Baker
Men’s involvement requires:

MOTIVATION

+ OPPORTUNITY

= ACTION
What motivates men:

- Personal experience ⇒ sensitises

  *Families’ experience, personal experience*

  - Expose men to other’s experiences
  - Connect them with their own experiences
  - Build empathy and compassion, link it with action

- Values, ethics ⇒ act if violence compromises these

  *Includes cultural and religious values*

  - Build and strengthen nonviolent values
  - Challenge men to demonstrate their values with action
  - Generate new understanding
What this motivation might look like:

Effectively involving men in preventing violence against women

Garth Baker
Another motivation for men:

• Benefits of gender transformation

  *Happier, more satisfying relationships*

  *Acknowledge men’s true reality = relationships most powerful experience*

  *Better mental health*

• To prevent violence, link to impact on others and encourage action

  Promote the benefits of more flexible gender behaviour
  Promote a norm of men developing their own identities
  Present more flexible roles and equitable behaviour as beneficial – to the man and to others
Effectively involving men in preventing violence against women

Garth Baker

Slide # 17

What gender transformation motivation might look like:

Tane ora: it’s about whanau
Effectively involving men in preventing violence against women

Garth Baker

Slide # 18

Making opportunities for men:

• Invite not indict

  Appeal to good intentions and responsibility
  Build on values
  Provide a safe environment
  Set out small, active steps

• Invitation in familiar settings by people they know

  Relevant to men like him
  Use leaders, role models

  Boys, young men, new fathers, policy makers

• Specific audiences

  As early as possible
  Target high risk or influential times
  Match message to audience

• Work with groups of men

  Offset risk of violence-support
  Use group identity and goals
  Establish nonviolent norms
Effectively involving men in preventing violence against women

Garth Baker

Slide # 19

The BeMore Campaign
A project of The Family Partnership

I Pledge to...

**MODEL** the role men can take to break the cycle of violence against women and girls.

**ENGAGE** other men to develop community responses to violence.

**NURTURE** young people to create violence-free communities.

**CHALLENGE** any abusive behaviors in whatever forms they take.

**ADVANCE** behaviors and beliefs that promote healthy and safe relationships.

**NEVER** engage in violence against women and girls.

Will you take the pledge?

For information on the BeMore Campaign contact:

Sam Simmons, SAFE Families Manager
612.728.2076
SSimmons@thefamilypartnership.org

Brandon Jones, Campaign Coordinator
612.728.2093
BJones@thefamilypartnership.org

This project is supported by grant number 2011-MX-K17 awarded by the Office on Violence Against Women, Office of Justice Programs, U.S. Department of Justice. Points of view are those of the authors and do not necessarily reflect the official position or policies of the U.S. Department of Justice.
Effectively involving men in preventing violence against women

Garth Baker
Effectively involving men in preventing violence against women

Garth Baker

Slide # 21

What this opportunities might look like:
Effectively involving men in preventing violence against women

Garth Baker

Slide # 22

Key challenges:

• Using masculine stereotypes to draw men in, but challenging masculinity – finding a way to manage this
Key challenges:

- Using masculine stereotypes to draw men in, but challenging masculinity – finding a way to manage this
Key challenges:

• Responding to men’s resistance

  Different strategies for diverse groups of men
  Match messages to levels of receptiveness
  Approach men as allies
  Present action men can take
Effectively involving men in preventing violence against women
Garth Baker
Effectively involving men in preventing violence against women

Garth Baker
What these opportunities might look like:
Effectively involving men in preventing violence against women

Garth Baker
Slide # 27
Let's get started in your community!

To begin:
If you have any questions about this program, or are interested in the creation of a free workshop in your Hidalgo County community, call us today.

In the De Hombre a Hombre workshop you will in engage in such topics as:

- Understanding gender roles
- Defining domestic and sexual violence
- Understanding causes and consequences of domestic and sexual violence
- Skill-building to prevent and respond to domestic and sexual violence
- Celebration

Please call us, send us an email, or visit our website:
www.migrantehealth.org

MAN TALK
what every college guy oughta/gotta know about good relationships
by Michael Kaufman
ALL CHILDREN HAVE THE RIGHT TO BE SAFE FROM SEXUAL ABUSE

“We have surprises, not secrets in our whanau.”
Mike and Andrea Hill

Sexual abuse often relies on secrecy. Setting up a “no secrets” family rule can help prevent child sexual abuse.
To find out more, check out the “Get Info” section of www.capshauraki.co.nz or call 07 866 8644.
What do we want men to do:

Individuals:
• Responsible for self, and responsive to others
• Flexible and equitable
• Skilled in communication
• Resilient
• Be influenced by non-violent norms

In relationships:
• Safe, in public and private
• Sustained by relationships
• Mixed, caring and equitable groups
• Promote non-violent norms in whānau and among peers
• Intervenes with other men

In community:
• Stand against all violence, support management of risk and protective factors
• Mixed groups with inclusive norms; learn from different people
• Support public flexible gender norms
• Establish that most men don’t support violence and support its prevention
• Invite groups of men to be involved in violence prevention

In society:
• Stand against all forms of violence
• Support all safety initiatives
• Support inclusion, public diversity and social justice
• Offer men’s organisation opportunities to be involved in violence prevention
Effectively involving men in preventing violence against women

Garth Baker

What do we want men to do:

- Society
- Community
- Whanau, peers
- Individual

*Know where your kids are and who they are with.*

“A key is to involve our people in preventing violence against women.”

Taskforce for Action on Sexual Violence

Programme of Action for Pacific Peoples

2008 and Beyond

**TE TOIORA MATA TAUHERENGA**

Summary of the Report of the TASKFORCE FOR ACTION ON SEXUAL VIOLENCE

Incorporating the voices of Ta Chekiri a Pono - National Network Ending Sexual Violence Together
## What do we want men to do:

### Spectrum of prevention

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencing policy and legislation</td>
<td>Changing laws and policies</td>
</tr>
<tr>
<td>Changing organisational practises</td>
<td>Shaping organisational norms</td>
</tr>
<tr>
<td>Fostering coalitions and networks</td>
<td>Groups for broader goals and greater impact</td>
</tr>
<tr>
<td>Educating providers</td>
<td>Informing providers who will transmit skills and knowledge to others</td>
</tr>
<tr>
<td>Promoting community education</td>
<td>Reaching groups with information and resources</td>
</tr>
<tr>
<td>Strengthening individual knowledge and skills</td>
<td>Enhancing an individual’s ability to act</td>
</tr>
</tbody>
</table>

### Types of interventions with men

<table>
<thead>
<tr>
<th>Type of intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal and policy reform</td>
</tr>
<tr>
<td>Challenging and changing entrenched practices that tolerate or provide impunity for gender-based violence</td>
</tr>
<tr>
<td>Building coalitions and networks, identifying and building capacity of male leaders, awareness events, White Ribbon Campaigns</td>
</tr>
<tr>
<td>Training teachers, police officers, coaches, or doctors for example to do primary prevention work in their specific target communities</td>
</tr>
<tr>
<td>Group efforts, social marketing and communications, media strategies</td>
</tr>
<tr>
<td>Education, skills building and awareness raising at an individual level</td>
</tr>
</tbody>
</table>

(Thanks to Michael Flood)
What action can we take:

- Involve men in developing self-identities that are flexible & equitable
- Establish questioning about masculinity as a new norm
- Promote men being more tolerant of different male behaviour
- Promote the amount of male opposition to violence
- Reassure there’s male support to intervene
- Build skills to intervene, including managing male attacks
- Give examples of desired behaviour, strengthening current nonviolent actions, attitudes and values, build men’s responsibility
- Work with particular groups to identify what in their culture contributes to, & can prevent, violence
- Focus on cultural supports for violence, using cultural values that support non-violence
- Expose men to other’s experiences
- Connect them with their own experiences of violence
- Build empathy and compassion, link it with action
- Build and strengthen nonviolent values

- Challenge men to demonstrate their values with action
- Generate new understanding
- Promote questioning of gender beliefs
- Present more flexible roles and equitable behaviour as beneficial – to the man and to others
- Appeal to good intentions and responsibility
- Build on values
- Provide a safe environment
- Set out small, active steps
- Relevant to men like him
- Use leaders, role models
- As early as possible
- Target high risk or influential times
- Match message to audience
- Offset risk of violence-support
- Use group identity and goals
- Establish nonviolent norms in groups
Top five actions can we take:

• Always affirm that most men do not support violence and support taking action to stop it

• Incorporate a questioning of gender and adoption of more equitable behaviour

• Use different strategies, messages, to involve a diversity of men

• Frame men’s motivation – personal experience, values and benefits of gender transformation – into terms of action they can take

• Provide genuine invitations to take real, specific action
Effectively involving men in preventing violence against women

Garth Baker, BA (Social Anthropology), PGCertBusAdmin (Dispute Resolution)
Violence prevention researcher and programme designer

Key Messages

- Engaging boys and men to prevent violence against women can make a difference
- The main reasons for involving men in violence prevention are:
  - While most men do not use violence against women, when violence does occur it is largely perpetrated by men
  - Constructions of masculinity play a crucial role in shaping men’s violence against women
  - Men have a positive role to play in helping stop violence against women
- A ‘gender transformative’ approach involves challenging rigid gender roles and critically questioning what influences these. Programmes involving a ‘gender transformative’ approach are effective in changing men’s attitudes and behaviours related to violence against women.
- Other principles for engaging men include:
  - Positive messages ‘inviting’ rather than ‘indicating’ men can be more effective
  - There is diversity in how masculinities are constructed and expressed in different cultural contexts and social settings. Culturally-relevant material that acknowledges men’s social contexts and draws on their personal experiences is required
- Men can prevent violence to women by not personally engaging in violence, by challenging the violence of other men, and by addressing the root causes of violence
- There are local and international examples that can be built on to increase the involvement of men in this work

Available from the New Zealand Family Violence Clearinghouse:
www.nzfvc.org.nz/issues-papers-5
For further information, please contact:
Phone: +64 9 923 4640
Email: info@nzfvc.org.nz
Violence prevention is more than changing men, it is men changing