



A PRACTITIONER'S TOOLKIT

Making water, sanitation and hygiene safer through improved programming and services

Toolset 3-E
Transformation of communities

TS3-E-3 – Working with men and boys to reduce violence

<p>Context</p>	<p>It is understood that it is essential for men and boys to be involved in the process of reducing and preventing gender-based violence (GBV).</p> <p>Although the two examples in this case study do not relate specifically to reducing violence related to WASH, they provide examples of how men and boys have been engaged in reducing gender-based violence. Hence they provide examples of good practice that can be translated across to the WASH sector.</p>
<p>Implementing organisations</p>	<p>Promundo and the We Can Campaign.</p>
<p>Description of good practices</p>	<p>A – Promundo: Working with men and boys to reduce gender-based violence</p> <p>Founded in Rio de Janeiro, Brazil, in 1997, Promundo works internationally in more than 25 countries to promote caring, non-violent and equitable masculinities and gender relations. Promundo’s independently registered organisations in Brazil and the United States and its representatives in Rwanda collaborate to achieve this mission by conducting research to build the knowledge base on masculinities and gender equality; by developing, evaluating and scaling-up gender transformative interventions and programmes; and by carrying out national and international advocacy to achieve gender equality and social justice.</p> <p>Features of Promundo’s work:</p> <ul style="list-style-type: none"> • The cornerstone of the work is to identify and engage men and boys who support non-violence and gender equality; • They engage community leaders, who influence the attitudes of boys and men and tap into the voices of boys and men who want to be positive role models in their communities; • They promote men’s caregiving, and encourage both personal reflection and group education for fathers and fathers-to-be; • They use structured consciousness-raising about gender norms, support activism and community campaigns led by ‘resistors’ [men and boys who resist violence] and build networks of community allies; • In their work with young men, they use peer groups who question and transform gender norms together. <p>Promundo and the International Centre for Research on Women conducted research for structured change called IMAGES – the International Men and Gender Equality Survey. From 2009 to 2012, more than 20,000 interviews in nine countries had already been completed. The research has identified that the strongest factor associated with men’s use of violence against women (VAW) is seeing their fathers do it. Other related factors include: gender attitudes, education, economic stress, displacement, alcohol</p>

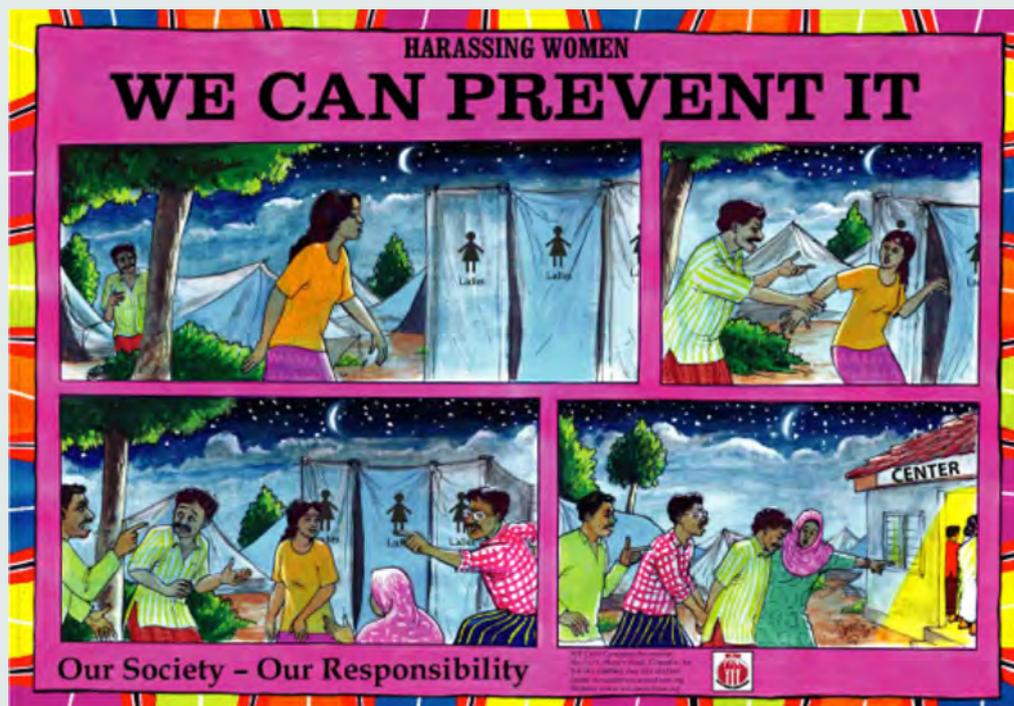
use and having been directly affected by conflict. The four key headline lessons so far from the research include:

- Violence creates violence – and the most traumatic form is witnessing violence against their mothers;
- Caregiving creates caregiving – men who see their fathers in caring relationships are twice as likely to do the same;
- The younger generation and men who have secondary education are taking up gender equality much faster; and
- Men who buy into gender equality are happier and healthier and their female partners are also happier and healthier.

B – ‘Boys Show the Way’ video by the We Can Campaign

This is a short video on boys being involved in the ‘We Can’ Campaign. The We Can Campaign is being undertaken in Asia and aims to stop violence against women. This video is not focused specifically on WASH, but shows boys engaging on the issue of violence against women and through understanding the issues making changes in their own lives. Such changes include sharing the housework with their sisters, as well as undertaking advocacy activities in their schools and communities. This video is also included in [TS2-B-8](#) and is on the [USB stick](#).

An example of how the We Can campaign has integrated issues of violence related to WASH can be seen below through the poster developed and used in internationally displaced person camps in Batticoloa Area, Sri Lanka.



Poster to help communities understand that they can prevent violence related to WASH, used in internally displaced persons camps, Batticoloa, Sri Lanka

We Can Campaign

The poster shows how men and women in the community were encouraged to take responsibility for preventing and responding to GBV occurring in their community.

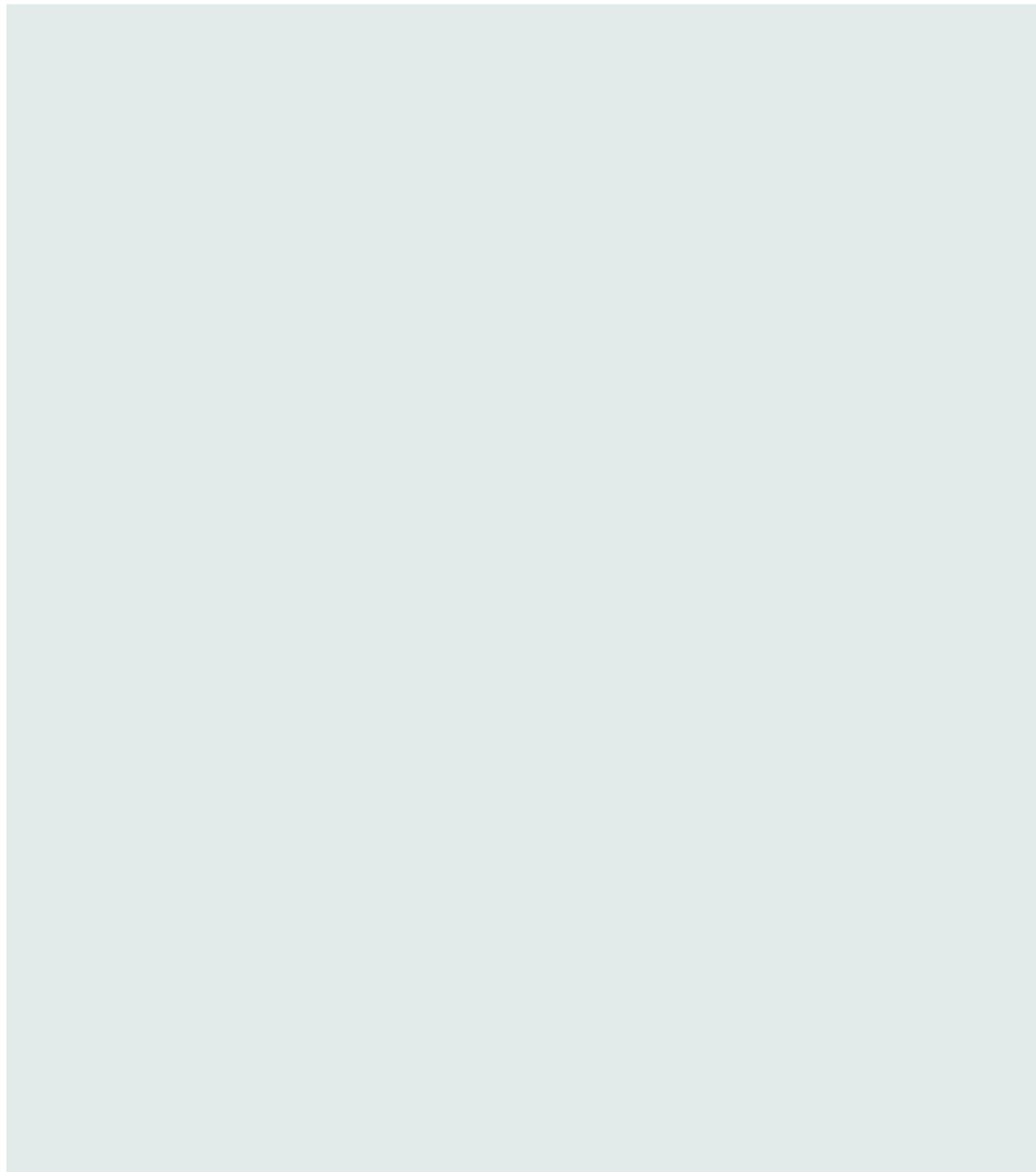
A number of publications by the We Can campaign can be found in the supporting information folder on the USB or through the links below.

References/Links**Promundo:**

- Promundo's website for details on their work and approaches: <http://www.promundo.org.br/en/about-us/introduction/> [accessed 11 October 2013].
- Barker, G. (no date) Engaging men and boys to end GBV, Lessons from Promundo's 15 years of experience. Presentation for ABAAD, Promundo.
- Promundo, Publications. Available at: <http://www.promundo.org.br/en/publications-for-youth/> [accessed 11 October 2013].
- Link to a training module developed by Promundo: Training module on involving men and boys in preventing violence against women and girls, Virtual Knowledge Centre to End Violence Against Women and Girls. Available at: <http://www.endvawnow.org/?men-boys> [accessed 11 October 2013].
- MenCare: A Global Fatherhood Campaign Co-Coordinated by Promundo: www.men-care.org [accessed November 2013].

WeCan:

- We Can Campaign, Video: 'Boys Show the Way'. Available at: <http://wecanendvaw.org/we-can-videos> (video length 8.31 min) [accessed 11 October 2013]. The video can also be viewed from the supporting [USB stick](#) in the folder for [TS2](#).
- Information on the We Can campaign – <http://www.wecanendvaw.org>
- We Can participatory materials on Thoughtshop Foundation website. Available at: http://thoughtshopfoundation.org/project_detail/Changemakers_Tools.htm [accessed 11 October 2013].



**VIOLENCE
GENDER
& WASH**

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