

ENGAGING MEN TO PREVENT GENDER-BASED VIOLENCE:

A MULTI-COUNTRY INTERVENTION
AND IMPACT EVALUATION STUDY



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CULTURASALUD

CENTRE FOR HEALTH
AND SOCIAL JUSTICE

RWANDAN MEN'S
RESOURCE CENTRE

IN COLLABORATION WITH
THE MENENGAGE ALLIANCE



UN Trust Fund

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PROMUNDO

Instituto Promundo

Promundo is a Brazilian non-governmental organization, with offices in Rio de Janeiro and Washington, DC (USA), that seeks to promote gender equality and end violence against women, children and youth through research, programs that seek to promote positive changes in gender norms, and advocacy. Promundo works locally in Rio de Janeiro, nationally throughout Brazil and internationally. Promundo's three areas of focus include research on gender equity and health, implementing and evaluating programs that promote positive changes in individual behavior and gender norms, and advocating for the integration of gender equality initiatives in public policy.

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Executive Summary

Over three years Instituto Promundo, with support from the United Nations Trust Fund to End Violence Against Women, implemented a multi-country project to engage men and boys in preventing violence against women and promote gender equality. Project activities in each country varied but all included educational workshops with men and young men on gender equity and training programs with partner staff on evidence-based methodologies for the prevention of violence against women.

The project deliberately sought to test and evaluate an array of interventions to engage young and adult men in GBV prevention, namely:

- 1** A community-based intervention (India);
- 2** A sports-based intervention (Brazil);
- 3** A health-sector-based intervention (Chile), and;
- 4** A work-place-based intervention (Rwanda).

The interventions in three of the four settings – Chile, Brazil and India – were subject to a quasi-experimental impact evaluation. In all three settings, there was a statistically significant change in attitudes correlated with use of violence against women, and a statistically significant self-reported decrease in use of violence against female partners (in the previous three months).

Qualitative results further affirmed that the group education and campaign activities used in each site led to increased discussion by young and adult men about gender equality and decreased support for attitudes that encourage men's use of intimate partner violence.

Limitations of the data include the lack of randomization (although there were control groups in similar communities in India and Brazil), and the lack of women's reports (with the exception of India).



In **India**, through youth groups, advocacy campaigns and community outreach more than 1500 men and youth were educated on the consequences of gender-based violence and prevention tools. Themes of masculinity, gender, violence against women and sexuality were central to the efforts. As a result of workshops, men self-reported doing their own washing and participating more equally in household responsibilities and boys self-reported advocating for their sisters' right to an education. Participants developed individual plans to address the prevalence of violence against women in their own lives. Additionally, the group as a whole devised community education plans for their villages to educate their neighbors on these issues.

In **Brazil**, workshops and campaigns aimed to increase awareness about inequitable gender norms and the consequences of violence against women amongst adult and young men. Additionally, a football (soccer) tournament was held amongst participants to bring the messages of the workshops to the communities at a more informal and social level and to encourage higher participation by men in the activities. Results show a change in attitudes among men in the intervention community and in the control community (where "contamination" inadvertently occurred through a football club organizer.) Ninety-two percent of participants in the soccer tournament said that they spoke about the themes of the campaigns with others. The project received the region Nike/Change Makers prize for the competition "Changing Lives Through Football" for its use of sports in mobilizing men and boys to address violence against women.

In **Chile**, CulturaSalud conducted educational workshops for 260 young men via the public health sector and in public schools on the prevention of violence against women, alternatives to violence and gender equity. More than 90 percent of participants strongly agreed that the topics covered in the workshops were important and interesting and all agreed that the people in charge of the workshops had a good handle of the issues. Following the workshops participants increased their use of condoms, increased their knowledge of different forms of violence, and were more likely to reject violence against women.

In **Rwanda**, the Rwandan Men's Resource Center (RWAMREC) worked with three local coffee cooperatives to conduct gender-based violence prevention trainings. The trainings served a dual purpose: when men and women worked alongside each other through the cooperatives they were educated on how to prevent gender-based violence and promote healthy families while also increasing coffee production and related incomes. Following the trainings, there was a reported increase in the questioning of gender-based violence by men, as well as a decrease in the number of gender-based violence cases and more equitable division of labor. Results in Rwanda are informal and not backed up by a control group nor systematized pre- and post-test results.

COMMON CHALLENGES FACED BY IMPLEMENTING PARTNERS ACROSS THE FOUR COUNTRIES INCLUDED:

- 1 Recruiting and retaining participants,
- 2 Actively engaging the surrounding communities,
- 3 Implementing efficient and accurate monitoring and evaluation systems, and
- 4 Ensuring that long lasting, sustainable programs are instituted, that is that effective GBV prevention with adult and young men have been taken up in large-scale institutions.

RECOMMENDATIONS FOR FUTURE WORK:

- 1 First, there is a need for more joint interventions promoting women's empowerment together with engaging men.
- 2 Second, more randomized sample sizes are needed to evaluate the impact of the programs and good monitoring and evaluation systems need to be put in place to assess the impact and identify good practices.
- 3 Third, opportunities for scaling up the programs should be explored assuming that the results from this study are repeated in other settings.



Acknowledgements

This program was generously funded by the United Nations Trust Fund to End Violence Against Women.

Gary Barker, Piotr Pawlak and Márcio Segundo of Instituto Promundo coordinated the project. Lauren Greubel wrote the report. The International Center for Research on Women (ICRW) coordinated the impact evaluation in India and a simplified process evaluation in Rwanda. Promundo coordinated the evaluation in Brazil and provided technical assistance to CulturaSalud for the impact evaluation in Chile.

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We are grateful to a number of colleagues who contributed to the report and the research process, including Tatiana Moura, Rosemeri Orth, Anna Luiza, Samuel Marques, Verônica Moura, Rogerio Brunelli, Felipe Viana, João Dutra, Rafael Machado at Promundo. COOPAC, ABAKUNDAKAWA, and DUKUNDEKAWA coffee cooperatives in Rwanda. Pilar Plana, Carla Urrutia, Natia Jofré, Francisco Martínez, Pablo Correa, José Manuel Morales, José Andrés Murillo, Héctor Morales, Paz Robledo, Sylvia Santander in Chile and from CulturaSalud, Abhijit Das, Archana Dwivedi, (the Center for Health and Social Justice (CHSJ), Ajay Singh, Ravi Verma, Juan Manuel Contreras and Jeff Edmeades at the International Center for Research on Women (ICRW).

Finally, we extend our gratitude to all the interviewers and to all the women and men who participated in the workshops and trainings.

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Suggested citation: Instituto Promundo. 2012. "Engaging men to prevent gender-based violence: A multi-country intervention and impact evaluation study." Report for the UN Trust Fund. Washington, DC: Promundo.



OVERVIEW OF COUNTRY PROJECTS									
COUNTRY	SAMPLE SIZE	POPULATION	PROGRAMMING	TYPE OF INTERVENTION	EVALUATION METHODOLOGY	INTENSITY	RESULTS		
Brazil	Intervention Pre-test=129 Post-test= 93	Men ages 15-64 (urban, low income setting)	Educational workshops, sports tournament, community campaign	Sports	Quasi-experimental design	15 workshops 13 rounds of soccer tournament	Positive improvement in self-reported attitudes towards VAW, decline in self-reported use of physical violence*		
	Control Pre-test=132 Post-test=87								
Chile	Intervention Pre-test=260 Post-test=153	Young men ages 14-19 (urban, middle-low and low income setting)	Educational workshops, facilitator training	Health Sector	Quasi-experimental design	20 workshops	Positive improvements in self-reported attitudes towards VAW, decline in self-reported use of physical violence, positive improvements in self-reported changes to behavior*		
	Control Pre-test=250 Post-test=150								
India	Intervention Pre-test=210 Midline=198 Post-test=183	Men and women ages 18-49 (rural, low income setting)	Educational workshops, campaigns, community-based programs	Community leadership council	Quasi-experimental design with intervention groups plus a community sample in two communities to assess diffusion effects	23 workshops 2 campaigns	Positive improvements in self-reported attitudes towards VAW, decline in self-reported use of physical violence*, mixed results in self-reported changes to behavior with the workshop participants; limited to no change among the community-wide sample		
	Control Pre-test=160 Midline=69 Post-test=75								
Rwanda	6,500 farmers	Adult men and women (rural, low income setting)	Leadership trainings and workshops, educational workshops, community awareness campaign	Workplace	Qualitative evaluation	124 workshops 60 trainings 1 campaign	Qualitative reports of improvements in self-reported attitudes towards VAW, improvements in self-reported changes to behavior (no control group nor systematic quantitative results)		

* results are statistically significant (p<0.05)



Acronyms

GEM

Gender Equitable Men Scale

GBV

Gender Based Violence

ICRW

International Center for Research on Women

IPV

Intimate Partner Violence

MASVAW

Men's Action for Stopping Violence against Women

PWDV

Prevention of Women from Domestic Violence Act of 2005

RWAMREC

Rwanda Men's Resource Centre

UNTF

United Nations Trust Fund to End Violence Against Women

VAW

Violence Against Women

WRC

White Ribbon Campaign

IV.

Introduction and Project Overview

Instituto Promundo, with funding from the United Nations Trust Fund to End Violence Against Women, led a three-year effort to increase the engagement of men and boys in addressing and preventing violence against women. Projects were carried out in Brazil, Chile, India and Rwanda. In each country a different sector and approach was taken to show the different opportunities to engage men and boys.

In **India** the local leadership councils, Panchayats, were targeted to promote change in attitudes and behaviors related to GBV among adult and young men community leaders. In **Brazil** sports (specifically a football tournament) were used as a venue for recruitment; in **Chile** young men were recruited in schools in collaboration with the Ministry of Health's adolescent health program; and in **Rwanda**, coffee cooperatives were the venue. Project activities in each country included educational workshops with young men and adults on gender equity and gender-based violence, community outreach and training programs with partner staff on evidence-based methodologies for working with men and boys in prevention of violence against women, and community-wide campaigns. Evaluation in three of the countries included a similar quasi-experimental design with a similar set of attitude and behavioral indicators. In India, a community-wide sample of men and women was carried out pre- and post- to assess community-wide diffusion of GBV prevention and gender equality messages.

In all four settings, partner organizations had, before the project, carried out the International Men and Gender Equality Survey (IMAGES), a comprehensive multi-country household survey of men's attitudes on various topics related to gender equality, including men's self-reports of using violence against women and attitudes about violence against women. IMAGES was administered to more than 8,000 men and 3,500 women between the ages of 18 and 59 in seven countries from 2009 to 2010. Findings from IMAGES affirmed the association between gender inequitable attitudes and men's self-reported use of violence against women. Results from IMAGES also found that men had negative reactions toward or opposed existing laws on men's use of violence

THIS REPORT PRESENTS:

Case studies and summaries from each of the four settings; and

Conclusions and recommendations for future work to engage men and boys in preventing violence against women and girls.





against women. Thus, in all four settings, group education and community campaigns focused on promoting critical reflections about gender inequitable norms and a deeper understanding of the functioning and rationale for anti-GBV laws.

Results from the four sites both confirm the efficacy of targeted group education that questions gender inequitable norms and those that support men's use of violence against women (combined with community campaigns and staff training) and affirm the efficiency of the different approaches for recruiting and retaining young and adult men in the group education. Limitations include the lack of reports from women, the short-term nature of the actual implementation period (and the absence of randomization of control and intervention groups) and the possibility of social desirability in the way participants often answered questions in the quantitative assessment.

The project was implemented in collaboration with MenEngage, a global network of NGOs and UN partners working to engage men and boys in gender equality. Results of the study are being shared via the MenEngage Alliance, as are project tools (curricula, case studies and evaluation questionnaires).



V.

Country Case Studies

This section presents the intervention and results from each of the four countries.

INDIA

Engaging Men in GBV Prevention via Community Leadership Councils

WHAT WAS THE CONTENT OF THE GROUP EDUCATION IN EACH SITE?

Group education activities in each site generally contained sessions on male and female roles, the “costs” of rigid and inequitable forms of masculinities, promoting empathy for victims of domestic violence, existing laws on GBV and gender equality and men’s participation in care giving and domestic activities. Group education contained role-plays, small group discussions, brainstorming, and occasional use of videos. The resources used to implement the workshops and community outreach in all four settings drew on existing evidence-based curricula including the Program H , Stepping Stones, White Ribbon Campaign and Men’s Action for Stopping Violence Against Women manuals. The materials chosen employed participatory learning methods through which men and boys challenged conventional gender norms by using role-play, songs, film screenings, discussions and other interactive activities. The goal was to shift the participants’ paradigms towards gender-equitable approaches to relationships and conflict resolution.

The Intervention and Settings

In 2010, staff from partner organizations in India - Grameen Vikas Jan Sahbhagita Trust Jaunpur and Ujala Welfare Society - took steps to increase awareness among men and boys about gender norms and the consequences of violence against women through engaging local leaders (elected community members who form part of local governance bodies called Panchayats). For their efforts to be successful, it was critical that the partner organizations had the skills and resources necessary to scale up their capacity to implement and evaluate educational activities on gender-based violence with men and boys. Working with the local leaders (Panchayats) was intended to create change and foster gender equity at the leadership level, which would then be promoted throughout the communities.

Interventions and assessments were carried out in three districts: Jaunpur (which coordinated on planning and implementation with the women’s organization Mahila Samkhya), Pratapgarh (men only) and Ghazipur (a control group). All three districts are predominantly agrarian societies characterized by high rates of youth migration, strong divisions among castes, poor infrastructure and limited educational and employment opportunities. Interventions were carried out in the 10 poorest communities per district.

The 23 workshops covered conceptual understandings of masculinity, gender, violence against women and sexuality. Through youth groups and other community centers program implementers were able to reach 150 young men and through advocacy campaigns and community outreach approximately 1500 additional young and adult men were educated on the

OVERVIEW	POPULATION	SAMPLE SIZE
In India, workshops and campaigns were used to promote gender equality and raise awareness towards violence against women. The local leadership council, Panchayats, were targeted as the avenue for change and community engagement.	Men and women, ages 18-49, in rural villages in Uttar Pradesh	<p>(participants in intervention)</p> <p>Intervention Pre-test = 210, Midline = 198, Post-test = 183</p> <p>Control Pretest = 160, Midline = 69, Post-test = 75</p> <p>(community wide sample to assess diffusion effects)</p> <p>Male Baseline = 1153, Endline = 1346</p> <p>Female Baseline = 941, Endline = 810</p>
PROGRAMMING	INTENSITY	EVALUATION METHODOLOGY
Educational workshops with young and adult men, and community-wide campaigns.	23 workshops 2 campaigns	Quasi-experimental design participants in interventions plus a community-wide sample before and after with women and men to assess diffusion effects

RESULTS

Changes in the intervention group included a decline in self-reported wife beating and an increase in knowledge of laws pertaining to violence against women (again, compared to no change or negative change in the control group).

consequences of gender-based violence. In addition to targeted outreach, two broad-base campaigns were continuously run to increase the scope of awareness about gender-based violence.

Group workshops were held in the same communities for a total of 85 adult men. With similar goals and implementation methodologies as the workshops for the young men, the workshops for the adults differed in that they were able to draw from their personal lives and relationships to articulate their understandings of masculinity. Like the young men, the adult men drafted personalized plans for how to make changes to their life styles to reflect more gender equitable relationships.

In a second series of workshops the concepts of power in relationships, sexuality, human rights and the role of men in caregiving and men's participation in domestic activities were introduced. The workshop began by assessing the progress that participants had made in sharing household responsibility, supporting girls' education and other actions.

The participants developed individual plans covering the issues they need to focus on to address the prevalence of violence against women in their own lives. Additionally, the group as a whole devised community education plans for their villages to educate their neighbors on these issues.

To increase the scope of the message, community mobilization workshops were held in 20 villages. During the meetings participants discussed issues of gender and violence in their communities and steps they could take to tackle these issues and shift the dominant paradigm. Both young and adult men attended the meetings, and separate support groups were formed to encourage each other to work towards their individual action plans. The implementing organizations formed strong relationships with the women's organizations in the area on the premise that strong leadership and gender equitable attitudes from men would support their work.

To create sustainable programs and change, youth leaders and the facilitators of the workshops from partner organizations were brought together for a three-day leadership training. The participants were taught tangible leadership skills including community mobilization, public speaking, group management, listening, facilitating, and understanding non-verbal communication.

In addition to the workshops and community mobilization, a series of campaigns were launched. The first was during key local election times – Panchayat elections – to maximize the audience. The goals of the campaign were to raise awareness as to the significance of the Panchayat elections, make Panchayats (candidates) accountable for violence against women, and increase the participation of women, especially of single women, and youth in the Panchayats. One aim of the campaign was to have candidates commit to giving due attention to violence against women and related issues. An oath letter was prepared for all the candidates to sign, making public their commitment to address violence against women in their Panchayats.

The second campaign occurred during the International 16 Days of Activism Against Violence Against Women movement. Titled Ab to Jaago (Wake up No), the campaign was launched in 20 villages and at the district level. Activities included youth groups and community workshops, a candlelight walk, a film screening and rallies. In schools and colleges students wrote essays and gave speeches on the Prevention of Women from Domestic Violence (PWDV) Act of 2005. The boys took oaths to never commit acts of violence against women and the girls took similar oaths to never tolerate violence. The MASVAW network is still working in the region carrying out campaigns and running a crisis center for women who are survivors of gender-based violence. This has helped create sustainability for the program and reinforce the messages in the communities.

Pre-, mid- and post-intervention surveys were conducted to gauge program impact over time with group education participants, in addition to multiple in-depth interviews with participants and facilitators. The baseline survey showed that participants shared similar demographics: the mean age was 28 years old, in the comparison group (Ghazipur), was chosen with similar socio-demographic characteristics to the intervention group, 62 percent of participants had a high school education or above, and more than three-fourths were employed. Additionally, a baseline and endline community wide survey was administered to 500 men and women between the ages of 18-48 years from each district using handheld computers to evaluate the impact of the interventions at the community level (See Table 1).¹

The GEM Scale was administered to participants pre- and post-impact to measure the change in gender equitable attitudes.

Table 1: Sample Size for Community Survey: India

Community	MALE		FEMALE	
	Baseline	Endline	Baseline	Endline
Jaunpur	419	436	238	266
Pratapgarh	485	531	298	333
Ghazipur (Control Group)	249	379	405	211
TOTAL	1153	1346	941	810

Key informant interviews were conducted with participants and their female partners where the same questions were asked to both partners to evaluate the attitudinal changes due to the intervention. The main indicators measured in each of the assessments were gender attitudes, self-reported perpetration of violence against women, inter-spousal communication and perceived justification for violence against women and wife beating.

¹ A complete household mapping was done for each village and one eligible member was chosen from each household to garner a representative sample. Households where a male member had been involved in the intervention were eliminated.

LINKS TO EACH MANUAL
CAN BE FOUND AT:

Program H:

<http://www.promundo.org.br/wp-content/uploads/2010/04/Introductory-Rep-Health.pdf>

Stepping Stones:

<http://www.steppingstonesfeedback.org/>

White Ribbon Campaign:

<http://www.whiteribbon.ca/>

Men's Action for Stopping Violence Against Women:

<http://masvaw.blogspot.com/>

Results

In order to further understand men's attitudes towards use of VAW, the Gender Equitable Men (GEM) Scale² was used to evaluate the circumstances under which participants felt that a man was justified in beating his wife: if she goes out without telling him, if she neglects the children, if she argues with him, or if she refuses to have sex with him. At the time of the baseline survey, close to 50 percent or more of participants in both regions and the control group responded affirmatively to one of these attitudes. After the workshops there were significant self-reported increases in gender equitable attitudes in all regions. However, the largest decrease in men with gender inequitable attitudes was in the control group from 76 to 63 percent, suggesting that in the second round of questions there was some social desirability effect.

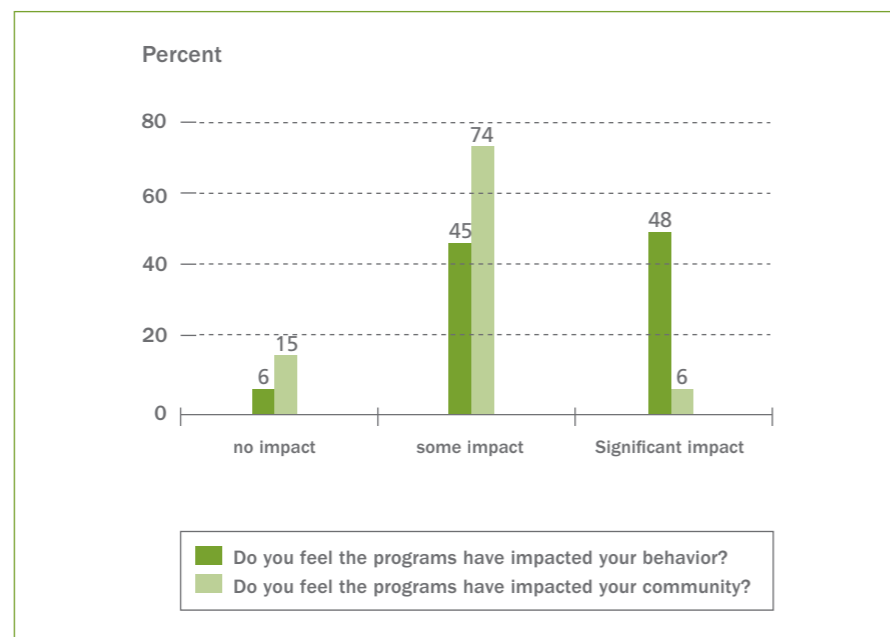


Figure 1: changes in behavior

As one indicator of impact of the workshops, following the workshops, participants reported that they began to take steps to incorporate concepts they learned in the educational workshops into their day-to-day lives. Men self-reported doing their own washing and participating more equally in household responsibilities. Boys self-reported advocating for their sisters' right to an education.

In terms of efficiency of the strategy, project coordinators found that they were able to access a larger audience when reaching out to college students and schools in India. These students were eager to engage with the concepts publicized in the campaigns and taught in the workshops, and self-reported beginning to incorporate gender equity into their own lives. There was a small positive change in the adoption of gender equitable attitudes in both intervention communities.

²The GEM Scale is a psycho-metrically valid attitude scale generally consisting of 20-30 attitudinal statements (the total number varies depending on setting) regarding gender roles, including gender roles in sexual relationships and in sexual and reproductive health and HIV/STI prevention, gender roles in the home and child-rearing, norms about partner violence, and homophobia. It has been validated in more than 20 settings.

Results of the quantitative survey of educational workshop participants showed that participants felt they improved their knowledge of laws against violence against women with an increase from 71 percent to 83 percent in the areas of Jaunpur, and from 83 to 93 percent ($p < 0.05$) in Pratapgarh with no change in the control group. Likewise, there was a significant increase in participants' knowledge of women's property rights and abortion laws. Despite the increase in knowledge of these laws, however, three-fourths of the men continued to feel even at endline that these policies were too harsh and made it easy for women to bring charges of violence against men, similar results were seen in the control group.

Other positive statistically significant impacts of the workshops and campaigns included positive attitude changes related to household relationships and in the division of childcare based on the GEM Scale. Similarly, there were significant self-reported improvements in communication between participants and their partners on issues of gender equality as relevant to their lives and sexual pleasure in Jaunpur (the combined-intervention community) and a significant improvement in communication levels in the comparison group at the endline. In Pratapgarh, where the intervention took place with only men's groups, there was an insignificant decrease from 61 percent to 56 percent in the number of participants who reported communicating with their spouses (See Figure 2).

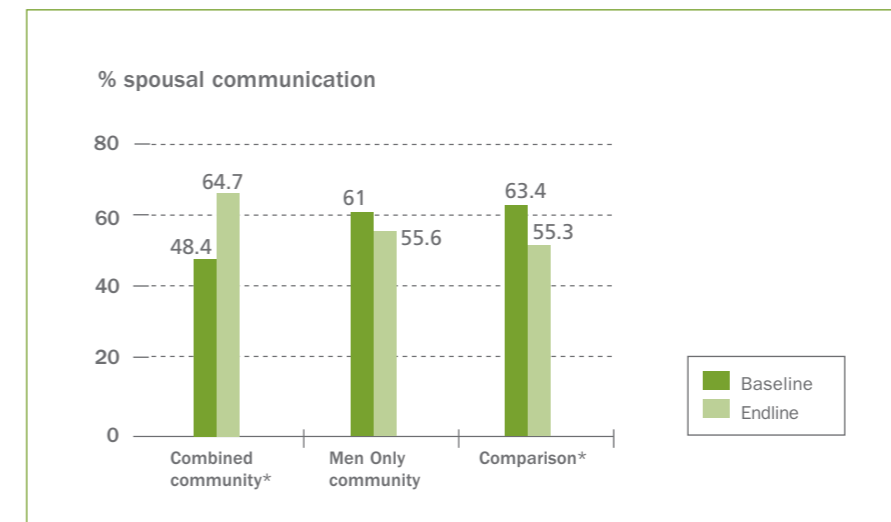


Figure 2: Men's reports of communication with female partner on issues of daily and sexual life (* $p < 0.05$)

In the community-wide samples, there were no significant changes in gender equitable attitudes among men and women in all three districts. In all three areas women had more inequitable attitudes than men on the GEM Scale for the statements 'A woman's most important role is to take care of the family and cook,' 'Men are always ready to have sex' and 'A Man should decide when and how to have sex.' However at the community level there was a reported reduction in the use of physical violence against women in all three districts (See Figure 3), including the control site.

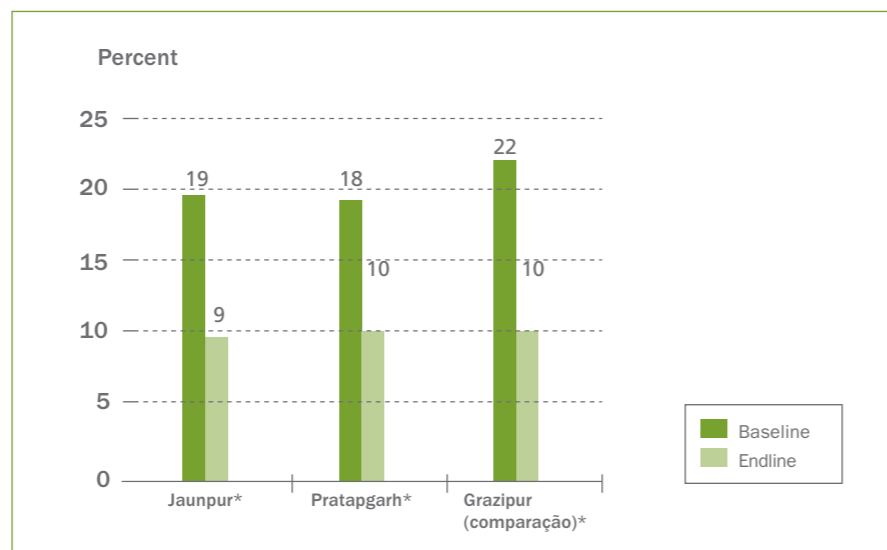


Figure 3: Men's reports of perpetration of physical violence towards any women during the last 3 months in the community sample

*P<0.05, chi-square test

In Jaunpur, the community that combined men's and women's groups for the intervention, there was a decrease in men's reports of use of physical VAW from 19 percent at the baseline to 9 percent at the endline survey and from 18 percent to 10 percent in Pratapgarh – the community that worked with only men's groups. However, there was also a significant decrease in the perpetration of physical VAW in the control community, Ghazipur, from 22 percent at the baseline to 10 percent at the endline survey. These findings suggest that the issue of social desirability was present, possibly due to the close repetition of the surveys (every six months) leading to interviewees anticipating survey results or program communities with similar messages that the implementers were unaware of.

While there was a decrease in men's reports of perpetration of physical VAW at the community level, there was no significant change in the justification of wife beating among men. However, women in all three districts showed a significant decrease in the belief that wife beating is justified at the endline survey. Given that this change was as significant in the control community, this suggests that repeating asking of these questions either leads to social desirability or that merely asking these questions leads many women and men to question their attitudes (or both).

Lessons Learned

While results suggest that the intervention had some impact on attitudes and self-reported use of GBV, the changes reported in the control group lend support to the idea that social desirability explains some of the change that was measured or that there were constraints in the program evaluation design. Furthermore, following the completion of the training, community leaders expressed concern that the program was not leading to immediate change. When there was doubt within the community over the effectiveness of the program it became significantly more difficult to mobilize the community. Participants were asked what actions they took following the workshops and campaigns and 28 percent of men self-reported not taking

any action and 14 percent reported talking to someone in their community about the themes. The Panchayat leaders did not, according to key informants, make gender equality a priority at the local level, though they had made pledges to do so during the campaigns. Project implementers found that it was easier to work on issues related to violence against women as opposed to gender equity as a whole because immediate changes could be made in the community as opposed to waiting for a change in mentality and social norms.

In addition to not advancing on some of the themes of the workshops at the community level, participants were also reluctant to speak about violence against women to their sons, and other boys in the family or neighborhood. Based on these results, communication methods should be included in the workshop planning and more research should be done into why participants are hesitant to take the themes from the workshops to their families and communities, and in particular to talk about VAW to other boys and men.

A further challenge faced by program implementers was in working with partner organizations. Due to different work styles and timetables, time was lost and implementers were not able to start their interventions as early as planned. Additionally, because the program took place over the summer months, the heat in India made it difficult for participants to concentrate. Another challenging time of the year to engage participants completely was during the lean crop season. More than half of the participants who participated during baseline survey dropped out before the program was completed.

Another challenge implementers faced was working with the adult and young men. Project implementers found that male participants were an active and mobile population and it was more difficult to keep their attention, as opposed to working with women - especially those in rural areas who were much less mobile than men. When the young men moved or returned to more urban areas for schooling after the summer break it became even more difficult to engage them.

While overall the participants were satisfied with the themes discussed in the workshops, almost half said that the workshops should be more encouraging of participatory learning styles as opposed to lecture style. The workshops were designed to be participatory in style, thus this comment suggests that many facilitators continue to use a didactic or traditional top-down teaching methodology. Approximately 16 percent of participants felt that they needed more information on certain topics to fully benefit from the workshops and that they would have liked more relevant examples. Fifteen percent of participants were interested in more frequent workshops.

Overall, despite the structural and cultural challenges, the various components of the intervention in India led to community members incorporating at least some of the concepts learned in the workshops and through the campaigns into their personal lives, including taking more responsibility in the household and advocating for their sisters to get an

"I have been deeply influenced through this workshop as I did not think that I was doing any violence to my wife or towards my children, but after this workshop I realized that violence is not only physical in nature and can attain many forms including mental and sexual violence. While coming for the workshop I felt like having sex with my partner as I was leaving home for 4 days, however when I asked permission from her she was not willing to have sex... but I was not offended at all because through the workshop I learnt that sex should take place only when there is a mutual consent and also must be enjoyed. This realization was possible only through attending these workshops and making plans where I changed my self."

Program participant (married youth)
from Pratapgarh

education. Participants also reported believing that the intervention had a great impact on both their individual lives and their community.

In sum, results from India suggest that some change in attitudes and behavior likely resulted from the intervention, that the means of reaching men (via community leadership councils, community leaders and colleges) was useful, but that long-term change in reducing GBV and achieving gender-equitable attitudes among men in this setting requires more research and longer-term, multi-faceted interventions.





BRAZIL

Using Football to Reach Men in GBV Prevention

OVERVIEW	POPULATION	SAMPLE SIZE
In Brazil, Promundo worked to increase awareness about violence against women by engaging men and youth, and the community at large. Sports, particularly weekly football (soccer) matches were used as a venue for dialogue and an opportunity to convey the themes of the workshops.	Men ages 15-64 in a low income urban community (Rio de Janeiro)	Intervention Pre-test = 129, Post-test= 93 Control Pre-test = 132, Post-test= 87
PROGRAMMING	INTENSITY	EVALUATION METHODOLOGY
Educational workshops with young men and adults, soccer tournament and community-wide campaigns.	15 educational workshops 13 rounds of soccer tournament (weekly soccer matches)	Quasi-experimental design

RESULTS

Following the workshops, campaign and tournament, there was a significant decrease in the percentage of men agreed that IPV was acceptable. There were also positive improvements in other attitudes, including a significant self-reported increase in conversations about gender equality and violence against women. An unexpected outcome of the intervention was that one of the football coaches in the intervention community was also (unbeknownst to the project coordinators) coordinator of the football league in the control community. This coach was so enthused about engaging men in GBV prevention that he disseminated messages about GBV to men in the control community, unaware that Promundo sought to restrict these messages for impact evaluation purposes.

The Intervention and Settings

In Brazil, Promundo targeted adult men through a community-wide football (soccer) tournament, using weekly matches, outreach material about the tournament and group sessions organized around the matches as both a strategy to promote attitude and behavior change as well as to increase the likelihood of retention. An education curriculum relevant to the nature and content of the workshops was developed based on the Program H and White Ribbon manuals. The curriculum was centered around the broad theme of discussing violence against women. A video titled “Não é Fácil Não!” (It’s Not Easy!) was used to supplement the curriculum and engage participants with the topic of violence against women through media.

Individuals from the community were recruited and trained to facilitate the workshops for men and youth between the ages of 15 and 64. Workshops focused on increasing awareness of gender norms and the consequences of violence against women. To supplement the 15-week educational workshops, the five-month soccer tournament was held as an opportunity to bring the messages of the workshops to the communities at a more informal and social level. For the men to participate in the soccer tournament they had to participate in at least one workshop per week. Family members were invited to meals immediately after the matches to encourage wider family discussions of the topics.

The objective of the workshops and campaigns were two-fold. The first was to see an increase in participants’ knowledge of different forms of gender inequities and of different forms of violence against women, an



understanding of the consequences of violence against women, and knowledge of the laws and policies related to violence against women. The second objective was to promote an increase in men and boys' capacities to denounce violence against women in their communities assessed both through an increase in self-reported use of violence against women and girls and through increased questioning of others' use of violence against women and girls.

As the football tournament was taking place, Promundo seized the opportunity to launch a community-wide campaign on four sub-themes of the workshops that addressed violence against women. The themes included the division of household chores and responsibilities, domestic violence, sexual harassment and men speaking out against violence against women. Six months prior to the campaign, a communications firm was hired to develop campaign materials and map key communication outlets and material distribution sites. A community newsletter was distributed at the matches with information on each of the four sub-themes in addition to details of the football tournament. Additional campaign related events included community meetings and the creation of a samba song addressing GBV, which was played at football games and meetings. The campaign was specifically targeted to key national and local holidays in which gender equity could be integrated. Holidays included Valentine's Day, Father's Day, and the Festival of St. John.

Since violence against women is manifested frequently within relationships, the program tried to find opportunities when it was possible to engage women. A party was held on Valentine's Day creating an opportunity for dialogue between both men and women in the community. Furthermore, a column was added in the local project newspaper titled "Verônica Responde" (Veronica Replies) in which a woman from the community responded to questions from community members about violence against women and gender equity.

Prior to starting the workshops a baseline assessment was conducted to evaluate the existing awareness of and attitudes toward gender equity and violence against women amongst participants and a control group. One hundred and twenty nine participants and football players were surveyed, along with 99 community members. An additional 132 football players were surveyed as a control group in a nearby, similar community.

At the culmination of the workshops and football tournament a second assessment was conducted to gauge the impact of the programs on men and youth's awareness of violence against women. The 93 participants and 33 community members were surveyed a second time and 87 football players from the control community were surveyed as well. Additionally, eight couples and 12 football players participated in in-depth interviews at end-line.

The evaluation showed that approximately 76 percent of individuals in the control group were in a relationship, as were 71 percent of workshop participants. Baseline results also showed that the participants lived in two favelas where there was a high prevalence of community violence, influenced in part by the drug trade.

Results

Endline results show impact both on attitudes and behaviors. However, the control group in a similar community approximately 8 kilometers away was the project was diffused when messages and campaign documents from the intervention group were taken to the soccer clubs in the control group by a coach in the intervention community. This led to an increase in knowledge about gender equality in both the control and intervention groups. Survey results show that following the workshops and campaigns there was a ten percent decrease in the number of participants in the intervention group who agreed with the statement "there are times when a woman deserves to be beaten." There was also a four percent decrease in the number of individuals who agree with that statement in the control group (see Figure 5). Furthermore, following the intervention there was a significant decrease in the number of men in the intervention group from 62 to 53 percent who agreed with the statement "violence in a relationship is the couple's problem and should not be discussed with others."

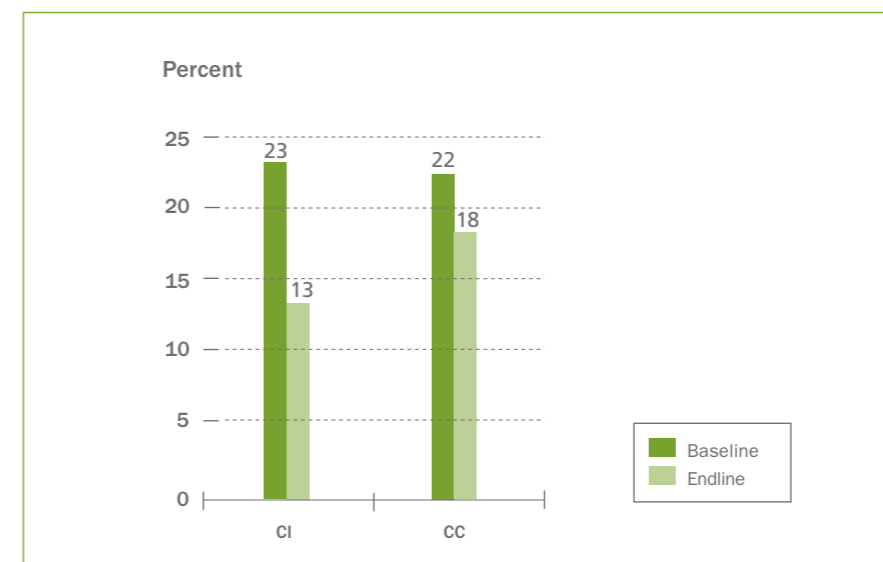


Figure 5: Percentage of individuals who agree with the statement "There are times when a woman deserves to be beaten"

Participants self-reported continuing to use psychological violence during instances of conflict within couples. These results affirm dissemination of the campaign messages in a diffuse way via a coach, as well as in the more intense intervention group may have led to changes. The results may also show social desirability.

Additionally there were statistically significant ($p < 0.001$) increases in the sharing of household responsibilities among male participants ($n = 36$) and their partners. In the control group there was no change in sharing of household responsibility, which may show limitations in the program evaluation since there was diffusion of the message to the control group. Of the participants in the football tournament surveyed ($n = 74$), half said they learned how to interact with women differently and over 20% said they have learned how to better control themselves when they are tempted to act violently.

Men in the intervention and control groups were asked a series of behavioral questions on their perpetuation of forms of gender based violence within the last 12 months. When asked “have you touched a woman without her consent” in the intervention group 21 percent of men said yes at the baseline and only 3 percent said yes at the endline compared to 17 percent and 4 percent, respectively, of men in the control group.

Endline qualitative interviews with participants and female partners had the goal of understanding if there were any changes in couple dynamics. Couples were chosen based on their involvement with the campaigns and program and were interviewed on Sundays following the soccer games. Women who were interviewed agreed that some of the men who participated in the soccer tournament did not just talk about the tournament but also the themes of violence against women and gender equity. This created an opportunity for couples to discuss gender roles within their relationship.

Survey results showed that the campaign was recognized by more than 80 percent of individuals surveyed, evidence of the successful scope and resonance of the campaign efforts. Additionally, the assessments have provided insight into the factors associated with IPV. Surveyed individuals reported that jealousy was the number one motivator for their use of physical, sexual and psychological violence against women. They also said that the ability to “talk between men” was one of the most positive aspects of the workshops and that it was critical to open communication within the group. The intergenerational approach to the workshops was also spoken of favorably. Furthermore, approximately 92 percent of men in the intervention group said that they spoke about the themes of the campaigns with others.

Lessons Learned

As in the case of India, in Brazil one of the main challenges was that of recruiting and retaining adult men participants; most adult men work long hours and have limited free or leisure time. The football tournament and the meals offered no doubt contributed to high participation of those who agreed to participate but the total number of participants was still relatively low (and thus the cost per participant fairly high). Future work might explore ways to reach more men by focusing more on coaches or existing community football leagues for example. Future work might also consult with community members to determine if football is the preferred sport. Promundo is currently replicating the tournament approach in another community in Rio de Janeiro, and community members opted for a volleyball tournament in order to include both men’s and women’s teams.

In addition, when conducting the surveys, interviewers found it difficult to conduct the qualitative assessments due to time constraints and the unavailability of interviewees. Creating incentives and returns for the interviewees’ time is one potential solution to this problem. Additionally meeting participants in neutral locations and at times when participants would not need to miss work or other commitments would improve the response rate.

The timing and topics of the intervention need to be reevaluated. Themes such as psychological and physical violence were well received and generated positive discussion amongst participants. However, other themes such as power dynamics within relationships and homophobia received negative feedback.

Furthermore, future campaigns should involve the community and their opinions from the initial development phases, as Promundo did in the case of designing Program H/M. During this project, however, community members were involved in the testing of campaign materials only. The communications firm hired and the program coordinators formed a focus group of community members to discuss the success of the campaign and how to decrease cost and the amount of time spent on the campaign.





CHILE
Engaging Young Men via the Public Health System

I learned that you have to respect women, not beat them.

(Group interview, La Granja, Chile)

OVERVIEW	POPULATION	SAMPLE SIZE
In Chile CulturaSalud trained health professionals on how to work with youth and how to facilitate educational workshops intended to engage men and boys in preventing violence against women.	Young men ages 14-19 from medium-low and low income urban areas	Intervention Pre-test = 260, Post-test = 153 Control Pre-test = 250, Post-test = 150
PROGRAMMING	INTENSITY	EVALUATION METHODOLOGY
Educational workshops with young men, facilitator training for governmental health professionals	20 weekly educational workshops	Quasi-experimental design
RESULTS		
Results showed a significant positive change in participants' self-reported behavior, including an increase in condom use. There was also a significant increase in gender equitable behavior by participants and they reported feeling that they were given better tools to deal with violence compared to no change in the control group.		

The Intervention and Settings

In Chile, CulturaSalud – a Chilean organization that organizes and implements programs related to health, culture and masculinity – worked with the health sector to engage boys and men in ending gender-based violence.

CulturaSalud began by creating a manual on preventing gender-based violence, through the engagement of men and boys, adapted specifically to the Chilean context. Based on the Program H and White Ribbon Campaign manuals, the document created by CulturaSalud was designed for health professionals who would be trained to conduct community workshops on engaging men and youth. The manual included a conceptual overview of youth, gender construction and masculinity, background information critical for understanding the purpose and basis for the workshops. The manual and workshops addressed multiple types of violence including violence within families, intimate partner violence, familiar, assault and sexual abuse. Additionally, the manual contained an overview of the purpose and structure of the workshops they would be conducting, as well as specific activities.

The training of workshop facilitators was a critical component of the effort. CulturaSalud staff, with support from Promundo, conducted four days of training (32 hours) for 60 professionals from the Adolescent and Youth Health Program - a division of the Chilean Ministry of Health. The training relied heavily on the manual created and covered gender equality, alternatives to violence and concepts of masculinity. The trained facilitators

conducted a total of 20 workshops - 16 in schools and three in health centers, and one in a community center - educating the 260 men who participated in the workshops on the prevention of violence against women, alternatives to violence and gender equity.

CulturaSalud assessed the impact of the intervention through both quantitative and qualitative methods. The quantitative impact evaluation was first conducted as a questionnaire administered to the young men prior to the commencement of the workshops. Applied by interview to a total of 260 young men who participated in the workshops and to a control group of 250 young men who did not participate, the questionnaire asked about participants' conceptualizations of gender, violence against women, masculinity and cultural norms. The questionnaire was administered for a second time at the completion of the workshops to 153 young men who participated as well as to a control group of 150 young men who did not participate in the workshops (and who were roughly matched on socio-demographic indicators).

Results

To supplement the quantitative evaluation, in-depth interviews and focus groups were conducted with both health professionals who implemented the workshops and young men who participated in them to assess their impact. CulturaSalud conducted 16 in-depth interviews and six group interviews with participants and five in-depth interviews and five focus groups with the health professionals.

When asked about the topics discussed in the workshops survey results show that the top five most important to participants were violence against women, peer violence at school, sexuality, contraception and equal rights between men and women.

After surveying the youth participants, 94.1 percent strongly agreed that the topics covered in the workshops were important and interesting and 100 percent of the participants agreed that the people in charge of the workshops had a good handle of the issues. A slightly smaller group, 78.4 percent of youth, found the workshop topics to be easily understood.

In addition to surveying the quality of the meetings, the assessment also evaluated changes in participants' attitudes and behavior. There was an increase in condom use by young men who participated in the workshops compared to no increase in the control group. Reported condom use increased from 26 to 32 percent, while those who never used condoms decreased from 29 to 24 percent ($p < 0.001$). In the control group, the trend was the reverse: the population who always used condoms remained at 33 percent and those who never used condoms increased from 19 to 41 percent ($p < 0.01$). Although this finding is relevant, it is important to mention that it applies only to a small sample of young men (within the total sample) who had sex between the pre and post-test.

Results of the assessment also showed that workshop participants increased their rejection of violence against women. Additionally, using the GEM scale, there was an insignificant increase in gender equitable attitudes

amongst participants (see "Intervention" in Figure 6). Statements asked by the survey to gauge attitudes towards gender based-violence included: "If a woman deceives a man, it's okay if he hits her," "I would feel ashamed if I withdrew from a fight and did not face my opponent" and "If my friends are involved in a fight, I have to participate in it." When participants were asked which issues covered in the workshop were seen as most noteworthy and which issues were of greatest interest they said "violence against women", "violence among classmates," "sexual violence" and "equality of rights between men and women."



Figure 6: Gender equitable attitudes

Following the trainings and workshops in Chile, 93.4 percent of the surveyed participants reported that after the intervention they were more knowledgeable about types of violence. Furthermore, approximately 81 percent of youth reported that the intervention gave them more tools to solve problems without resorting to violence. The workshops also addressed interpersonal relationships and 87.5 percent of participants indicated that the workshops enabled them to learn to respect diversity while 82 percent said that they now understand women better.

Survey questions also addressed the feelings of the health personnel who facilitated the workshops. Results showed that facilitators felt great personal satisfaction at having worked with youth and leading the workshops. Facilitators discussed how some of them entered the workshops with negative biases towards young men. Before the workshops many who did not have experience working with young men felt they were a difficult group, disorderly, disrespectful, rebellious, aggressive, irresponsible, would not be interested in participating in workshops and would not want to talk about their feelings and share their life experiences. Facilitators also felt that having implemented the workshops enhanced their own personal development.

Beyond the impact of the program on individuals and facilitators, both civil society organizations and government agencies showed great interest in the program and manual created by CulturaSalud, and many institutions are now using it informally. The National Youth Service of the Government of

Chile asked for an adapted version of the manual for use with youth in juvenile detention centers, which was created by CulturaSalud in 2011, along with the training of 36 of their professionals from different regions of Chile, who are replicating the training program in their regions and implementing the program along the country. Additional government agencies have since requested for CulturaSalud to conduct trainings on gender and masculinity and participate in government advisory councils.

Lessons Learned

Since the programs were geared towards young men, CulturaSalud was skeptical of the ability of women facilitators to be able to work with young men. In practice, however, the young men opened up in discussions to women facilitators as much as to men facilitators.

As in the case of other settings, drop-out and consistent participation was a challenge. When asked why youth were absent from workshops most said that it was because they had not been at school that day, which highlighted the importance of the school institution to the success of the project. Other reasons included another commitment during the time of the workshop and illness. Unwillingness to participate or dislike for the workshop were only mentioned by four participants (out of the group of 92 surveyed young men who indicated they had not attended all of the sessions).

In addition to the difficulty of finding an ample number of participants, CulturaSalud also faced challenges in securing participants for the control group. In the end, it was not a randomly selected group, and was matched at a group level to the intervention in characteristics such as communities of origin, socioeconomic group and type of schools the young men attended. The exception was the age of both groups, which was older in the control group due to the fact that it was more difficult to get consent from parents of men under 18 years of age.

The topic of contraception and use of condom was not considered as a theme in the manual. Nevertheless, because all of the facilitators were health professionals (most of them midwives), and because there was a demand from the young men to discuss this topic, it was included in most of the workshops. In the ex-post questionnaire of the impact evaluation, “use of condom” was among the five topics most remembered and most valued by the young men.

As in the case of the other settings, the findings in Chile suggest that group education workshops can work to provoke attitude and self-reported behavior change related to IPV, but like the other settings, caveats apply. The sample size was low, inconsistent participation was an issue, and the control group was not randomly selected. Nor was it possible to assess either the wider community impact or longer-term impact. Even with those limitations, however, the lessons offer important insights for further work with the public sector in Chile and elsewhere, in particular with the health sector.





RWANDA
Engaging men via Coffee Cooperatives

OVERVIEW	POPULATION	SAMPLE SIZE
In Rwanda, three coffee cooperatives conducted trainings through the workplace to educate farmers on violence against women. The program led to discussions of gender equality in the sector.	Adult men and women in rural, low income settings	6,500 farmers, men and women (no quantitative data on these)
PROGRAMMING	INTENSITY	EVALUATION METHODOLOGY
Education workshops, training of cooperative members, community-wide campaign	124 educational workshops, 60 trainings, 1 campaign	—
RESULTS	In Rwanda, the project was pilot in nature and Rwamrec did not yet have in place the processes to carry out a systematic evaluation of the impact of the project. Reports are based on limited qualitative interviews.	

The Intervention and Settings

The Rwanda Men’s Resource Center (RWAMREC) worked with three local coffee cooperatives to conduct gender-based violence prevention trainings with the intention of educating participants on alternatives to violence. The goal was to empower Rwandan men to identify and prevent abuse. Each coffee cooperative (COOPAC, ABAKUNDAKAHWA, and DUKUNDEKAHWA) received financial and technical support from RWAMREC, which included seed money for the production of coffee baskets and other income generating projects along with the community discussion sessions.

To increase the partner organizations’ capacity to carry out gender-based violence prevention activities, RWAMREC began with leadership trainings for both men and women from three coffee cooperatives in Rwanda. Trainings took place with men and women separately as well as trainings with both men and women in the room. The program served a dual purpose, when men and women worked alongside each other through the cooperatives they were educated on how to prevent gender-based violence and promote healthy families while also increasing coffee production and related incomes, thus creating a positive incentive to promote gender equality.

The trained members of the cooperatives then went out into the communities and conducted over 60 trainings for coffee cooperative members and the villages as a whole. Following the trainings, the cooperative members went out into their own communities and conducted community-based awareness trainings. A community-wide campaign was

also launched to increase the population reached. One of the monthly community days of service, Umuganda, was followed by a community wide discussion on gender equality during the training period.

Economic empowerment trainings were also carried out at each of the coffee cooperatives. The goal was to use economic opportunities increase cohesion amongst male and female coffee cooperative members and for the income generating activities to provide a space for reinforcing non-violent behaviors and continuous dialogue across genders.

Results

Overall, unsystematic qualitative reports from participants suggest that women increased their reporting or denouncing of instances of gender-based violence, many of which were referred to the community police for follow up. As another measure of success, the mayor of one of the participating communities requested that these activities be scaled up to include other sectors beyond coffee cooperatives.

Following the trainings, workshop participants established local clubs with support from community leaders to address the prevalence of gender-based violence in their communities. Additionally, workshop participants who had been trained in gender sensitivity and tools for the prevention of violence against women began to act as role models within their communities. Since the completion of the program they have been solicited by local leaders to conduct training on gender-based violence for community events at specific meetings.

The impact of the economic empowerment and income generating activities reportedly translated to the lives of individual cooperative members as well as to the community as whole. The activities allowed cooperative members to continue to generate an income during the post-harvest season and as a result prevented abuse that could have otherwise been more prominent during financial downtimes. Furthermore, “Dean’s Bean Company” – an American corporation – purchased woven baskets produced by the cooperative members, bringing international recognition and sustainability to the program.

Lessons Learned

While impact results were not assessed in Rwanda, the pilot experience affirmed that coffee cooperatives are a potentially low-cost way to reach large numbers of participants with messages about gender-based violence, and that combined with the income generation approach, may achieve even more impact. A rigorous impact evaluation study with systematic qualitative and quantitative methods (and a control group) would be necessary to affirm the changes reported, but the results are encouraging about the potential.

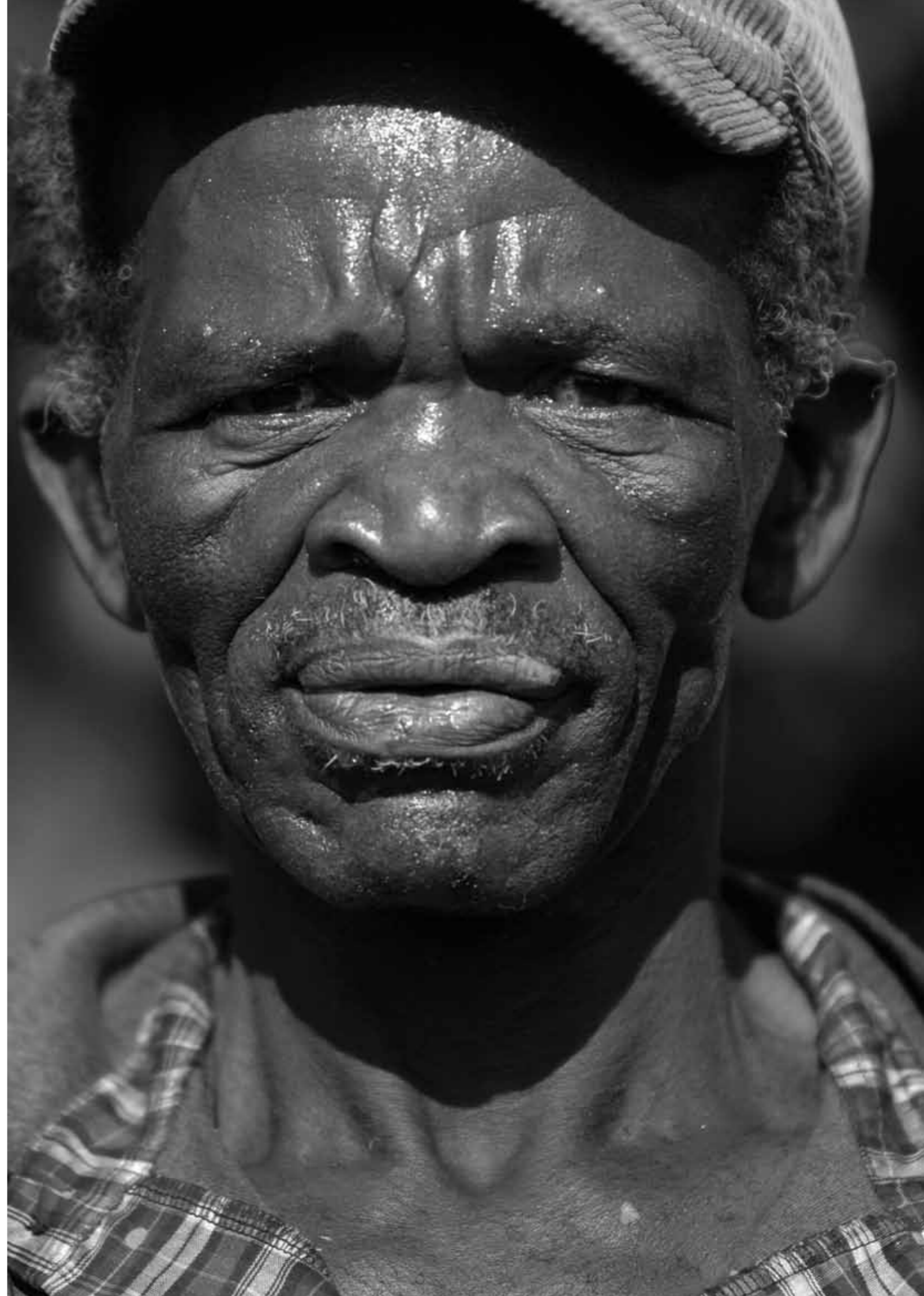


Figure 7: Gender Equitable Attitudes Measured by the GEM Scale. Combined GEM Scale Results: Trichotomized GEM Scale score changes (movement from low, to middle to highly equitable)

INDIA*				BRAZIL*				CHILE*					
Pratapgarh* (n=80)		Jaunpur+ (n=66)		Ghazipur+ (Control) (n=67)		Intervention* (n=93)		Control* (n=87)		Intervention* (n=153)		Control* (n=150)	
Baseline	Endline	Baseline	Endline	Baseline	Endline	Baseline	Endline	Baseline	Endline	Baseline	Endline	Baseline	Endline
Highly Equitable Men													
43%	58%	36%	44%	24%	30%	27%	50%	26%	39%	41%	57%	26%	40%
Moderately Equitable Men													
43%	35%	41%	41%	5%	34%	39%	25%	36%	36%	30%	23%	36%	26%
Low Equitable Men													
15%	8%	23%	15%	36%	36%	34%	26%	38%	25%	30%	20%	38%	35%

* Indicates a significant (chi square test, $p < 0.05$) positive change, that is, toward more support for equitable gender norm attitudes and behaviors when comparing pre- and post-test results.
+ Not significant

VI.

Recommendations and Conclusions

The program activities implemented in the four countries show promise for leading to attitude and behavior change, and even more definitively show the efficiency of the four approaches to being able to recruit and retain reasonably large numbers of men (and women in some settings). All the settings also affirm, qualitatively at least, the utility of combining evidence-based group education with other community campaigns and training or sensitization of key gatekeepers and public sector (and community) leaders. Furthermore, while reports of men's use of GBV were often unclear (sometimes with decreases as large in the control as in the intervention settings), attitude change was reasonably consistent and in the proposed direction in all three settings as can be seen in Figure 7.

The following are additional recommendations:

Community leaders need to be empowered through trainings on violence against women and gender equality so as to be a powerful voice for the messages and programs, as well as through resources – both educational and financial. Creating a positive message via multiple points of entry within communities is critical to ongoing efforts to scale up programs at local and national levels.

Working within **existing institutions** and using those structures, as a catalyst for engaging participants, must be enhanced. Schools, religious groups, labor organizations and communities must be engaged from the initial program planning phases so that their needs and demographics are included in the curriculum and so that messages and themes can be tailored to their unique challenges.

Existing organizations and networks, including the White Ribbon Campaign and women's organizations in each country, must **adopt and present a common message** on gender equality and the importance of engaging men. These processes also increase the chance that activities to engage men in GBV prevention will continue after a given intervention ends.



Women and girls should be incorporated in efforts to engage men in GBV prevention, both as beneficiaries, and as facilitators when appropriate, and to serve as a voice of accountability. Furthermore, measures need to be taken to protect the safety of partners surveyed and increase trust and accuracy of reporting. This is a vital point for future work in GBV prevention with men as our project and others have affirmed the need to interview women and girls to be able to fully assess the impact of GBV prevention with men.

More **rigorous and longer-term data collection and analysis** is needed to understand the impact of programs and what factors most commonly contribute to the perpetuation of violence against women and gender inequality. Expanding household surveys such as IMAGES and identifying measurement tools which safely collect information from the partners of participants is critical to gauging the impact of programs on intimate relationships and day-to-day behavioral changes. Furthermore, future efforts should seek to gather data over a longer period of time, and with randomized control groups, all of which have tremendous resource implications. Evaluation designs must include properly established and monitored control groups to measure the attribution of changes over time. Diffusion into the control group should be more rigorously prevented.



VII.

Annex

GEM Scale questions applied in three of the four settings

Reproductive Health and Disease Prevention

- 1 It is a woman's responsibility to avoid getting pregnant.
- 2 I would be outraged if my wife asked me to use a condom.

Sexuality

- 1 It makes me uncomfortable when I see my wife/partner talking to other men.
- 2 Men are always ready to have sex.
- 3 It is the man who decides when and how to have sex.
- 4 A real man produces a male child.

Violence

- 1 A woman should tolerate violence in order to keep her family together.

Domestic life and child care

- 1 A woman's most important role is to take care of her home and cook for her family.
- 2 Changing diapers giving kids a bath and feeding the kids are the mother's responsibility.

Decision making

- 1 A man should have the final word about decisions in his home.

