



Engaging Men and Boys in IPV Prevention

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Overview of the Presentation

1. Rationale and framework for engaging boys and men in IPV prevention
2. State of the research
3. Key issues and challenges
4. Priority settings and developmental periods for engaging boys and men
5. Engaging men as fathers
6. Engaging men in couples
7. Global efforts to engage men in primary prevention
8. Men as allies to end gender-based violence
9. Future directions for research



Rationale and Framework for Engaging Boys and Men in IPV Prevention

Engaging men in violence prevention: the promise and the tensions

The promise
of men's
engagement
efforts...

Leverages vast and largely un-tapped resource for ending violence

Strategic leveraging of male power and privilege

Growing evidence of programs' impact on attitudes and behavior

Potential for broad social change across related health and equity issues

An important component of larger community-mobilizing against violence

..... and
YET

Proliferation and fragmentation of programs

Risk of supplanting women's leadership and voice

Limited (but emerging) evaluation of effectiveness

Potential for losing a critical focus on gender-based violence and victim services

Risk of 'men's engagement' becoming an end unto itself

Why Engage Boys and Men in IPV Prevention?

- Worldwide, male violence against women is a pervasive problem; women are substantially more likely to be killed or sexually assaulted by a male partner
- Most men don't use or condone violence
- Constructions of male identity and masculinity play a crucial role in shaping some men's perpetration of violence
- Men have a positive role to play in helping to end men's violence

Minerson et al., 2011; Pease, 2008, p. 6; WHO, 2002

Concerns Regarding Engaging Boys and Men

- ❑ Diversion of resources and attention away from campaigns and services for women
- ❑ Divergence from feminist orientation that has informed understanding of IPV and design of prevention efforts
- ❑ Possibility that efforts aimed at men could gain disproportionate prominence, underscoring men's position of privilege

Pease, 2008

Promising “Entry Points” for Engagement

Wells et al., 2013

1. Engaging fathers in prevention
2. Men’s health and prevention
3. The role of sports and recreation in prevention
4. The role of the workplace in prevention
5. The role of peer relationships in prevention
6. Men as allies in prevention
7. Aboriginal healing and prevention

Identified as part of a University of Calgary project aimed at ending IPV in Alberta, Canada.

CONCEPTUAL ISSUES

- What is primary prevention?/ Universal prevention?
- Are boundaries between prevention levels clear?
 - ▣ Programs often work at multiple levels and don't necessarily conceptualize their work in same way as public health paradigm (Storer et al. in press)
- Can/Should approaches be limited to only those who have never experienced IPV?

Spectrum of Prevention

Developed by Prevention Institute Co-founder Larry Cohen

Used by the Men's Nonviolence Project of The Texas Council on Family Violence

<http://www.tcfv.org/pdf/mensguide/EngagingMenandBoys.pdf>

Level 1: Strengthening Individual Knowledge & Skills

Level 2: Promoting Community Education

Level 3: Educating Providers

Level 4: Fostering Coalitions and Networks

Level 5: Changing Organizational Practices

Level 6: Influencing Policy and Legislation



State of the Research



Current Status of Efforts to Engage Boys and Men in IPV Prevention

- Primary prevention strategies that focus on engaging boys and men are largely new and relatively small in scope (Wells et al., 2013)
- Limited evidence base to date; most efforts have not (yet) been subjected to rigorous evaluation; many promising practices have begun to collect participant and provider feedback and conduct informal evaluations, fewer have used experimental designs (Flood, 2010)
- Prominent strategies in the growing body of research on efforts to engage men and boys:
 - Men as leaders and role models, working with other men and boys to promote positive constructs of masculinity— particularly men who have the potential to influence other men and boys' attitudes and behaviors (Campbell, Neil, Jaffe, & Kelly, 2010; Katz, 1995; Kaufman, 2001)
 - Men as engaged bystanders, acting to prevent and address violence within their environments (Crooks et al., 2007)

Review of Reviews, references

- Banyard, V. L. (2014). Improving College Campus–Based Prevention of Violence Against Women A Strategic Plan for Research Built on Multipronged Practices and Policies. *Trauma, Violence, & Abuse*, 1524838014521027.
- Cornelius, T. L., & Resseguie, N. (2007). Primary and secondary prevention programs for dating violence: A review of the literature. *Aggression and Violent Behavior*, 12(3), 364-375.
- De Koker, P., Mathews, C., Zuch, M., Bastien, S., & Mason-Jones, A. J. (2014). A Systematic Review of Interventions for Preventing Adolescent Intimate Partner Violence. *Journal of Adolescent Health*, 54(1), 3-13.
- Fellmeth, G. L. T., Heffernan, C., Nurse, J., Habibula, S., & Sethi, D. (2013) Educational and skills-based interventions for preventing relationship and dating violence in adolescents and young adults. *Cochrane Database of Systematic Reviews*, 6. Art. No.: CD004534. doi:10.1002/14651858.CD004534.pub3.
- Leen, E., Sorbring, E., Mawer, M., Holdsworth, E., Helsing, B., & Bowen, E. (2013). Prevalence, dynamic risk factors and the efficacy of primary interventions for adolescent dating violence: An international review. *Aggression and violent behavior*, 18(1), 159-174.
- Shorey, R. C., Zucosky, H., Brasfield, H., Febres, J., Cornelius, T. L., Sage, C., & Stuart, G. L. (2012). Dating violence prevention programming: Directions for future interventions. *Aggression and violent behavior*, 17(4), 289-296.
- Whitaker, D. J., Murphy, C. M., Eckhardt, C. I., Hodges, A. E., & Cowart, M. (2013). Effectiveness of primary prevention efforts for intimate partner violence. *Partner Abuse*, 4(2), 175-195.

Whitaker et al. (2013). Effectiveness of primary prevention efforts for intimate partner violence.

- Systematic review of intimate partner violence (IPV) prevention studies.
- 19 studies met inclusion criteria for the review.
 - partner violence victimization and/or perpetration, included a comparison or control group, and measured IPV behavior or outcomes involving knowledge, attitudes, beliefs, or other constructs related to IPV.
- Designs
 - Fifteen used randomized designs
 - Nine studies used rigorous methods (randomized designs, measurement of IPV behavior, sufficient follow-up, independent assessors)
- Settings
 - Four were school-based studies conducted in middle or high schools.
 - Five in community settings
 - 2 with couples
 - 2 group-based interventions
 - 1 with parents to promote dating violence prevention with their teenage children.

Whitaker, 2013, cont.

- School Studies with significant reductions of IPV
 - ▣ Foshee, Safe Dates
 - ▣ Wolfe et al, Fourth R (boys only)
- Community Studies with significant reductions of IPV
 - ▣ Florsheim et al., 2011; Young Parents
 - ▣ Foshee et al., 2012; Family Based Safe Dates
 - ▣ Markman et al., 1993; PREP Couples
 - ▣ Pronyk et al., 2006; Women's Economic Empowerment
 - ▣ Wolfe et al., 2003 Dating Violence Prevention with at-risk youth (not primary prevention)

Fellmeth et al. (2013) Educational and skills-based interventions for preventing relationship and dating violence in adolescents and young adults.

- Cochrane Database of Systematic Reviews
- Meta-analysis of 38 studies of which 18 were RCTs, and two were quasi-RCTs.
- Included 15,903 adolescents and young adults aged 12–25 years.
- Included studies investigated any program (in any setting and any duration) that delivered educational and/or skills-based interventions to adolescents or young people with the aim of preventing dating or relationship violence, compared with no intervention, a placebo intervention (e.g., provision of first aid classes) or standard care.

Fellmeth (2013), cont.

Plain Language Summary

- “This review looked at the results of 38 studies. The results showed no convincing evidence that the programmes decreased relationship violence, or that they improved participants’ attitudes, behaviours and skills related to relationship violence.
- The results showed that participants’ knowledge about relationships improved slightly following the programmes.
- These results should be interpreted with caution, as individual studies differed in the types of participants and interventions that they used and the ways in which changes were measured. “



Key Issues and Challenges



Limitations of Existing Research

- More research focus on physical and sexual violence prevention than psychological / emotional abuse
- More pre- and post-surveys focused on attitudes, less measurement of changes in behavior, particularly over long term
- Generally, evaluation has been conducted among small samples in specific settings (e.g. on one campus); limited evidence for scalability / feasibility of promising practices in diverse settings
- No research on cumulative effects of exposure to multiple prevention programs / campaigns
- Limited research on integrated approaches to preventing multiple forms of family and/or peer / community violence; limited research on integrated approaches to engaging men in efforts to prevent violence and simultaneously prevent other adverse outcomes (e.g., substance abuse, risky sexual behavior)

Adapted from Banyard, 2014



Priority Settings and Developmental Periods for Engaging Boys and Men



Engaging Boys and Men Across the Lifecourse

- Engaging men at the transition to parenthood (during pregnancy)
- Engaging men as parents & caregivers
- Engaging school-age boys (in school settings and out)
- Engaging adolescent boys
- Engaging young men on college campuses
- Engaging adult men, and engaging boys / men across stages of the lifecourse: universal education and social norms campaigns

Key Settings for Efforts to Engage Boys and Men

1. K-12 schools
2. Colleges
3. Sports
4. Faith communities
5. Military

Baobaid & Hamed, 2010; Crooks et al., 2007; DeKeseredy, Schwartz & Alvi, 2000; Flood, 2007

Engaging Boys and Men in K-12 and College Settings

Primary prevention efforts in K-12 and college settings will be addressed by Ann Coker, University of Kentucky, and Eileen Recktenwald, Kentucky Association of Sexual Assault Programs (KASAP), in their presentation on “Primary prevention programs in educational settings.”

Here we highlight two promising programs that are in those settings, that center efforts on engaging boys / men, and that show the range of research methodologies.

MENTORS IN VIOLENCE PREVENTION (MVP)

Jackson Katz, Developer

- MVP, originated in 1993, designed to train male college and high school student-athletes and other student leaders to use their status to speak out against rape, battering, sexual harassment, gay-bashing, and all forms of sexist abuse.
- Female component added in 2nd year with similar approach of training female student-athletes and others to be leaders.
- Focuses on young men not as potential perpetrators, but as empowered bystanders who can confront abusive peers – and support abused ones. AND young women not as victims or potential targets of harassment, rape and abuse, but as empowered bystanders who can support abused peers - and confront abusive ones.
- Positive approach (shifting from perpetrators to empowered bystanders) reduces men's defensiveness around these issues and allows the emergence of more proactive and preventive responses AND the numbers of women and men willing to become involved.

MENTORS IN VIOLENCE PREVENTION (MVP)

Training students:

- interactive discussion, in single-sex and mixed-gender classes and workshops, using real-life scenarios that speak to the experiences of young men and women in high school, college, and other areas of social life.
- “Playbook” consists of a series of realistic scenarios depicting abusive male (and female) behavior and challenges students to consider a number of concrete options for intervention before, during, or after an incident. Discussions lead to open, wide-ranging discussions about masculinity, femininity, gender relations, abuses of power and conformist behavior.

□ Training trainers

- On-site 2-day trainings of trainers with high school personnel, including teachers, coaches, counselors, administrators, other staff, and parents.
- Interactive trainings introduce the participants to the MVP philosophy, teaching/mentoring methods, and lead mock MVP playbook sessions.

Evaluation of Mentors in Violence Prevention

MVP Massachusetts High School Initiative; Ward, 2001

- N = 108 boys (and 103 girls)
- Quasi-experimental control group design; MVP survey; focus groups
- Control = non-randomized, convenience sampled comparison group
- Three delayed intervention sites
- Pre-testing and post-testing at four months
- Analysis: survey validity and reliability, cross-tabulation, chi-square and descriptive analysis
- Results: Knowledge and awareness about gender-based violence was significantly higher in the intervention group, and intervention group reported increase in ability to intervene to prevent gender-based violence

Evaluation of Mentors in Violence Prevention

Two-Year Evaluation with Fraternity and Sorority Members at Syracuse University

Cissner, 2009

http://www.courtinnovation.org/sites/default/files/MVP_evaluation.pdf

Methodology

Process evaluation:

- planning meeting and training session observations
- interviews with program staff
- participant focus groups

Impact evaluation:

- quasi-experimental, pre-test/post-test survey design to measure change in the attitudes and predicted behaviors of 424 program participants (103 Peer Educators and 321 Workshop Participants)
- 396 surveys completed by comparison group (SU fraternity and sorority members who did not participate in MVP)
- SU provided data to estimate program impact on official reports of violence

Evaluation of Mentors in Violence Prevention

Two-Year Evaluation with Fraternity and Sorority Members at Syracuse University

Cissner, 2009

http://www.courtinnovation.org/sites/default/files/MVP_evaluation.pdf

Key Findings

- 91% of participants completed both pre- and post-surveys
- Peer Educators and Workshop Participants reported **significantly less sexist attitudes** and **improved sense of self-efficacy** at post-test than at pre-test, and significantly less sexist attitudes and improved sense of self-efficacy than the comparison group at post-test
- **Greater impact on Peer Educators** than Workshop Participants in terms of both decreased sexist attitudes and improved self-efficacy
- **No impact on general rates of violence** at SU... researchers posit that “changes in participant attitudes and predicted behaviors imply that over time, and particularly if the intervention is disseminated more widely across the student body, it is plausible to expect reductions in violence to occur.”

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Coaching Boys INTO MEN



Getting Started is Easy!

Coaches, parents, teachers, counselors, community organizers, and others have a role to play in coaching our boys into men!

Coaching Boys into Men (CBIM) equips coaches with tools to help their young athletes build respectful, non-violent relationships.

Get the CBIM Kit!

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Coaching Boys Into Men

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- Launched in 2001, CBIM began as a national PSA campaign with the Advertising Council and included TV, radio, print, and online components
- Since 2001, CBIM transformed an action campaign to a comprehensive violence prevention curriculum for coaches and their athletes.
- CBIM Coaches Kit curriculum
 - Trains athletic coaches to integrate violence prevention messages into coaching activities thru brief (15 minute), weekly, scripted discussions with athletes using training cards during sports season. www.CoachesCorner.org
 - Lessons highlight respect, nonviolence and interrupting abusive behaviors (bystander behaviors)

Coaching Boys Into Men (Bystander)

Miller et al. 2013 Am J Prev Med 34:108-112 and Miller et al 2012 J of Adolescent Health

□ **Purpose:**

- Evaluate school based dating violence prevention program for male athletes through coaches.

□ **Methods:**

- Cluster Randomized Clinical Trial of CBIM in 16 high schools (9-11 grade) in NYC; 1513 male athletes
- Follow up to 12 months

□ **Results:**

- ↓ dating violence perpetration in intervention v control
- ↑ intention to bystand, positive bystander behaviors
- No difference in attitudes, recognition of abuse



Engaging Men as Fathers

Rationale for engaging men as fathers

- Most men who become fathers want to be good fathers.
- Enhanced understanding of the important role that fathers play in the development and lives of their children can lead fathers to reassess a variety of choices and behaviors.
- Education and support for men as fathers, from a strengths-based perspective, can empower men in their role as parent and partner and help to create and strengthen positive relationships.

Fathers and risk factors for both IPV and child maltreatment

- Socio-demographic factors - fathers' age, employment status, and financial provision for the family (Guterman & Lee, 2005).
- Paternal psychosocial factors - substance abuse, fathers' own childhood experiences of maltreatment, the nature of fathers' relationships with mothers, and the direct care they provide to the child (Guterman & Lee, 2005).
- Key parenting risk factors - stress, irritability, and feelings of being ineffective as parents (Haskett, Ahern, Ward, & Allaire, 2006).
- Fathers influence risk for child maltreatment both directly – through their own perpetration of abusive behaviors – and indirectly – through their influence on mothers' abusive behaviors (Dubowitz, 2006).

Fathers and protective factors for both IPV and child maltreatment

- Positive father involvement is associated with better developmental outcomes for children (Marsiglio, Amato, Day, & Lamb, 2000), decreased likelihood that a child will experience maltreatment (Dubowitz, Black, et al., 2000), and lower levels of family conflict and violence (Barker & Verani, 2008; Pruett, 2000; Shapiro, Krysik, & Pennar, 2011).
- Greater engagement in caring for their children is associated with an increase in men's emotional wellbeing and capacity to express emotions and experience empathy (Allen & Daly, 2007; Horn, Blankenhorn, & Pearlstein, 1999).
- Fathers' support for mothers:
 - Mothers who feel supported are more sensitive to their children's cues (Crnic, Greenberg, Ragozin, Robinson, & Basham, 1983)
 - During pregnancy, may help to prevent negative birth outcomes (Marsiglio, 2008)

Potential for Impact Across Generations

- Childhood exposure to IPV increases the likelihood of being in an abusive relationship later in life (Osofsky, 2000; Smith & Farrington, 2004)
- Sons of fathers who are involved and nurturing fathers are less likely to become violent in their intimate partner relationships as men (Barker & Verani, 2008; Fombi & Lovich, 1997; Horn, 1999; Shapiro, Krysik & Pennar, 2011)
- Sons of nurturing fathers likely to be more nurturing and gender-equitable as fathers themselves, and daughters of nurturing fathers more likely to value equitable partner relationships (Greene, 2000; MenCare, 2011)



***Why is early intervention with fathers
important in the realm of
violence prevention?***



Prevalence of IPV during pregnancy

- ▶ Annually in the US, 324,000 women experience IPV during pregnancy.

--Moseson (2004).

- ▶ The range of prevalence of pregnancy IPV found in developing countries is much wider (3.8% to 31.7%) than that of industrialized countries (3.4% to 11%), which is much closer to findings from North America. --Campbell (2004).

Risks associated with men's abusive behavior during pregnancy

- **Low birth weight** (Rosen, Seng & Tolman, 2008; Sharps, 2007)
- **Premature labor** (El Kady et al., 2005; Cokkinides et al., 1999; Fernandez & Krueger, 1999)
- **Miscarriage** (Morland et al, 2008; Rachana et al. 2002)
- **Fetal trauma** (Connolly, Katz, Bash, McMachon & Hansen, 1997; Berrios & Grady, 1991)
- **Fetal death** (Boy and Salibus, 2004)
- **Postpartum maternal depression** (Blabey, et al., 2009)

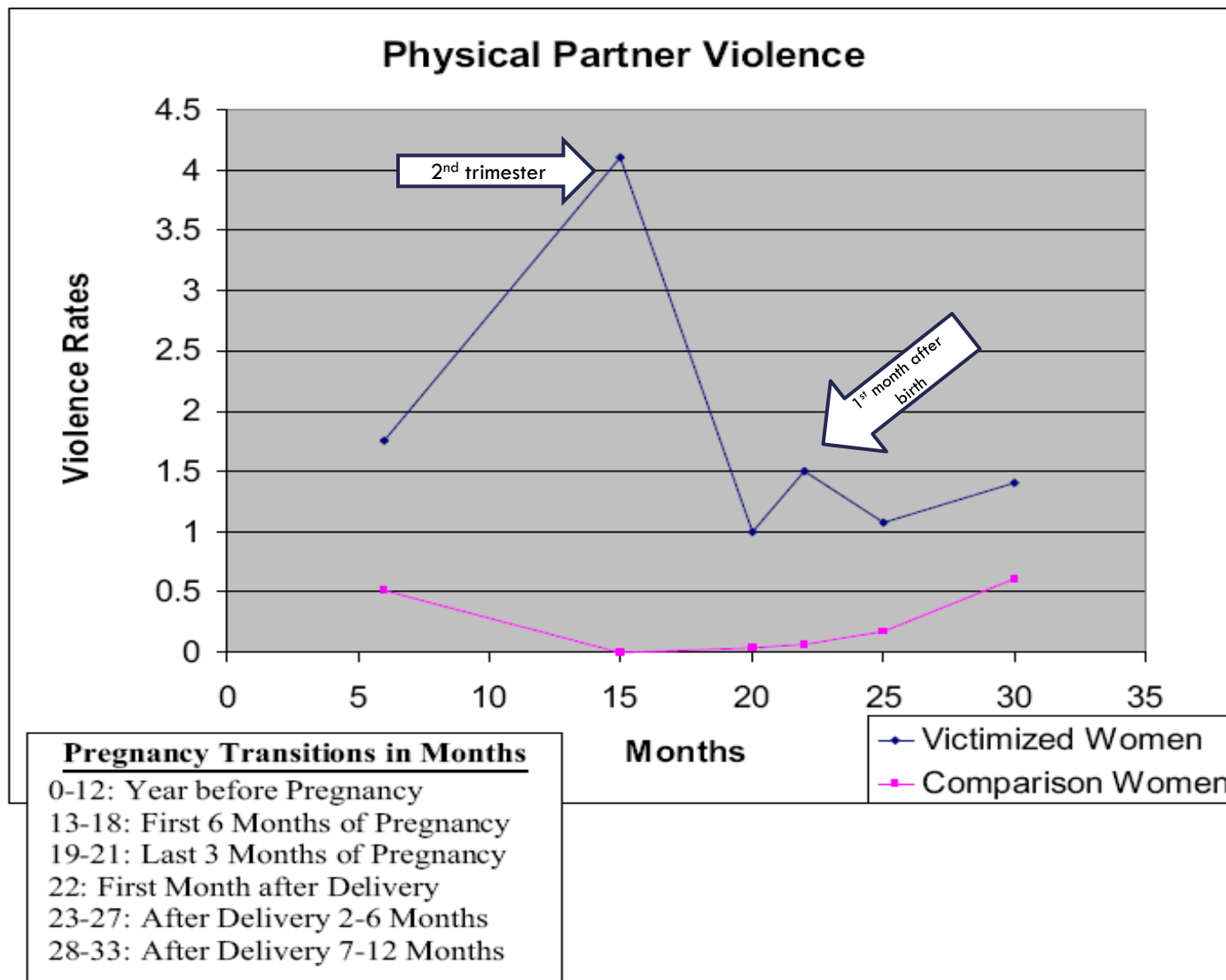


Figure 1. Physical violence predicted means for victimized and comparison women.

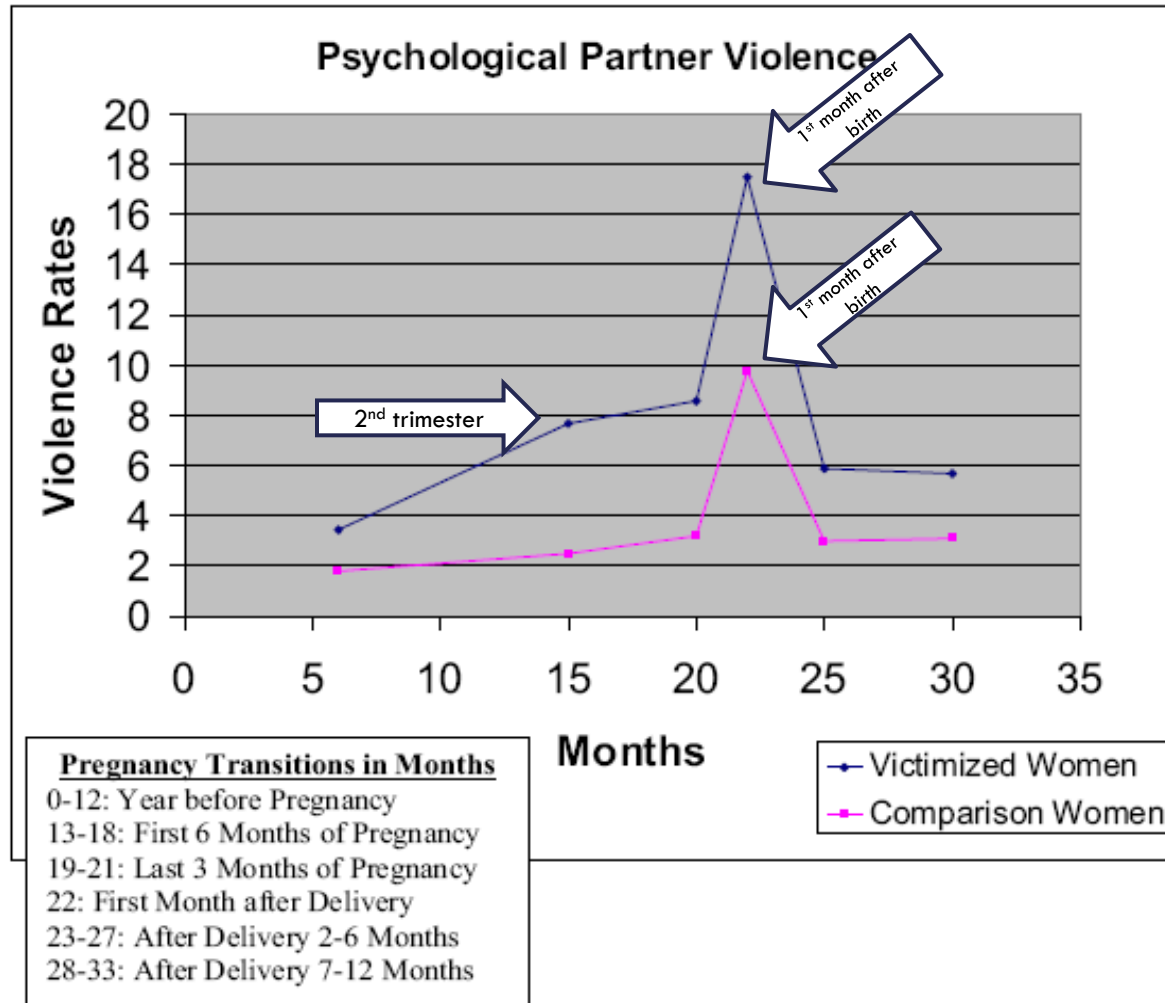


Figure 2. Psychological violence predicted means for victimized and comparison women.

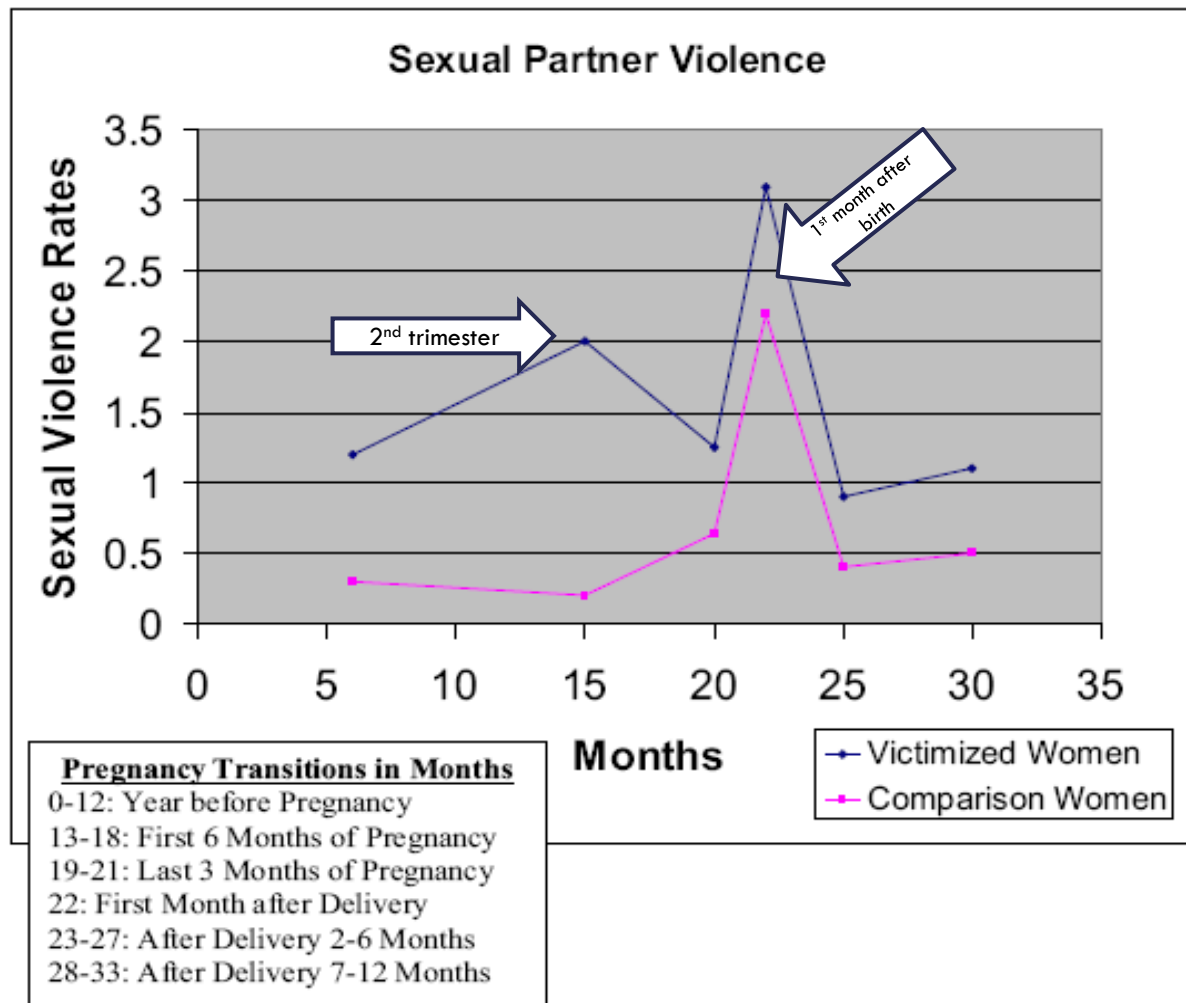


Figure 3. Sexual violence predicted means for victimized and comparison women.

Implications

- Spike for abuse by violent men in first two trimesters
- Abuse “suppressed” in third trimester
- Significant spike in psychological and sexual abuse in month post delivery even for previously non-abusive men
- Suggests need for both targeted intervention and universal prevention efforts

2 Examples of Efforts to Engage Expectant Fathers to Prevent IPV

- **The Positive Fathering Program (Tiwari, 2011)**
 - To engage expectant fathers in prenatal education and support the development of caring, collaborative intimate relationships at the transition to parenthood
 - Developed and implemented in Hong Kong, established acceptability and feasibility in a pilot with 166 couples participating (promising results include significant improvement in couple relationship adjustment from baseline to six weeks post-delivery), RCT underway
- **The Young Parenthood Program (Florsheim et al., 2011)**
 - Co-parenting program aimed at supporting positive communication and preventing IPV among pregnant adolescents and their partners
 - 105 couples were recruited, assessed, and randomized into intervention and control groups; at 3 months post-birth YPP couples were significantly less likely to have experienced IPV, but the strength of this finding diminished over time (follow-up at 18 months post-birth)

Prenatal care as a setting for engaging men

- A routine prenatal ultrasound at approximately 20 weeks' gestation is an integral component of antenatal care in most institutions (Breathnach et al., 2007), and attendance may have already become a normative experience for expectant fathers.
 - 80.3 % of fathers attend ultrasound (in a survey of a nationally representative sample of households with children aged 10 and under, by maternal report; Davis et al., unpublished).
 - Disparities—men of color less likely to attend

Prenatal ultrasound provides a significant opportunity for contact with expectant fathers in a health setting.

- Walsh, Tolman, et al. (2014) conducted semi-structured interviews with 22 fathers after ultrasound, analyzed data using principles of grounded theory, and built a conceptual model of how fathers experience ultrasound. Results suggest that ultrasound attendance contributes to paternal feelings of connection to the unborn baby and motivation to change behavior. Implications include:
 - Open to preventive intervention.
 - It was a really positive part of this [ultrasound] experience that you guys are actually, like [interested in] how does this affect the man.*
 - Consider how prenatal care providers perceive and interact with fathers.
 - Conceptualize preventive intervention efforts from a positive, empowering perspective and build on fathers' strengths.
 - Focus on relationships with both baby-to-be and partner.



Engaging Men in Couples



Engaging men in couples

- Scholars supporting a dyadic formulation of IPV (see for example (Capaldi, 2012; O'Leary and Slep 2012) promote prevention efforts aimed at couples
- Even if disputing the dyadic nature of IPV, researchers might consider that men might be engaged successfully in couples based prevention programs.
- Objections to couples approaches for IPV intervention *may* be less salient in a primary prevention context but research needed to examine this.

Case for prevention in couples— from O’Leary & Slep, 2012

- Contend that attending to both women and men warranted because:
 - ▣ When IPV occurs, it generally is engaged in by both partners.
 - ▣ By women’s self-report on their own and their partners behavior, they perpetrate more IPV than men
 - ▣ Not explained by self-defense
- .

Methodological Issues- IPV Prevention for Couples

- Need to attend to issues not uniformly addressed in literature
 - Gender differences
 - Limitations of self-report
 - Samples not limited to those never experiencing or not currently experiencing IPV
- Examine these issues in relation to several studies

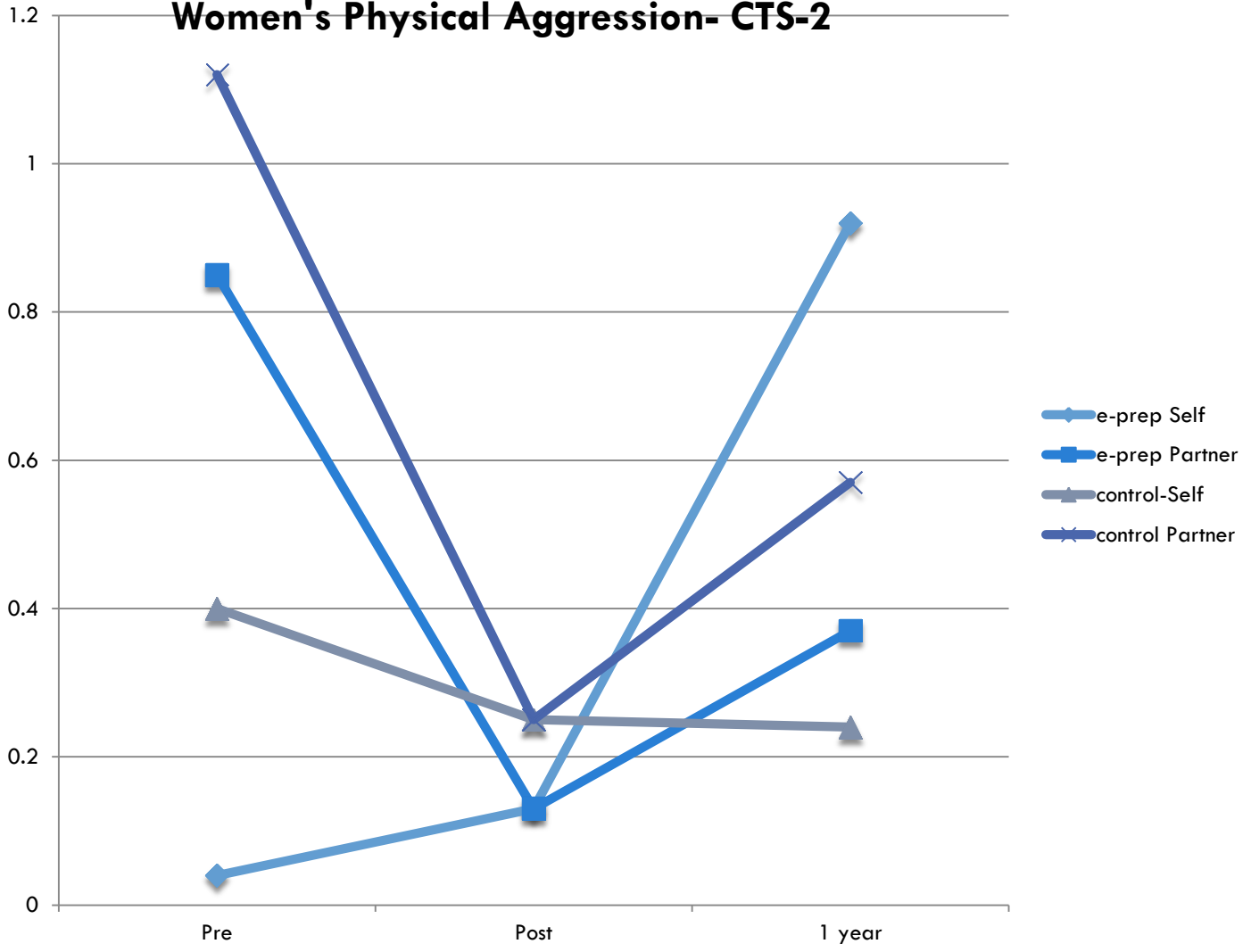
E-Prep (Braithwaite & Fincham, 2013)

- Study background
 - Replicated study with non-marital college-age sample showing significant reductions in partner reported IPV for female to male violence (Braithwaite & Fincham, 2011).
 - This study randomly assigned married couples in the community to e-Prep (25) or active placebo (25).
- Intervention
 - Couples completed 6 week computerized relationship enhancement together at home
 - Notable for successful engagement of men within couples
- Design and Analysis
 - Measured physical and psychological aggression at baseline (in prior 6 weeks), completion of tx (6 weeks) and at 1 year (past 6 weeks).
 - Analyses accounted for how actions of partner might have influenced aggression of actor. (Actor-partner interdependence model- APIM)
- Results
 - Concluded that based on *men's reports, women in the e-Prep group reduced their physical aggression* towards male partners at 1 year follow-up.
 - Concluded based on *men's self-report, that men in the e-Prep group reduced their physical aggression* towards female partners at 1 year follow-up.

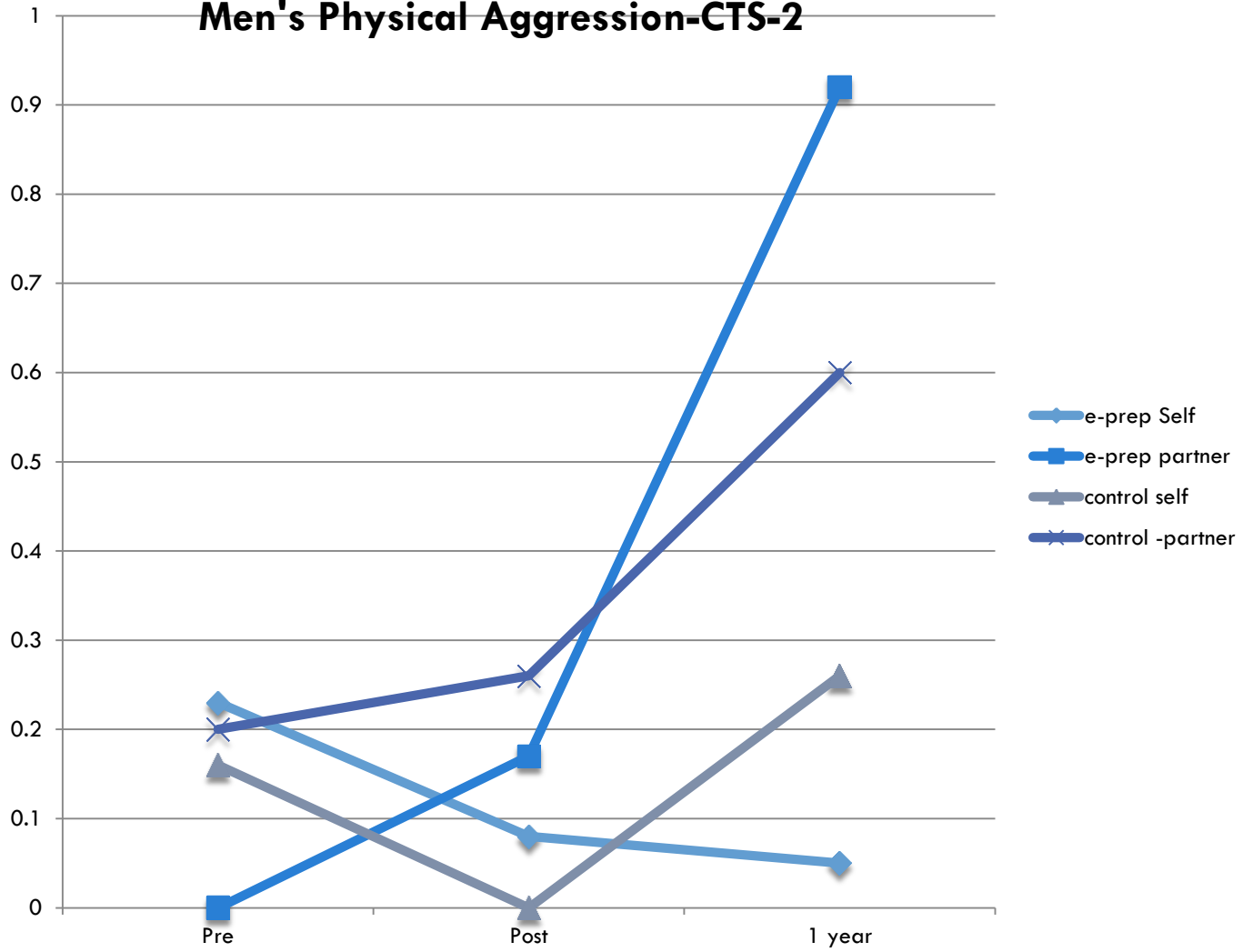
E-Prep, continued

- However, next series of charts illustrates meaningful methodological issues
- Chart of women's physical aggression towards partners shows trend toward **increased** physical aggression for e-Prep when using **self-reports**.
- Chart of men's physical aggression shows trend towards **increased** physical aggression for e-Prep when using their **partner's report**.

Women's Physical Aggression- CTS-2



Men's Physical Aggression-CTS-2



Young Parents Program (Florsheim et al, 2011)

- Program for adolescent mothers and young fathers
- Aimed to improve parenting and paternal engagement of young fathers
- Examined, though did not explicitly focus on IPV
- Significant positive findings for improvements in men's parenting and co-parenting behavior
- Also marginal reductions reported for decreased IPV **for couples**

Young Parents Program, cont.

Collapsing gender data can obscure meaningful differences

- “Interestingly, the male-to-female violence increased from 14.5% at T1 to 28% at T3, which may explain the increase in severity over time.”
- “ We collapsed the three categories (i.e., reciprocal, female to-male, male-to-female) into a single IPV score, representing whether any violence had occurred.”
- Authors recognized potential differential results for male- to - female violence but did not analyze those.
- Subsequent discussion with first author revealed methodological reasons for making that choice, but key dimension for understanding the implications for safety of prevention efforts obscured nonetheless.

Methodological considerations in primary prevention couples research

- Analyze and report data by gender
- Analyze and report data by previous IPV experience
- Analyze and report combined partner and self-report data such that any report of IPV is treated as valid.



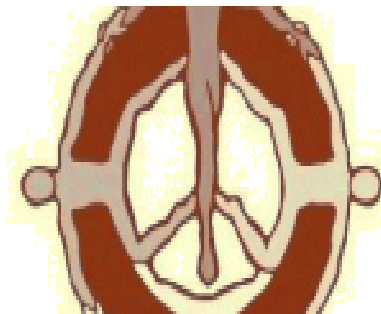
Global Efforts to Engage Men in Primary Prevention



Engaging men in violence prevention: A global phenomenon



Some of the Many Emerging Programs and Resources for Engaging Boys and Men



Toolkit for Working with Men and Boys: <http://toolkit.endabuse.org/Home.html>

Young Men's Work: <http://www.hazelden.org/>

Men's Work: <http://www.paulkivel.com/books.php>

Men Against Sexual Violence Toolkit: <http://www.menagainstsexualviolence.org/toolkit/toolkit.pdf>

One Man Can: <http://www.genderjustice.org.za/onemancan/home/index.Php>

What Will it Take Guide? <http://www.cfw.org/Document.Doc?&id=82>

Efforts to Engage Adult Men in the US

Source for table below: World Health Organization (2007). Engaging men and boys in changing gender-based inequity in health: Evidence from programme interventions. Geneva.

Available at: https://extranet.who.int/iris/restricted/bitstream/10665/43679/1/9789241595490_eng.pdf

<p>Public service advertising campaign for domestic violence prevention</p> <p>Family Violence Prevention Fund (2004)</p> <p>United States of America</p>	<p>Men and women 18 years and older</p>	<p>Community outreach and mobilization</p> <ul style="list-style-type: none"> • Television, radio, print and Internet campaign rolled out in six different waves • Each wave lasted about one month 	<p>Gender-sensitive</p> <p>Personal reflections about violence against women</p> <p>Important for men to talk to boys about violence against women</p>	<p>Moderate</p> <p><i>Quantitative:</i></p> <p>National computer-assisted telephone survey; random-digit dial</p> <p>Pre- and post-testing; six survey waves, 2001–2005, 500 per wave</p> <ul style="list-style-type: none"> • No control • Analysis: statistical significance; no regression reported <p>Vacillating results – some areas did show significant change</p> <p><i>Qualitative:</i></p> <p>Not reported</p>	<p>Medium</p> <p>Attitudes:</p> <p>Men’s attitudes towards the importance of men speaking to boys to prevent domestic violence remained the same (84%)</p> <p>Behaviour: Significant increase in men speaking to a boy about violence against women (from 29% to 40%)</p>	<p>Promising</p>
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Prominent International Campaigns to Engage Men

- White Ribbon Campaign, an international movement emphasizing peer engagement to prevent violence
 - “to stop violence against women, well-meaning men must do more than merely avoid perpetrating [violence]... Men must strive for equitable and respectful relationships. They must challenge the violence of other men” (Flood, 2010, p. 3).
- MenEngage, an international organization dedicated to ally work
 - “working with women and women’s rights organizations to achieve gender equality for women and girls” (MenEngage, 2008, Our Core Principles).

Engaging Men in Violence Prevention- Promundo's Global Studies

- Series of quasi-experimental studies to examine the impact of engaging men in prevention activities.
- These included:
 - A community-based intervention in India
 - A sports-based intervention in Brazil
 - A health sector-based intervention in Chile
- A fourth study with no-quasi experimental intervention:
 - A work-place based intervention in Rwanda
- Demonstrates range of settings and intervention choices that move beyond the predominantly curricular focus in U.S. studies
- Provides some preliminary evidence of impact of men's engagement efforts though methods not rigorous

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.

Community Intervention in India

- Workshops held in rural Indian communities
- Quasi-experimental comparison of 210 workshop attendees and 160 controls in similar community
- Large attrition in control sample posttest/ 183 intervention and only 75 controls.
- Significant reduction in self-reported IPV in intervention group

Sports based intervention in Brazil

- Dialogues held at sports venues in low income urban community in Rio de Janeiro along with community-wide campaigns (newsletters distributed at matches, samba song addressing GBV played at matches)
- Men aged 15-64 participated
- Quasi-experimental control:
 - ▣ Surveyed 129 football players in intervention community and 132 in nearby community
- Decrease in acceptance of IPV pre-post
- Large decreases in self-reported IPV but no difference between intervention and control

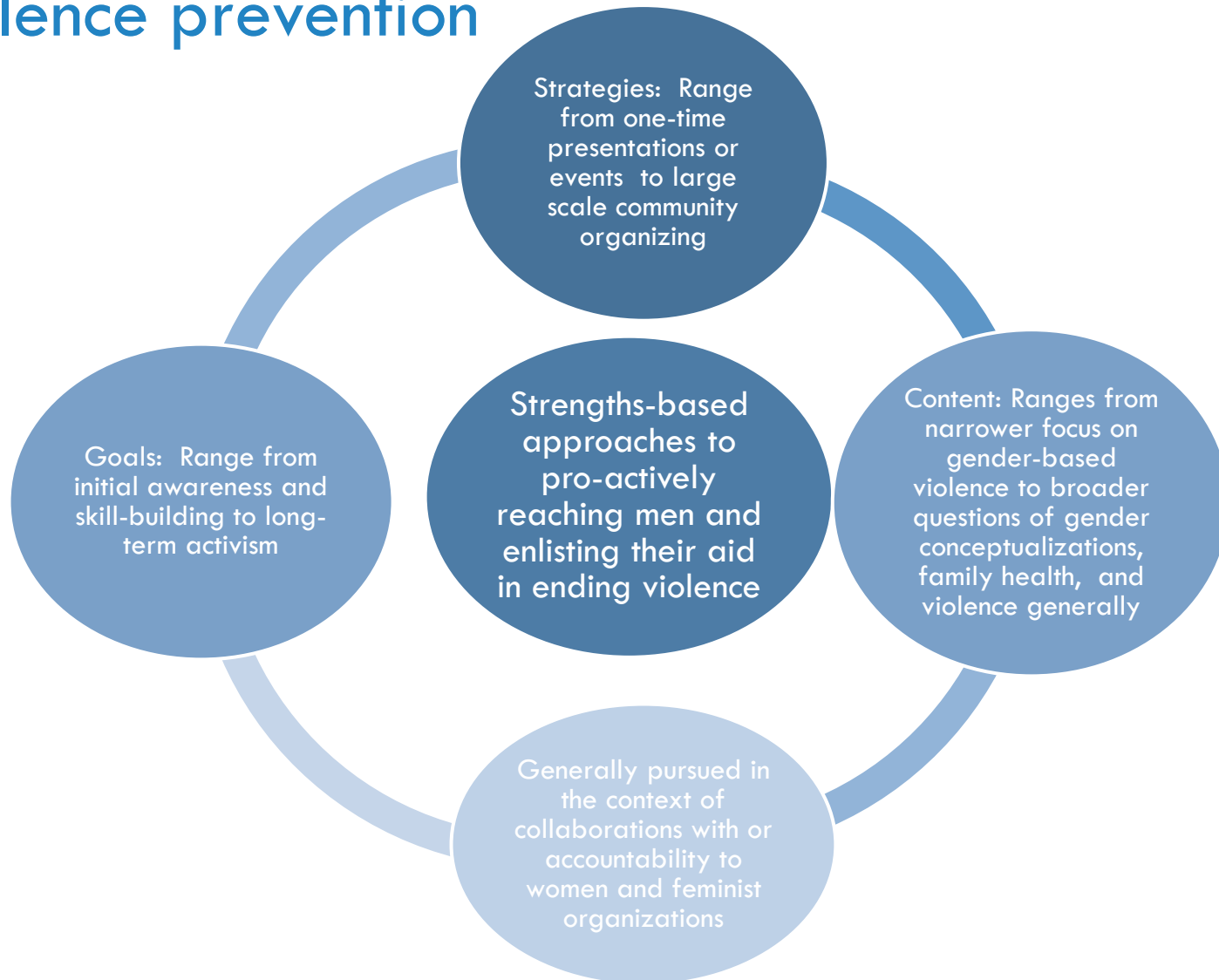
Health sector based intervention in Chile

- Workshops held in health care settings
- 260 in intervention, 250 in quasi-experimental “roughly” demographically matched control
- Questionnaire asked about participants’ conceptualizations of gender, violence against women, masculinity and cultural norms.
- Post-test completion: 153 in intervention; 150 control
- Results: Increase in condom use, improvement in Gender Equitable Beliefs, including reduction in endorsement of violence acceptability



Men as Allies to End Gender-Based Violence

Conceptualizing 'engaging men' in gender-based violence prevention



Efforts to Engage Men as Fathers



Founding Fathers Campaign (foundingfathers.org), launched in 2003 by Futures Without Violence

- In 2000, a national survey sponsored by Futures Without Violence and the Waitt Family Foundation determined that many men wanted to become involved in efforts to end violence against women, but felt they were never asked and did not know how. This finding inspired the Founding Fathers Campaign (and Coaching Boys into Men).
- Campaign centered around Fathers Day, encouraging men to sign on to a declaration pledging their commitment to working with women to end violence.
- Fatherhood is invoked as “a reminder to men themselves, of the unique role they play in the rearing young people, particularly young men, and their successful entry into a productive and healthy society.”
- No formal evaluation, but increasing numbers of men have signed the Declaration each year since the campaign launched. Also, increasing numbers of workplaces have organized signature collections each year.

The MMVP Collaboration: 2009-2014

Collaboration Goals:

- To describe and share information about the range of global efforts and strategies aimed at engaging men in preventing gender-based violence and related equity and justice issues
- To add to our understanding of effective strategies for reaching broader circles of men
- To investigate and dialogue about the inherent tensions in the project of men's engagement
- To develop tools for the evaluation of the process and outcomes of anti-violence men's engagement programming, and to be an evaluation resource for the field

MMVP: Our history

- Researchers from University of Michigan, University of Minnesota, University of Washington (Tacoma and Seattle), Kansas University (see author list on publications)
- 2009-2010: International survey of **organizations** involved in engaging men
- 2010-2012: Qualitative project with organizational representatives (from above survey), eliciting strategies, strengths and challenges associated with men's engagement programming
- Our current project: International, trilingual survey of **individual men** and their experiences with both violence prevention events and with longer-term anti-violence engagement.

MMVP Publications

- Carlson, J.; Casey, E., Edleson, J.L., Tolman, R.M., Neugut, T. & Kimball, E. (in press). Strategies for engaging men and boy in violence prevention: A global organizational perspective. *Violence Against Women*.
- Storer, H.L., Casey, E.A., Carlson, J., Edleson, J.L. & Tolman, R. (in press) Primary prevention is? A global perspective on how organizations engaging men in preventing gender-based violence conceptualize and operationalize their work. *Violence Against Women*.
- Casey, E.A., Carlson, J.C., Fraguera-Rios, C., Kimball, E., Neugut, T., Tolman, R., & Edleson, J. (2013) Context, challenges, and tensions in global efforts to engage men in the prevention of violence against women: An ecological analysis. *Men and Masculinities*, 16, 228-251.
- Kimball, E., Edleson, J.L., Tolman, R.M., Neugut, T. & Carlson, J. (2013). [Global](#) efforts to engage men in violence prevention: An international survey. *Violence Against Women*, 19, 924-939.

The International Men's Engagement Survey

AIMS:

- ▣ Examine the types of prevention events happening around the world, how men get to them, and what they think after participating
- ▣ Investigate the common reasons or catalysts that lead men to initiate anti-violence involvement, as well as factors associated with sustained anti-violence allyship
- ▣ Test evaluation tools aimed at assessing men's gender-related attitudes as well as behavior, intentions, and self-confidence related to taking various actions to end gender-based violence
- ▣ Explore men's ideas about the most effective ways to get other men involved in preventing violence.



Future Directions for Research



Future Directions for Research

This list of suggestions from: Banyard, V.L. (2014). Improving College Campus–Based Prevention of Violence Against Women: A Strategic Plan for Research Built on Multipronged Practices and Policies. *Trauma, Violence, & Abuse* 15(2), 1-13.

- Evaluate dose effects
- Test moderator variables beyond gender
- Unpack elements of prevention tools that are more important for creating change
- Use research to help integrate theories on which prevention is based
- Partner with practitioners for evaluation
- Research translation of programs to new communities
- Develop new behavioral outcome measures

Future Directions for Research

- Longitudinal work to assess possible intergenerational impacts of IPV prevention efforts
- Research on IPV prevention effects of programs which include this among other prevention / behavior change goals
- Increase attention to what works for whom, under what circumstances
 - ▣ Which programs can be successfully replicated in diverse settings?
 - ▣ What kind of modifications are necessary or acceptable?
 - ▣ Research to support effective dissemination of local, regional, national and international efforts, with clear guidance regarding important components of prevention programs and areas for adaptation