

# DO's & DON'Ts for engaging men and boys

*Brief, cross-cutting guidance  
for the field*



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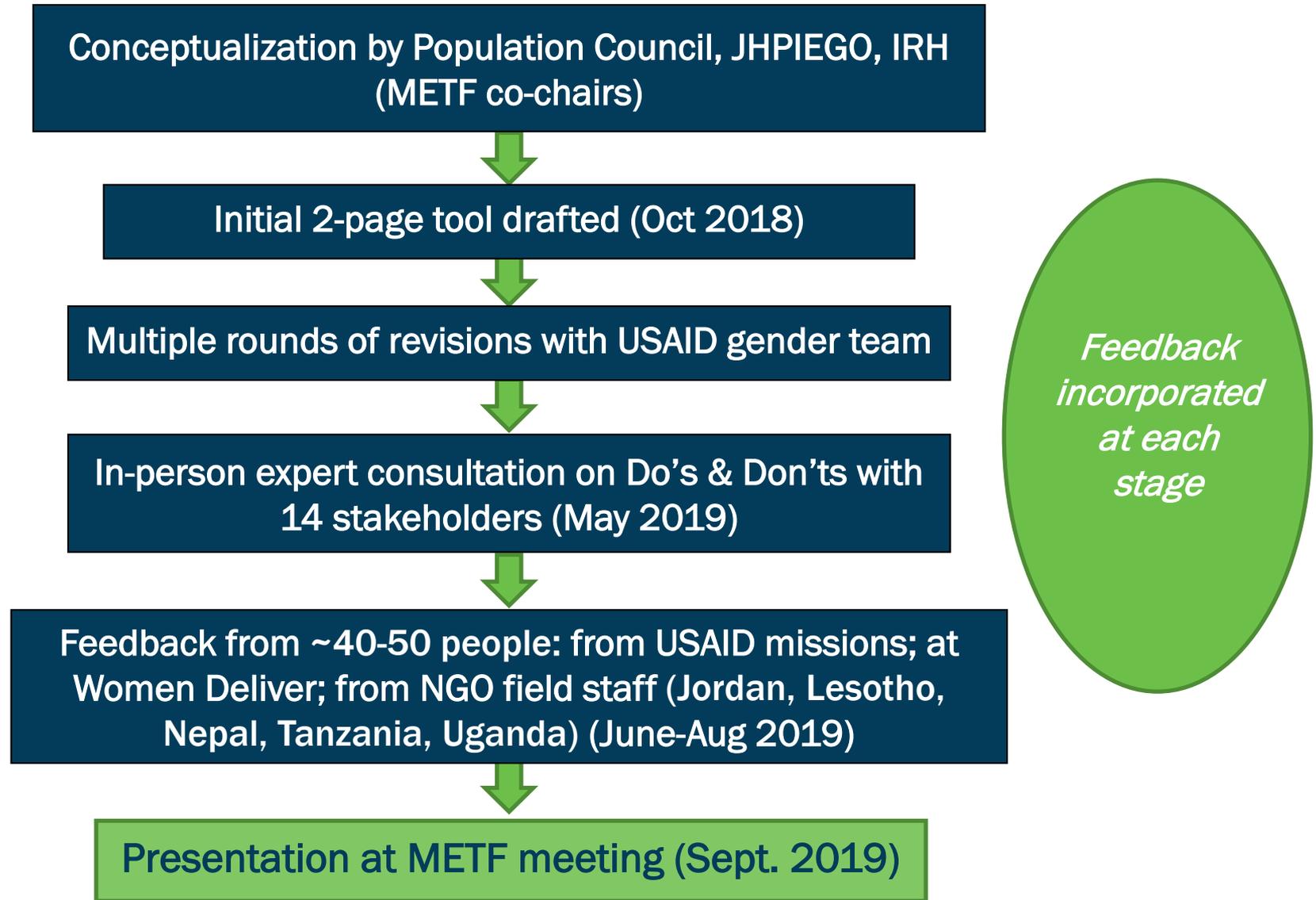
METF meeting  
24 September 2019

# Purpose

*To develop a tool that is:*

- Intended for programmatic and policy audiences
- Brief
  - While also directing to IGWG website for more detailed resources
- Applicable across health areas
  - RH, HIV, MCH (and others, e.g. GBV)
- Represents state of the art thinking

# Overview of steps in the development process



# **DO's & DON'Ts for engaging men & boys**

**DO** recognize and meet men's distinct needs.

**DON'T** engage men at the expense of women.

**DO** seek to transform gender relations and norms.

**DON'T** discount the structural barriers men face when accessing health services.

**DO** start early in the life course.

**DON'T** start with the assumption that all men are bad actors.

**DO** engage men on their own and in groups of men, as well as together with women.

**DON'T** overlook the diversity of men and boys in the population.

**DO** gather evidence with men and boys (and not just women and girls).

**DON'T** overlook scale and sustainability for achieving impact.

# Feedback & decisions at expert consultation, May 2019

- Keep as 2-pager; don't add examples/case studies/steps
- Keep framing as Do's and Don'ts (rather than 'guiding principles', for example)
- Add more framing text in first paragraph
- Specific changes suggested to order and wording
- At end, include link to IGWG METF webpage, which will have links to more detailed male engagement resources

# Initial impressions from the field

“The sheet is brief, clear and serves as general guidance for proposal writing, program designing/planning including M&E...[it can be] useful for donors, UN organizations, INGOs, NGOs, private sector and government bodies.” (NGO based in Nepal)

“I believe the tool is really important especially for designing new activities... Also, it can be used as a checklist to make sure ongoing activities are properly engaging men and boys.”  
(USAID mission)

“The guidance is very relevant and useful for both advocacy work and for programming purposes.” (NGO based in Tanzania)

*Most common suggestion: add more instructions/steps or examples/case studies*

# Ways the tool could be used: feedback from the field

- Guidance during strategic planning processes
  - COPs
  - National/sub-national plans
  - Encouraging integration across sectors
- Intervention design
  - Selecting from existing evidence-based intervention activities
  - Designing new activities
  - Framing of messaging
- Checklist
  - Monitoring to ensure activities are appropriately and optimally engaging men and boys
- For designing research
  - Asking the right questions
- To improve framing of media coverage



## Sticky note activity



1. In what ways could the DOs & DON'Ts be useful in your own work?
2. How would you suggest the DOs and DON'Ts be disseminated to ensure maximum impact?