

# Interagency Gender Working Group Male Engagement Task Force

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## Positive Youth Development in Health Programming: How Does Engaging Boys and Young Men Fit In? A Technical Marketplace

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September 13, 2022



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# IGWG Male Engagement Task Force Co-Chairs

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# IGWG Male Engagement Task Force

The Male Engagement Task Force is an information, advocacy, and knowledge exchange network that:

- Explores how to better reach and include men and boys in health promotion
- Simultaneously taking into account issues of gender equality and addressing gender dynamics that act as barriers to health
- Focuses on several health areas: family planning and sexual and reproductive health (FP/SRH); maternal, newborn, and child health (MNCH); HIV/AIDS, and other infectious diseases (e.g., malaria, tuberculosis)
- Engages with both research and programming in order to improve outcomes across these health areas

# Resource Highlight

## The DO's and DON'Ts for Engaging Men and Boys

- Two-pager on important considerations for engaging men and boys in health promotion and gender equity
- Oft-used resource to guide decision-making about programs & policy
- Now available in English, French, Spanish, and Portuguese



<https://www.igwg.org/resources/dos-donts-for-engaging-men-boys/>

# Focus of Today's Webinar

- Highlight important developmental needs of / issues for adolescent boys and young men (ABYM)
- Share and discuss recent research and programmatic work around engaging boys/young men with strategies that reflect the field of 'positive youth development' (PYD)
- In particular, explore how gender transformative PYD activities can contribute to positive health outcomes in key areas (e.g., gender-based violence, reproductive health)

# Agenda and Speakers

<b>8:30–8:40 EDT</b>	<b>Welcome and Opening</b>	Julie Pulerwitz Breakthrough RESEARCH, Population Council
<b>8:40–9:02 EDT</b>	<b>Opening Remarks Q&amp;A</b>	Michael Reichert Amy Uccello, USAID
<b>9:02–9:35 EDT</b>	<b>Panel #1: Adolescent boys Q&amp;A</b>	Dominick Shattuck Breakthrough ACTION, Johns Hopkins Center for Communication Programs
<b>9:35–10:04 EDT</b>	<b>Panel #2: Young men Q&amp;A</b>	Myra Betron USAID MOMENTUM Country and Global Leadership, Jhpiego
<b>10:04–10:22 EDT</b>	<b>Breakout Groups</b>	Ann Gottert, Population Council
<b>10:22–10:27 EDT</b>	<b>Next issues for the METF?: Plenary</b>	Ann Gottert, Population Council
<b>10:27–10:30 EDT</b>	<b>Acknowledgements and Closing</b>	Julie Pulerwitz

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# Guest Speakers

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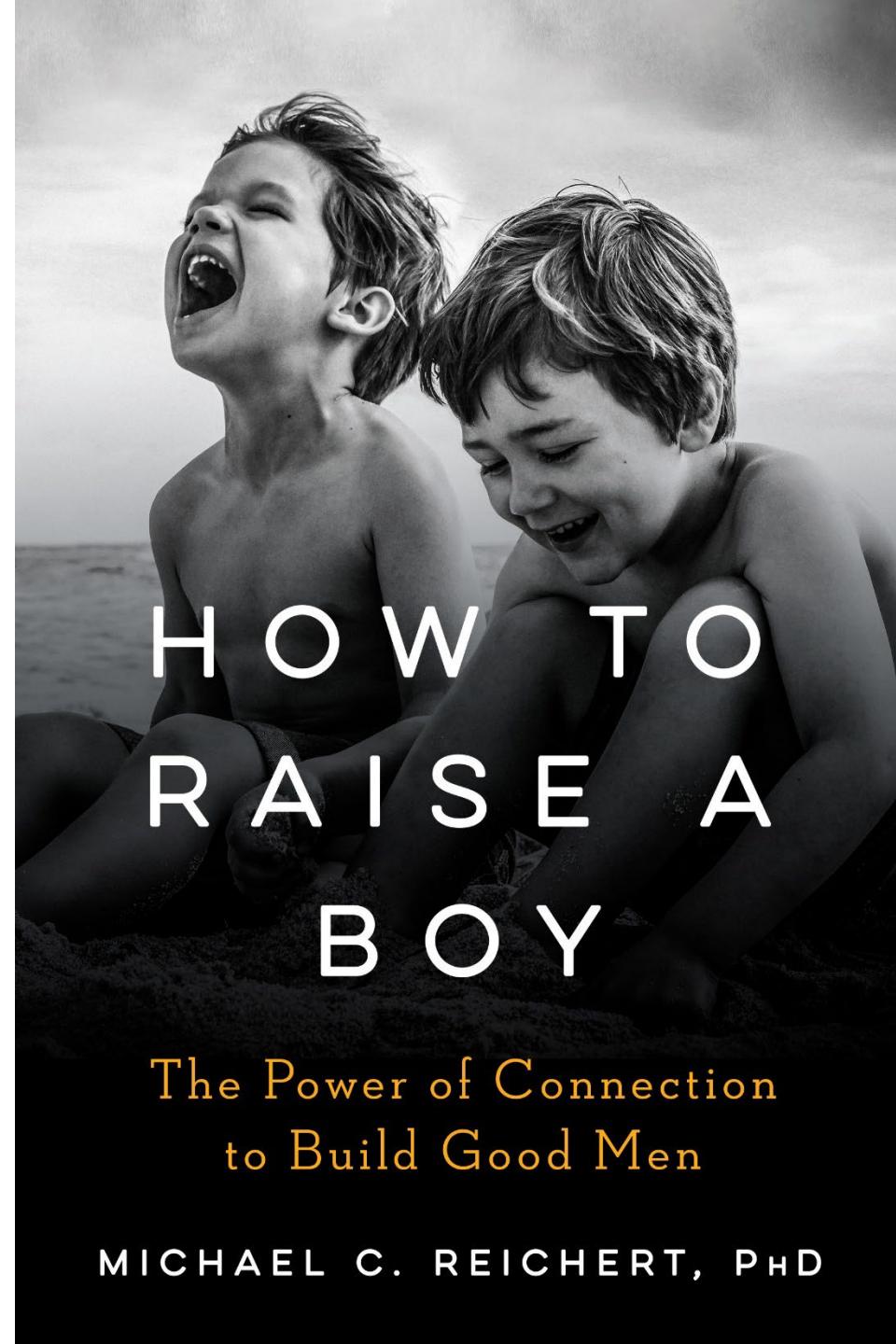


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# The Promise of Human Development in Boys' Lives

*Assets, Challenges, and Hopeful Trends*



## HOW TO RAISE A BOY

The Power of Connection  
to Build Good Men

MICHAEL C. REICHERT, PHD

# How a Boy Begins



# When a Boy Becomes a “Boy”

- Innate potential evident in relational capabilities: attentive, articulate, authentic and direct
- From presence to posturing by way of pretense
- “Cynical” and “sober,” less “exuberant,” and more “discontented”



# Fitted to a Mask

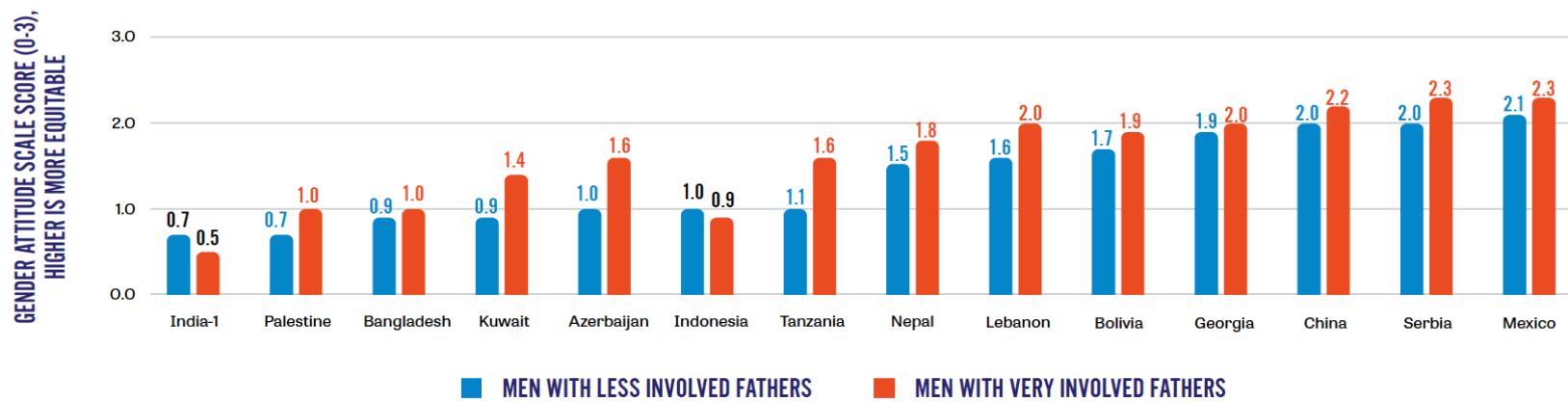
*“I am who I think  
others see me  
as.”*



# Cultural Variation

FIGURE 15

## PARENTAL INFLUENCES ON GENDERED ATTITUDES



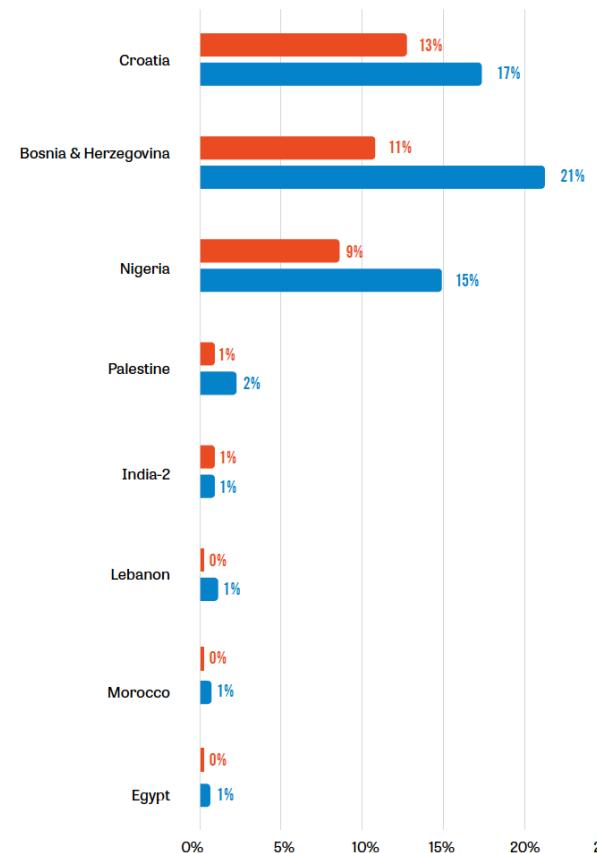
Males who grow up seeing gender equality practiced hold more equitable attitudes as adults

# Life in the Man Box

Men with more inequitable attitudes are also more likely to report feelings of depression.

■ MORE EQUITABLE THAN AVERAGE ■ MORE RESTRICTIVE THAN AVERAGE

SUICIDAL THOUGHTS WITHIN THE PAST MONTH



# Getting Boyhood Right



Relationship is the very *medium* through which successful teaching and learning is performed with boys.

Reichert & Hawley, *Reaching Boys, Teaching Boys*, 2011

# New Possibilities



Millennial and Gen Z men in the U.S. largely endorse fluidity in gender identity and are in full support of racial and gender equality.

# Broader Understanding of Strength

75% of Gen Z and Millennial males in Canada said that physical strength was important—but **87% said the same about emotional strength.**



## 21<sup>st</sup> Century Boyhood



“I would say that each of us has only one thing to gain from the feminist movement: our whole humanity.”

Gloria Steinem, 2015 International Conference on Masculinities

# Contact

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# Amy Uccello

Senior Youth and Reproductive Health Technical Advisor at  
USAID's Office of Population and Reproductive Health



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# Positive Youth Development in Health Programming

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How Does Engaging Boys and  
Young Men Fit In?

Amy Uccello, Senior Youth & Reproductive Health Technical Advisor USAID

**Why a PYD approach in  
gender transformative  
programming?**



# USAID Youth in Development Policy 2022-2030



USAID'S UPDATED YOUTH POLICY PRIORITIZES  
EVIDENCE-BASED POSITIVE YOUTH  
DEVELOPMENT APPROACHES TO ENHANCE OUR  
VISION OF YOUTH AS VITAL PARTNERS.



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**USAID'S UPDATED YOUTH  
POLICY PROMOTES  
INCLUSIVE AND  
INNOVATIVE  
DEVELOPMENT.**



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# Principles & Rights

## Guiding Principles

Voluntarism & informed choice

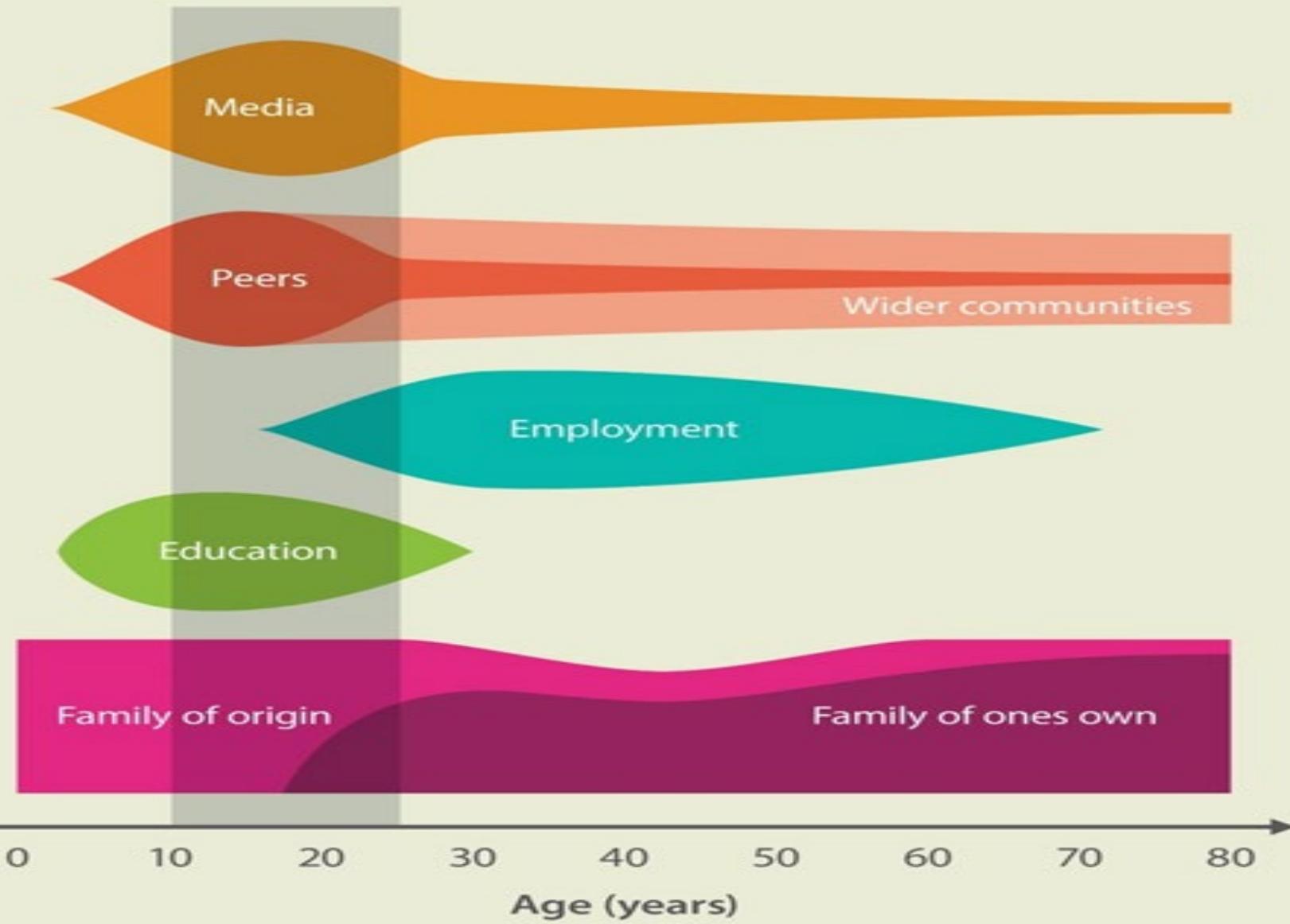
### Individuals should be able to:

- Meaningfully communicate and make decisions with partners, providers, and within their communities.
- Shape desired outcomes related to marriage, sex, and contraceptive use.
- Express childbearing desires to partners, providers, and others



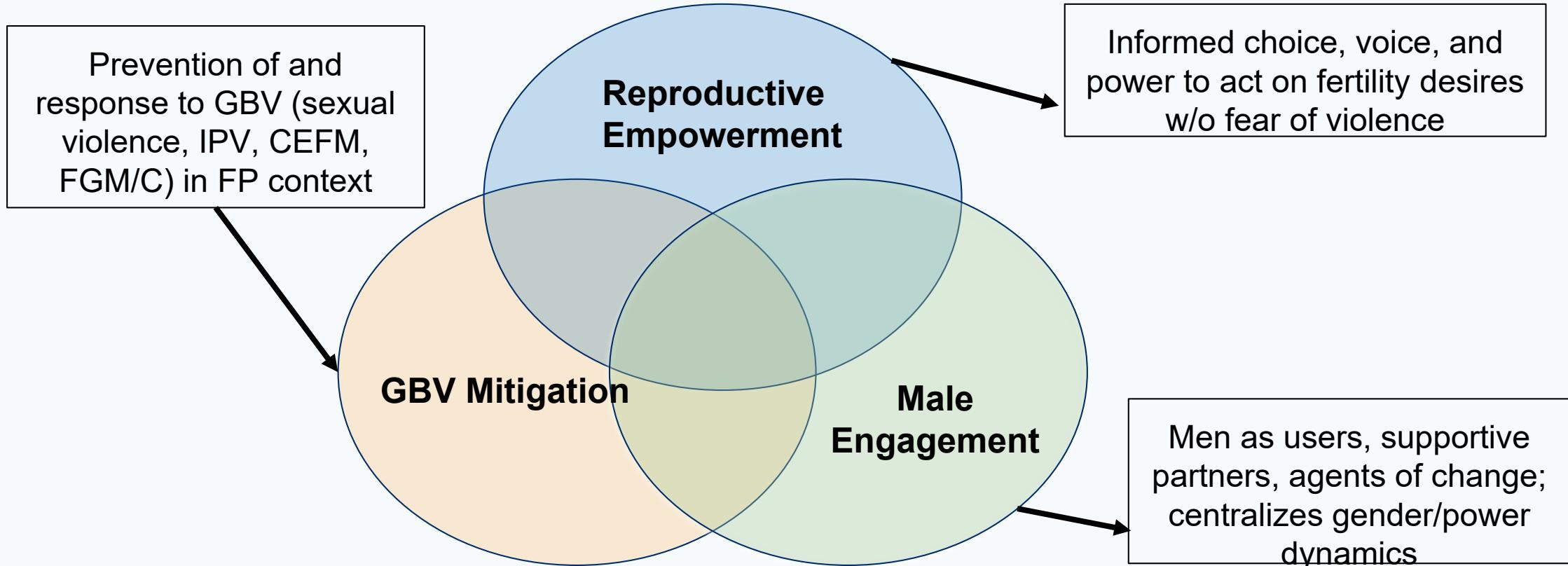
## Gender and PYD

**Programs that targeted activities to very young adolescent males and females to address unequal gender norms were the most effective in reducing gender inequality.**



## Shifting Social Context Across Adolescence

# PRH Gender Priorities for Improving FP Outcomes



Cross cutting: Capacity Strengthening, Measurement, and Communities of Practice

# USAID/PRH Youth Technical Priorities

## Meaningful Adolescent and Youth Engagement (MAYE)

Prioritizing youth as equal partners and strengthen capacity

## Intentional Youth Programming

Intentionally addressing ages and life stages of youth, highlighting positive life outcomes and gender norms

## Fostering an Enabling Environment

Promoting youth-responsive systems, raising youth voices, and building capacity of workforce/communities/civil society

## Adolescent- and Youth-Responsive Programming

Adapting policies, procedures, and programs across the entire health system to respond to the diverse needs and preferences of adolescents

## Reduce unmet need and unintended pregnancy in adolescents/ youth

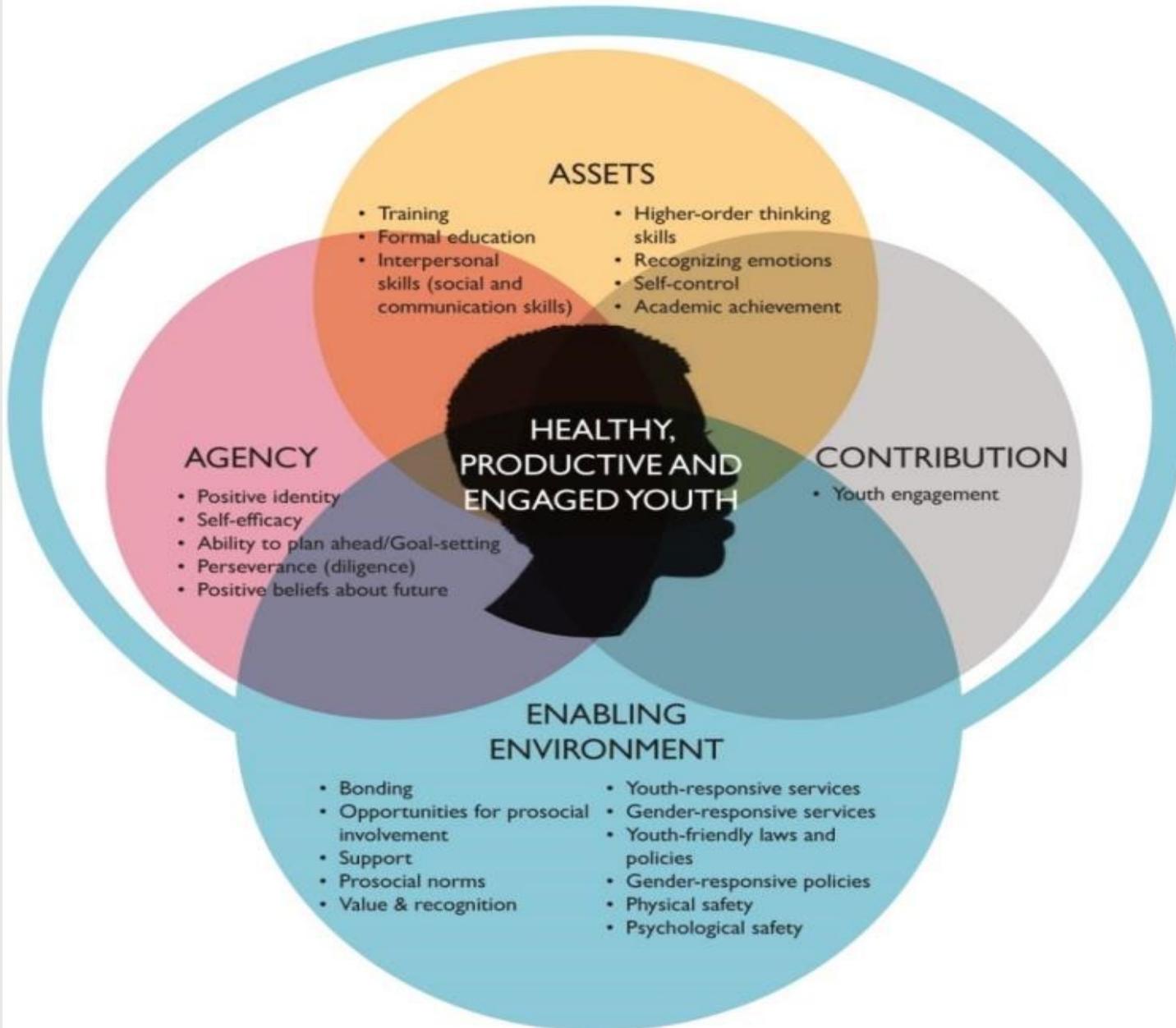
- Delayed first pregnancy to  $\geq$  age 18
- Birth-to-conception intervals of  $\geq$  24 months
- Increased gender-transformative programming

## Cross-Cutting Youth Efforts

- **Organizational capacity building** for global FP/RH youth-led/youth-serving organizations (YLOs/YSOs)
- **Measurement** of youth outcomes, using age-disaggregated data and involving youth in data collection, analysis, and reporting

# How to incorporate a PYD approach in gender transformative programming

# What is Positive Youth Development?



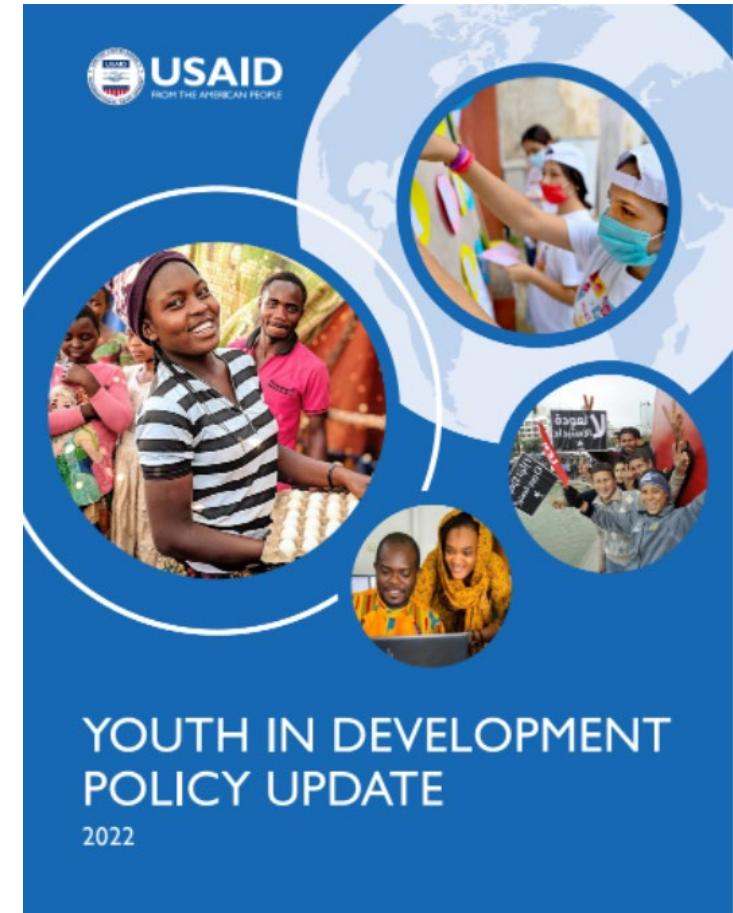
Positive Youth Development (PYD) programs recognize youth's inherent rights and result in youth who have **assets**, the ability to leverage those assets (**agency**), and the ability to **contribute** to positive change for themselves and their communities, surrounded by an **enabling environment** that supports them.

# Categories of Youth Projects

**YOUTH-FOCUSED:** An activity in which youth are the primary program participants.

**YOUTH-RELEVANT:** An activity that includes youth within its targeted participants or beneficiaries or has a youth-specific component.

**\*(NEW) YOUTH-LED:** An activity which has youth leadership guiding its implementation, management, and design.



PYD Domains	PYD Program Features
Assets	Skill building
Agency	
Contribution	Youth engagement and contribution
	Healthy relationships and bonding
	Belonging and membership
Enabling Environment	Positive norms, expectations, and perceptions
	Safe space
	Access to age appropriate and youth friendly services; integration among services

# Resources



## DOES YOUR PROGRAM REFLECT GENDER-TRANSFORMATIVE OR POSITIVE YOUTH DEVELOPMENT PRACTICES? A CHECKLIST

This checklist is intended for use by development practitioners who want to ensure their programs incorporate good practices for gender-transformative and positive youth development (PYD) programming. This list is not intended to be exhaustive, but rather illustrative. References are included for those who wish to learn more.

We adopted the USAID-funded Gender, Policy and Measurement Program definition of gender-transformative to anchor our work. Gender-transformative interventions recognizes gender norms

and inequalities, challenges and addresses them, and seeks solutions to overcome them by empowering women, men, girls, and boys, as well as sexual minorities such as transgender persons and men who have sex with other men (MSM). Drawing on the work of YouthPower Learning, we recognize PYD engages youth along with their families, communities and/or governments so that youth are empowered to reach their full potential. PYD approaches build skills, assets and competencies; foster healthy relationships; strengthen the environment; and transform systems.

- Meaningfully engage youth in community engagement and interpersonal communications in provocative dialogue about gender and norms.
- Establish clear terminology, provide culturally relevant and sensitive definitions of PYD and gender transformative programming.
- Find opportunities for youth-led initiatives in gender-transformative programming. Bring in community members, parents, teachers, and other supportive adults.
- Document and disseminate the achievements of PYD and gender transformative programs that ensure that young women and men, boys and girls are empowered, healthy, successful, and contributing to societal progress, including advancing gender equality.

# Resources



## Engaging Men and Boys in Family Planning: A Strategic Planning Guide

This document is intended to lead program managers, planners, and decision-makers through a strategic process to identify effective investments for engaging men in efforts to improve sexual and reproductive health. In this guide, male engagement refers to the involvement of men and boys in family planning programs across life stages, including addressing gender norms and gender equality.

This guide builds on reviews of male engagement strategies for family planning<sup>1-8</sup> and is informed by recognized experts in the field.<sup>9</sup> Throughout the steps below, programs should address the specific contexts and diverse needs of program beneficiaries. Examples within each step illustrate how to identify relevant gaps and issues and offer programming approaches to consider. *The first priority of any family planning program when considering partner engagement is to respect the client's preference of whether to engage her partner and to do so in equitable ways that protect and encourage women's autonomy.*

### Step 1: Define the behavioral aim of your initiative.

Men's sexual and reproductive health needs differ across life stages depending on whether they are adolescents, beginning to explore sexual relationships, sexually active, newly married, first-time parents, growing or spacing their families, or have completed family size. Throughout these life stages, men strive to fulfill roles and expectations while exhibiting behaviors that can facilitate or inhibit healthy



Step 1: Define the behavioral aim of your initiative.

ABYM as:

- contraceptive users
- supportive partners
- advocates

Step 2: Assess men's and boys' knowledge and attitudes related to reproduction and contraception.

Step 3: Assess how gender norms affect male engagement in family planning.

Thank You

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# Young Men

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# Partnering with boys & men in all their diversity for optimum sexual and reproductive health and rights (SRHR) outcomes in Ethiopia, Mozambique and Peru

## Agency and Assets



### Individual-level

- Adolescent boys mentored on healthy masculinities, SRHR, & rejecting violence, & harmful social & gender norms.
- Taught life skills for sustaining change.



### Community-level

- Boys & men organized as advocates for SRHR & gender equality.
- Cadre of traditional leaders created as change agents.
- Intergenerational dialogues promoted with parents/caregivers.



### Institutional-level

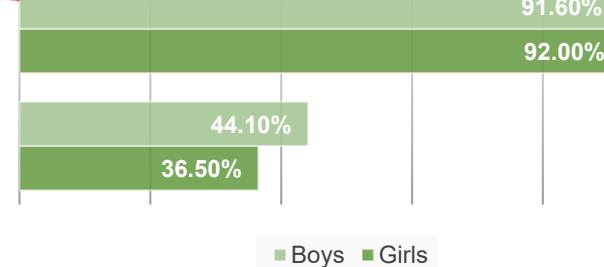
- Pathways strengthened for boys & men to influence health governance
- Youth-led organizations supported for enhanced government accountability.
- Healthcare providers trained on adolescent and gender responsive service delivery.

## Contribution

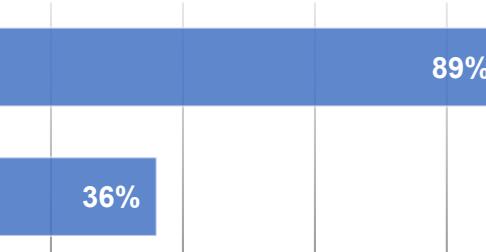
## Enabling environment



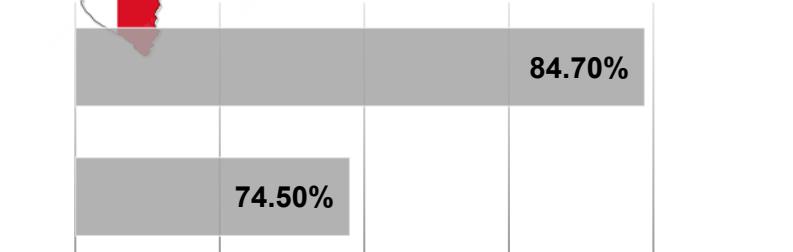
Shifts in SRHR decision-making power from baseline to midterm



Male partner support increased for girls'/women's SRHR from baseline to endline



SRH service satisfaction improved among boys/men from baseline to midterm



# Modalities for change: how youth are engaging boys and men in youth-led social accountability work to improve health outcomes

- YARO's youth-driven approach to social accountability in northern Ghana
  - Increasing assets & elevating contributions of young people via community score card methodology
  - Documenting impact of project on Positive Youth Development via collaborating, learning, and adapting tools
  - Activities are complemented with awareness-raising initiatives to enhance agency of youth
- YARO's engagement with boys & men
  - Improve enabling environment for all
  - Supporting SRH champions within activities, forums, and workshops
  - Pivoting programming to respond to concerns and issues raised by and/or in response to boys and men
- Seeing significant changes in project results and Positive Youth Development domains



YARO conducting Most Significant Change exercise in July 2022 with Ghana Health Service staff

# *Litfuba Ngelakho ('The Chance Is Yours'): An innovative approach to HIV prevention through engaging ABYM in Eswatini*

## Social Behaviour Change Communications Project

Innovative engagement of ABYM using traditional *Lisango* approach

- **Project Objectives:** To prevent HIV by addressing gender dynamics to instil positive masculinities
- **Project Aim:** To offer ABYM (15–29 years) a safe space through "KI Community Chapters" model
- **Location:** Rural and peri-urban communities of Eswatini (2012 to-date)



## Community Chapters

Places away from both home and school for ABYM to:

1. Access sexual reproductive health services and information (HTC, VMMC, counselling, family planning)
2. Acquire life skills through male mentoring sessions and youth friendly approaches
3. Referrals to partners for needed health and social services

## Mentoring Sessions

Comprehensive SBCC curriculum KI's "Men of Tomorrow" Manual (15 sessions over 3 months)

- ABYM mentored in groups based on pre-test KAP survey scores.
- Thematic areas are male health, gender, crime and gender-based violence and entrepreneurship
- ABYM mentored to interrogate harmful gender norms and be proactive agents of change in their health and well-being

## Behaviour Change

- Aggregate pre-tests (62%) and post-tests evaluations (91%) (n=225, 2022) showed great improvement in knowledge and attitudes on health and gender equality

*"KI encouraged us to know our HIV status and visit clinics; avoid sex without a condom"*

*"KI taught us to be responsible men in society, deal with anger without being violent" (1)*

- Recent consultation showed participants, parents, community leaders and community appreciation of *Litfuba Ngelakho* (2)

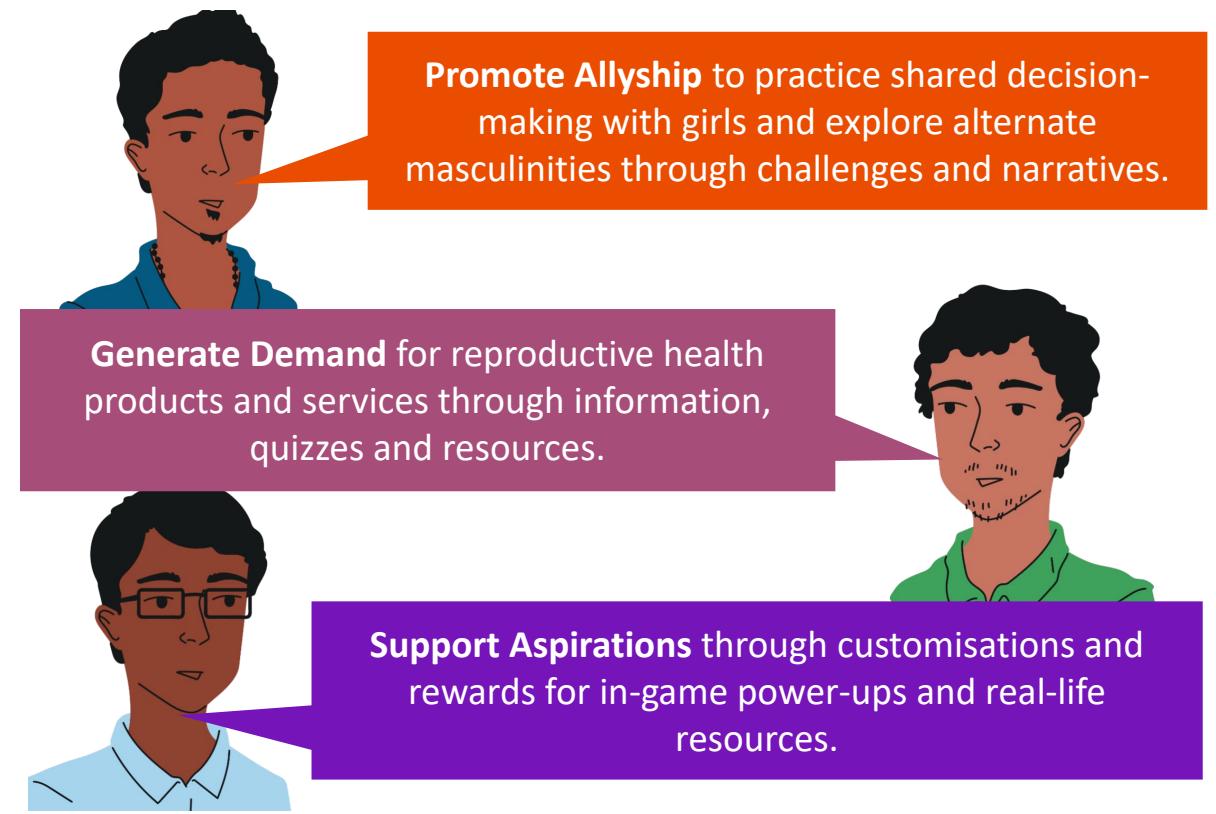


Our formative research, youth engagement and prototyping uncover boys' conflicts and needs.

 This informs our game objectives, and allow us to create a fun, relatable, immersive gender transformative space.

## Boys are expected to...      But they say that they...

1 ...be 'providers'	...want to chart their own path
2 ...'protect' women's honor	...want modern relationships
3 ...be strong, resolve conflicts	...lack supportive spaces
4 ...abstain from 'wrong things'	...feel attraction, curiosity
5 ...initiate intimacy	...feel unprepared, awkward
6 ...learn from sex ed in school	...learn from porn instead



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# Adolescent Boys

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# Engaging Boys in Menstrual Hygiene Management (MHM)



MASRESHA SORESA, Project Advisor, *Act With Her*

While many programs recognize the critical role of MHM in adolescent development, very few programs meaningfully engage boys in these efforts.

Act With Her is a girl-centered, **gender-synchronized Positive Youth Development** program with the goal of laying the health, education, economic, and social foundations that very young adolescent boys and girls (ages 10-14) need to thrive as they transition to adulthood.

MHM activities took place at individual, community, and systems levels and aimed to increase MHM among girls, reduce MHM stigma and school absences related to menstruation, and strengthen schools' abilities to support adolescents during menstruation. These activities included:

- **10 months of gender-transformative, mentor-led group sessions** which address a wide range of adolescent themes, including MHM and associated stigma
- Training >3,500 boys to create >5,000 reusable pads and underwear
- **Community discussions on gender norms**, including discussion of menstruation stigma
- The **construction of "MHM Corners"** (places where girls can wash and rest) in 113 primary schools in Amhara and SNNP regions of Ethiopia

Even in culturally conservative areas we saw an unexpected appetite for open dialogue and calls for change among adolescent boys, fathers, school directors and teachers, health workers, and community and religious leaders.

*"Previously, I didn't eat food with or sleep with my mother and sisters during menstruation. After I learned that menstruation is a natural gift I started sleeping and eating food together with them."*  
— Adolescent boy from AWH group

For more information, please visit <https://www.pathfinder.org/projects/act-with-her/> or email [msoresa@pathfinder.org](mailto:msoresa@pathfinder.org)



**PATHFINDER**

Midterm findings from external RCT by the GAGE consortium show **positive preliminary impacts related to MHM**:

- "AWH-E had **significant quantitative impacts on knowledge among boys** in East Hararghe... boys in AWH-E communities were 11.6 percentage points (20.6%) more likely to know that menarche means a girl can get pregnant."
- "Adolescent girls in AWH-E communities were **significantly more likely to report talking to their mothers about menstruation** (22 percentage points over a base of 14.5%, p < 0.001)"

<https://www.gage.odi.org/>

**Engaging boys in gender-transformative MHM activities has the potential to amplify positive outcomes for adolescent boys and girls. Improved MHM knowledge and reduced MHM stigma set the stage for improved educational and SRHR outcomes for all adolescents.**



# Sibling Support for Adolescent Girls in Emergencies (SSAGE):

Preliminary findings from a brother-sister centered, family-based model to address violence against adolescent girls in humanitarian settings

## Introduction

**Violence is learned, internalized, and normalized within families:**

- Women and girls are most likely to experience violence from **someone they know**.
- Adolescent boys who witness violence at home are **more likely to perpetrate it**.

## SSAGE program

- **Aim:** Reduce violence against adolescent girls in humanitarian settings through a 12-week gender-focused life skills intervention that is delivered simultaneously to girls, male and female caregivers, and male siblings.
  - The curricula covers topics like **healthy relationships, communication, violence, gender, and power** is contextualized using human-centered design processes.
- Piloted in Borno, **Nigeria** and then contextualized and expanded to refugee camps in **Jordan** and refugee and nearby host communities in **Niger**.

*“Before the program, I didn't talk to anyone at home, my sisters and brothers were afraid of me, I hit them, we didn't talk about anything, but after my participation, now I stay at home to talk with my brothers and sisters, to advise them....”*  
—Male sibling in Niger

## SSAGE evaluative research

**Methodology:** Mixed-methods with **1,802 individuals** in the four cohorts.



**Successes:** Across settings, qualitative findings suggest **decreased acceptance and perpetration of violence, improved communication and trust, and greater mutual support**.

In Jordan, quantitative findings revealed some **improvements in mental distress, resilience, gender equitable attitudes and family functioning** among the full panel.

**Unintentional effect:** Some male siblings and caregivers responded to their heightened awareness of women's and girls' risks by imposing **increased control and authority** as a means of protection.

- [The SSAGE implementation toolkit](#) provides some guidance and strategies for addressing and mitigating this effect.

**Key takeaway:** In humanitarian settings, **interventions that support more gender-aware, egalitarian, and prosocial relationships between brother-sister siblings can work towards preventing violence against girls**.

# ENGAGING ADOLESCENT BOYS TO PROMOTE REPRODUCTIVE HEALTH AND PREVENT GENDER-BASED VIOLENCE: THE SKILLZ GUYZ APPROACH

## Background: About YEDI & The GRASSROOTSOCCER (GRS) SKILLZ Program

- Youth Development and Empowerment Initiative (YEDI) is an adolescent health organisation; works to educate, empower, and inspire youth and community development in Nigeria
- YEDI partners with GRASSROOTSOCCER to implement the SKILLZ program which aims to build young people's asset, promote adherence to healthy, ethical behaviours/ beliefs, using age-appropriate curriculum-based interventions



## The SKILLZ Guyz: House of Ginger

- The SKILLZ Guys is one of 4 curriculum-based interventions
- Targets boys 13-19 years; 14,770 SKILLZ Guyz trained since 2011
- The curriculum equips participants with knowledge and skills to make better choices as they journey to adulthood (both in and out of school)
- Practices are delivered by trained coaches (18 – 29 years)



## Findings

- Increase in gender equitable attitudes (53.8 – 62.8) – Asset
- Increase in HIV, Pregnancy, and Contraceptive knowledge – Asset
- A reduction in psychological violence against female partner (75.2 – 59.7)
- A reduction in physical violence against female partner (68.2 – 43.4)
- Improvement in self-esteem (11.6 – 12.8) – Agency
- Improvement in self efficacy (4.2 – 5.2) – Agency
- Safe space and youth-friendly services fosters bonding, trust, and supports beneficiaries' participation – Enabling environment



## Conclusion, Recommendations

- Study results show that the program is effective with both in and out of school (OS) participants; with slightly larger gains in the OS group.
- Program scalable, beneficiaries involved in design, M&E



# Breakout Group Questions

- What examples of Positive Youth Development (PYD) principles/approaches stood out to you in today's presentations?
- How do you see PYD principles/approaches applying in your own work?
- In what ways can PYD approaches be incorporated moving forward in male engagement programs and research?

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# WhiteBoard

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# Closing Remarks

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# How to Access Content

Links to the **recording** of the webinar, the **slide deck**, and an **overview of each project** will be made available on the **IGWG website and shared** with those that registered.

<https://www.igwg.org/>

The screenshot shows the homepage of the Interagency Gender Working Group (IGWG) website. At the top, there is a navigation bar with links for JOIN THE IGWG, NEWS & UPDATES, and a search bar. Below the navigation is a large photograph of a woman smiling while holding two young children. To the right of the photo, a text box states: "The Interagency Gender Working Group promotes gender equity in order to improve global health and foster sustainable development." Below the photo, there are two main sections: "NEWS & UPDATES" and "UPCOMING IGWG EVENT". The "NEWS & UPDATES" section features a card for a webinar titled "Mental Health Wellness in GBV Prevention and Response: Promoting Self-Care and Resiliency for Health Providers" held on August 6, 2021. The "UPCOMING IGWG EVENT" section features a card for a webinar titled "Men and Boys' Mental Health: Emerging Evidence and Innovative Approaches" held on June 22, 2021. Both cards include a "Read More" link. At the bottom right, there is a "View All Events" link.

# Become a Member of the METF Online Community!

Looking for **RESOURCES** on engaging men and boys in your work?

Would you like to **NETWORK** with others who are working with men and boys?

Do you have an event to **SHARE** with others related to men and boys?

## JOIN US!

<https://www.igwg.org/priority-areas/male-engagement/male-engagement-task-force/>



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# Thank you!

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