IGWG Male Engagement Task Force Co-Chairs

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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)
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<td>8:30–8:40 EDT</td>
<td>Welcome and Opening</td>
<td>Julie Pulerwitz</td>
<td>Breakthrough RESEARCH, Population Council</td>
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<td>8:40–9:02 EDT</td>
<td>Opening Remarks Q&amp;A</td>
<td>Michael Reichert Amy Uccello</td>
<td>USAID</td>
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<td>9:02–9:35 EDT</td>
<td>Panel #1: Adolescent boys Q&amp;A</td>
<td>Dominick Shattuck</td>
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<td>9:35–10:04 EDT</td>
<td>Panel #2: Young men Q&amp;A</td>
<td>Myra Betron</td>
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<td>Ann Gottert</td>
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<td>10:27–10:30 EDT</td>
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<td>Julie Pulerwitz</td>
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Guest Speakers
The Promise of Human Development in Boys’ Lives

Assets, Challenges, and Hopeful Trends
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”
“I am who I think others see me as.”
Cultural Variation

Males who grow up seeing gender equality practiced hold more equitable attitudes as adults.
Men with more inequitable attitudes are also more likely to report feelings of depression.
Relationship is the very *medium* through which successful teaching and learning is performed with boys.

Reichert & Hawley, *Reaching Boys, Teaching Boys*, 2011
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.
75% of Gen Z and Millennial males in Canada said that physical strength was important—but **87% said the same about emotional strength.**
“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
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Amy Uccello
Senior Youth and Reproductive Health Technical Advisor at USAID's Office of Population and Reproductive Health
Positive Youth Development in Health Programming

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’S UPDATED YOUTH POLICY PRIORITIZES EVIDENCE-BASED POSITIVE YOUTH DEVELOPMENT APPROACHES TO ENHANCE OUR VISION OF YOUTH AS VITAL PARTNERS.
USAID’S UPDATED YOUTH POLICY PROMOTES INCLUSIVE AND INNOVATIVE DEVELOPMENT.
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

- Media
- Peers
- Employment
- Education
- Family of origin
- Family of ones own
- Wider communities

Age (years): 0, 10, 20, 30, 40, 50, 60, 70, 80
PRH Gender Priorities for Improving FP Outcomes

Reproductive Empowerment

- Informed choice, voice, and power to act on fertility desires w/o fear of violence

Male Engagement

- Men as users, supportive partners, agents of change; centralizes gender/power dynamics

GBV Mitigation

- Prevention of and response to GBV (sexual violence, IPV, CEFM, FGM/C) in FP context

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 ≥ age 18
- Birth-to-conception intervals of ≥ 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
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.

http://www.youthpower.org/positive-youth-development
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.
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<th>PYD Domains</th>
<th>PYD Program Features</th>
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<td><strong>Assets</strong></td>
<td>Skill building</td>
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<td><strong>Agency</strong></td>
<td>Youth engagement and contribution</td>
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<td><strong>Contribution</strong></td>
<td>Healthy relationships and bonding</td>
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<td>Belonging and membership</td>
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<td><strong>Enabling Environment</strong></td>
<td>Positive norms, expectations, and perceptions</td>
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<td>Safe space</td>
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<td>Access to age appropriate and youth friendly services; integration among services</td>
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Resources

- 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

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

**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.

**Shifts in SRHR decision-making power from baseline to midterm**
- Boys: 44.10% to 91.60%
- Girls: 36.50% to 92.00%

**Male partner support increased for girls'/women's SRHR from baseline to endline**
- Boys: 36%
- Girls: 89%

**SRH service satisfaction improved among boys/men from baseline to midterm**
- Boys: 74.50%
- Girls: 84.70%
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

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

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

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Authors: Dr Mary Mhazo, Gift Dlamini, Tom Churchyard, Sibusisiwe Gamedze
A Digital Game that Enables Boys and Young men to Unlock the Power of Choice, Roleplay Equitable Relationships, Improve SRH Knowledge and Access Resources.

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

Boys are expected to...
1. ...be ‘providers’
2. ...‘protect’ women’s honor
3. ...be strong, resolve conflicts
4. ...abstain from ‘wrong things’
5. ...initiate intimacy
6. ...learn from sex ed in school

But they say that they...
1. ...want to chart their own path
2. ...want modern relationships
3. ...lack supportive spaces
4. ...feel attraction, curiosity
5. ...feel unprepared, awkward
6. ...learn from porn instead

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

Generate Demand for reproductive health products and services through information, quizzes and resources.

Promote Allyship to practice shared decision-making with girls and explore alternate masculinities through challenges and narratives.

Support Aspirations through customisations and rewards for in-game power-ups and real-life resources.
Adolescent Boys
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.

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)"

For more information, please visit https://www.pathfinder.org/projects/act-with-her/ or email msoresa@pathfinder.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.
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

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.

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?
Closing Remarks
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/
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!**

Thank you!