

# ENGAGING MEN ON GENDER EQUALITY:

Learning from Concern's Programming and Practice



*Chibala and Catherine, participants of Zambia's Promoting Women's Empowerment as a Pathway to Improved Household Nutrition project*  
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**KEY WORDS:** Empowerment, Gender Equality, Masculinities, Community Dialogues

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## PURPOSE

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This document provides a summary of Concern's approach, experiences, results and learning to date in terms of engaging men on gender equality and aims to contribute to the evidence base of what is effective in this field. It is primarily aimed at Concern programmes, partner organisations and practitioners wanting to deepen their knowledge of the rationale for and approach with which to engage men for gender equality.

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## INTRODUCTION

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The Chinese proverb 'Women hold up half the sky' conjures up a compelling image of women's resilience and strength in holding their lives together and providing a future for their families. The sky, however is heavy in a world where girls are not given the opportunity of an education, where women are marginalised and discriminated against and do not have the same access to resources, services or economic opportunities. Inequality is central to Concern's understanding of how to address extreme poverty<sup>1</sup>, and gender inequality is particularly important as it interacts with and deepens other forms of inequality.

In order to address gender inequality and the shortcomings that women and girls face, many initiatives in the Global South have focused on women and girls, and with good reason; research from numerous settings confirms that men on aggregate contribute a lower percentage of their income to the household and to children than women (Bruce et al., 1995); Wyss, 1995). However, increasingly authors have argued that the focus on women or the "feminisation" of anti-poverty programmes has had limited results for alleviating women's gendered obligations and burdens in coping with poverty, and has in some cases further economically marginalised them (Chant, 2007). It is particularly pertinent that many women's economic empowerment interventions find that household decision-making continues to be dominated by men, with such interventions inadvertently reinforcing norms that women are caregivers and invested in their families while men are assumed negligent. Control over material resources, as well as simply access to these, can lead to women having an enhanced ability to act and choose (Kabeer, 2009).

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## RATIONALE

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High levels of gender inequality around the globe means that women benefit less than men from, and have lower participation rates in, the economy, education, politics, health, access to justice and almost all areas of human development. Violence against women and girls is also a manifestation of gender inequality and the power of patriarchy and has many forms including physical, psychological, sexual and economic along with institutional violence (UN, 1993). Such inequity is partly rooted in patriarchal beliefs and practices that promote the dominance of men – and subordination of women. It presents a series of social expectations that dictate the qualities, behaviours, characteristics, needs, and roles for men vis-à-vis women and people who contradict expectations are often criticised and even penalised (Olukayode, 2013).

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<sup>1</sup> Concern uses a unique model to describe Extreme Poverty that focuses on the poor's assets, as well as their returns on these assets and the causes, maintainers and obstacles to people moving out of extreme poverty, in particular Inequality and Risk and Vulnerability.

The inequitable ideas that underpin what it means to be a man and a woman in many societies don't just affect women, but have consequences for men, their relationships with women and their families. Research consistently shows that men's behaviour – whether it is related to physical violence (in and outside the home), domestic work, caregiving, health-seeking behaviours, contraceptive use and HIV and STI prevention among others – tends to be influenced by their conformity with rigid and/or inequitable social norms traditionally tied to masculinity (Kaufman, 1993; Barker & Ricardo, 2005).

A major challenge facing the global community is to dismantle inequitable social expectations of women and men as well as the injustices that result from them. Understanding men's attitudes, their behaviours towards family, relationships and community life, as well as the underlying factors that prompt and support their dominance over women and girls is crucial in bringing about this change.

Notions of masculinity must also be understood in relation to how women are viewed and treated by men and how women view and treat men and boys so we can encourage gender equitable masculinities and dismantle gender inequality barriers to accessing opportunities.

Many development experts now argue that poverty alleviation efforts should be re-examined for ways in which men and women can be engaged in such programmes recognising the gender-specific needs and realities of each (Barker & Schulte, 2010).

A growing body of evidence has affirmed both the importance of engaging men in gender equality as well as the impact of programmes that target men in gender-specific and gender-transformative ways (Barker 2012). A number of programme experiences with men and boys worldwide have confirmed that well-designed group education, counselling and health promotion activities carried out by community-based NGOs, in health clinics, in the school setting and via community outreach and mass media can influence men's attitudes and behaviours in gender-equitable ways.

**Violence which will be experienced by one in three women in their lifetime; either physical and/or sexual intimate partner violence or non-partner sexual violence will seriously impact on her health, well-being and future life chances for her and her family. Violence against women and girls is a manifestation of gender inequality and the abuse of power, rooted in patriarchal beliefs and practices that promote the domination of men and subordination of women (WHO, 2013).**



## Men have a lot to gain

Due to dominant rhetoric about manhood, many men suffer from socially constructed gender stereotypes. An increasing body of research and programming is affirming that boys and men feel pressure to live up to social norms of what 'real men' should be and experience stress if they are not able to live up to this role. Numerous studies have found that the degree to which men believe in rigid norms about what it means to be men is directly related to their unsafe sexual behaviour, use of violence, alcohol abuse and limited participation in childcare (Barker & Pawlak, 2011). Such norms and stereotypes put pressure on them to be 'tough' and to be the 'breadwinner', resulting in conditions of labour that are often harsh and that may involve injury, violence, crime, and imprisonment and high-risk sexual behaviour which jeopardises their partners' and their own well-being (Peacock and Barker, 2014; Ricardo, 2014). Men are victims of many forms of personal and institutional violence, primarily at the hands of other men, and have a great deal to gain from moving towards gender equality which is an important step towards reducing violence.

Men also miss a whole range of emotions and experiences that are immensely rewarding and socially valued due to gender stereotyping. For example, in most cultures men are not expected to play a significant role in caring for children and sick parents, to show affection or to express their vulnerabilities in distress. Societal pressure to uphold stereotyped notions of masculinity means men must often suppress this aspect of their persona. Of course, moving toward gender equality does not mean loss of masculinity. *It does mean that men as a group will be able to share and be part of a broader, healthier, safer, and richer cultural experience.*

It is important to identify positive behaviours that men already engage in and to find men in their settings who already show the desired behaviours (for instance, men already doing care work) to demonstrate how men themselves benefit from gender equality and who accept a non-violent and more equitable version of what it means to be men. Specifically, this evidence base shows that men and boys can and do change attitudes and behaviour related to sexual and reproductive behaviour, maternal, new born and child health; their interaction with their children; their use of violence against women; questioning violence with other men; and their health-seeking behaviour as a result of well-designed programme interventions (WHO, 2007).

## **Society Benefits**

The formation of dominant and violent military masculinities in conflict zones around the world creates extreme forms of gender oppression. The active involvement of men and boys in promoting gender equality is a critical resource in peace-building, peacekeeping and social reconstruction. Men's violence against women in times of peace as well as war, produces staggering economic, health and social costs that detrimentally affect economic performance and efficiency (True, 2012; WHO, 2013). Although there could be short-term struggles for men to share power, men and women both win in the long term if society is gender equal.

Achieving gender equality requires systemic changes in policy and modes of social interactions at all levels of society including home, work place, school, public services, community leadership, government and media. Men continue to occupy positions of power and privilege in patriarchal social systems, and without their active involvement, a gender equitable society will neither be achievable nor sustainable. When men take an active role in promoting gender equality the entire society benefits. Education is a particularly important area where men can have an impact on disparity. World Bank figures, for example, indicate that an increase of one percentage point in the share of women with secondary education can translate into a 0.3 per cent gain in per capita income (Heller, 2003).

**The fundamental question has shifted from  
why we should work with men and boys, to how  
we work with men and boys**

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## CONCERN'S JOURNEY

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Against the background of these discussions on the importance of engaging men on issues of gender equality, Concern began its journey by contracting Promundo US to carry out a piece of desk research on, 'Theories and Promising Practices on Engaging Men and Boys in Gender Equality' (Barker and Kato, 2012). The purpose of the research was two fold in terms of 1) Analysing how existing literature and practice on men and masculinities might inform Concern Worldwide's programming, and 2) Probing how Concern Worldwide views such issues and identify strategies for Concern to engage men in gender-informed ways.

### Desk Research

The report, available on Concern's website<sup>2</sup> highlighted how a number of programme experiences across a range of sectors working with men and boys confirmed that well-designed group education, counselling and health promotion activities carried out by community-based NGOs, in health clinics, in the school setting and via community outreach and mass media can influence men's attitudes and behaviours in gender-equitable ways. Specifically, the evidence base shows that men and boys can and do change attitudes and behaviour related to sex; reproductive, maternal, newborn and child health; interaction with their children; use of violence against women; questioning violence with other men; and their own health-seeking practices as a result of well-designed programme interventions (WHO, 2007).

### Start with our own staff

Individual interviews with key Concern Worldwide staff at that time revealed that they were diverse both in skill set and in professional backgrounds. Many of the interviewed staff wanted **clear guidance and strategies** to meet programmatic goals to engage men and boys in Concern's gender equality programming and **clear communication** from Concern's management bodies that engaging men and boys is a priority within the entire organisation. This organisational priority was later incorporated into the organisational equality strategy that followed and included a recognition of the importance of engaging men to transform unequal power relations between men and women, boys and girls, which is crucial when challenging the underlying structures that perpetuate gender inequality (Concern Equality Strategy).<sup>3</sup> Most staff requested intensive gender training to feel prepared to implement programmes engaging men and boys and this is a key learning from the experience: it is critical to invest in our own staff first, and invest in the time and space for staff to reflect on their own attitudes and life experiences. The transformation needs to start at this level before ever engaging with the wider community if our own staff are to be the change makers and inspiration for change to take place.

Some staff from Sierra Leone reflect after a series of training:

 ***'This training has me a changed person in terms of resolving conflict in my home and in the homes of my extended families'*** - male staff, West Africa

 ***'I used to be very dictatorial in my home but with this training, I now listen to the views of my partner'*** - male staff, West Africa

 ***'I had never cooked in my life but with this training, I have decided to start cooking so what I get married, I can help my wife in the kitchen'*** - male staff West Africa

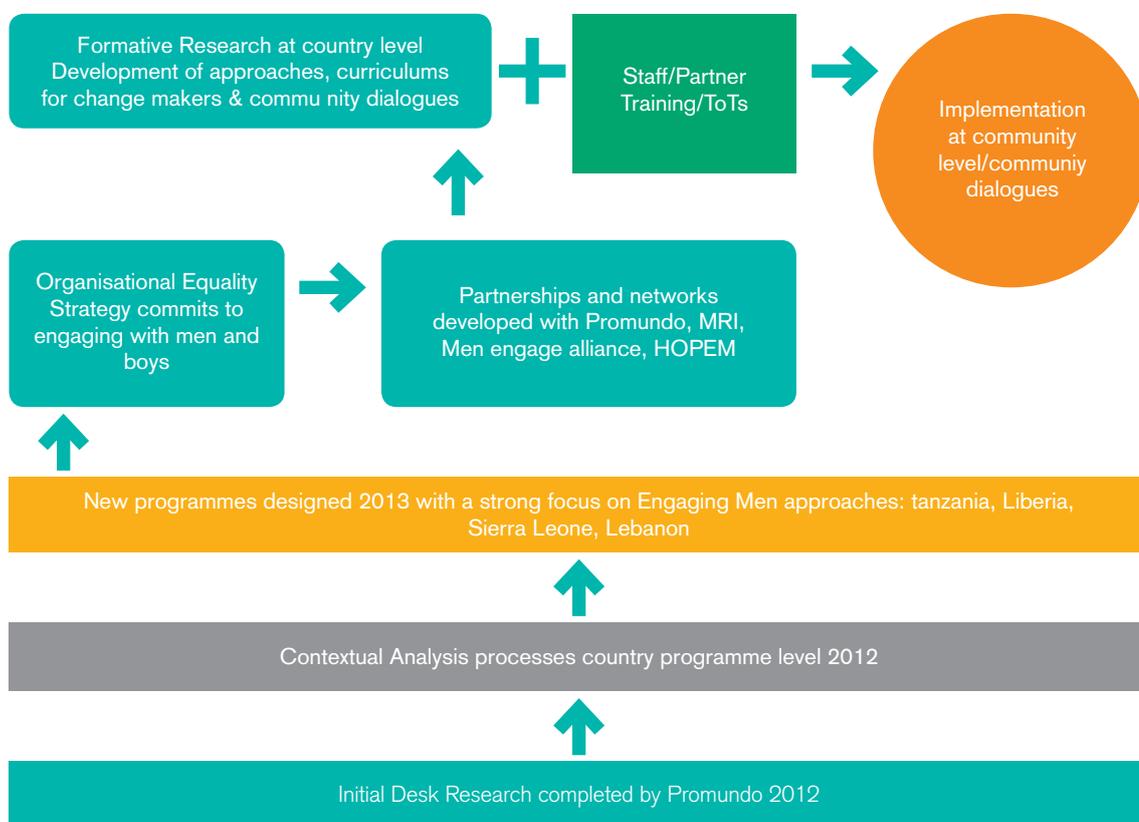
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<sup>2</sup> <https://www.concern.net/insights/theories-and-promising-practices-engaging-men-and-boys-gender-equality>

<sup>3</sup> Concern Worldwide Equality Strategy 2018-21, <https://www.concern.net/insights>

## Country programmes engaging men

Since 2012, Concern has increased its work with men as allies for gender equality. This work has been integrated into a range of programmes including women's economic empowerment, livelihoods, prevention of gender-based violence, safe school models and health and nutrition programmes. These programmes have the goal of changing social and gender norms regarding men's attitudes and behaviours towards masculinity, gender equality and violence against women. For many decades, Concern has engaged men as key stakeholders and gatekeepers in the community. Now we are increasingly involving men as allies to promote gender equality and creating spaces to explore the effects that patriarchy has on their own lives and opportunities but also how it affects the lives of their families. Key questions are reflected upon and discussed regarding what it means to be a man in a specific context and the expectations that are placed on them by wider society and how these can cause harm to those around them and themselves.



**FIGURE 1:** Stages of Concern's development of approach to Engaging Men

Concern's work with men to challenge the power imbalances that limit rights for women has in many ways expanded from an initial pilot in Liberia to programmes in Sierra Leone, Rwanda, Tanzania, Mozambique, Zambia, Malawi and Uganda. Since 2017 we have taken a more structured approach and have expanded our work in Niger, DRC, Haiti, Bangladesh, Afghanistan, Burundi, Central Africa Republic, Chad and Sudan.

## TANZANIA

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The **Tanzania** Women's Social and Economic Rights programme (WSER) was one of the first country programmes that offered Concern an opportunity to develop approaches to engage men as allies in women's empowerment<sup>4</sup>. The rationale emerged from an evaluation of a previous livelihoods programme where women stated that:



“ *The greatest barriers we face to improving our lives are our husbands*’.

“ *I know my rights, but they don't apply in my home. When I come home I leave my rights at the door*’.

The WSER programme expected to improve women's economic assets and their returns on these assets. It also aimed to improve Local Government Authorities (LGAs) and private sector's capacity and willingness to address gender equality issues. As the programme aimed to increase women's access to resources, it also needed to ensure that women had some level of control over and decision-making power regarding how these resources are used. This aspect was the innovative and critical element of the programme and focused on creating spaces for men and women to reflect on gender relations, roles, access, decision-making, violence and conflict resolution. It addressed men's views of gender roles within the household and challenged rigid gender norms and masculinities.

## SIERRA LEONE

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**Sierra Leone** is a highly patriarchal society with institutionalised gender inequalities that are further exacerbated by discriminatory customs and practices. By prioritising engagement with both men and women including national and community leaders who are in a position to influence attitudes towards GBV and sexual violence, Concern implemented the “Engaging Men to Contribute to Safer Communities in Tonkolili District” Project. Over time, we believed the project could make a positive impact on levels of sexual violence experienced by women and girls and ensure safer and happier communities.



The project worked with civil society to engage men in Tonkolili District in critical reflections about rigid norms related to manhood. This included educational activities, social marketing campaigns, promotion of role models and key change agents within the community for both men and women, Community Conversations<sup>5</sup> and engagement with existing male social groups/structures. The approach was complemented by numerous radio shows, panel discussions and poster campaigns to expand coverage of the issues within the wider community and society.

Currently, Sierra Leone is integrating this approach into an education programme, called the Safe Learning Model. The intervention is designed to investigate whether literacy outcomes improve when children, school management and teachers have participated in a gender transformative programme aiming to prevent and respond to school-related GBV. Couples from the same communities also participate in 12 weekly sessions reflecting on gender norms and roles, power dynamics and violence. Concern has partnered with University College Dublin School of Education, to undertake rigorous research on the impact of the intervention and the final results of the longitudinal randomised controlled trial will be available in 2021.

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<sup>4</sup> More information about WSER programme is available on Concern's website <https://www.concern.net/resources/engaging-men-gender-equality-promising-practices>

<sup>5</sup> Community Conversations is an approach used by Concern Worldwide to achieve sustainable community-driven behaviour change. It involves facilitating communities to analyse (in)equality and other socio-cultural issues associated with community development. It has been used in countries such as Kenya and Ethiopia and was introduced in Sierra Leone in 2012.

## LEBANON

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**In Lebanon**, the Syrian civil war and the resulting displacement disproportionately burden women and children facing increased risks of multiple forms of violence, including forced and early marriage, GBV and sexual violence. To address these protection concerns Concern's programme in Lebanon targeted Syrian refugees and Lebanese families in the vulnerable host communities to improve their coping mechanisms, reduce conflict and GBV and promote gender equality.



The programme engaged men in Akkar, Northern Lebanon, in a 12-week training course using activities and exercises to understand gender roles and gender relations, cycles of violence and the root-causes of GBV. The aim of the course was to train the men in alternative pro-social coping strategies such as non-violent communication and conflict resolution, encourage more equitable roles in the family and the community, and promote their roles as caregivers and agents of change<sup>6</sup>.

## MOZAMBIQUE

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Concern has incorporated an 'engaging men' approach into other programmes to address issues such as acute malnutrition and poor health. Women are often disproportionately affected by hunger and malnutrition and research has shown that addressing gender inequality, women's social status and men's control over household finances are important to improve nutrition outcomes for women and children (Verhart et al. 2012). These changes are difficult to achieve without also addressing the underlying culturally embedded gender dynamics. Concern programmes aim to shift norms and gender roles and engage men as fathers and key influencers in nutritional behaviour change.



**In Mozambique**, Concern's 'Engaging Men in Gender Transformation to Improve Mother-Child Nutrition' pilot project<sup>7</sup> targeted rural women and engaged their spouses to work collaboratively and to promote men's roles as equitable partners and responsive fathers and caregivers. 'Dialogues clubs' and a 14 week long gender-transformative engaging men curriculum were developed by Promundo<sup>8</sup> encouraging participants to participate in drama, role-play and debates to discuss and challenge gender norms and structural inequalities such as unequal distribution of labour and decision-making within the household, violence against women and child marriage. Each session focused on a specific topic and was facilitated by a trained dialogue club facilitator. A key aspect of the approach was to challenge gender norms and increase men's understanding of how gender inequality negatively affects them and their families.

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<sup>6</sup> Article on "Engaging Men" to reduce GBV in Lebanon and Turkey" is available in March 2016 edition of Concern's Knowledge Matters, accessible on: <https://www.concern.net/insights/knowledge-matters-journey-towards-addressing-gender-inequality>

<sup>7</sup> More information about the project in Mozambique is available on Concern's website <https://www.concern.net/insights/engaging-men-improved-nutrition-outcomes-mozambique>

<sup>8</sup> Promundo is an international NGO founded in Brazil 1997 and a global leader in engaging men and boys in promoting gender equality and preventing violence, <https://promundoglobal.org/>

<sup>9</sup> More information about the RWANU project and Concern's approach is available on Concern's website <https://www.concern.net/insights/mother-care-groups-and-behaviour-change-lessons-south-karamoja>

## UGANDA

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The 'Resiliency through Wealth, Agriculture and Nutrition in Karamoja' (RWANU) project in in **Uganda** was a large multi-sectoral project aimed at reducing food insecurity among vulnerable people in Southern Karamoja. Concern implemented the Social and Behaviour Change (SBC) component of the project using Mother Care Groups (MCGs) to promote key behaviours and practices related to health, nutrition, WASH, agriculture and family planning<sup>9</sup>.



In addition to the MCGs, Concern also engaged Male Change Agents (MCA) to act as key allies in challenging the power imbalances that prevent the achievement of better health and nutrition outcomes for members of the household. Initial formative research showed that men often control the use of income and expenditure on food and healthcare. The MCA approach was intended to help men understand how gender norms and perceptions can affect their lives and those of their family members and to support the MCAs in becoming role models to other men in the community.

## MALAWI

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Concern has introduced the EMB approach into a Graduation Programme in Malawi to determine the effect of engaging men on the programme outcomes, such as income. We will undertake rigorous research on the programme, randomly assigning participants to three treatment arms, with cash transfers and other interventions being delivered to 1) men, 2) women and 3) women, with their male partners participating in a gender transformative process. This research is being undertaken in partnership with Trinity College, Dublin with results expected in 2021.



## NIGER

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In response to evidence that the decision-making power and behaviour of men constituted major obstacles to women's access to medical services and care in Niger, Concern is implementing 'Husbands' School' to engage men in the promotion of reproductive health.



Husbands' schools are a space for reflection, discussion, decision-making and planning among married men who act as role models for their communities. They are men whose wives use reproductive health services, who accept that their wives participate in community life, who are committed to helping others in their community, who cultivate harmony and dialogue in their family and who are involved in the education and upbringing of their children. This model works without any teacher or designated leader of the group, rather the members rotate as leaders. The focus of the husband schools was originally to encourage men to identify solutions to health related issues and reach out to other men in their communities to discuss and promote the attendance of women at antenatal care, postnatal care and facility-based delivery. However, it has more recently expanded its role to influence deeper social and gender norms affecting the health and well-being of women and families. It now looks at the role of men as fathers and partners and explores the relationships between men and women through activities around gender and power, division of labour, communication, and partnership in decision-making.

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<sup>9</sup> More information about the RWANU project and Concern's approach is available on Concern's website <https://www.concern.net/insights/mother-care-groups-and-behaviour-change-lessons-south-karamoja>

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## OUR APPROACH

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Across our programmes, key elements of our approach can be seen – in particular that we work with both men and women at the household level, focus on prevention on GBV, as well as maintaining a community focus that entails getting the message out to the broader community as well.

### Working with men and women at household level

Concern's approach to engaging men is designed not only to work with men but also to ensure that women are equally engaged and part of the process of gender transformation and developing and fostering positive non-violent relationships with their husbands and partners. The approach we have used across all our programmes is based on the experience and expertise of organisations such as Promundo, Men's Resources International<sup>10</sup> and Sonke Gender Justice<sup>11</sup>. It begins with men and women learning new skills through 'process-oriented group education and therapy activities' as well as community campaigns. Much like the experiential learning cycle, participants can then test and practice these new skills within the safe environment the group and their own households.

Each country has developed an approach involving an 8-15 session process where participants regularly reflect upon how these practices translate into real life, including the benefits they bring and the modifications they require. As these changes become part of everyday life they are supported and sustained by wider influences and structures that are also part of the change process, such as formal and informal peer groups, civil society and religious organisations.

The sessions are both mixed and single sex groups depending on the context, the specific focus of the programme and the issues that are discussed. In many of our programmes, participants report a preference toward mixed sex groups, as this guarantees that both partners receive the same message at the same time. Women in particular often emphasise that they like their partner to be present, as they doubt the men will accept the key messages if delivered to them by themselves. The mixed sex group sessions are designed to increase collaboration and communication between men and women, whereas the single sex groups allow men and women to discuss gender expectations, attitudes and practices separately and to actively question the social constructions of masculinities and femininities and how such expectations can cause harm. They also provide a safe space for women to broach issues together and find, in some cases, a united voice that they can bring to the mixed sessions later on.

### Community level - Getting the message out to wider society

Posters and postcards were used in Concern's project in Sierra Leone and Zambia to promote positive images of masculinity and to signal safe environments where men can challenge inequitable versions of masculinity and be supported in demonstrating positive behaviours. In Sierra Leone, six different versions were printed and framed, depicting images of men engaged in caretaking and domestic roles traditionally perceived as female-owned. The images do not depict men by themselves but helping partners, family and children. Each has a unique, 'Be a man' slogan and highlights a quotation from the men who were identified and interviewed for this purpose. The project printed posters and post cards in February 2014, for dissemination through Living Peace Groups and all training events.

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<sup>10</sup> Men's Resources is an International non-profit organization supporting the development of men's programmes and a global network of these organisations, <http://mensresourcesinternational.org/>

<sup>11</sup> Sonke Gender Justice (Sonke) is a South-African NGO, established in 2006, working to prevent domestic and sexual violence, reduce the spread and impact of HIV and AIDS and promote gender equality and human rights, <http://www.genderjustice.org.za/>



**FIGURE 2:** Concern Sierra Leone Engaging Men Campaign Posters

The project in Sierra Leone also utilised radio to amplify outreach and reinforce key messages. A jingle was developed in collaboration with the Ministry of Social Welfare, Gender and Children’s Affairs (MSWGCA). It was first aired on 7 July 2014, and broadcasted every morning and evening, seven days a week, for eight months on five local FM stations that cover the entire Tonkolili District and parts of neighbouring districts of Bombali, Moyamba and Kono. Through the MSWGCA the project also held weekly panel discussions and phone-ins. Initial plans for 18 panel discussions over a period of eight months was increased to 32 due to the overwhelming public response during the phone-ins. Panel discussions typically covered issues of Sexual and Gender-based Violence (SGBV), including forms of SGBV, prevention, response (e.g. the Referral Protocol), as well as laws. The large amount of phone and text-ins during the panel discussions demonstrates a great public engagement and the qualitative findings showed that hearing panel discussions on the radio enhanced some of the participants’ ability to discuss issues of violence with their partners.

## Prevention of Gender Based Violence

Concern focuses its actions on prevention strategies to Gender Based Violence (GBV) with the intention of stopping violence occurring in the first place. This requires a concerted effort to actively engage men and boys as partners and agents for change. Men may be the primary perpetrators of sexual violence but they are also a major part of the solution.

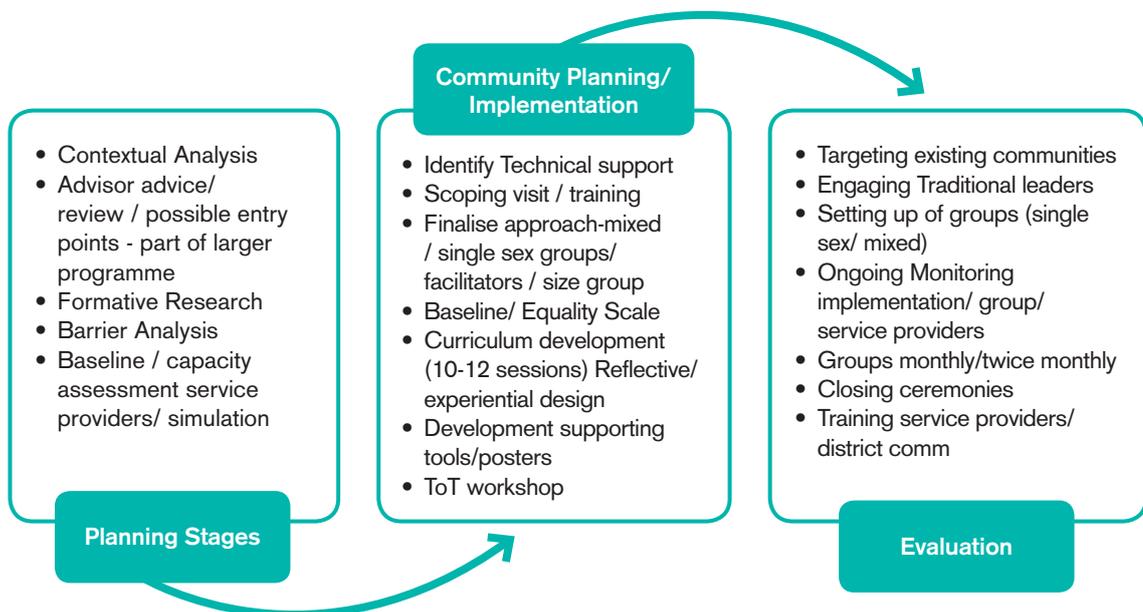
**In Sierra Leone,** Concern identified the need for a gender transformative approach, which focuses on redefining masculinities to shift inequitable gender norms in communities to prevent GBV and sexual violence and to improve the GBV response services. It is fundamental to the success of the approach to invest time in training of the teams that will be facilitating the group sessions. It is essential that staff have begun the process of gender transformation themselves in order to be able to roll it out at community level.



A couple acting out a role play as part of a gender transformational session with couples in Sierra Leone. Photo by Adèle Fox, December 2017

This adapted psycho-educational support group model created spaces for men and women to participate and have dialogues to deconstruct, expose and transform negative cultural norms associated with masculinity. It targeted the partners of monogamous and polygamous relationships with an 11-session programme aimed at deconstructing traditional norms of masculinity and its consequences, shifting inequitable norms, and learning conflict management skills. Living Peace Groups were formed in 22 communities, through processes directly facilitated by well-trained and compelling field level facilitators.

## Development of 'Living Peace' approach



**In Lebanon**, men who participated report that the programme facilitated a safe emotional space to meet and talk about their problems and to become more attuned and reflective about their relationships with their wives and children. An internal mid-term review also highlighted that there have been positive shifts in attitudes of men who have participated in the programme in terms of attitudes towards social and sexual relations at home and violence against women, as well as an increase in the number of programme participants who believed there are negative consequences of early marriage.<sup>12</sup>

Concern believes that the approach used in Sierra Leone and Lebanon can be an effective way to shift norms in communities to prevent SGBV as well as within SGBV response services.

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## **PARTNERSHIP**

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Concern is increasingly adopting the 'Engaging Men' approach to change gender norms and practices that contribute to gender inequality. Our five year (2017-2021) multi-country programmes are guided by a gender strategy, based on the empowerment of women and the engagement of men as allies in our strive towards gender equality. Over the next years, Concern intends to systematise our gender transformative work and our experience has shown that for the engaging men approach to be effective it requires considerable support, often starting with addressing some entrenched attitudes within our own teams.

Moving forward, Concern identified the need to collaborate with a leading global organisation that has experience and capacity to provide technical support to country programmes on engaging men and boys to address gender equality. In 2017, Sonke Gender Justice (Sonke) became Concern's strategic partner helping to support and strengthen Concern's gender transformative work. Sonke works globally and across Africa to strengthen government, civil society and citizen capacity to take action to promote gender equality, prevent domestic and sexual violence and reduce the spread and impact of HIV and AIDS. As the chair of the MenEngage Africa Alliance, Sonke coordinates training, technical assistance and peer exchange amongst the organisations within the alliance working on engaging men and boys to achieve gender equality, promote health, reduce violence and to question and address the structural barriers to achieving gender equality.

Between 2017 and 2019, Sonke will provide support to at least 10 of Concern's programmes. Support includes developing training materials on the engaging men approach, facilitating gender transformative workshops for Concern and partner staff and supporting improved gender sensitive programming through remote support. It also involves working with Concern staff to document experiences in the adoption of the approach across the different contexts at the end of the two year programme. This will focus on the changes achieved and documenting the results, experiences and learning with clear recommendations on the next steps. The objective of the partnership and the support provided at country level is to support the teams in each country through the gender transformative process and promote quality implementation of the engaging men approach in each specific country context.

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<sup>12</sup> Article on "Engaging Men' to reduce GBV in Lebanon and Turkey" is available in March 2016 edition of Concern's Knowledge Matters, accessible on: <https://www.concern.net/insights/knowledge-matters-journey-towards-addressing-gender-inequality>

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## RESULTS

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### Sharing of workloads

Concern's programmes on engaging men as allies for gender equality have led to a number of changes in the relationships between men and women and one of the quickest and greatest changes is the increased sharing of workloads in the households. Across all country contexts, both men and women have reported increased sharing of responsibilities and new attitudes towards the traditional gendered division of tasks. After participating in Concern programmes both men and women reported co-operating more to benefit the family and to be more involved in chores that were traditionally seen as either 'men's tasks' or 'women's tasks'.

**In Sierra Leone**, one of the most significant behaviour changes to come out of participation in the Living Peace sessions was male involvement in domestic work traditionally regarded as female. In focus group discussions during the evaluation, women routinely revealed the work their husbands had started to take on for themselves which typically included sweeping, making the bed and tidying the room, fetching water and firewood for cooking, washing the children, helping with the family's laundry, cooking, and for some, washing nappies.

**I felt bad because one, I would be cooking and washing the children and he would just sit down and didn't help. Praise God this living group has put us in a good way. Now he give me money, and me, if I have money I don't hide it. So we share things.**

Woman, monogamous family, Matham

**What does he do now he didn't do before? My man helps me find firewood in the bush, to pound the rice, to pull chop money give me *plassas* money and to take care of the children....Now the man encourages the children, washes them, looks after them, buys fine things for them, buys food for them if they pass with it.**

Woman, monogamous family, Kumrabai Junction, Tonkolili, Sierra Leone

**In Uganda** one male reflected, *"When we returned home yesterday, my wife was very tired so I went and fetched water for the house to the surprise of our neighbours who asked me what I was doing and I told them we all need to help our wives, as I had learned from the training I am attending with other men"* (Male Change Agent in Uganda). A woman that participated in the trainings together with her husband also reported, *"When our children saw their dad fetching water, they came to me and asked what has happened to him and I told them we were learning to work together in a training we are attending with him"* (wife of male change agent in Uganda).

**In Tanzania**, a midline survey in the WSER programme backed testimonies from men with substantial changes in the percentage of household chores being shared between women and men. Interestingly, as the figures in Table 1 show, the changes were greater for the domestic chores than for the more productive tasks. Not only is this change affecting the workloads of women but also men who now feel more involved in the family. Discussions revealed how men have realised how approaching problems through discussion and dialogue has reduced the levels of conflict in the home, and instilled a mutual respect between husband and wife.

As one man described it, *"we started to realise that a lot of roles in the home can be done by anybody, by sharing these we can see the changes on the welfare of the family, how women are treated. If no discussion, no agreement, you can't see development – no peace"*

|                                   | Baseline<br>(n=119) | Mid-term review<br>(MTR)<br>(n=128) | Difference |
|-----------------------------------|---------------------|-------------------------------------|------------|
| Fetching water                    | 5.0                 | 34.4                                | 29.4       |
| Fetching firewood                 | 6.7                 | 35.2                                | 28.5       |
| Washing clothes                   | 5.9                 | 29.7                                | 23.8       |
| Cooking                           | 5.0                 | 28.1                                | 23.1       |
| Cleaning house                    | 4.2                 | 23.4                                | 19.2       |
| Washing children                  | 2.5                 | 20.3                                | 17.8       |
| Caring for elderly/sick relatives | 16.0                | 54.7                                | 38.7       |
| Ploughing                         | 64.7                | 71.8                                | 7.1        |
| Sowing                            | 66.4                | 75.0                                | 8.6        |
| Weeding                           | 65.5                | 77.3                                | 11.8       |
| Harvesting                        | 64.7                | 78.9                                | 14.2       |

**TABLE 1:** Married Women (%) identify Chores are Shared Equally

For the most part, when men realised the impact such an imbalanced workload had on their partners and on the whole family, they demonstrated a willingness to help. For a minority of older men the new tasks they took on were more limited, including for example, heating the water he uses to wash himself. Revealingly, in Sierra Leone every female members of a focus group mention the tasks her husband had started helping with.

## Improving gender attitudes

The approach of engaging men to address malnutrition of women and children proved to be very effective and highly transformative both for the dialogue club members (men and women) and in some cases their immediate communities as well. Both quantitative and qualitative findings from the programme in **Mozambique** show notable changes in gender attitudes amongst participants.<sup>13</sup> Surveys were conducted with all participants at baseline and endline, highlighting gendered attitudes around four key indicators: the gendered attitudes scale; household decision-making; financial-decision making; and division of labour within the household.

|                 | Gender role attitude score |      |      | General household decision making |     |     | Financial household decision making score |      |      | Gendered division of labour |     |     |
|-----------------|----------------------------|------|------|-----------------------------------|-----|-----|---|------|------|-----------------------------|-----|-----|
|                 | All                        | F    | M    | All                               | F   | M   | All                                       | F    | M    | All                         | F   | M   |
| <b>Baseline</b> | 4.80                       | 4.65 | 4.72 | 22%                               | 20% | 23% | 4.95                                      | 4.97 | 4.96 | 16%                         | 15% | 17% |
| <b>Endline</b>  | 6.80                       | 6.85 | 6.74 | 86%                               | 84% | 88% | 0.63                                      | 0.63 | 0.62 | 69%                         | 65% | 74% |

**TABLE 2:** Combined baseline and endline data from Manica and Zambezia:

<sup>13</sup> More information about "Engaging Men in Gender Transformation to Improve Mother-Child Nutrition project" is available on Concern's website: <https://www.concern.net/insights/engaging-men-improved-nutrition-outcomes-mozambique>

As the data indicates, general gender role attitudes have shifted notably from a moderately negative 4.8 to a moderately positive 6.8 out of 10. In terms of general decision-making, at baseline women were at least consulted in key areas of household decision-making in an average of 21% of households while at endline this increased to 100% of surveyed households. Endline data additionally shows a significant shift in how finances are managed at the household level from initial male domination of 4.96 out of 10 (10 being complete male domination) to an average score of 0.65 out of 10 at endline, indicating near complete equality in financial decision-making. Equally, households reporting a reasonable gender equitable division of paid and unpaid labour undertaken by women household members (where women's share is between 45-55%) increased from an average of 16% to 69%.

The surveys showed that the engaging men approach made a considerable impact in all four indicator areas. The qualitative findings also confirmed an increase in equitable division of household labour as well as an increase in female household and financial decision-making power. Participants also stated that some practices that negatively impact nutrition outcomes for women, girls and children were abandoned after the programme and that men recognised the importance of a more equal distribution of food within the household. These are promising results and show the importance of working with men to change inequitable practices. However, the findings also confirmed that some sessions could be further strengthened to better address the negative impacts of the hierarchy of food distribution more directly and challenge widely held myths around women and children's consumption of certain foods.

## Changing role of men as care givers

As a result of Concern's various initiatives engaging men and boys to reflect on prevailing notions of gender and masculinity, there has also been a shift and increased awareness about men's roles in fatherhood and childcare. Through Concern's programmes, men are offered an opportunity to discuss and explore how gender norms may have inhibited their ability to fully engage as fathers and caregivers. By understanding how gendered attitudes and behaviours negatively affect them and their family members, men have shown that they are motivated to share responsibilities in the household and actively engage as fathers and caregivers to promote their families' health and well-being. These changes will have great impact on the lives of children as fathers' involvement in childcare has shown to enhance children's physical, cognitive, emotional, and social development (Levtov et al. 2015). More equal, non-violent relationships between the parents also has the potential of breaking the cycle of violence and positively impact not only their children but also future generations, as witnessing conflict and violence as a child has a direct correlation to the potential of perpetrating violence as an adult.

In **Sierra Leone** both mothers and fathers reported improved communication and relations with children as a result of the project. For some participants, the fact that children copy the behaviour of their parents was a revelation that has influenced their approach to parenting.

One father captured the prevalent sentiment that the project "helped us to know how to interact with our children." As a result, fathers reported changing not only the way in which they speak to their wives but also the manner and type of communications they have with their children.

**Now I communicate with my children. We sit together. I advise them and tell them to be serious with their studies. Do the children notice the difference in your behaviour? Yes, they are happy. ...from their way of interaction. Before, now when he comes they see me and come embrace me. Me, I can pull money and give them. That didn't happen before. So now I've really changed.**

Father, polygamous family, Kumrabai Junction, Sierra Leone

emphasis on the need to be serious about school and studies. One father, who by his own admission used to live the '*kalo kalo*' life of a person who is not serious about work, explained to us that he had undergone a personal revolution in his ways and had become an active and proud farmer, gardener and provider for his family. In the quotation below, he explains how he imparted his experience to his son, who now eagerly helps him on the farm.

**In Lebanon** a key positive outcome that was spontaneously and nearly unanimously reported across groups and interviews with men, women, and children was men's improved engagement with their children.

Participants in Concern's programme in **Lebanon** also stated that there has been a reduction in yelling at and beating children. Various men, women, and children reported that the men used to be much more irritable with their children prior to the groups and that their interactions with them have become much calmer. One woman noted for example that prior to the groups, her children would ask her, "why is dad always irritable?" Many men reported learning to reduce their use of harsher methods such as beating, to discipline children, particularly since they learned that this could adversely impact the children psychologically and developmentally. Some women noted that their husbands started discouraging them from beating their children as well.



John A Koroma, Masera village, Tonkolili District, Sierra Leone. Photo by Bernadette Crawford, 2017

## Transformative Potential

As well as changes at household level, this approach has potential to affect the lives of men and women on a more fundamental level that can spread community wide.

In **Sierra Leone**, all the Living Peace groups interviewed had become enthusiastic about the transformative potential of this approach for their communities, taking it upon themselves to coach other couples experiencing conflict and to share their experiences in village mosques. Elders in one community praised the programme for contributing to a reduction in domestic conflict throughout the village and for improving prospects for overall 'development'.

The testimony of women and men in the evaluation suggests that the intervention had a transformative impact on behaviours and relationships. From a gender perspective, these changes have addressed issues of equity by improving the conditions of women in terms of their freedom from violence, reduced workloads, improved health, food security and reports of more communicative and supportive emotional relationships with partners and across all family members. This strategy also shows evidence of addressing women's strategic interests, such as decision-making power and control over resources by starting to address the structures that oppress women. This is seen in reports of women's involvement in decision-making about and control of household rice stores, as well as their involvement in household and group agricultural planning (Rancourt, 2015).

**In Sierra Leone**, these qualitative findings were also supported by quantitative data. A composite gender equality indicator was calculated at both baseline and endline, measuring agreement with a list of inequitable statements about masculinity and femininity. The indicator draws upon questions from Promundo's Gender

Equitable Men scale and questions from the Gender Equality Scale that Promundo developed for Concern Worldwide, which is based on the GEM and the International Men and Gender Equality Survey (IMAGES). Statements about masculinity included:

- It is not the man's job to look after the baby (for example feeding the baby, washing the baby, caring for the baby when it is sick, and carrying it for long distances.)
- A man should have the final word about decisions in his home.
- A strong man keeps his problems to himself.

Statements around femininity included:

- It is a woman's responsibility to avoid getting pregnant.
- Women who have condoms are prostitutes.
- A woman should tolerate some violence from her husband or partner, rather than to leave the home and cause the family to break up.

An increase of over 5 points from 47.2 to 53 was registered, indicating a significantly significant shift towards more gender equitable attitudes. This suggests that the impact of the programme may have reverberated beyond the immediate groups.

|   | <b>End-line 2015</b>                       | <b>Baseline 2014</b>                       | <b>P-value</b>  |
|---|--|--|-----------------|
| Mean (SD) (does not include missing values) | Men: n=222<br>Women: n=219<br>Total: n=441 | Men: n=210<br>Women: n=212<br>Total: n=422 |                 |
| Men   | 54.5 (9.7)                                 | 48.2 (9.9)                                 | <b>&lt;0.01</b> |
| Women                                       | 51.4 (9)                                   | 45.9 (7)                                   | <b>&lt;0.01</b> |
| Total                                       | 53 (9.5)                                   | 47.2 (8.7)                                 | <b>&lt;0.01</b> |

**TABLE 3:** Average score for men and women on scale measuring perceptions of masculinity and femininity (Gender Equity Indicator)

Similar findings were reported in **Tanzania** and community dialogues were continuously cited as an effective methodology for addressing rigid gender norms and gender roles within the household and in communities. They have provided a new space for women and men to unpack issues of gender inequities, perceptions and attitudes and are proving to be a highly transformative approach to bringing change within the household.

The mid-term review from Tanzania shows that women's involvement and control over decision making in the household have increased amongst those who participated in the programme. Table 2 shows how female respondents with husbands had very modest control over household assets at baseline but in the midline there have been large increases in these figures, with the notable exception of cash, which 'only' increased from 41.7% to 67.2%. During focus group discussions, a number of women highlighted that this is one area where men are less willing to change.

|                 | Baseline (n=268) | Target | MTR (n =253) |
|-----------------|------------------|--------|--------------|
| Land            | 28.0             | 29.6   | 90.6         |
| House           | 24.2             | 27.2   | 93.8         |
| Cows            | 35.3             | 41.3   | 93.0         |
| Goats           | 26.1             | 28.7   | 91.4         |
| Small livestock | 37.9             | 42.3   | 83.6         |
| Cash            | 41.7             | 45.6   | 67.2         |

**TABLE 4:** Female Respondents stating they have some level of control over assorted household assets (%)

Early results from **Sierra Leone** indicate that there may be more than a passing link between this gender transformative intervention and improved psychosocial, health, financial and even educational outcomes. One elder summarized the essence of the programme and of his group's understanding of its merit: *"If you have one word (agreement), unity, there will be development in the home."*

The Living Peace Groups in **Sierra Leone** also demonstrated the potential for sustainability beyond the life of the project. Group members indicated intentions, and in some cases have already taken action towards the creation of farms, with the primary intention of continuing to experience and spread the benefits of the knowledge they have gained and to prevent the disintegration of the group (Rancourt, 2015).

## Influencing the wider community

Experience across **Sierra Leone, Mozambique** and **Tanzania** has shown us that individuals who have been part of community dialogues as either mentors or change makers have informally taken on the role as mediators of household conflict within the community as well as outreach in churches and mosques.

In turn, there are reports of behaviours being adopted by individuals outside of the targeted groups, illustrating that behaviours are being watched by the wider community and taken on. Once some men start changing behaviour, the wider community notices the change. During the mid-term review in Tanzania, men talked of the changes relating to reduction in conflict in the home and how this was noticed by neighbours and family. There is therefore massive potential for men to influence beyond the group. In Sierra Leone, a number of testimonies from participants suggested that members had found sufficient social support to begin to shift their expectations of what it means to be a man and adopt more equitable behaviours. There are reports that people within the social networks of Living Peace members have started to adopt these practices, with a validating effect for group members. For example, there has been a shift in attitude among group members and some of their support networks in their regard for men who do traditionally female-designated tasks.

**My man used to help me, but tradition. People would talk and say the man was 'uman lappa' (e.g. similar to 'tied to his wife's apron strings'). So he stopped helping me. But when the programme started now, he realised what he was doing, so he started to help me again. What would he do before? He would help me cook and brook and take care of the children.**

Woman, monogamous family, Mayossoh

**In Tanzania**, men who have participated have subsequently become strong advocates of the approach. A number of stories were recorded in the mid-term review around the changes that some of these initially sceptical men were making in their lives. One man explained,

**I would sleep all day and if my food was late I would abuse my wife, but now I am sorry and feel remorse. Once my wife saw the changes in me she also wanted to join the group.**

**In Sierra Leone** having chiefs as members of the Living Peace groups helped to disseminate good practices learned because their authority encouraged some to take note of behaviour changes. In one community, where the chief is also the Imam, he was able to use this platform to disseminate the message with other Living Peace members. Chiefs also embraced groups, which they noted had had an impact in resolving community conflicts. Their involvement also provides an entry point for strengthening the SGBV Referral Protocol.

**In Mozambique**, the programme participants described the pride they felt of the changes they experienced within their household and that curiosity and regular questions from neighbours encouraged them to reach out and share their experiences. To better enable them to share their experiences with other community members, a mini-manual containing smaller versions of the programme posters and key messages was developed by the programme team and distributed to all dialogue clubs.

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## CONCLUSIONS

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1. Gender norms, stereotypes and widely held beliefs about masculinity and femininity are root-causes of gender inequality as these ideas reinforce gendered identities and constrain the behaviour of women and men in ways that lead to inequality. In order to address differential access to and control over material resources, which stem from gender inequality, it is important that we tackle the root-causes. The engaging men approach allows men and boys to reflect on gender relations, social roles and expectations men and boys face and helps both men and women to take action to transform oppressive gender norms and promote gender equality.
2. Concern's experiences suggest that engaging men and women in gender transformative and participatory approaches based on experiential learning and self-reflection offer powerful avenues for awareness, action and change. Our programmes are designed to let the participants discuss, challenge and destabilise gender roles and hegemonic expressions of manhood. Through this process, they can begin to abandon harmful stereotypes and instead foster respectful and healthy relationships.
3. Using an engaging men approach requires commitment to supporting staff to begin the process of gender transformation through personal reflection on these topics, after which they can build their skills to facilitate reflection and dialogue with communities. It is fundamental to the success of the approach to invest time in training the teams that will facilitate the group sessions.
4. Our experience has shown that strong facilitation, aided by an interactive and well-designed programme is key to success. Confident, non-judgmental and enthusiastic facilitators who are able to create safe spaces for participants to reflect on sensitive topics such as power and privilege, sexuality, gender-based violence, discrimination and rights are critical in order to engage both enthusiastic, defensive and sceptical participants, motivate sustained participation and for the overall success of the programme.

5. Using the term ‘engaging men’ does not mean that women are excluded. Equitable programme interventions are at the heart of Concern’s work, and often women are key participants. In order to achieve the results we aim for, whether it is control of increased resources, improved health, increased education or reduced violence against women and girls, when we engage men, we aim to ensure that the intended results are achieved in a way that promotes equality. However, women have also been socialised in the same context as men and also need to be part of the transformative process. It is important that women have the space to reflect and empower themselves individually and collectively, and that both men and women feel supported to leave restrictive gender roles and expectations to foster more equal, cooperative relationships.
6. Engaging men for gender equality and supporting gender equitable and non-violent masculinities can lead to positive outcomes for children, women and the men themselves. Typically, better relationships lead to less stress, happier children, and future generations who reject violence against women and children in all forms. Engaging men and making them aware of the negative impact that gender norms and masculinities have on their lives and their family is key to engaging them as agents for change, achieving gender equality and ending violence against women and girls.
7. Concern believes that it is important to build strong partnerships with both civil society and local government to support and strengthen existing resources, policies, guidelines and empower local actors. To ensure an effective engaging men approach within our programming it is important that our programmes engage gatekeepers (e.g. service providers, government officials, chiefs and faith leaders) as well as marginalised groups and the extreme poor. Our previous programmes have also shown that engaging chiefs and faith leaders helped to disseminate good practices because the authority conferred by their status encouraged some to take note of behaviour changes. We see partnership with local stakeholders and organisations as critical to build trust, receive acceptance and ensure accountability in our work to advocate for policy change at local, regional and national levels.
8. Concern is increasingly supporting and investing in research initiatives to determine the impact of our engaging men approach and to inform future programming. Evidence-based approaches are critical to ensure that we are targeting the extreme poor and that our programmes are based on lessons learned and best practices. This understanding has led to the development of new research partnerships that will increase the evidence base of successful interventions.

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## CHALLENGES

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1. Across our different programmes, we have seen that engaging men and increasing the number of male participants can sometimes be difficult. In some places, the community conversations faced challenges with acceptability at village level, mainly because they were seen as a threat to men’s positions and privileges and the lack of immediate benefits. However, our experience has also shown that men who have participated in the programmes are generally very positive about their involvement and the changes they have since experienced in their lives. These men provide the potential to become allies in an informal way long after the end of the community dialogues, including enrolling other men in the community.
2. Concern’s engaging men approach focuses on community level facilitated processes. Scaling-up requires linking these initiatives to the policy level as well as flexibility and commitment from both state and non-state actors. For the scale up to be successful there is a need for national policies and

strategies as well as increased capacity of educational institutions, the media, independent CSOs, local organisations and traditional and religious institutions to understand, address and promote gender equitable masculinities and femininities. Considering how this can be done needs to be built into the programme planning stage.

3. There is an increasing need to show measurable results and Concern has developed the Gender Equality Scale to better understand the prevailing attitudes and norms amongst men and women in a given context and the dimensions of economic, political, socio-cultural and affective equality. However, implementing efficient and accurate monitoring tools using quantitative data continues to be a challenge and Concern is continuously exploring effective methods and measures to capture the range and nature of change affected.
4. Staff who have participated in the process have frequently found that they may want to make changes to their personal lives as a result of exploring these powerful topics. However, they feel that as soon as they go home to their partner or spouse, they will be unable to make many of these changes because their partner has not been through the same process. It can be very difficult for people to change norms when their partners still hold on to deeply rooted attitudes and values.

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## RECOMMENDATIONS

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1. A key step is to engage staff in the process and allow them time to reflect on their own attitudes before requiring them to roll it out at community level. If there is insufficient internal capacity to provide this, a partner organisation can be sought. As well as providing this opportunity which may be a one-off event, other channels for continuing the conversation among staff after any trainings or workshops should be considered. This demonstrates an ongoing commitment by the organisation to prioritising gender equality. Other channels could be through regular discussions on gender equality related topics at staff meetings, effective internal complaints response mechanisms, opportunities for men and women to discuss challenges separately, internal pledges and campaigns, and guest speakers.
2. As well as investment, on-going mentoring of implementing staff must be provided to ensure that they receive the technical support they need. As facilitation skills are critical to engage men in the communities where Concern is working, it is also important that staff are supported with regular training to develop these skills and reinforce gender equitable attitudes at a personal and programmatic level.
3. While it is key that staff participate in this process, it would also be much more likely that they can make changes in their personal lives and start to live the transformation if their partners or spouses also had an opportunity to reflect on the same issues. Where feasible, it is recommended that organisations also provide this opportunity in some form.
4. This approach asks participants to reflect on personal experiences and covers highly sensitive topics. It is therefore recommended that a comprehensive service mapping of available legal, advisory and counselling services is completed before the process is rolled out. Engage with service providers and local organisations to build a comprehensive picture of what is available. If possible, consider including them in this process as well to challenge their own attitudes in relation to their personal and professional lives. This mapping should be made known to participants during the process, allowing them to access the information easily and confidentially.

5. Due to the nature of the discussions, implementing staff may have to deal with disclosures that may lead to referrals to services. In order to ensure that they are psychologically prepared for this and equally that they are able to handle cases appropriately, it is recommended that an investment in a form of psychological first aid training is considered.
6. Consider holding both single sex and mixed groups for men and women for particular sessions. This should take into consideration the context and wishes of participants where possible. Single sex groups can be used to begin reflection and addressing issues while also creating cohesion, unity and courage among female participants. When men and women meet for mixed sessions, they may be more prepared for the ensuing discussions.
7. In order to encourage participation, include men who already model desired gender equitable attitudes and behaviours who can become agents of change and role models to their communities as well as other influential stakeholders, such as community and religious leaders. Curriculums can also be adapted to different faiths, especially where religious leaders are gatekeepers to influencing community wide attitudes.
8. Incorporate both quantitative and qualitative methods into monitoring and evaluation to ensure that attitudes can be deeply explored and validated.

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## **WAY AHEAD**

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As a result of the immense learning that Concern has consolidated over the last few years, we are committed to ensuring that a gender lens is applied at every stage of programming. This includes undertaking a gender analysis as part of country programme contextual analyses; designing programmes with gender needs at their root; incorporating a gender transformative approach into programmes for both men and women where possible; monitoring and evaluating programmes with a gender lens. Complementing this commitment with investment in research to further and strengthen the evidence of these interventions, Concern aims to embody the understanding that gender inequality is at the roots of extreme poverty and that by applying a gender lens to every step of our programming, as well as our internal policies and systems, we can make lasting progress.

**For more details on Concern Worldwide's equality work please contact either of our Equality Advisors, Adèle Fox ([adele.fox@concern.net](mailto:adele.fox@concern.net)) or Bernadette Crawford ([bernadette.crawford@concern.net](mailto:bernadette.crawford@concern.net))**

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# ANNEX:

## Timeline on Concern's work Engaging Men for Gender Equality

| Year | Country            | Project/Activity   | Type of programme  |
|------|--------------------|--|--|
| 2012 |                    | Promundo Research Report<br>- The start of Concern's EMB approach  |  |
| 2012 | Liberia            | Contextual Analysis Process<br>- Issues of Masculinities highlighted in Liberia<br>- Included as a new approach in Liberia's Irish Aid programme |  |
| 2013 | Tanzania           | Women's Social and Economic Rights programme (WSER)  | Livelihood Programme   |
| 2013 | Liberia            | Liberia embarks on journey with Men's Resources International; 2 stage training leading to design of 'We are One Approach'                       | 'We are one' approach integrated into Liberia's livelihoods/ health/ education programme |
| 2013 | Lebanon            | Humanitarian Response to Protection  | Protection Programme   |
| 2014 | Sierra Leone       | 'Engaging Men to Contribute to Safer Communities in Tonkolili District' project  | Prevention and response to GBV (Living Peace approach)                                   |
| 2014 | Zambia             | 'Promoting Women's Empowerment as a Pathway to Improved Household Nutrition in Central Province, Zambia' (RAIN+) project                         | Agriculture and nutrition programme  |
| 2014 | Rwanda             | 'Unleashing the Productive Capacity of the Extreme Poor for Sustainable Graduation'  | Graduation Programme   |
| 2014 | Rwanda             | Prevention of Malnutrition in Rural Rwanda   | Agriculture and Nutrition Programme  |
| 2014 | Uganda             | 'Resiliency Through Wealth, Agriculture and Nutrition in Karamoja' (RWANU) project   | Health and Nutrition Programme   |
| 2015 | Mozambique         | 'Engaging Men in Gender Transformation to Improve Mother-Child Nutrition' project  | Nutrition Programme  |
| 2017 | Multiple countries | New phase of Concern' work with engaging men and boys: Partnership with Sonke Gender Justice   |  |
|      | Sierra Leone       | Safe Learning Model research began   | Education  |
|      | Malawi             | Graduation Model research began  | Graduation Programme   |
|      | Niger              | Husband schools incorporate gender transformation  | Health   |

# ENGAGING MEN ON GENDER EQUALITY:

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