



Men are part of
the solution:
Interventions to
engage men in
SRHR

MenCare+ partner organizations work with young men and women, fathers and their partners, health sector workers, counsellors and other stakeholders to promote gender equality; sexual and reproductive health and rights (SRHR); maternal, newborn and child health; and the prevention of gender-based violence. MenCare+ offers an opportunity for men to discuss and learn about new, positive perspectives on manhood.

Fathers are one of the key target groups of MenCare+, as becoming a father offers a unique 'entry point' to learning how to improve intimate relationships and sexual health, and enhancing attachment to their children. As a result, not only can women's rights and health advance but intimate partner violence can be reduced and children secure better prospects. Research shows that men's own health and quality of life are also enhanced. Everybody wins!

MenCare+ partners in Brazil, Indonesia, Rwanda and South Africa have used various strategies and interventions to engage boys and men in social change and as caring partners and fathers. A number of these interventions were developed by MenCare+ partners and adapted to country context. A summary of these interventions is listed below.



"When I meet this group, I feel happiness! The bond I have with my children grows when I get the opportunity to focus on them. We talk more now. I teach them things. Before, I was one of those who often went out and drank, even in the middle of the day. I only thought of myself, not about the kids at home."
Mcebisi Elliot, 37, Cape Town

ENGAGING YOUNG MEN TO MAKE HEALTHIER CHOICES

Program P [1] is named after padre and pai, the words for father in Spanish and Portuguese. It provides a direct and targeted response to engaging men in active fatherhood from prenatal care and childbirth to early childhood. Program P has three components: offering information and tools for health care providers, developing group activities for fathers and couples, and providing guidance for designing community campaigns. By targeting men, primarily through the health sector, Program P engages fathers and their partners at a critical moment – usually during their partner's pregnancies – when they are open to adopting new caregiving behaviours.

Program P materials are available in Arabic, English, Portuguese and Spanish .

Program H [2] is named after homens and hombres, the words for men in Portuguese and Spanish. Launched in 2002 by Promundo and partners and now used in more than 22 countries, it primarily targets men, aged 15–24, to encourage critical reflection about rigid norms related to manhood. The Program H methodology promotes group education sessions combined with youth-led campaigns and activism to transform stereotypical gender roles (such as prevalence of contraceptive use or distribution of household responsibilities). To complement these activities, Promundo offers a conversation-starting video, Once upon a boy. Organizers can choose from 70 validated Program H activities to customize the programme for the needs of their communities.

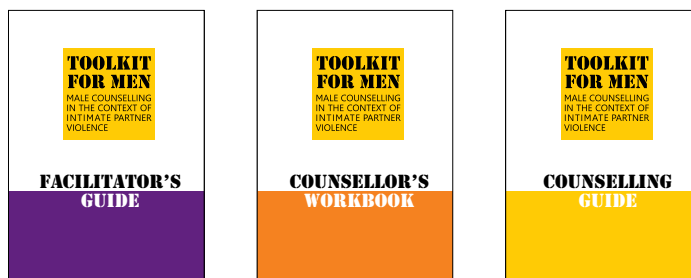
The results of eight, mostly quasi-experimental studies on Program H around the



world have found evidence of positive changes among programme participants: from more gender-equitable attitudes and behaviours, to enhanced couple communication, reduced gender-based violence, increased condom use, and improved attitudes around caregiving.

Program M is named after *mulheres* and *mujeres*, the words for women in Portuguese and Spanish. Designed for young women, Program M focuses on equitable gender roles, empowerment in interpersonal relationships, SRHR and promoting motherhood and caregiving.

Within the MenCare+ programme, partners have adapted programmes P, H and M to their different country contexts to better meet the specific needs of men and women. Adapted modules for (young) men and (young) women are also available in Bahasa Indonesia, and in Kinyarwanda (Rwanda) for young men, young women and fathers.



ADDRESSING MALE TRAUMA TO PREVENT GENDER-BASED VIOLENCE

The [Toolkit for Men: Male counselling in the context of intimate partner violence](#) is structured around 12 counselling sessions. The toolkit is designed to help men who are violent in their intimate relationships to change their behaviour and become respectful partners. It offers individual, couple and/or group counselling, followed by support groups. The toolkit comprises a facilitator's guide, counsellor's workbook, counselling guide, implementation and adaptation guide, monitoring and evaluation tools, and a training of trainers manual.

The toolkit was developed and tested by Rutgers, Mosaic (in South Africa), Rifka Annisa (in Yogyakarta, Indonesia) and Cahaya Perempuan Women's Crisis Centre (in Bengkulu, Indonesia), and externally evaluated in South Africa. It is available in English and Bahasa Indonesia.

[Living Peace](#) [3] was inspired and informed by results from the International Men and Gender Equality Survey (IMAGES) conducted by Promundo, which identified a strong link between men experiencing or witnessing violence and trauma in conflict and later perpetrating violence at home. An adapted version of the [Living Peace methodology](#), called Pillars of Peace, is being implemented in Rwanda as part of the MenCare+ programme. Educational activities and group counselling sessions are held with men and their partners to help participants develop positive coping strategies and restore healthy, violence-free relationships in post-conflict and high-violence settings.



ENGAGING MEN IN COMMUNITY MOBILIZATION AND CAMPAIGNING

MenCare is a global fatherhood campaign to promote men's involvement as equitable and non-violent fathers and partners. The campaign was launched in 2011 and is now being implemented in more than 35 countries. MenCare is coordinated by Promundo and Sonke Gender Justice in collaboration with a steering committee comprising the MenEngage Alliance, Save the Children and Rutgers. The campaign provides support materials, messages, policy recommendations and research evidence to encourage local MenEngage partners, nongovernment and women's organisations, government partners and the United Nations to implement activities in their settings.

The **One Man Can (OMC) Campaign** strengthens community mobilization and local advocacy for gender justice and conducts public awareness activities to educate communities on prevention and response to gender-based violence and HIV. This includes training of community activists who are equipped with the knowledge and skills to become active citizens in their own environment.

The **Community Action Teams (CATs)** promote gender equality and human rights in their communities. These organized groups of citizens are task-oriented teams committed to raising awareness and taking action on issues that affect them and their community, particularly in relation to challenging gender inequalities and promoting gender justice.

INSPIRED? INTERESTED? WANT TO KNOW MORE?

Have a more extensive look at the interventions at www.rutgers.international/interventions_mencareplus

If you are interested in working with boys and men and want to learn more about these interventions, please contact us so we can explain more and explore the possibilities of collaboration or programme development.

Rutgers:
www.rutgers.international
Promundo:
www.promundoglobal.org
Sonke:
www.genderjustice.org.za

[1] Promundo, Cultura Salud, REDMAS . Program P – A manual for engaging men in fatherhood, caregiving, maternal and child health. Rio de Janeiro, Brazil and Washington, DC, USA: Promundo; 2013.

[2] Promundo, Instituto PAPAI, ECOS, Salud y Genero. Program H manual. Rio de Janeiro, Brazil: Promundo; 2002.

[3] LOGICA, Promundo. Living Peace Groups. Implementation manual and final project report. Washington, DC, USA: World Bank and Promundo; 2014.

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Men Care +

ENGAGING MEN IN A 4-COUNTRY INITIATIVE