**Instituto Promundo contributions to the Human Rights Council**[**Resolution: Engaging men and boys in preventing and responding to violence against all women and girls**](http://ap.ohchr.org/documents/dpage_e.aspx?si=A/HRC/35/L.15) **(A/HRC/35/L.15).**

Summary

**Positive Practices:**

* Partnerships across civil society, academia and government
* Networks of partners across the above different fields successfully advocating for legal and policy changes, eg. Extension of paternity leave.
* Building evidence base through research, methodologies and pilot interventions
* Promotion of research, methodologies and interventions that promote male caregiving and paternity; promotion of gender-equitable models of masculinity; addressing different forms of violence together such as urban violence and gender-based violence.
* Intersectional approach to understanding masculinities and violence suffered by and perpetrated by men and boys.
* Gender specific monitoring and evaluation – GEM scale, SEN scale (discussed further below in body of text).

**Lessons learned:**

* Working in multi-stakeholder networks can lead to positive policy changes.
* Working with men and boys is not to replace work on women and girls, but alongside – doing so can promote broader and sustainable change in attitudes, behaviours, norms and power relations.
* Men and boys may face intersecting inequalities.
* Need to challenge siloed ways of working and cut across themes and where possible not take single issue approaches.

**Challenges:**

* Working with non-elected increasingly conservative government with blurring of lines between religion (evangelicalism) and politics (this is particular to the Brazil case).
* Engaging men and boys – this may require more creative strategies.
* Funding on inclusion of men and boys and on creation of multi-stakeholder networks.
* Intersectional, multi-issue approaches to men and masculinities (working from intersectional (gender, race, class, sexuality, etc) perspectives.
* Breaking down divisions between areas, eg. public/private violence, perpetrator/victim.
* Promoting change at a deep level – transforming social and power relations including structures that continue to reinforce gender inequalities (intersected with other forms of inequality).
* Integrating social norms theoretical approaches.

Expanded contributions

**International and National Policy Changes:**

2014 - Law prohibiting use of corporal punishment on children introduced – Lei 13.010, “Menino Bernardo” following strong lobbying by the network *“Não bata – Eduque!”* (RNBE) (Don’t Hit – Educate!), of which Instituto Promundo was a founder and a present manager of.

An important breakthrough on paternity leave in Brazil was the extension of paternity leave from 5 to 20 days (for public employees and companies enrolled in the Citizen Company program). The expansion came thanks to the adoption in 2016 of the Legal Framework for Early Childhood (Law 13,257, sanctioned by President Dilma on March 8, 2016), which brings understanding of parental involvement in the rights of young children. Although still far from parental leave, which is a reality in countries that currently have the best indicators in the field of gender equity around the world, it is considered a breakthrough in Brazil and other countries in the Southern Hemisphere.

In the last 10 years, Program’s H and M have been adapted to Latin American, African and Asian contexts and are recognized by different international agencies including the World Bank, UNDP, UNFPA, UNICEF, PAHO and the WHO, as a model program for the engagement of men in gender equity.

Promundo is actively engaged in a government project on health and prevention in schools that seeks to unite health and education secretariats and civil society organizations to support the development of AIDS prevention actions in schools. Promundo is part of the State Management Group (GGE) of Rio de Janeiro. In addition to publicizing and making available the tools of the H and M Programs, Promundo has sought to broaden the perspective of prevention actions in schools, based on a discussion of male involvement in sexual and reproductive health issues.

**Innovative projects and methodologies:**

[Program H:](https://promundoglobal.org/programs/program-h/) Designed for young men, Program H encourages critical reflection about rigid norms related to manhood and encourages transformation of stereotypical roles associated with gender.

Program H 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, ages 15 to 24, to encourage critical reflection about rigid norms related to manhood. It is based on extensive research of young men in Brazil with more gender-equitable attitudes, which demonstrated that these attitudes were indicative of men who had a peer group supportive of gender equality, better personal experiences around gender equality, and more meaningful male role models.

The [Program H methodology](https://promundoglobal.org/resources/program-h-working-with-young-men/) promotes group education sessions combined with youth-led campaigns and activism to transform stereotypical roles associated with gender (such as prevalence of contraceptive use or distribution of household responsibilities). To complement these activities, Promundo offers a conversation-starting, no-words video [Once Upon a Boy](https://promundoglobal.org/resources/once-upon-a-boy/). Organizers can choose from some 70 validated Program H activities to customize the program for the needs of their communities. They can also utilize the [Program HMD Toolkit](https://promundoglobal.org/resources/program-hmd-a-toolkit-for-action/), an abbreviated manual that includes recommendations for the implementation of different modules. Partners usually implement 10 to 16 activities, once a week, over a period of several months in conjunction with community awareness campaigns created by youth themselves.

[Program M:](https://promundoglobal.org/programs/program-m/) Designed for young women, Program M focuses on equitable gender roles, empowerment in interpersonal relationships, sexual and reproductive health and rights, and promoting motherhood and caregiving.

Program M is named after mulheres and mujeres, the words for women in Portuguese and Spanish. It was launched in 2006 as a companion to [Program H](https://promundoglobal.org/programs/program-h/) (named for homens and hombres, or men), which encourages critical reflection among young men about rigid gender norms. Building on the experiences of Program H, Program M was developed to work specifically with young women, ages 15 to 24, and seeks to promote their health and empowerment through similar critical reflections about gender, rights, and health. Field-tested in Brazil, Jamaica, Mexico, and Nicaragua, it has since been adapted for use in other countries including India, Tanzania, Peru, and the Balkans.

The [Program M methodology](https://promundoglobal.org/resources/program-m-working-with-young-women/) combines educational workshops with youth-led community campaigns that work to promote gender-equitable attitudes among young women and improve their agency in interpersonal relationships. Organizers can choose from some 33 validated Program M activities to customize the program for the needs of their communities. These activities address a variety of topics, ranging from gender identity to sexual and reproductive health and rights, empowerment in interpersonal relationships, and motherhood and caregiving. Organizers can also consult the [Program HMD](https://promundoglobal.org/resources/program-hmd-a-toolkit-for-action/) Toolkit, an abbreviated manual that that includes recommendations for the implementation of Program M’s key activities. To complement the group education sessions, Promundo offers a conversation-starting, no-words video [Once Upon a Girl](https://promundoglobal.org/resources/once-upon-a-girl/), which tells the story of a girl who questions the gender norms around her, and how they influence the way she thinks and acts.

Staring on the 1st of January 2018, Program’s H and M will be adapted to European contexts in a project funded by DG Justice, EC. Adaption will take place in Portugal, Spain, Belgium, Germany and Croatia.

[Program P](https://promundoglobal.org/programs/program-p/): Program P is named after padre and pai, the words for father in Spanish and Portuguese. Part of the [MenCare Campaign](https://promundoglobal.org/programs/mencare/), Program P is a direct and targeted response to the need for concrete strategies to engage men in active fatherhood from prenatal care through delivery, childbirth, and their children’s early years.

The program 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 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 behaviors.

More specifically, the [Program P manual](https://promundoglobal.org/resources/program-p-a-manual-for-engaging-men-in-fatherhood-caregiving-and-maternal-and-child-health/) contains: (1) background research on the latest data on why engaging men as caregivers is an essential part of maternal health and gender equality; (2) a guide for health professionals on how to engage men in the prenatal consultation space and primary health clinics; (3) a series of interactive modules for gender-transformative group education with men, and in some instances their female partners; and (4) a step-by-step guide to create and launch a MenCare community campaign.

Working with men as fathers is a key entry point to discussing sensitive subjects around traditional gender norms, and the way in which these norms negatively impact communities. Through discussion guides, role plays, and hands-on activities (such as learning how to change diapers), men and their partners are encouraged to discuss and challenge traditional masculine and inequitable gender norms and to practice more positive social behaviors in their families and communities.

In Brazil, 3 components of Program P were conducted and in Portugal Program P was implemented with the health sector.

Impact: Over 4 million professional and parents, 1 report on Paternity in Brazil, and more than 41 million hits.

### [*Bolsa Família Companion Program:*](https://promundoglobal.org/programs/bolsa-familia-companion-program/) This companion program to Brazil’s Bolsa Família initiative promotes women’s economic empowerment by engaging men as allies in transforming harmful gender attitudes and behaviors that impact progress in Brazil.

### [*Jovens pelo fim da violência*](https://promundo.org.br/programas/jovens-pelo-fim-da-violencia/) *(Youth for the end of violence)*: This is a project inspired by research that highlights the intergenerational transmission of violence. Several studies confirm that men who were victims of violence or were present during acts of violence have a greater potential to commit violence against women. Activities consist of group, and individual therapy activities with adolescent girls and boys address the root causes of violence, stimulating changes in individual attitudes and behaviors related to gender equity, violence use, and self-actualization in relationships. It includes school campaigns and activities with the school community to inform community members about complaint and assistance mechanisms available to adolescent girls and boys who have been exposed to violence. The project aims to create a more informed policy environment through advocacy with key actors in schools, government and civil society organizations to implement programs and policies to prevent and respond to violence against girls and adolescent boys

**Innovative research**

The International Men and Gender Equality Survey (IMAGES) on Urban Violence (IMAGES-UV) conducted in Rio de Janeiro using quantitative and qualitative methods to increase knowledge on gender attitudes and behaviours, models of masculinity and urban and gender based violence. The final report was published in 2015.

**Robust impact assessment:**

Promundo is internationally renowned for vigarious gender based monitoring and evaluation method including the development of the [Gender Equitable Men (GEM)](https://promundoglobal.org/resources/measuring-attitudes-toward-gender-norms-among-young-men-in-brazil-development-and-psychometric-evaluation-of-the-gem-scale/) scale. This is a psychometric scale that measures gender-based attitudes and behaviours with men and women, collecting baseline and endline data. Promundo in partnership with the London School of Hygiene and Tropical Medicine (LSHTM) is currently constructing a social norms scale to measure social norms related to sexual exploitation of children and adolescents, the scale will be known as the Sexual Exploitation Norms (SEN) Scale.

**Network Strengthening:**

Building international and local partnerships:

* Building partnerships across academia and civil society including:
  + Academic partners: Goldsmiths University, London; Kings College London; The Centre for Social Studies (CES) at the University of Coimbra, Portugal; The Institute of International Relations (IRI) at the Pontifical Catholic University (PUC), Rio de Janeiro, Brazil
* Civil society partners:
  + Instituto Maria e João Aleixo; Igarapé
* Government partners:
  + Education Secretary, Rio de Janeiro
  + Health

Formal networks that Promundo is a part of:

* [*“Não bata – Eduque!”*](https://www.slideshare.net/PrimeiraInfancia/rede-no-bata-eduque-2457201) (RNBE)
* [MenEngage](http://menengage.org/)
* MenCare
* PLENT

**Outcomes:**

- gender equity promotion

- Violence prevention

- knowledge building on masculinities, gender equity and violence

- capacity building of professionals and civil society