



PREVENTION+

Men and Women Ending Gender-Based Violence

PREVENTION+: MEN AND WOMEN ENDING GENDER-BASED VIOLENCE

In a world where many countries have come to enshrine women's rights and support for gender equality in policy and practice, gender-based violence (GBV)¹, specifically violence against women and girls, still persists. This violence, whether at home or in public, is rooted in gender-based discrimination, inequitable gender norms, and imbalanced power dynamics. To end all forms of GBV, we must address its social and structural causes.

Prevention+ is a five-year multi-country programme that envisions a world where healthy, respectful, and equal relationships are the norm. To contribute to making this a reality, the programme addresses the root causes of GBV – the social, economic, religious, and cultural contexts that shape attitudes and behaviour that lead to violence – by:

1 Taking a multi-level approach. The Prevention+ approach intervenes at four levels of society: individual, community, institutional, and government. By doing so, the programme seeks to ensure long-lasting impact, and to transform the mutually reinforcing social and structural factors that support gender-based violence and allow it to persist.

2 Actively engaging young and adult men as part of the solution. Because gender-based violence occurs most often in the context of relationships, prevention requires a collaborative effort. As part of its approach, Prevention+ engages young and adult men as partners and advocates for change – alongside young and adult women – to challenge and transform harmful gender norms and practices.

Prevention+ is active in Indonesia, Pakistan, Rwanda, and Uganda, as well as in parts of the Middle East and North Africa region; programme partners also engage collectively in international advocacy efforts.

1 in 3 women experience physical or sexual violence, most often by an intimate partner.²

Between 133 and 275 million children witness violence in their homes, per year.³

An estimated 3.7% of GDP is lost due to gender-based violence: this is more than double what governments spend on education.⁴

PREVENTION+ VALUES

Gender-based violence is a human rights violation. It comes with devastating consequences for individuals, families, communities, and societies, and has profound economic and social costs.

Prevention+ activities seek to transform the social norms and values that enable gender-based violence, and encourage care, respect, and equality. This work is informed and driven by local partners.



Adnan, pictured with his daughter, champions gender equality in Lebanon (Promundo and UN Women)

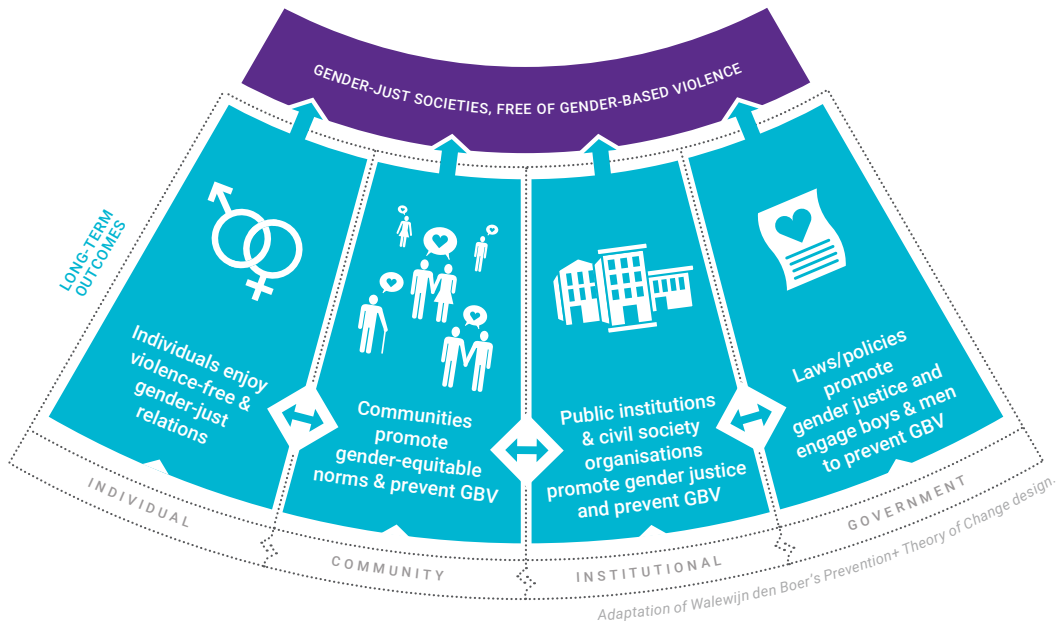
PROGRAMME INTERVENTIONS ARE GUIDED BY THE FOLLOWING VALUES:

- 1 Promote human rights, focusing on the rights of women and girls.**
- 2 Prioritise the needs and safety of survivors of violence, based on a “Do Not Harm” principle.**
- 3 Maintain dialogue and strengthen partnerships with women’s rights activists and feminist groups.**
- 4 Engage men as part of the solution by fostering caring and non-violent masculinities.**
- 5 Be inclusive and responsive to diverse gender identities.**

PREVENTION+: A LOOK INSIDE THE PROGRAMME

The path to transforming structures and systems to create a world free from gender-based violence is long and complex. However, Prevention+ partners believe that the long-term realisation of healthier and happier societies is possible.

The Prevention+ programme applies gender-transformative approaches⁵ to engage young and adult men as allies for gender equality. Prevention+ complements the work and advocacy of existing feminist groups and social justice movements, and fosters positive interactions and gender-equitable relationships at four levels of society.



The ultimate aim of Prevention+ is to contribute to the adoption and implementation of national-level policies and systems of evidence-based programming for violence prevention that are sustained well beyond the initial five-year programme.



Advocacy efforts focus on encouraging **(inter)national governments** to introduce and enact new legislation aimed at preventing and eliminating gender-based violence, and to strengthen enforcement of existing policies or legislation.



Young and adult men and women participate in comprehensive gender-based violence prevention programmes offered in partnership with existing community service organisation efforts. This means that, at an early age, young men and women, as well as adults, begin discussing together how to think and talk about gender equality, sexuality, and non-violent relationships.

Trusted **community and faith-based leaders** are recruited to support the programme by serving as role models, thereby influencing gender-equitable norms and values in the community.

Prevention+ trains **institutional staff** of government ministries, government representatives, service providers, and civil society to integrate gender-transformative approaches in their day-to-day work. This includes equipping staff with the tools and know-how necessary to interact with young and adult men, women, and couples in a manner free from discrimination and bias.



*Images of positive fatherhood
(Sonke Gender Justice)*

PREVENTION+ PARTNERS AROUND THE WORLD

RWANDA

Rwanda, with the highest number of female parliamentarians in the world, has registered strong achievements in promoting gender equality and addressing GBV through national laws and policies. However, challenges to ending violence remain, with more than 20% of married women having experienced physical or sexual violence from an intimate partner in the past year.⁶

The **Rwanda Men's Resource Center (RWAMREC)** seeks to institutionalise gender-transformative approaches to GBV prevention within existing structures by working together with the government and local leaders. The programme works with young men and women in schools through Boys4Change clubs and with couples through evening dialogue sessions called *Umugoroba w'Ababyeyi*, a government-supported initiative that brings men and women together to discuss community issues.

UGANDA

One in five women between the ages of 15 and 49 has experienced sexual violence in her lifetime.⁷ To end this harmful practice, **Reproductive Health Uganda (RHU)** holistically addresses the structural and systemic drivers that allow all forms of gender-based violence to persist. RHU engages with men and boys to prevent GBV, and with the Center for Domestic Violence Prevention (CEDOVIP) and Center for Health, Human Rights and Development (CEHURD) to use lessons learnt in communities to advance national advocacy for GBV prevention.

PAKISTAN

Gender-based violence is one of Pakistan's most serious human rights issues. Federal and provincial governments have begun introducing strict legislation with harsher penalties to deal with the endemic incidence of GBV: an action that is not supported by regional right-wing political parties.

Rutgers Pakistan is conducting the International Men and Gender Equality Survey (IMAGES),⁵ in collaboration with the Population Council, Rozan (a national NGO), and the Ministry of Human Rights. With its partners, the joint initiative aims to provide the evidence needed to strengthen the implementation of laws focused on reducing GBV, and seeks to create an environment supportive of engaging with men to end GBV.

INDONESIA

The setup of crisis centres and improvements in sexual violence and physical abuse reporting have done little to prevent violence in the private and public spheres. To improve overall services delivery, **Rutgers Indonesia** has partnered with Rifka Annisa and Damar women crisis centres, the Puli Foundation, and Rahima Foundation: a feminist faith-based organisation. Together, they introduce gender-transformative approaches in community-education activities, GBV counselling, and policy advocacy. Rahima Foundation encourages religious leaders to champion equal gender perspectives and healthy relationships within the context of their teachings and marriage courses.

MIDDLE EAST AND NORTH AFRICA

Gender equality in the Middle East and North Africa (MENA) is a topic of longstanding debate; however, little research has explored how social norms related to masculinity perpetuate GBV and conflict. **Promundo**, UN Women, and their research partners have begun examining these themes through IMAGES research in Egypt, Lebanon, Morocco, and Palestine.⁹ IMAGES findings will influence related evidence-based advocacy and action at national and regional levels. In the coming years, a Regional Training Initiative will help civil society and public sector participants build a regional network of future leaders and gender-justice advocates.

COVER PHOTO CREDITS

Outer circle (Top L-R):

Couple in the MenCare+ programme in Rwanda, run by RWAMREC, reads information about maternal and child health (Perttu Saralampi for Promundo); Adnan, pictured with daughter, champions gender equality in Lebanon by being an involved, caring father (Promundo and UN Women); Young father helps in the care of his newborn baby while wife does household chores (Abaho Chrispaul, RHU); Couple shares in the responsibility of childcare in Yogyakarta (Rutgers WPF Indonesia).

Inner circle (Top L-R):

High school student in Jakarta animatedly listens to presentation of local partner (Jeroen van Loon); A participant in a MenCare+ fathers' group in Rwanda, run by RWAMREC, is pictured with his family (Perttu Saralampi for Promundo); Father and son from Yogyakarta spend quality time together (Jeroen van Loon); Women's rights demonstration in Pakistan (Rachel Ploem for Rutgers)

NOTES & REFERENCES

- ¹ Gender-based violence (GBV) is a type of violence that targets individuals or groups based on their gender or sex. It includes physical, mental, or sexual harm; the threat of such acts; and anything that impedes someone's liberty. GBV is rooted in gender inequality and unequal power relations.
- ² WHO. (November 2016). Violence Against Women, Intimate Partner and Sexual Violence Against Women. *Fact sheet*. Retrieved 28 May 2017 from: <http://www.who.int/mediacentre/factsheets/fs239/en/>
- ³ Pinheiro, P.S. (2006). *World Report on Violence Against Children*. Geneva: United Nations.
- ⁴ The World Bank. (2017). Violence Against Women and Girls. *The World Bank*. Retrieved 8 May 2017 from: <http://www.worldbank.org/en/topic/socialdevelopment/brief/violence-against-women-and-girls>
- ⁵ Gender-transformative approaches are strategies that seek to address, challenge, and reshape harmful gender norms to free all individuals from the impact of these norms, in order to create more gender-equitable relationships, communities, and societies.
- ⁶ National Institute of Statistics of Rwanda, Ministry of Health Rwanda, and ICF International. (2015). *Rwanda Demographic and Health Survey 2014-15*. Rockville, Maryland: NISR, MOH and ICF International.
- ⁷ Guilbert, K. (6 May 2015). Uganda's Women, Girls Seek Justice to Halt Sexual Violence: Rights Group. *Reuters Health News*. Retrieved 6 May 2017 from: <http://www.reuters.com/article/us-uganda-women-rape-idUSKBN0NR2M020150506>
- ⁸ IMAGES (International Men and Gender Equality Survey), created by Promundo and the International Center for Research on Women, is a household study that gathers comprehensive data on men and women's attitudes and practices on gender equality.
- ⁹ El Feki S., Heilmann, B. and Barker, G., eds. (2017). *Understanding Masculinities: Results from the International Men and Gender Equality Survey (IMAGES) – Middle East and North Africa*. Cairo and Washington, DC: UN Women and Promundo-US.

#PreventionPlus

Prevention+ is coordinated internationally by Rutgers, Promundo, and Sonke Gender Justice, and partners with MenEngage Alliance on advocacy strategies and activities. The programme is funded by the Ministry of Foreign Affairs of the Netherlands.

MORE INFORMATION:

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