



PROMUNDO'S  
**ANNUAL REPORT**  
**2016**



PROMUNDO



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# LETTER FROM THE DIRECTORS



**Tatiana Moura**  
Executive Director,  
Instituto Promundo

2016 was a year of both challenges and of successes. The challenges include the unjust ouster of Brazil's first woman president and the xenophobic and misogynist rhetoric that contributed to the outcome of the US presidential elections.

But, there are reasons to celebrate 2016 as well. In **Brazil**, our advocacy efforts and research inspired the approval of 20 days of paid paternity leave (for public employees and employees of businesses that are part of a national accreditation program for gender-equitable businesses, called *Empresa Cidadã*). In the **US**, our advocacy around promoting equitable caregiving by men contributed to efforts to secure approval by the Washington, DC City Council of some of the most progressive paid parental leave in the country. In addition, we completed a randomized control trial of our fatherhood training material in **Rwanda**, finding that about one-third of women in the intervention group reported experiencing physical violence from their partner in the past 12 months, compared to nearly 60 percent in the control group – results that paved the way for scale-up of the material across Rwanda's maternal health system.



**Gary Barker**  
President and CEO,  
Promundo-US

In **Brazil**, Promundo began important partnerships with the private sector, including work with the company Eletrobras on promoting racial and gender equality and respect for sexual diversity in workplaces. In **the US, UK, and Mexico**, we started a partnership with Axe/Unilever on studying and promoting healthy, nonviolent versions of manhood with young men.

**Around the world**, we continued to gather policy-actionable research on men's attitudes and practices related to gender equality in 10 new countries, as part of the International Men and Gender Equality Survey (IMAGES). Data from those studies drove new attention to men's caregiving in some countries, and attention to the links between urban violence and violence in the home in others. The data was also featured in several country versions adapted from the 2015 *State of the World's Fathers*.

In the **US, Democratic Republic of the Congo, and Lebanon**, we began multi-year efforts to take our Program H material, for engaging young men in questioning rigid and inequitable norms, to scale in partnership with after-school and community-based youth programs. And, in **Democratic Republic of the Congo**, we finalized an evaluation of the Living Peace methodology for engaging men in reducing violence against women in the context of post-conflict. That study followed nearly 150 couples two years after the intervention and affirmed reductions in violence against women in nearly 90 percent of households. We had the chance to share those results at the Clinton Global Initiative Annual Meeting.

In 2017, Promundo's first office – in Brazil – turns 20 years old. As we begin our third decade of action as Promundo, we are expanding our voice and our efforts on advocacy for gender justice and on racial and economic justice. We have new partner organizations, senior fellows, and staff based in more settings; we are expanding our research in social and traditional media. In a moment when funding for civil society is reducing in some sectors and countries, we feel the ethical imperative to redouble our efforts to turn our research into action; to call out abuses of power; and to always work alongside key women's rights, children's rights, and violence prevention advocates. There are far too many voices for and acts of inequality, gender injustice, and violence in the world. Two decades after we started our work to change masculinities, we see the challenges and we continue to believe in the promise of women and men, boys and girls, working together for gender justice.

## 2016 BY THE NUMBERS



**40,000+ views** of the *State of America's Fathers* launch in New York City



**450+ mentions** of Promundo's work in the media with a readership of over 1 billion, including *New York Times*, *TIME*, *CNN*, *Fast Company*, *Slate*, *The Guardian*, and *Huffington Post*



**361 girls and boys**, 2,338 community members, and 111 key stakeholders in education and government reached to prevent sexual and gender-based violence in Brazil and Democratic Republic of the Congo



**50 partners in 43 countries** working to promote men's involvement as equitable, nonviolent fathers and caregivers through the MenCare campaign



**20 NGOs** trained in Beirut to engage young men in gender-transformative programming in Lebanon



**>6,000 community members** reached through the "Prio Baba" campaign promoting active fatherhood in Bangladesh



**11 new countries** around the world where the International Men and Gender Equality Survey (IMAGES) was conducted, with a total of 10,000 men and 7,500 women



**100 teachers** trained to implement gender-transformative approaches on preventing gender-based violence in Rwanda, and >500 community members reached



**1,151 surveys** about gender, masculinities, and nonviolent trajectories in the context of urban violence conducted in Rio de Janeiro, Brazil



**20 facilitators**, from authors and social activists to theater directors and lawyers trained in Georgia to promote men's caregiving and gender equality

# OUR WORK

## OUR MISSION

Promundo works to promote gender equality and create a world free from violence by engaging men and boys in partnership with women and girls.

## OUR VISION

We envision a world where all people work to create a nonviolent, caring, and gender-equitable future for themselves and for their children.

Founded in Brazil in 1997, Promundo works to advance gender equality around the world by conducting formative research and rigorous evaluation, deploying field-tested educational programs, and partnering with women's rights groups. Our advocacy campaigns, group education, and group therapy create safe spaces for men and women in post-conflict and high-violence settings to heal from trauma; for youth to question harmful gender norms; and for men around the world to discuss the benefits of involved fatherhood and shared decision-making, and the costs of violence and exploitation. We work in the spaces where boys learn how to be men and where adverse ideas about manhood are too often reinforced.

Promundo's strategic partners in Brazil, the United States, Portugal, and Democratic Republic of the Congo work together to promote gender equality and prevent violence by engaging men and boys in partnership with women and girls. Our programs, campaigns, and advocacy efforts across the themes below are based in rigorous research and are designed to improve the lives of people around the world:



### 1. YOUTH AND EQUALITY

Working with youth to redefine gender norms, end violence, promote sexual health and rights, and support diversity



### 2. FATHERHOOD AND CAREGIVING

Promoting men's active caregiving and fully engaged fatherhood



### 3. CONFLICT AND SECURITY

Helping individuals and communities heal from trauma and prevent violence after conflict



### 4. ECONOMIC JUSTICE

Engaging men to be full partners in women's economic empowerment



### 5. PREVENTING VIOLENCE

Preventing gender-based violence and violence against children



### 6. RESEARCH FOR ACTION

Building the evidence base for engaging men in gender equality



# Youth & Equality

Credit: Beto Pêgo for Instituto Promundo

# 1. YOUTH AND EQUALITY

Working with youth to redefine gender norms, end violence, promote sexual health and rights, and support diversity

## Programme Ra, First-Ever Adaptation of Program H in the Middle East and North Africa, Launches in Lebanon



Credit: ABAAD

*“I hope Programme Ra will spread the message and let people know we are all in this together, under one roof. We are not just Christian, Muslim, et cetera - we are human. Our home is the earth. I want us to accept each other.”*

Estephan “Tino” Bechara, Red Cross in Lebanon, Programme Ra training participant

In July 2016, Promundo and Lebanese NGO ABAAD launched Programme Ra in Beirut, with support from the Womanity Foundation. The program encourages men to challenge gender-based stereotypes, question traditional ideas of manhood, and contribute to ending all forms of gender-based violence in Lebanon. It is the first-ever adaptation of Promundo’s Program H for the Middle East and North Africa (MENA). In September 2016, Promundo participated in a training of Programme Ra facilitators in Beirut, led by ABAAD, for 20 representatives from local and international nongovernmental organizations (NGOs). Following the training, approximately half of these organizations committed to implementing Programme Ra as part of their own programming, with plans to reach a total of 900 to 1,000 youth.

### SPOTLIGHT ON IMPACT

- **20 NGOs** represented at the training of facilitators in Beirut
- **8 “Women and Girls Safe Spaces (WGSS)”** in Lebanon to be trained on Programme Ra
- **900 views** of the Programme Ra stories on Promundo’s website
- **3,500+ views** of social media posts on Programme Ra interviews

## Promundo Implements Gender-Transformative Manhood 2.0 Program in United States

Promundo is implementing two randomized control trials (RCTs) of a Program H adaptation in Washington, DC (in partnership with Child Trends and the Latin American Youth Center) and in Pittsburgh, PA (in partnership with the University of Pittsburgh), with funding from the Centers for Disease Control and Prevention (CDC). The program, called Manhood 2.0, is a gender-transformative

curriculum and community-based program for adolescent boys and young men (aged 15 to 24) in the United States. In 2016, Promundo completed the first year of interventions in Pittsburgh and the formative phase in Washington. Promundo and the University of Pittsburgh in 2016 began planning a complementary program for young women, based on Promundo's Program M, called "Sisterhood 2.0."

## In its 5th Year, "Practicing Sports, Winning in Life" Is Adapted for a New Context in Brazil



Credit: Beto Pêgo for Instituto Promundo

*"Here we have support, clarification. ... We learn by talking and listening too, without shouting."*

A participant's mother during a meeting on prevention of physical and humiliating punishment of children and adolescents

Seeking to engage boys and girls aged 6 to 17 - and their families - in preventing violence and transforming inequitable gender norms, the "Practicing Sports, Winning in Life" project in Rio de Janeiro, Brazil uses sports activities, community campaigns, Portuguese and mathematics after-school classes, and discussion-based workshops as tools to educate and mobilize youth. The project's educational workshops are based on the methodologies of Promundo's Program H for young men and Program M for young women, facilitating discussions for youth on gender equity, sexuality, sexual and reproductive health and rights, violence prevention, alcohol and drug use, and coping with and preventing sexual exploitation. In 2016, Promundo also launched a set of resources - including a video, a report, and an activity guide - to share results and best practices from the first three years of the project.

### SPOTLIGHT ON IMPACT

- **355 children and adolescents** and **3 communities** who participated in the project
- **80 parents** sensitized to positive education
- More than **2,450 family members** reached by community campaigns
- **84% of children and adolescents** who now reject the idea that certain sports are "only for boys" or "only for girls"
- **18% increase** in children and adolescents who say that boys can play with dolls



# Fatherhood & Caregiving

## 2. FATHERHOOD AND CAREGIVING

Promoting men's active caregiving and fully engaged fatherhood

### MenCare Engages Men as Equitable and Nonviolent Caregivers Globally



Credit: Perttu Saralampi for Promundo-US

MenCare is a global fatherhood campaign active in more than 40 countries on five continents. Its mission is to promote men's involvement as equitable, nonviolent fathers and caregivers in order to achieve family well-being, gender equality, and better health for mothers, fathers, and children. Promundo co-coordinates the global campaign, including its international communications and advocacy, along with Sonke Gender Justice. In 2016, the global campaign continued to grow and refine its advocacy, programs, and research.

#### **WHAT'S NEW IN 2016**

- The global MenCare campaign grew to encompass **more than 50 partners in 43 countries**.
- MenCare launched a **10-point international advocacy platform calling on governments and employers to adopt equal leave policies** for both parents that are well-paid, non-transferable, and adequate in length. Launched at the Commission on the Status of Women's official side event "Sharing the Care" at the United Nations, the Parental Leave Platform has already been adapted for advocacy in the Netherlands, in Peru, and for Spanish-speaking countries.
- ***State of the World's Fathers***, launched in 2015, continued its journey around the world with adaptations and translations in Brazil, the Balkans, Indonesia, Portugal, Russia, and the United States. Promundo led the launch of ***State of America's Fathers*** in June and ***State of Brazil's Fathers*** in September, to critical acclaim.
- Promundo began a **three-year partnership with UNFPA in Georgia to implement the country's first-ever MenCare campaign**, supported by the UN Joint Programme for Gender Equality and funded by Swedish International Development Cooperation Agency (Sida).

- Promundo conducted the follow-up of a **randomized control trial (RCT) to assess the impact of the “Bandeberoho” fathers’ group intervention in Rwanda**, as part of the MenCare+ program. Sixteen months after the intervention, which was adapted from Promundo’s Program P, the RCT assessed the impact of the program on a range of outcomes, including: men’s participation in reproductive health, in family planning, and in maternal, newborn, and child health; gender attitudes and household dynamics; and violence. Baseline data were collected in February 2015; the most recent follow-up data were collected at the end of 2016, 21 months after the baseline. A paper summarizing the results from the end-line data is forthcoming, showing positive findings across all key outcomes.
- Promundo worked with the Center for Men and Masculinities Studies (CMMS) to implement the **“Prio Baba” (“Dear Father”) campaign in Bangladesh**, supported by the UBS Optimus Fund. In 2016, more than 6,000 community members, 1,200 fathers, 380 mothers, and nearly 800 health providers were reached through community interventions adapted from Promundo’s Program P, which offers concrete strategies for engaging men in active fatherhood. An evaluation of the project is currently underway in five districts in Bangladesh.

## First-Ever State of America’s Fathers Report Takes a Critical Look at What Fatherhood Means for U.S. Families in 2016



Credit: Fatherly

*“State of America’s Fathers is a welcome step in laying out a plan for how fathers can be positive role models for their children and equal partners in parenting.”*

Jessica Seinfeld, Founder & Board President of GOOD+ Foundation

In June 2016, Promundo launched the first-ever *State of America’s Fathers* report as a MenCare publication, engaging the country’s leading influencers, policymakers, and game-changers to take an honest look at what it means to be a dad in the United States today. Endorsed by Chelsea Clinton, Jessica Seinfeld, Anne-Marie Slaughter, and more, the report was unveiled at the State of America’s Fathers Summit in New York, which garnered over 40,000 views on Facebook Live. It was also mentioned over 80 times in the media, including in an opinion piece penned by Melinda Gates, and in *CNN*, *TIME*, *Fast Company*, *The New Yorker*, *The Conversation*, and more.

The first-ever comprehensive report on U.S. fatherhood, *State of America’s Fathers* reveals never-before-seen data from the Families and Work Institute, as well as

practical policy recommendations to engage fathers equally in childcare and domestic work. It examines what it means to be a father in the United States today, how it is different than ever before, and the future of this fatherhood revolution.

### SPOTLIGHT ON IMPACT

- **40,000+ views** of national launch online
- **4,500+ views** of report content on our websites
- **80+ mentions** in the media, including in an opinion piece penned by Melinda Gates
- **Endorsed by** Anne-Marie Slaughter, Jessica Seinfeld, Cecile Richards, and more

## Landmark State of Brazil's Fathers Report Examines Men's Contributions to Parenting and Caregiving in Brazil

Following the launch of the first-ever *State of the World's Fathers* report in 2015, Promundo launched the *State of Brazil's Fathers* report in September 2016 in Recife, to critical acclaim. Developed in collaboration with national fatherhood experts, the report provides research and recommendations related to men's involvement in caregiving and to strengthening public policies to increase gender equality.

Unveiled at the "Second Seminar on Fatherhood and Early Childhood" in Recife, and later presented at the Harvard Business Review's Women in Leadership Forum in São Paulo, the report addresses issues related to Brazilian fatherhood in the context of the health system, breastfeeding, the labor market, diversity, early childhood, legislation, and political incidence.

### SPOTLIGHT ON IMPACT

- **6 thematic areas** analyzed in the report
- **21 experts** in Brazil who collaborated to develop the report
- **200 attendees** of the report's pre-launch event at the "Second Seminar on Fatherhood and Early Childhood" in Recife

## Five-Year Partnership With Plan Canada Supports the Multi-Country Supporting Health Outcomes for Women and Children (SHOW) Program

In April, Promundo began a five-year partnership with Plan International Canada to provide strategic assistance on designing and implementing gender-transformative approaches to male involvement in maternal, newborn,

and child health (MNCH) and in sexual and reproductive health (SRH) for the Supporting Health Outcomes for Women and Children (SHOW) program in Bangladesh, Ghana, Haiti, Nigeria, and Senegal.

## Promundo Works to Strengthen the Global Advocacy Agenda on Engaging Men and Boys to Improve Quality of Care in Maternal and Reproductive Health

Promundo began a three-year project, funded by the MacArthur Foundation, to build alliances with key organizational and network leaders on respectful maternity care (RMC); conduct research to explore men's knowledge and practices related to maternal, newborn, and child health (MNCH), building on existing data; and conduct research to explore men's perceptions and practices related to abortion with the aim of promoting women's access to safe and legal abortion and post-abortion services.

As part of the project, Promundo partnered with Health Development Initiative (HDI) Rwanda, a local Rwandan NGO active in advocating for sexual and reproductive

health and rights, to conduct qualitative research on the role of men as abortion advocates in Rwanda. The research, which will be finalized in 2017, seeks to understand the motivations of the (mostly) male abortion advocates who have successfully lobbied for legislative changes on abortion, as well as how women and women's organizations perceive their roles as advocates in the country.

Promundo - in collaboration with the White Ribbon Alliance, USAID's flagship Maternal and Child Survival Program, Jhpiego, and the IGWG Taskforce on Male Engagement - also convened a consultation on men and respectful maternity care in Washington, DC in December.



# Conflict & Security

### 3. CONFLICT AND SECURITY

Helping individuals and communities heal from trauma and prevent violence after conflict

#### Impact Evaluation and Local Management of Living Peace Intervention in Democratic Republic of the Congo Show Positive Results



Credit: Nadia Shabani for Living Peace Institute

In eastern Democratic Republic of the Congo (DRC), Promundo continued its collaboration with its strategic partner, the Living Peace Institute (LPI), in 2016.

By providing evidence-based psychosocial support and group education to families affected by violence, the Living Peace intervention strives to prevent sexual and gender-based violence (SGBV) by working with men and boys to transform norms related to masculinities in the community and in key public institutions such as the police, the military, and service-providing organizations. Between June and October 2016, 34 Living Peace groups directly reached 510 people in 10 communities in North and South Kivu. During this first round, the participation rate for all of the targeted groups – police officers, members of the military, military spouses, male partners

of SGBV survivors, and men in high risk zones – was greater than 80 percent.

Also in 2016, Promundo finished a qualitative, time-series evaluation that assessed the long-term impact on intimate-partner-violence prevention of the Living Peace pilot groups implemented in 2012. Supported by the Sexual Violence Research Initiative (SVRI), the evaluation found promising results in terms of the sustainability of participants' positive changes around (1) alcohol and substance abuse; (2) conflict management; (3) relationships with other family members; (4) coping with war-related sexual violence; and (5) coping with economic challenges. A report detailing the evaluation's results is forthcoming.

## Young Men's Clubs Against Violence Project in Kinshasa, DRC Examines Gender Norms and Street Gang Participation

*"My father is not a 'real' man. He uses his power to destroy our family, and I cannot consider him to be a real man."*

A young man in one of the focus group discussions during formative research in Kinshasa

The Young Men's Clubs Against Violence (YMCAV) project was formally launched in Kinshasa, DRC in 2016. Supported by Sida, the project was developed by Promundo and the Living Peace Institute and aims to reduce street violence by preventing 10- to 19-year-old boys from joining – and helping them leave – the Kulunas, organized gangs composed mostly of teenage boys and young men in Kinshasa.

This project uses an ecological model targeting boys as the center of the project and looking at them as a solution rather than a problem. The approach focuses on individual changes while simultaneously recognizing the important role of supportive communities and institutional frameworks to sustain such changes.

## Youth Living Peace Project Successfully Adapted in Brazil and DRC

*"There are other ways to be men than to be violent and aggressive."*

Youth Living Peace participant, Brazil

*"I will encourage the Congolese government to reinforce the law on gender-based violence so that this challenge will decrease in our society."*

Youth Living Peace participant, DRC

Youth Living Peace is a three-year project (2015–2017) led by Promundo-US in collaboration with partners Heal Africa in Democratic Republic of the Congo (DRC) and Instituto Promundo in Brazil, and supported by the United Nations Trust Fund to End Violence against Women. It was developed to prevent sexual and gender-based violence (SGBV) against girls aged 14 to 19 in high-violence and post-conflict settings; to provide psychosocial support to SGBV survivors through primary and secondary prevention initiatives targeting adolescents who have witnessed and/or experienced violence growing up; and to train teachers, working with schools and communities.

In spring 2016, partners merged Promundo's evidence-based group-education (Program H and Program M) and group-therapy (Living Peace) approaches, as well as a rigorously evaluated US-based intervention (Expect Respect), which provides support for adolescents who have witnessed or experienced violence, particularly in dating relationships. These methodologies provided the foundation for Youth Living Peace; they have been adapted, tested, and implemented in Brazil and DRC in school settings through group education, counseling, community campaigns, and targeted advocacy.

### SPOTLIGHT ON IMPACT: BRAZIL

- 137 girls and boys who participated in the project
- 1,538 community members who were reached
- 63 key stakeholders in education and government who were engaged

### SPOTLIGHT ON IMPACT: DRC

- 224 girls and boys who participated in the project
- 800 community members who were reached
- 48 key stakeholders in education and government who were engaged



# Economic Justice

## 4. ECONOMIC JUSTICE

### Engaging men to be full partners in women's economic empowerment

#### Social Assistance Professionals in Brazil Integrate Gender-Transformative Approaches in Cash Transfer Programs

In Brazil, the government's Bolsa Família program has been responsible for lifting approximately 36 million individuals above the poverty line since 2003. By overwhelmingly enrolling female participants, Bolsa Família gives women greater control of family resources, promoting their equal authority in household decision-making. It also reinforces their rights and responsibilities as full citizens, given the program's requirements that they manage legal documentation and visit public offices.

While the program has seen gains in empowering women directly, it was both possible and necessary to go one step further to achieve the broader goal of gender equality – by bringing both women and men into the discussion. To this end, Promundo created the Bolsa Família Companion Program in 2013 to promote women's economic empowerment by engaging men as allies in transforming harmful gender attitudes and behaviors that impact progress. Supported by UN Women's Fund for Gender Equality, the program has included three years of educational workshops and campaigns in Rio de Janeiro and Recife, in partnership with Instituto Papai.

Building on the work carried out in Rio de Janeiro and Recife, Promundo created an educational manual in

2016 entitled *Toolkit for Gender Equality Promotion in Cash Transfer Programs*. The toolkit provides educational activities focused on gender equality to professionals and community leaders who work with beneficiaries of these programs. More than 400 social assistance professionals from public agencies and municipal and state secretariats of Nova Friburgo, Rio de Janeiro; Itararé, São Paulo; and Recife, Pernambuco were trained in the gender-transformative methodology in 2016.

#### SPOTLIGHT ON IMPACT

- **465 social assistance professionals** trained in Rio de Janeiro, São Paulo, and Pernambuco
- **11% increase** in professionals who recognize the importance of activities that address rights and services for Bolsa Família beneficiaries
- **10% increase** in professionals who agree it is necessary to have Bolsa Família beneficiaries reflect on gender inequalities

#### Promundo Launches Partnership for Economic Empowerment Program in Sri Lanka

Promundo began a partnership with World Vision Australia to provide technical assistance on the iLIVE project, an economic empowerment program that works toward gender and disability inclusion in Sri Lanka. Promundo is providing strategic guidance to World Vision Australia and

World Vision Lanka to develop gender-transformative approaches to work with women engaged in savings clubs and their male partners, adapted from Promundo's Journeys of Transformation methodology. The project is funded by the Australian government (DFAT).



# Preventing Violence

Credit: Perttu Saralampi for Promundo-US

## 5. PREVENTING VIOLENCE

### Preventing gender-based violence and violence against children

#### Promundo and Partners Begin Five-Year, Multi-Country Program to End Gender-Based Violence

In 2016, Promundo launched Prevention+, a multi-country program that engages men and women in ending gender-based violence (GBV). This five-year program is coordinated internationally by Rutgers in partnership with Promundo and Sonke Gender Justice, with funding from the Ministry of Foreign Affairs of the Netherlands. It focuses on research, programming, and advocacy to support the scale-up and institutionalization of gender-transformative approaches to ending GBV in Indonesia, Pakistan, Rwanda, Uganda, and the Middle East and North Africa (MENA) region. Promundo coordinates the work in Rwanda and the MENA region, in addition to playing a role in providing technical assistance and capacity building in all five regions.

#### SPOTLIGHT ON IMPACT

Since August 2016, Prevention+ in Rwanda, implemented by RWAMREC, has:

- Trained **100 teachers** to implement gender-transformative sessions with youth on GBV prevention
- Trained **82 members of local government** on engaging men in GBV prevention
- Engaged **nearly 200 civil society members** to promote men's engagement in GBV prevention
- Reached **500 community members**

#### Promundo Trains Youth Educators in Gender Equity Through Arts Program in Brazil

After granting Promundo the Juscelino Kubitschek Prize for its work on human rights issues in Brazil, the Inter-American Development Bank (IDB) invited Promundo to lead a gender-training initiative for educators working with young people via Galpão Aplauso - or "Applause Warehouse" - a program for social inclusion through the arts that provides opportunities for at-risk youth.

Aimed at training and introducing young people from low-income communities into the labor market in Rio de Janeiro and Paraty, Galpão Aplauso develops and runs cultural, artistic, and business programming. Its courses focus on building technical skills in theater, circus, dance, music, and the fine arts. In addition, Galpão Aplauso also has a theater and dance company made up of their beneficiaries.

#### Youth in Rio de Janeiro Partner With Promundo to Prevent Sexual and Gender-Based Violence

In 2016, Promundo began a new project to prevent sexual and gender-based violence and to promote human rights with 12- to 21-year-olds in Rio de Janeiro, supported by the Socio-Environmental Investment Exchange (BVSA) and Kindernothilfe (KNH). In partnership with Conexão G and the Seeds of Life Association of Cidade de Deus (ASVI), the

project, "Gender, Human Rights, and Health," engaged 60 young people in the communities of Maré and Cidade de Deus. In the two communities, Promundo and its partners developed nine workshops in which discussions of gender awareness were combined with the crosscutting themes of race, ethnicity, and sexual diversity.



# Research for Action

Credit: Beto Pêgo for Instituto Promundo

## 6. RESEARCH FOR ACTION

### Building the evidence base for engaging men in gender equality

#### International Men and Gender Equality Survey (IMAGES) Expands to More Than 30 Countries

The International Men and Gender Equality Survey (IMAGES) is a multi-year, multi-country effort to build the evidence base on how to change public institutions and policies to better foster gender equality and to raise awareness about the need to involve men in health, development, and gender equality issues. Since its first six-country report was published in 2011, IMAGES has been a foundation of Promundo's research portfolio and an international reference for understanding gender-equitable and -inequitable attitudes, practices, and experiences among both men and women worldwide.

In 2016, Promundo's IMAGES portfolio continued to grow, with ongoing studies in more than 20 countries. In 2016, IMAGES research reports were written for Brazil, Mozambique, Russia, and Azerbaijan, and

data collection was completed in Lebanon, Morocco, Palestine, Egypt, Tanzania, El Salvador, and Nicaragua. In many of these countries, data on the range of gendered topics that IMAGES captures is scarce, and IMAGES provides important starting points for programming and advocacy. In addition, 2016's IMAGES studies provided the opportunity to continue innovating and refining the IMAGES questionnaire, including adding new sections on urban violence, sexual harassment, cultural practices (e.g. female genital cutting, child marriage), social norms, and time use.

To enhance the use of IMAGES evidence for impact, Promundo has focused on building partnerships and developing tools to promote research uptake, widespread dissemination, and links to existing policy initiatives.

#### SPOTLIGHT ON IMPACT: MIDDLE EAST AND NORTH AFRICA

In 2016, partners in the Middle East and North Africa (MENA) region began conducting IMAGES in Egypt, Morocco, Lebanon, and Palestine. In October, nearly 30 research partners, members of strategic consultative groups, and nonprofit organizations gathered in Beirut, Lebanon for a five-day "Evidence-to-Action" meeting organized by Promundo in collaboration with UN Women and ABAAD to define their advocacy targets, pairing the 2017 release of IMAGES data with coordinated action for gender equality.

In the MENA region, IMAGES results will be launched at a major conference, "Masculinities in the Arab World: Trajectories to Peace and Gender Equality," in May 2017. The conference will feature experts from the region and explore in-depth the themes of IMAGES, including men's attitudes towards gender equality, men's well-being, family relations, fatherhood, employment, migration, and violence against women – with a special emphasis on manhood in relation to regional armed conflicts.

## New Research Looks at Links Between Urban Insecurity and Violence at Home

“This isn’t the life for you.” These words helped a man who worked in the drug trade to become a community activist, and they capture the aims of the report *“This isn’t the life for you.” Masculinities and Nonviolence in Rio de Janeiro, Brazil*, launched in 2016.

The report, produced by Promundo for the Safe and Inclusive Cities (SAIC) global research program, presents the results of an adaptation of IMAGES in Rio de Janeiro. It reveals new findings on gender, masculinities, and nonviolent trajectories in the context of urban violence, including interactions between violence in public and private spheres.

Results show that men’s exposure to urban violence before age 18 is strongly linked to their later use of violence – including gender-based violence – as adults. An average of 82.8% of the men interviewed had experienced or witnessed at least two of the following before age 18:

aggravated assault, violent treatment by the police, battering, exchange of gunfire, house or workplace hit by bullets, death threats, or being shot by a firearm.

While the study’s quantitative household surveys were conducted with local men and women from different areas of Rio de Janeiro, the 45 qualitative interviews focused on men and families – including former drug dealers, police officers, activists, and their partners – who had chosen trajectories of nonviolence amidst groups in which they are encouraged to use violence. Fatherhood emerged as one of the central factors in directing a man’s life trajectory toward nonviolence.

The report also points to the need to adopt a new public security agenda that works to build more secure, inclusive cities. Decision-makers must adopt policies that overcome Brazil’s current model of policing and instead prioritize violence prevention and conflict mediation more broadly.

## Research Examines Sexual Exploitation, Child Marriage, Relationship Violence, and More

In 2016, Promundo and partners conducted innovative research examining the following themes:

- **Sexual Exploitation of Children and Adolescents:** Promundo launched a new research collaboration with the London School of Hygiene and Tropical Medicine (LSHTM) to expand the understanding and measurement of gender norms related to the sexual exploitation of children and adolescents (SECA). Supported by the Oak Foundation, this mixed-methods research will inform the development of a new, adaptable scale for researchers and practitioners to measure norms around SECA.
- **Child Marriage:** Promundo partnered with UNFPA Georgia to conduct the first-ever research on child marriage in the country. This exploratory qualitative research will inform the development of an evidence-based advocacy and programming strategy around the issue of child marriage in Georgia.
- **Adolescent Relationship Violence:** Promundo led a qualitative research study on risk and protective factors related to adolescent intimate partner violence (IPV) in Brazil and Honduras. With support from the Inter-American Development Bank and in collaboration with researchers affiliated with UC-Berkeley, ESA Consultores, and Plan International Brazil, the findings offer insights into how adolescents challenge relationship paradigms, and how risk and protection factors overlap – offering pathways for action in contexts where adolescents have scarce opportunities to discuss intimate relationships.
- **Attitudes About Being Young Men:** Promundo announced a partnership with Axe, Unilever’s leading male grooming brand, to co-create and conduct an in-depth study on being a young man in the United Kingdom, the United States, and Mexico, based on Promundo’s proven research methodologies.



# Spotlight on New Initiatives

# SPOTLIGHT ON NEW INITIATIVES

## INSTITUTIONAL PARTNERSHIPS

### New MenEngage Platform Launches in Eastern Europe and Central Asia



Credit: UNFPA Kyrgyzstan

*“By working together, we can develop together.”*

Ian McFarlane, Deputy Regional Director of the UNFPA Eastern Europe and Central Asia Regional Office, during the launch of the EECA MenEngage Platform

In September, Promundo collaborated to launch the UNFPA Eastern Europe and Central Asia (EECA) MenEngage Platform, a new sub-regional network focused on connecting practitioners across the region to exchange best practices in engaging men and boys in gender justice and challenging gender stereotypes in programming, policy, and research. By the end of the year, 19 NGOs across the EECA region had signed on to become members.

The platform aims to bring together different actors committed to engaging men and boys to address harmful gender norms, eliminate violence against women and girls, combat harmful practices that foster injustice, and increase access to and utilization of sexual and reproductive health services. The UNFPA EECA and Promundo partnership will continue in 2017 to support the strengthening of this new sub-regional network.

## INTERSECTING INEQUALITIES

### Toolkit Launched to Promote Respect for Diversity in Companies

In 2016, Promundo and Conexão G, a Rio de Janeiro-based NGO that focuses on lesbian, gay, bisexual, and transgender (LGBT) issues, launched a toolkit to promote diversity and rights in the workplace, in partnership with the Eletrobras Group. The toolkit, *Promoting Respect and Diversity in Companies*, provides group exercises, institutional best practices, and business strategies for companies to reduce discrimination and promote gender, racial, and other types of equality. The toolkit adopts a broader perspective on power relations and aims to rethink methods of reducing intersecting inequalities in the workplace.

#### SPOTLIGHT ON IMPACT

- **60 professionals** trained
- **24% increase** in professionals who recognize the importance of organizational policies that respect diversity
- **7% increase** in professionals who agree that men and women can and should do the same work

# OUR FINANCIALS

## Promundo-US 2016 Revenue

<b>GRANTS (in US Dollars)</b>	
Oak - LINEA	\$321,761.00
Rutgers, NL	\$4,213,883.00
Unilever/Axe	\$421,130.00
W.K. Kellogg	\$75,000.00
WOTRO/NWO	\$372,844.00
<b>PROGRAM SERVICES REVENUE (in US Dollars)</b>	
CDC	\$419,580.00
Concern Worldwide	\$55,537.29
Dalberg	\$2,830.39
Delegation of Iceland to NATO	\$1,211.05
Fatherly	\$10,500.00
ICMEO	\$3,737.48
IPPF	\$33,486.00
Inter-American Development Bank	\$8,921.00
Kvina til Kvina	\$9,105.00
Living Peace Institute	\$3,172.00
Overseas Development Institute	\$1,046.35
Plan Canada	\$28,295.68
Puntos de Encuentro	\$17,952.25
Sonke Gender Justice	\$11,452.39
St. David's Foundation	\$3,000.00
Trocaire	\$32,927.00
UNHCR	\$1,081.89
UNFPA	\$47,469.80
U.S. Institute of Peace	\$15,000.00
University of Pittsburgh	\$12,486.91
Vital Voices	\$63,525.55
World Vision - Australia	\$3,809.33
WorldFish	\$3,042.00
<b>ADMINISTERED FOR MENENGAGE (in US Dollars)</b>	
Tear Fund	\$12,124.44
<b>TOTAL (in US Dollars)</b>	<b>\$6,205,911.80</b>

# OUR FINANCIALS

## Instituto Promundo 2016 Revenue

### OPERATIONAL REVENUE (in Brazilian Reals)

<b>Defrayal of Human Resources &amp; Operational Expenses</b>	<b>R\$ 757,323.00</b>
IDRC - IMAGES Research in Brazil and Maputo	R\$ 134,255.00
ABRINGQ/SCS - Fathers and Daughters Project	R\$ 20,787.00
KNH - Practicing Sports, Winning in Life	R\$ 84,000.00
UNTF - Prevention of Violence Against Young Women	R\$ 158,848.00
Embassy of the Kingdom of the Netherlands	R\$ 28,500.00
BVSA - Sexual Exploitation, No!	R\$ 18,575.00
Oak Foundation - Exploring Social Norms	R\$ 211,391.00
Bernard Van Leer Foundation	R\$ 100,967.00
<b>Technical Assistance, Contracts, and Core Funds</b>	<b>R\$ 1,032,429.00</b>
Petrobras	R\$ 156,523.00
USAID Online Portal	R\$ 251,468.00
IBD - Exploring Teen Dating Violence - Brazil	R\$ 74,415.00
Brazil Foundation - Core Funds	R\$ 8,000.00
Oak Foundation - Core Funds	R\$ 362,154.00
Plan International - Manual	R\$ 83,281.00
IBD - "Galpão Aplauso" - Brazil	R\$ 44,794.00
GIZ - Technical Assistance	R\$ 51,794.00
<b>Other Revenue</b>	<b>R\$ 316,820.50</b>
Financial Revenue	R\$ 51,700.00
National Donations	R\$ 2,744.00
Man For Jamstalldhet Reimbursement	R\$ 15,463.50
Planing Metting Reimbursement	R\$ 35,305.00
Other Reimbursements	R\$ 32,608.00
IDB Award	R\$ 179,000.00
<b>Operational Revenue Total</b>	<b>R\$ 2,106,572.50</b>

### PROJECT REVENUE (in Brazilian Reals)

IDRC - IMAGES Research in Brazil and Maputo	R\$ 87,341.00
ABRINGQ/SCS - Fathers and Daughters Project	R\$ 45,312.00
KNH - Practicing Sports, Winning in Life	R\$ 157,533.00
UNTF - Prevention of Violence Against Young Women	R\$ 331,373.00
Embassy of the Kingdom of the Netherlands	R\$ 21,055.00
BVSA - Sexual Exploitation, No!	R\$ 21,512.00
Bernard van Leer Foundation	R\$ 140,916.00
Oak Foundation - Exploring Social Norms	R\$ 91,955.00
GIZ - Technical Assistance	R\$ 52,822.00
<b>Project Revenue Total</b>	<b>R\$ 862,478.00</b>

**TOTAL (in Brazilian Reals)**

**R\$ 2,969,050.50**

**TOTAL (in US Dollars)**

**\$ 942,555.71**

# Our Teams

## Instituto Promundo

### Leadership

Tatiana Moura  
*Executive Director*

### Programs

Marco Aurélio Martins  
*Executive Coordinator*

Vanessa Fonseca  
*Program Coordinator*

Danielle Lopes  
*Program Officer*

Linda Cerdeira  
*Program Officer*

Milena do Carmo  
*Program Officer*

Norma Sá  
*Program Officer*

Marco Antonio Salustiano  
*Consultant*

### Research

Danielle Araújo  
*Senior Researcher*

Daniel Duque  
*Consultant*

Elis Borde  
*Consultant*

João Afonso  
*Consultant*

### Communications

Letícia Serafim  
*Communications Coordinator*

Mohara Valle  
*Consultant*

### Finance & Administration

Rosemeri Orth  
*Administrative & Financial Coordinator*

Sandra Vale  
*Management & Institutional Development Consultant*

Ceiça Alcoforado  
*Administrative & Financial Analyst*

Amanda Guimarães  
*Executive Assistant*

## Promundo-US

### Leadership

Gary Barker  
*President & CEO*

### Programs

Giovanna Lauro  
*Vice President of Programs & Research*

Magaly Marques  
*Deputy Director, US Programs*

Jane Kato-Wallace  
*Senior Program Officer*

Ruti Levtov  
*Senior Research & Program Officer*

Kate Doyle  
*Senior Program Officer*

Natko Gereš  
*Program Officer*

Shamsi Kazimbaya  
*Program Officer, Great Lakes Africa*

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Humberto Rodriguez  
*Program Associate*

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Abby Fried  
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Tom Zonenschein  
*Research Intern*

### Communications

Alexa Hassink  
*Senior Communications & Advocacy Officer*

Nina Ford  
*Senior Communications Associate*

Annaick Miller  
*Communications Assistant*

Samantha Banks  
*Communications & Media Intern*

### Finance & Administration

Richard Boriskin  
*Vice President of Finance & Operations*

Victor H. Santillan, Jr.  
*Deputy Finance Coordinator*

### Senior Fellows

Michael Kaufman  
*Senior Fellow*

Shereen El Feki  
*Senior Fellow*

Nikki van der Gaag  
*Senior Fellow*

Henny Slegh  
*Senior Fellow*

Brian Heilman  
*Fellow*

## Living Peace Institute

Aloys Mahwa  
*Country Director*

Simon Kanyaruhago  
*Program Coordinator, South Kivu*

Emmanuel Kanuma  
*Program Coordinator, North Kivu*

### Ex-Combatant Coordination

Eric Safari  
*Ex-Combatant Coordinator*

### Research, Training & Clinical Supervision

Henny Slegh  
*Technical Assistant, Research & Methodology*

Benoit Ruratotoye  
*Director of Research & Training*

Valens Mugabo  
*Trainer/Clinical Supervisor*

Philémon Ngongo  
*Trainer/Clinical Supervisor*

Charlotte Riziki Munoza  
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Barnabé Barore  
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### Communications

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*Communications & Campaigns Coordinator*

### Monitoring & Evaluation

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*Monitoring & Evaluation Coordinator*

### Finance & Administration

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*Technical Assistant, Finance & Administration*

Marcelline Bahati  
*Finance Manager*

Junior Luovyo  
*Accountant & Logistics*

Simon Kimbili Miseka  
*Driver & Logistics*

## Promundo-Portugal

### Research

Tatiana Moura  
*Researcher*

Gary Barker  
*Researcher*

Sofia José Santos  
*Research Consultant*

### Communications

Bárbara Guimarães  
*Administrative & Communications Assistant*

# Our Boards of Directors

## Instituto Promundo

### Advisory Board

Barbara Mourão  
*Chair*

Miguel Fontes  
*Deputy Chair*

Cristina Pimenta

Elizabeth Süssekind

Jorge Lyra

Margareth Arilha

### Fiscal Board

Iderley Colombini  
*Chair*

Juliana Tibau  
*Deputy Chair*

## Promundo-US

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*Co-Chair*

Elaine Zuckerman  
*Co-Chair*

David Bell  
*Secretary*

Madeline Di Nonno

Margaret Greene

Michael Kimmel

Niobe Way

Wayne Shields

Yahir Zavaleta Rocha

Gary Barker, *ex officio*

Tatiana Moura, *ex officio*

Giovanna Lauro, *ex officio*

Magaly Marques, *ex officio*

Richard Boriskin, *ex officio*

## Living Peace Institute

Charles Iruta Kenge  
*President*

Giovanna Lauro  
*Vice President*

Jean-Pierre Karegeye  
*Secretary*

Henny Slegh  
*Advisor*

Roger Safari  
*Advisor*

# Our Offices

The Promundo Global Consortium has members in Brazil (Instituto Promundo), the United States (Promundo-US), Portugal (Promundo-Portugal), and Democratic Republic of the Congo (Living Peace Institute).



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[www.promundoglobal.org](http://www.promundoglobal.org)