

# CONNECTION BETWEEN CEFMU, SOCIAL NORMS & MASCULINITIES – MEMBERS' PERSPECTIVES

# Working with boys and men is crucial for the global partnership and the CEFMU movement

Discriminatory social norms including negative masculinities - **powerful drivers of child marriage, and many other manifestations of gender inequality.**

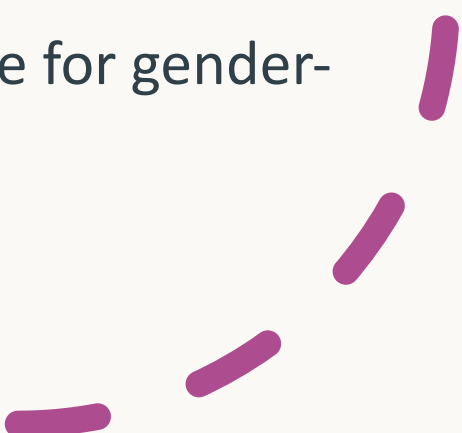
- **Dismantle patriarchal systems** that block girls' and women's rights and agency and pressure boys and men to perform forms of masculinity based on violence and domination
- **Transform discriminatory social norms and practices** and promote healthy gender roles for all
- **Create condition for girls in all their diversity to exercise their right:** social, political, economic and live free from CEFMU and other forms of violence

Commitment reflected in the 2020 refresh of the *GNB* global Theory of Change - **increased emphasis on working with boys and men to transform discriminatory social norms including negative masculinities**



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## Refresh of *GNB* TOC - perspective of 300 members

- Strengthening rights based focus – girls' rights and their involvement in decision making
  - Stronger focus on need for community driven changes - addressing discriminatory social norms and gender transformative change
  - Role of boys and men – transforming social norms, negative masculinities and create conditions for girls' to safely exercise their voice and choice
  - CSOs working collectively to advocate for gender-equitable service, policies and laws.
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# Kissa Kahani: The power of stories

- Curriculum and toolkit exploring storytelling - understanding underlying concepts and structures that lead to child marriage
- Workshops with youth activists and networks designed to - deconstruct the social perceptions and popular influences that impact individuals across all genders in society





# Yo Quiero Yo Puedo

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*“To achieve change you have to work with the whole community. It is a process that takes years, it isn’t a process that takes a month. Rather, to achieve change, you have to work with leaders, with men, with women, with girls, transforming the community into change agents.”*

Executive Director, Yo quiero, yo puedo.





# Child Marriage Research to Action Network

The CRANK is a joint initiative and platform for a coordinated global research agenda on child marriage, and to encourage the uptake of research by policy makers and practitioners. On this page, you can explore what we do, share your research and sign up for virtual meetings and research digests.

## CRANK quarterly research calls:

- Supporting the most marginalised girls
- Preventing child marriage at scale
- What has girls' sexuality got to do with child marriage
- Challenging gender norms to end child marriage
- Child marriage in humanitarian settings
- Strengthening systems to address child marriage
- Gender transformative approaches to end child marriage



# Learning from the evidence

## What we know

- Deeply engrained harmful social norms restricts girls' agency and often hinder girls' access to education, healthcare, earning opportunities.
- Meaningful engagement with men and boys, and with community decision-makers and gatekeepers is critical
- Efforts to shift norms are likely to be limited if corresponding supply-side interventions do not allow for behaviour change in practice

## Emerging evidence

- **Safe space programming may be more effective when paired with transformative interventions outside of the space, at the family and community level** -> Sibling Support for Adolescents in Emergencies (SSAGE) programme (Koris et al, 2022)
- **Education programmes that encourage critical assessment of gender and sexual norms can be effective in challenging the desire to control female sexuality** which is often a root cause of child marriage -> Bayan Association's Holistic Education for Youth (HEY!) (Kendall, T. 2021)
- **Multi-level approaches to shifting individual and collective attitudes and norms can have a significant impact on child marriage rates** and the harmful underlying gender norms-> (Sengupta et al 2020; YQ, YP)

## More emphasis on:

- **Transforming discriminatory social norms across the life course**, informed by better contextual understanding of privilege and power
- **Girls' sexuality** is a power driver of child marriage yet often ignored in programming - increased attention across programming and research





# Key messages

- 1. Engaging boys and men, as a key focus within a whole-household or whole-community approach** - informed by contextual understanding of privilege and power - is important for shifting harmful norms or sustaining behaviour change over the longer term.
- 2. Engaging with restrictive gendered norms and power dynamics as part of the delivery of comprehensive sexuality education (CSE)** to girls and boys can help to address the stigma and shame that exists around adolescent girls' sexuality and improve access to SRHR and prevent child marriage.
- 3. Gender transformative approaches need to be holistic, working across sectors and at scale, because everything is connected.** Education, livelihoods, sexual and reproductive health and rights and employment are important areas of focus building the economic and political agency of girls and catalysing norms change at scale.

**Efforts to engage boys and men must be careful not to centre or side-line girls' and women's voices, opinions or leadership**

## Tackling the Taboo in Latin America and the Caribbean

Sexuality and gender-transformative programmes to address child, early and forced marriage and unions

Report and case studies

