

# Mythbusting!

# Trading in Fiction for Fact

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# Promundo: A global leader

Through research, programs and advocacy, Promundo is changing what it means to be a man.



Conflict and Security



Economic Justice



Fatherhood and Caregiving



Preventing Violence



Research for Action



Youth and Equality

# Myths in Promundo's Work

Myth

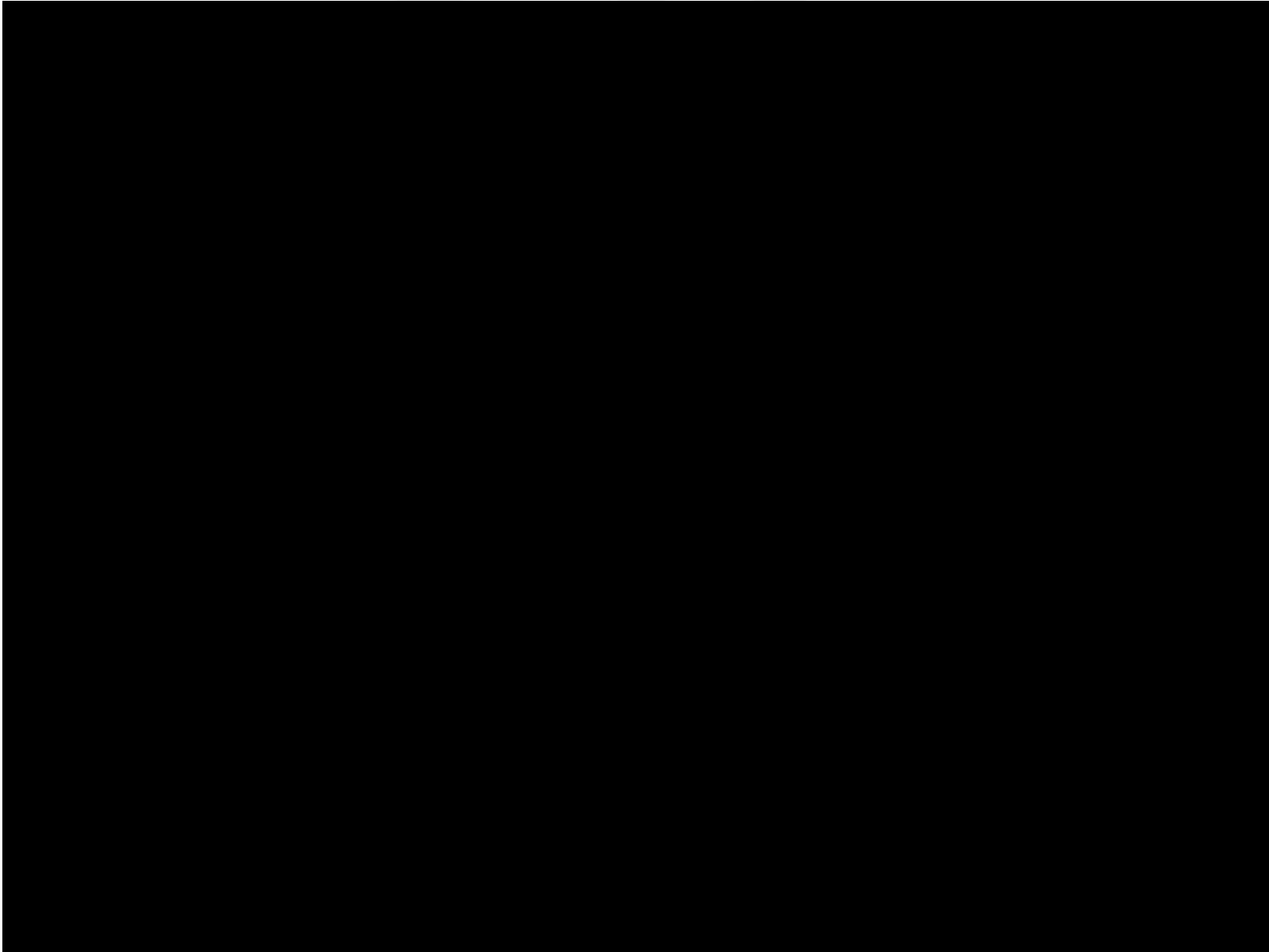
Men can't change.



Fact

Men *can* change.





# Fact



We work with men across the lifecycle - and have found positive changes in the lives of men, women, and children.



# Conflict & Security: Living Peace

- More peaceful relationships
- Reduced alcohol abuse
- Improved control of men's frustration and aggression
- Greater income-sharing with wives
- Happier children
- Improved health outcomes

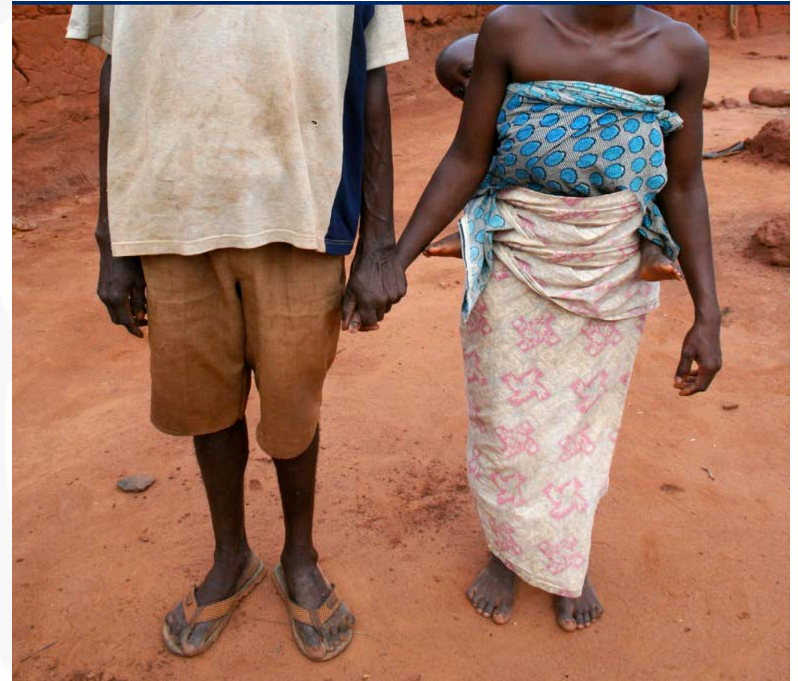


"I asked for forgiveness from them [my children] and now we spend much time together, we are now good friends and very united."  
- Participant, DRC



# Economic Justice: Journeys of Transformation

- Increased income (particularly for poorest couples)
- Increases in men's unpaid care work
- Reduced couple conflict



"I thought that 'being a man' means that I have to do nothing in the house, but now I learned how I can do things together (with my wife)." - Participant, Rwanda

# Youth & Equality: Program H

- More gender-equitable attitudes and behaviors generally
- Improved couple communication
- Reduced gender-based violence
- Increased condom use
- Improved attitudes around caregiving



"... I learned to talk more with my girlfriend [...] it's important to know what the other person wants, listen to them. Before [the workshops], I just worried about myself."  
- Participant, Brazil

# Fact

To remember:

- Gender-transformative change is a long-term process
- Recognize the diversity of men *and* women
- If it's not challenging, it's not working
- We must work with men *and* women
- We must work at multiple levels

# Combating Gender Myths

# Gender Values Clarification

Agree

Somewhat agree

Disagree

# Gender Values Clarification

Men can take care of children just as well as women can.

# Gender Values Clarification

It is easier to be a woman  
than a man.



# Gender Values Clarification

Domestic violence is a private matter between a couple.

## Gender Values Clarification

Caring for livestock is a man's responsibility.

# Gender Values Clarification

Women know best how to protect their children's health.

# Gender Values Clarification

Women are better  
parents than men are.

# Gender Values Clarification

## Ideas from participants?

# Changing the Conversation

# The Data: What do we know?

We've carried out the most comprehensive survey on men and gender equality.

- Younger men, with more education are more likely to be **pro-gender equality**
- **Violence creates violence**, and the most traumatic form is witnessing violence against mothers
- **Caregiving creates caregiving**, men who see their fathers in caring relationships more likely to do same.
- **Gender attitudes matter**, they predict use of violence, participation in household, caregiving, and satisfaction
- Men who buy into gender equality (and their partners) are **happier and healthier**



# The Data: How do we use it?

International Men and Gender Equality Survey (IMAGES) uses:

- Develop a **global and national database** and assessment of men's behaviors and attitudes with a standardized instrument
- Provide a **baseline or benchmark** for monitoring changes in men's behaviors and attitudes
- **Awareness-raising activities and advocacy** nationally and internationally
- **Program development and planning**

# IMAGES: Research into Action

Men **Care**

A GLOBAL FATHERHOOD CAMPAIGN

living **PEACE**

Journeys  
*of*  
Transformation

# Another example: GEM Scale

The Gender Equitable Men Scale is:

- 24 Item psycho-metrically valid scale
- Designed specifically for program evaluation
- Measures multiple domains within the construct of gender norms
- Addresses program goals related to sexual and intimate relationships and sexual and reproductive health and disease prevention
- Broadly applicable yet culturally sensitive
- Easily administered

# GEM Scale Items

- **Gender:** *Changing diapers, giving kids a bath & feeding kids are mother's responsibility.*
- **Violence:** *A woman should tolerate violence in order to keep her family together.*
- **Sexuality:** *Men need sex more than women do.*
- **Masculinities:** *If someone insults me, I will defend my reputation, with force if I have to.*
- **Reproductive Health:** *It is a woman's responsibility to avoid getting pregnant*

# What can the GEM Scale tell you?

More support for equitable norms (i.e., higher GEM Scale scores) is significantly associated with:

- Less self-reported partner violence
- More contraceptive use
- Higher education level.



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