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A multi-sectorial comprehensive approach
Prevention & Ending Intimate Partner Violence

The Case of MenCare+
The reality:

• Rigid ideas about roles of men and women, justifying violence
• Sexual and reproductive health and rights of women often ignored
• Women shoulder responsibility for household & childcare
• Women at great risk of HIV/AIDS
So how to challenge underlying root causes of GBV, poor SRHR and Gender inequality?

By engaging men as part of the solution!
The Plus in MenCare+:

An integrated effort to engage multiple generations of men and women in gender justice, violence prevention, health and caregiving
3-year, 4-country collaboration between Rutgers WPF and Promundo-US, and partner organisations
Implementing in Brazil, Indonesia, Rwanda and South Africa
Engaging men and women, aged 15-35
To improve SRHR/MCH, Gender Equality, reduce Domestic Violence and promote men’s caregiving
Funded by the Dutch Government – SRHR Fund – 8.6 million
FRAMEWORK - MenCare+
Intervention Influencers on SRHR & MCH

M&E, Operational research=> evidence
that change is possible

More positive male norms
(knowledge, attitudes and behaviors)

Reduced Gender Based Violence

Increasing use higher
quality SRH and MCH services

Positive Sexual/Reproductive and
Maternal Health Outcomes

Greater respect for SRH Rights

Gender Equality

Advocacy with Health (Legal, Social, Education) Sector to ensure sustainability of programs

(Result 4)
## MenCare+ - Country Context Rationale

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<th>Country</th>
<th>Rationale</th>
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| Brazil       | • Strong government partnerships (MOE and MOH)  
• Historical programmatic and advocacy experience around engaging men and boys, women and girls |
| Indonesia    | • Largest Islamic country with large regional differences and inequalities  
• Strong institutional partnerships with religious leaders and govt. |
| Rwanda       | • Favorable policy environment, but prevalent inequitable gender attitudes and practices at community level  
• Strong implementing partner, in collaboration with Government |
| South Africa | • Strong institutional partnerships at various levels of the ecological model  
• Existing programs from which to build upon (ex: fatherhood groups and working with men who have used violence) |
MenCare+ in South Africa

• Toolkit for Men
A Male counselling programme to stop IPV
Introduction – Why Toolkit for Men?

• Women who are abused ask for support to their partner
• Growing awareness that cycle of violence can only be broken if interventions are aimed at both women and men
• Few women abandon their husbands/partners
• Lack of behavioural change programmes for men – despite the desire to change
What is in the Toolkit for Men?

12 Sessions (3 months)

| 1. Assessment & Preparation | 7. Engaged fatherhood |
| 2. Domestic/Intimate Partner Violence | 8. Sexuality and Domestic Violence |
| 4. Communication | 10. Gender |
| 5. Self-esteem | 11. Substance Abuse |
Strengths

• TOOLKIT FOR MEN
  • Fills the gap for individual psycho-social services for men using IPV
  • Provides a safe space for men to confront their ideas of masculinity and gender equality
  • A holistic programme that actively includes the client and the partner

Positive outcomes seen in:

• The intimate relationship – Gender equitable decision making; increase in division of care work; improved communication, and
• The family – more positive relationship with children → breaking the intergenerational cycle of violence
Challenges

• Joint challenges
  – Attrition rates – clients who attend the programme voluntarily have higher drop out rates
  – Low help-seeking behaviours
  – Lack of awareness/understanding about the counselling space

• Indonesia
  – Need to challenge idea of masculinity
  – Manipulation and controlling by the male client within the session
  – e.g. wanting to know counsellor’s personal information – age, marital status

• South Africa
  – Clients seeking a “quick-fix” solution to complex issues.
Main conclusions & Lessons learnt

Lessons learnt:

• Multi-faceted programme adaptation required to meet the needs of the culturally and religiously diverse population
• Partner participation – key to woman’s safety and successful negotiation of the counselling process
• Importance of an intergenerational focus
• Flexibility to work where the client and/or his partner are
• The client as agent of change
• Counselling to be embedded in comprehensive approach!

Men are increasingly seeking out assistance for their use of violence in their relationships – this is positive as we begin to see gender norms starting to shift and change.
Opportunities

Upscale the counselling services
• Integrate the Toolkit within services for women – e.g. National Prosecuting Authority, and expending MenCare+ comprehensive programming

Increase social support structures for men and women
• Support groups
• Peer support network – using technology

Increase counselling capacity through the training of counsellors and trainers

For men and women who have completed the programme to become agents of change
Counselling for men
(South Africa)

“I’m still going, because the thing is, you learn the tools at MOSAIC but you need to put it into practice. It’s easy to learn, but the key part is to put it into practice for everyday life. For ten years of my married life, I was doing things a certain way, but when I joined to the programme, I was taught that there’s a different way of doing things. So I had to either accept that or reject that. The difficult part was to put it into practice.”,

Gresham

Heidi said she had witnessed an immense transformation in her husband, not only as a partner but also as a father to their two sons.

Gresham and Heidi
Embedding in broader programme

• A safe space to share experiences around parenting and relationship issues

• Men get a opportunity confront negative cultural norms and values that hampers positive father involvement in care and support to their partners

• Fathers get an opportunity to deal with in negative intergenerational influences on their fathering

• Positive outcomes seen:
  • Shifts in care patterns
  • Change in gender norms and attitudes
  • More responsible use of substances
My Father’s Legacy

- Think about an object that you associate with your father, or male role model when you were young
- Can you share a story about the object and how it relates to your father, or main male role model
- Can you mention what are the positive things about your relationship with your father that you would like to put in practice with your children
- What things would you rather leave behind?
- How do traditional definitions of manhood impact the way our fathers and other male role models cared for children?
- How can we ‘leave behind’ harmful practices to be more involved as fathers and as equal partners?
- How can other men, and women support you?
Brazil

• Partnerships between MoH and MoE
• Group Education with Men and Couples (Rio and Recife)
• Developing school campaigns (Sem Vergonha)
• Training Health professionals
• Male counseling
• Strengthening networks (Governments, Universities, Researchers, Justice/Education/Health Sectors and Civil Society)
• Online training portal for health professionals
• Moving to Indonesia - Laki
Laki Peduli

Engaging Religious Leaders
• Little Piece of Heaven in Bondowoso, developed for the campaign.

• A father, a husband, and a role model for his community.

• Engaging religious leaders is a key factor of intervention in the community.

• Important to equip stakeholders (religious courts officers, religious leaders) with a gender equality mindset and attitude through Quranic interpretation (tafsir)
• Moving on to Rwanda - BANDEBEREHO
• Key: Local adaptation & Collaboration with government
MenCare+ in Rwanda

“I thought all household chores are assigned to women. After the training, I saw that we can share different tasks. We started to put everything we learned into practice, to share household chores.

We also learned to care for the baby, starting during pregnancy. It was a new thing for us.”

Theogene, Age 35
Father participant
Crucial in approach

- Gender transformative methodologies
- Enabling positive notions of masculinities
- Safe place for men – listening to their stories
- Embedding in local context
- Engaging (young) women
Thank you!

www.rutgerswpf.org
www.men-care.org/plus