



Engaging Men for Gender Equality

Strategies and practices for programs, management, and advocacy

PRELIMINARY AGENDA

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About the Training:

This widely popular training has received great reviews from practitioners, technical advisors, program managers and implementers from the Global South and the Global North. Among several unique features of the training, one advantage and a pull factor, is that it is compact and comprehensive and brings together the essential knowledge and technical skills of working with men. This is on the contrary to a number of free but short seminars, workshops and presentations available online which mostly focus on one strategy or one aspect of the field of engaging men for gender equality.

Session I: Core concepts

The first session will review and expand core related concepts including, but not limited to, social and gender norms, behaviors and attitudes, masculinities and femininities. Participants will reflect on how these concepts are understood, used when working with men for gender equality, and how are these evolving over time. This session will offer an opportunity to align the male engagement language used in participants' work and organizations with global standards and practice.

Session II: Principles of engaging with men for gender equality

The second session will be a deep dive into the conceptual framing of the field of engaging men, the benefits of, and challenges with regards to practice. Participants will learn about the principles of working with men for gender equality, including the essential principle of accountability, and identify practical ways these have been put into practice. This session will offer an opportunity to review and refine accountability standards used in participants' work and organizations.

Session III: Effective strategies and practical ways to engage men for gender equality

Using global research-evidence and best international practices, this session will share what makes an effective strategy to engage men for gender equality. Participants will explore 'dos and don'ts'. This session will break down effective strategies and practices for engaging men by three intervention types (program/activity, social marketing campaign, and social norm change intervention) and by intervention levels (individual, family/community, institutional and policy). Participants will also explore the concepts of gender transformative and gender synchronized efforts with men for gender equality. In addition, this session includes specific focus on strategies to engage men in prevention of violence against women.

Session IV: Ensuring and understanding impact

In this session, participants will explore ways to measure changes in norms of masculinity. This includes measuring to what extent knowledge, attitudes and practices have been changed, and social norms around masculinities have been shifted as a result of their programs and initiatives. The session will focus on the *Gender Equitable Men Scale*, and participants will practice development of specific measurement questions to provide information about the prevailing norms of masculinities and measuring programs effectiveness in influencing and changing gender inequitable and harmful social norms.

Session V: Selecting right facilitators and applying methods for effective facilitation with adult men

This session addresses two common challenges to effective programming with men: recruitment, mobilization and effectiveness of facilitators. In this session, participants will explore best practices and lessons learned in selecting and training high-quality facilitators for programs to engage men for gender equality. The session will address principles of successful facilitation, and participants will learn a set of useful information for and practical tips to excel in facilitation of the educational curriculums and group educational sessions with adult men. This ranges from managing personal attitudes and behaviors, to addressing resistance, opposing views and challenges during specific activities.

Session VI: Adapting the strategies and best practices to different sectors, programs and initiatives

First, in this session, participants will explore how the strategies and best practices have been applied across and adapted to different development contexts including in the area of violence prevention, health, and care work/fatherhood. Next, participants will apply these strategies to their own areas of work, and will reflect on the ways, as well as opportunities and challenges, in which these need to be adapted to respond to diverse development challenges of their organizations as well as programs and initiatives.