partners for prevention

Working to Prevent Gender-based Violence

Annual Report 2011

UNDP UNFPA UN WOMEN United Nations Entity for Gender Equality and the Empowerment of Women UN Volunteers inspiration in action

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Introduction

Since its inception in 2008, the scope of Partners for Prevention's (P4P) work has grown tremendously, and clear result areas have emerged. Building upon the project's firm foundation of effective programming, diverse partnerships and secure resources, 2011 was a year of expansion, consolidation and deepening efforts for reaching our goals. In short, with the knowledge, expertise and experience gained since 2008, we have much more to offer practitioners in the field of violence prevention.

In 2011, the value we added to the field as a regional programme has become clearer and we have built on our strengths. P4P has emerged as a knowledge hub for the Asia-Pacific region that collects and consolidates evidence to inspire innovation, as well as interventions that work. While we continue to provide direct technical assistance and capacity development, in 2011 we also emphasized learning and exchange between the UN, government, civil society and academia to influence regional and global discourse on violence prevention.

In 2011, P4P continued to learn, evolve and integrate the practices and principles that we promote. For example, we implemented a much more rigorous, evidence-based approach to our own programming, training and technical support, focusing on evidence and theory-based programming and evaluation as a center piece for effective prevention. As violence prevention required a long-term vision, we have adopted and actively promoted a long-term approach to this issue. We have moved away from ad hoc technical support to a more cohesive and integrated programme, where for example, the data we collect directly informs the capacity development with practitioners. In 2011, we also focused on consolidating our learning and communicating in more effective ways to more diverse partners.

P4P has been extended for two years until the end of 2013 to align with UN regional programme cycles. Along with the two-year extension, our Steering Committee also approved changes to our project document language that articulates a programmatic vision focused squarely on promoting quality prevention with the goal of reducing the prevalence of violence in the region. Our new output language reflects the fact that P4P promotes a broad spectrum of primary prevention interventions. Working with boys and men is a strategy that cuts across these areas – rather than a standalone approach – and we still emphasize learning on this topic. We continue to fill knowledge gaps and contribute significantly to the work on masculinities, and engaging boys and men in practices particularly by building an evidence-base on violence perpetration and through support of regional learning curricula on masculinities and gender justice. We continue to be flexible and respond to the specific needs of partners across diverse settings in the region. However we generally focus our efforts on intimate partner violence and sexual violence as the most prevalent forms of gender-based violence. As our understanding of the intersections between different types of violence and oppression has grown, we have formed broader partnerships, for example, in the fields of HIV awareness, child protection and broader violence prevention.

Our goal and strategies

P4P is a UNDP, UNFPA, UN Women and UNV regional joint programme for Asia and the Pacific. We work for and with these UN agencies, as well as with other members of the UN family and their partners in government and across civil society.

Our long-term goal is to reduce the prevalence of gender-based violence and promote peace and equality in the region. In the medium-term, P4P aims to increase the number of effective programmes and policies for primary prevention in Asia and the Pacific.

Our strategies include:

- Inspiring innovation through new knowledge;
- Promoting interventions that work;
- Engaging with diverse partners and movements;
- Communicating effectively for change.

What we do

Despite decades of work to end violence on the part of many – and some significant advances in terms of awareness, laws and policies – there is little or no measured decrease in violence in the region. Thus, a greater focus on prevention is needed along with other areas of response, support and service provision, etc.

P4P focuses on promoting effective primary prevention, or stopping violence before it starts. Primary prevention is an essential part of a comprehensive response to violence, and we now know more about what is promising to prevent violence in different settings. P4P helps to consolidate this knowledge and communicate it to practitioners and decision makers throughout the region. We also encourage localized innovations for prevention – both existing and new approaches to prevention that are yet to be documented.

P4P provides technical assistance to civil society, UN agencies, partners in government and others working on, or interested in gender-based violence prevention. Our expertise lies in what is working to help stop violence before it starts, and we support project design and monitoring processes, research on violence, communications/campaigning and capacity development agendas with a diverse set of partners in the region.

P4P is organized around three integrated areas of work:

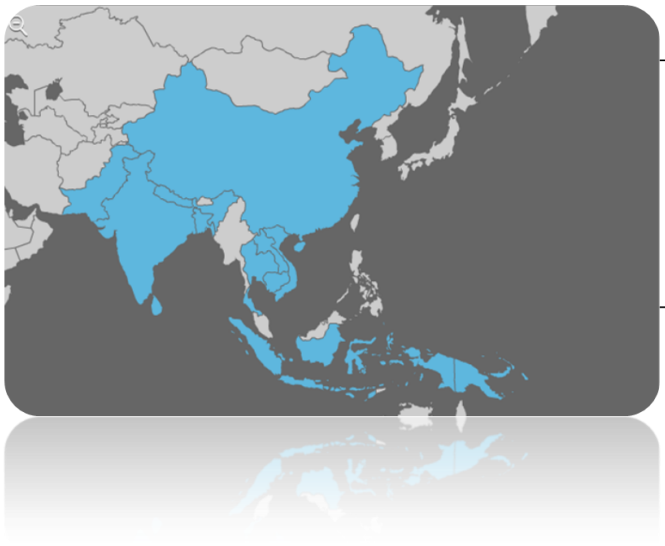
- Research and Policy Advocacy;
- Capacity Development and Networking;
- Communications for Social Change.

Where we work: A deep and wide approach

P4P is a regional initiative for Asia and the Pacific. We deliver regional products and services such as regional capacity development initiatives, support to networks and cross-regional exchanges and consolidated policy recommendations based on regional and multi-country research projects.

We also strengthen and support national level work by providing country specific technical assistance and capacity building. Currently, P4P is engaged with national and local UN and civil society partners in 12 countries across the region: Bangladesh, Cambodia, China, India, Indonesia, Lao PDR, Nepal, Papua New Guinea, Pakistan, Sri Lanka, Thailand and Viet Nam.

The regional initiatives supported by P4P have helped frame country-level work, and the consolidation of this work is significantly contributing to regional and global knowledge and best practice on GBV prevention.



South Asia

- Afghanistan
- Bangladesh
- India
- Nepal
- Pakistan
- Sri Lanka

SE Asia & the Pacific

- Cambodia
- China
- Indonesia
- Lao PDR
- Papua New Guinea
- Thailand
- Vietnam

2011 Highlights: Results, Progress and Key Activities

A snapshot of 2011 results

Research and evidence
By December 2011, data collection for The Change Project was completed for Bangladesh and China, and was underway in Cambodia, Indonesia, Papua New Guinea, Sri Lanka and Viet Nam. This research is contributing to knowledge/discourse change – practitioners, researchers and policy advocates are beginning to see the added value of primary prevention approaches that use men and masculinities as strategies for social change. As peer validation of the value addition of our research, The Change Project was awarded a prestigious conference award for best research presentation at the Sexual Violence Research Initiative global forum, held in South Africa in October 2011.

Significant impacts

- Reshaping prevention priorities – The Change Project's preliminary findings have increased understanding of GBV and rape motivations, privileged men and child protection;
- P4P methodology and technology produced the highest prevalence estimates of VAW to date in some sites;
- P4P research tools are being used for new projects: with Care Cambodia, PyD Viet Nam and UNDP PNG;
- Research institute field workers (interviewers) have more gender equitable attitudes – some continuing to work in prevention, creating long-lasting change;
- GBV research conducted with over 5,000 men and women has affected direct change in some participants.

Policy Advocacy
Primary prevention of GBV was promoted at five regional and international policy events: three regional MP conferences (in Bangkok, Canberra and Chiang Mai), the Asian Parliamentarians' meeting on: "Preventing and Responding to Violence against Women and Girls: From Legislation to Effective Enforcement" in Delhi, and at the annual Sexual Violence Research Initiative (SVRI) global conference in South Africa, collectively laying the groundwork for effective policy advocacy in the region.

Significant impacts

- Influenced internal UN corporate strategies and country plans to prioritize prevention and work with boys and men;
- National government GBV policies and plans are being influenced to prioritize prevention;

- Partnerships with new actors are being forged and deepened for more effective advocacy, for example with the WHO, MenEngage Global Alliance, and the SVRI and Global Violence Prevention Alliance.

Capacity Development and Networking

Two sub-regional civil society consortiums focused on collective learning and leadership development have been developed, supported and nurtured in South Asia and Southeast and East Asia. Two regional curricula have been drafted and used in training events by these groups, and a mentorship programme that produced 30 local projects was completed in South Asia. These activities have improved understanding of gender, masculinities and violence to create more effective strategies and programmes, for example, as reflected in the improved project design of Care's "Emerge" project in Sri Lanka. Practitioners in both sub-regions have better analytical and theoretical frameworks for building GBV prevention strategies as documented in workshop evaluation surveys. A Southeast and East Asia regional curriculum is expected to be adapted at the national level in a few countries in 2012.

P4P also implemented regional training on primary prevention programming for UN and government partners, and co-sponsored a regional training event on research on violence against women with Mahidol University Thailand and the WHO. Over 150 regional practitioners have applied to participate in these P4P capacity development events.

Significant impacts

- Practitioners have improved understanding of masculinities, gender and GBV prevention to create more effective strategies and programmes;
- P4P support for the SANAM (South Asian Network to Address Masculinities) initiative in South Asia has nurtured a new generation of young leaders for a longer-term impact;
- A core group of regional researchers have enhanced capacity to conduct rigorous research into GBV;
- Civil society regional consortiums for learning and leadership development are continuing towards sustained self sufficiency.

Communications for Social Change

Three pilot social media campaigns were successfully implemented and learning from these pilots is being consolidated; a fourth social media campaign in Viet Nam was launched in late 2011 and this is ongoing through to March 2012. The three campaigns have resulted in more than 65,000 youth in China, India and Indonesia being exposed to positive prevention messages through social media. Specific actions were also taken – the Indian campaign "Must Bol" led by a youth organization CYC has 14,000 followers on the networking site Facebook. Their campaign website video blog has had over 30,000 views, and over 80 short films were created by volunteer campaigners.

Two large-scale national awareness campaigns were supported resulting in capacity and practice change of CSO and government partners. For example, P4P's support led to improved campaign messaging and overall design in Cambodia and to the design of a specific school-based prevention pilot under the campaign in Viet Nam. Both campaigns are joint UN, government and NGO initiatives, coordinated by Paz y Dessarrollo (Peace and Development), a Spanish NGO.

Dissemination strategies for national research projects have been developed and are in different stages of implementation. The regional communications and dissemination strategy is being developed and will be formally launched in 2012 – following the availability of the regional research report.

Significant impacts

- More young people in the region have been exposed to prevention messages and some have taken significant action;
- Improved messaging for national campaigns – messages are positive, actionable and focus on prevention in Cambodia and Viet Nam;
- National partners are better equipped to use and disseminate the research findings.

Progress and key activities

The Change Project

The Change Project is an innovative, action-oriented research project with a long-term goal of promoting more peaceful societies. With research in seven countries and a sample of more than 15,000, it is the largest multi-country study specifically on GBV that interviews men as well as women. The project triangulates three methodologies – quantitative, qualitative and political analysis – to explore the connections between masculinities, gender and power in order to enhance violence prevention efforts. In the longer term, better programmming and policies will lead to a reduction in gender-based violence.

The Change Project has begun to provide new, multifaceted insights into the personal, communal and institutional factors that contribute to GBV. P4P's coordination of the project, development of a standardized methodology, and direct technical assistance to national partners has enabled cross-country comparable data on GBV perpetration for the first time in the region.

"P4P trained the team on using the research instrument, helped in explaining some of the complex questions and provided input in finalizing the questionnaire and data analysis. P4P has invested a lot of time and energy in Bangladesh."

- *Bangladesh research institute*

"P4P's support in finalizing the outline analysis on Cambodia's National Action Plan on VAW has given a key member of the ministry a clear understanding about the importance of primary prevention."

– Cambodia Ministry of Women's Affairs

The new knowledge is already informing emerging prevention priorities and more effective programming. For example, P4P is working closely with UNFPA Bangladesh on their next country programme to ensure that interventions are directly informed by the research results. The finding from specific sites in Bangladesh and China that more than 75 percent of men who had raped a woman reported being motivated by sexual entitlement demonstrates the need to work with boys to redefine masculinity, promote gender equality, and change norms around sexual entitlement. Other emerging evidence suggests that the most significant factor associated with perpetration and victimization of GBV is childhood traumatic experiences. As a result, P4P is starting to make connections between GBV and child protection work. P4P's research has fed into the review of the Cambodia National Action Plan on VAW and the recommendations for the development of the next plan, contributing to a greater focus on prevention.

By working with local research institutes, P4P has enhanced capacity to conduct rigorous research. P4P's development of a unique computer programme for collecting data using audio-enhanced palmtop instruments (PDAs) in more than seven languages has enabled data to be collected from men on the use of sexual violence in an effective and ethical way for the first time in the Asia-Pacific region. At the launch of the Bangladesh study, the research institute team announced: *"A myth has been exploded: Men do respond to sensitive questions and do appreciate such surveys even in a Muslim-dominated country usually known as conservative!"* Using this methodology and technology in China, men's disclosure of using violence has provided the highest prevalence estimates of VAW ever collected in that country. Furthermore, 87 percent of men in Bangladesh reported feeling "good/better than before" after giving the interview, which highlights the skills of the interviewers – a testament to the quality and impact of interviewer training.

"There are many things in life which remain untold. It felt good to answer your questions as I never before had the opportunity to think about my own life so deeply."

"I came to know myself better as a result of the interview."

"Many things occurring in our families and communities escape our attention. This interview made me realize they need to be understood and reflected upon."

- Responses from male participants at a research project conducted in Bangladesh.

The process of conducting the research has also had an impact on awareness and attitudes. Interviewer training exercises have created changes in people's attitudes and behavior. Some participants have become activists or decided to continue working in the field of violence prevention, creating long-lasting change. So far The Change Project's research has been conducted with over 5,000 men and women and has resulted in direct change in some participants.

The impact of The Change Project is spreading beyond the countries directly involved in the project. P4P's methodology and tools are being used in new projects by Care Cambodia and PyD in Viet Nam, and organizations and individuals in Laos DPR, Nepal, Philippines and Thailand have requested the use of The Change Project's methodology and tools.

PARTNERS FOR PREVENTION'S RESEARCH RECOGNIZED BY THE SEXUAL VIOLENCE RESEARCH INITIATIVE (SVRI)

Until now, most research on violence against women has been with women themselves to understand their experiences, consequences and coping strategies, for example through the WHO Multi-Country Study on Violence and Health. This information has been absolutely vital. However, to stop violence before it starts we need to better understand perpetration. P4P with partners from China, Bangladesh and South Africa presented the initial findings from The Change Project to more than 250 practitioners, activists, researchers and policy makers from around the world at the SVRI Forum in South Africa in October 2011. P4P won the award for the best research presentation as voted by the participants, highlighting the significance of The Change Project's research. Professor Rachel Jewkes, the Secretary of the Sexual Violence Research Initiative, said: "Partners for Prevention has changed SVRI. People used to think that working with men wasn't a high priority and that conducting research with men on sexual violence probably wasn't even possible. But The Change Project has significantly contributed to shifting that, and shown that it is possible." She also noted that at the first SVRI conference no research with men was presented and there was very little focus on prevention, but at the second conference in 2011 there was a great deal of research with men and a theme of prevention.

In addition, P4P's support of researchers from the Asia-Pacific at this event is helping expose researchers to new knowledge, build their networks, and expand their capacities which they take home to their own countries to advance their work on GBV prevention. The participant from China said: "During the four-day conference, I met more than 100 brilliant and passionate researchers and practitioners from all over the world and shared their valuable findings on sexual violence. In China, few researchers focus on VAW and GBV, especially on sexual violence and masculinity, which makes me feel isolated, so the meeting provided a cherished chance for me to make contacts with foreign colleagues. Of course, my sharing the preliminary findings from China brought great pleasure for us since the partners of Chinese project team and I are contributing to the global enterprise to eliminate VAW and GBV. With the friends and academic contacts I made, I am greatly encouraged to continue to work on the building of a non-violent world with my research, teaching and direct service for the institutions and persons concerned in China." This change in the discourse at both global and national levels will hopefully contribute to more effective policies and programmes on GBV prevention and in the long-term, a decrease in the prevalence of violence against women.

Advocating for new GBV prevention policies

P4P participated in the South-Asian Parliamentarians' Workshop on Advancing Reproductive Health & Rights in Chiang Mai, Thailand

P4P contributed to four regional-level parliamentarian conferences in Bangkok, Canberra, Chiang Mai and New Delhi – each time promoting a more comprehensive policy response to GBV and encouraging greater awareness of GBV prevention approaches and opportunities. It is widely recognized that anti-violence laws are an essential response to addressing GBV through public policy mechanisms. However, a wider approach that coordinates public policies for both response and prevention approaches to GBV is needed. For example, policies that promote social equality (e.g., parental leave policies), and codify women's empowerment (e.g., equitable inheritance laws) are an integral component of a comprehensive policy response to GBV. P4P was given an opportunity to speak on a public national television channel in India to present GBV prevention public policy approaches to a wider television audience.

Parliamentarians have a fundamental role to play in supporting and enabling social change through public policy. Yet little is understood about the opportunities and limitations that they face in mobilizing public opinion and passing legislation on GBV issues. In partnership with the Asian Forum of Parliamentarians on Population and Development (AFPPD), P4P completed a regional study on parliamentarians' perceptions of GBV public policy and legislation, interviewing 22 parliamentarians from across the Asia-Pacific region. The report identifies opportunities for improved engagement with parliamentarians through enhanced regional and national level public policy mechanisms and networks to prevent GBV.

Research on social movements

P4P's study on the *Gender Politics of Social Movements* aims to set a foundation of both knowledge and relationships on which can be built more effective work engaging social movements in efforts to prevent gender-based violence through progressive public policy. Qualitative research has been undertaken with respondents drawn from social movements in India and Indonesia.

In India, the research has looked at how movements are addressing gender injustice and the violence associated with it, as part of their work, in order to better understand their roles as key constituencies in pushing for more effective policies on gender-based violence. In Indonesia, the focus has been on the relationship between emergent work with men on gender equity and GBV prevention and existing work on these issues by women's rights organizations. The aim is to illuminate the ways in which these relationships could be strengthened in order to facilitate more effective work to change the public policy environment to secure greater gender equity and the prevention of gender-based violence.

Catalyzing prevention programming in the region

In November 2011, P4P, in partnership with the World Health Organization (WHO) and the Medical Research Council, South Africa (MRC), held a regional skills building workshop on primary prevention programming for over 30 participants from 13 countries in the Asia-Pacific region. The workshop aimed at building practical skills for those implementing, planning or considering primary prevention projects in their GBV programming. The workshop emphasized the need for evidence-based, theory-driven prevention programming that incorporates strong M&E systems. Promising practices and approaches were shared among the participants, and demonstrated tangible opportunities for adaptation and replication of GBV prevention programmes in Asia and the Pacific.

The post-workshop survey demonstrated that participants gained valuable knowledge on primary prevention programming. In line with P4P's objective to institutionalize primary prevention programmes and projects at the country level, several post-workshop discussions have been conducted with UN country partners on future opportunities to replicate this regional workshop at the national level. For example, P4P is currently supporting UNDP Afghanistan in the design and organization of an adapted skills building workshop on primary prevention for UN agencies and partners in a selected province in Afghanistan.

Working with schools in Viet Nam to stop violence before it starts

Data from The Change Project qualitative study in Viet Nam show that corporal punishment of children and bullying and harassment in schools and at home is common. Furthermore, emerging regional findings from The Change Project demonstrate a clear link between violence experienced or witnessed as a child, and the risk of perpetration or victimization of violence as an adult.

Working with youth through school-based interventions has shown to be an effective prevention programming approach to promote more gender equitable behavior and prevent violence among young girls and boys – both within and outside of schools. Integration of gender equality curricula into the school schedule promotes violence prevention during the important pre-adolescent developmental phase, teaching healthy, gender-equitable relationship skills. Furthermore, schools offer an ideal venue as a stable learning environment with large populations of students and subsequent far-reach.

In August 2011, P4P supported Paz y Dessarrollo (PyD) and partners in government at a workshop on school-based prevention programming in Viet Nam. The workshop reviewed promising strategies and tools for school-based programmes. As a result of this workshop, and with continued support from P4P, PyD in Viet Nam has adapted Gender Equality Movement in Schools (GEMS) model from India and is working with P4P and the International Center for Research on Women (ICRW) to pilot a school-based gender equality curriculum for secondary schools in seven districts in Da Nang province. PyD maintains close cooperation with a wide range of key stakeholders, including education ministry officials, the teacher's college and local authorities, which has resulted in access to hundreds of teachers and thousands of students across the province. Violence prevention and gender equality curriculum development is currently underway.

The South Asian Network to Address Masculinities* (SANAM) *and the Regional Learning Community (RLC) for Transforming Masculinities to Promote Gender Justice for East and Southeast Asia

P4P supports two sub-regional consortia of practitioners to undertake collective and coordinated capacity development initiatives in South Asia, and in East and Southeast Asia respectively. These regional capacity development initiatives are designed to strengthen critical consciousness, generate knowledge and skills and foster a sustainable pool of expertise in the region. SANAM and the RLC both facilitate personal reflection on justice, sharing knowledge and experiences, thereby building partnerships, and leadership development.

Members of the SANAM initiative meet in Nepal

Each grouping uses a self-defined learning curriculum focused on understanding masculinities and violence prevention. To put these regional curricula into practice, training of trainers, fellowships/mentoring activities, and exchanging knowledge and skills are deepening the capacity of the participants. This strategy allows for collective knowledge generation, consistency of approach, and quality control of training exercises and tools. The strategy will also result in a sustainable pool of trainers and resource people from the different sub-regions. The regional curricula and the collective learning process are based on pedagogical approaches calling for individual reflection and applied activism transformation for gender justice and peace.

In South Asia, SANAM, a consortium of volunteer activists from Bangladesh, India, Nepal, Pakistan and, Sri Lanka has implemented the "Capacity Development Initiative in South Asia" project. This project facilitated the development and contextualization of knowledge on masculinities and gender-based violence prevention issues by experts and practitioners from across the region. The first phase of the project resulted in a regional curriculum and study guide on issues of masculinities, oppression and transformation, which has been tested with 30 young practitioners ("fellows") from the five countries of the sub-region. In 2011, SANAM implemented an intensive 18-day course and a follow up refresher course a few months later. The training exercises were complemented by the application of the newly gained knowledge and skills through individual fellows' projects that were guided by volunteer mentors from the core group. As a result, 30 projects have now been implemented across the region by the fellows, including research projects ranging from understanding how community mediation programmes are gendered, to an analysis of school curriculums as a primary means of socialization of patriarchal norms, to a study exploring how

Members of the East and SE Asia Regional Learning Community

masculinity plays out in the public transportation system. Furthermore, the experts and practitioners - including NGO directors, academics and professors - who developed SANAM have volunteered an estimated 340 working days to the project, demonstrating how nurturing a sense of ownership has inspired significant commitment and volunteer time by very experienced people.

In East and Southeast Asia, a consortium of NGOs, activists and practitioners from more than 10 countries, collectively called the RLC (Regional Learning Community for Transforming Masculinities to Promote Gender Justice for East and Southeast Asia) was formed to strengthen the capacity of community members to critically understand harmful forms of masculinities, gendered power relations, and patriarchy in order to promote gender justice and peace in the region. This is done through curriculum and capacity development, and face-to-face training. Community members have formed country groups (such as in Cambodia, Laos PDR and Mongolia) to start planning national adaptations of the regional curriculum as a process to take this regional initiative forward. Knowledge, new understanding and skills generated have inspired some community members to incorporate new knowledge and skills into their current work on gender justice promotion and GBV prevention.

Theses regional learning processes provide a new way of building sustainable sub-regional movements, networks, and resource pools of skilled trainers and practitioners. In the future, P4P plans to deepen cross-regional exchanges between these two groups and to look for opportunities to connect Asian practitioners and activities more closely with colleagues from the Pacific region.

Building regional and global partnerships

To serve as an effective knowledge hub, technical assistance provider, and ensure a holistic approach to violence prevention, P4P has been continuing to build strategic partnerships with other UN bodies; national, regional and global NGOs; women's empowerment organizations; service providers; universities; research institutes and alliances focused on violence prevention.

Members of the Aliansi Laki-Laki Baru or *New Men's Alliance* take action in Indonesia

P4P signed a memorandum of understanding with WHO to collaborate on promoting rigorous research, evidence-based primary prevention activities and monitoring and evaluation, among other things. P4P is also collaborating with the UNDP HIV Team, UNFPA and UNAIDS on a regional research project on sex workers' exposure to violence; coordinating with the UNITE Campaign and UN Women on advocacy and various research pieces; and with global alliances such as MenEnage and the Violence Prevention Alliance.

P4P has built stronger relationships and partnerships with a number of universities and research institutes including the Sexual Violence Research Initiative, the Medical Research Council South Africa, Mahidol University, Wollongong University, the for Research on Men and Masculinities, Australia, the University of Sydney, and the Asian Institute of Technology. The wealth of expertise from such organizations has contributed significantly to the quality of P4P's research and capacity development work. These partnerships also open up greater opportunities for collaboration on long-term data use, deepening evidence "on what works", building the capacity of young researchers, and joint events to enhance prevention interventions.

P4P continues to work closely with national government counterparts as well as regional bodies such as The Asian Forum of Parliamentarians on Population and Development with whom we conducted joint research on parliamentarians' attitudes to GBV, and co-hosted the Male Standing Committee on Elimination of Violence against Women.

"Partners for Prevention is one of UN Women's most productive partnerships. In the almost two years of working together in Cambodia, I have found the P4P team to be reliable, trustworthy and openly generous with its well-honed technical expertise. The joint programme has enabled us to raise the levels of awareness of and commitments to ending intimate partner violence in Cambodia. With P4P's leadership and contributions, Cambodia is giving serious attention to research, data, and public awareness – elements which are key to taking a comprehensive approach to ending violence. I am very grateful for P4P and its support to Cambodia, it's a rare and impressive joint programme."

– *Wenny Kusuma, UN Women-Cambodia*

Engagingmen.net

ENGAGINGMEN.NET
A GENDER JUSTICE INFORMATION NETWORK

Engagingmen.net is a practitioners' portal for people around the world who are interested in engaging boys and men in gender justice. The interactive site is a platform for practitioners to consolidate, develop and expand their knowledge on involving boys and men in supporting women's empowerment and ending violence against women. Since its launch in November 2010, more than 1,000 GBV practitioners from around the world have joined Engagingmen.net. Members have shared more than 2,000 publications, news articles, photo albums, videos and other content. The site includes a large online library of resources on gender justice, including toolkits, training manuals and research reports. It also provides special pages and topical groups to help practitioners connect with others in their region or field of interest.

UNITING COMMUNITIES ACROSS CAMBODIA TO END VIOLENCE AGAINST WOMEN

During the 16 Days of Activism, P4P joined together with more than 75 NGO, government institutions, universities, private sector donors, UN agencies and other development partners in Cambodia for activities under the "UNiTE to End Violence against Women" campaign. On 25 November, more than 9,000 people formed human white ribbon shapes in 18 towns and villages across Cambodia. More than 10,000 leaflets on 16 simple actions that people can take in their daily lives to help end VAW were distributed at these events, and an additional 700,000 people were reached through SMS and social media platforms. Several of the activities were coordinated by volunteers who took part in training exercises that were conducted preceding the event.

The events mark the first time that such diverse groups came together to raise awareness and work together to end violence against women in Cambodia.

UN Women Country Director, Wenny Kusuma said, "As groups unifying today for this joint action we have sent a strong message that ending violence against women is everybody's responsibility and that by working together we can have a greater impact."

UN Volunteers

Participants form a white ribbon and commit to 16 actions to end VAW at the start of the during the 16 Days Campaign against VAW (Phnom Penh, Cambodia, 25 November 2011). *Photo by Jess Burrows.*

During 2011, P4P placed five UN Volunteers at partner organizations in Aceh/Indonesia, Cambodia, Indonesia, Pakistan and Viet Nam.

These UN Volunteers support the implementation of parts of the P4P programme and the work of our partner organizations. One of the UN Volunteers' tasks is to document the contribution of volunteerism to GBV prevention and to come up with recommendations to address challenges and issues that volunteers face.

In Cambodia, activities based on recommendations from a UNV report in 2010 were successfully implemented in 2011. The UN Volunteer managed a six-month project

under the UNiTe Campaign, which resulted in the strengthened capacity of NGOs working on ending violence in Cambodia at the community level to effectively manage and support their volunteers. A workshop on volunteer management for NGOs was complemented by a manual and technical assistance. In addition, through a fellowship programme, 28 volunteers were supported and trained. All the volunteers that came to the training participated in events for the "16 days campaign against VAW" and mobilized community members to join in with the activities. The collaboration of the NGOs for the "16 days campaign against VAW" has been close and there are lots of ongoing linkages between the NGOs and the volunteers which will continue to strengthen their ongoing working relationship.

In Pakistan, research on how volunteering contributes to GBV prevention was part of a mapping exercise of NGOs that work on GBV prevention. The study has been published by Rozan – the NGO where UN Volunteer was deployed – and is called Partners for Change. The report can be downloaded from the Partners for Prevention website at: http://www.partners4prevention.org/

In Aceh, Indonesia, research on volunteerism and GBV prevention is complete - the English version of the report will be available in 2012. In Viet Nam and Yogyakarta, Indonesia, research on volunteering and GBV prevention is also underway.

Sharing new knowledge on prevention

In 2012, new findings on masculinities and their connections to violence against women will be. To lay the groundwork for disseminating the findings, partners from seven countries in the region came together for a training exercise supported by P4P to develop communications strategies that incorporate advocacy, public awareness, and programming activities.

The findings will offer a deeper understanding of masculinities, structures of oppression, social norms, men's attitudes and behavior that perpetuate violence. The findings also aim to shed light on how men can become partners in gender justice work. Dissemination strategies for national research projects have been developed and are in different stages of implementation. The regional strategy is being developed and will be formally launched in 2012.

"Prior to this workshop, we were more thinking about a one-off launch in consultation with national partners. But we have now broadened our understanding of communicating the research results. We will involve experts from national institutions, NGOs and other groups from various sectors such as child protection, HIV prevention, and youth and work together with them to develop strategies based on the research findings."
- Members of the China research team from UNFPA China, the Anti-Domestic Violence Network and Tianjin Normal University.

Participants at the research dissemination strategy development workshop held in Colombo, Sri Lanka

Supporting national campaigns

Partners for Prevention is supporting national campaigns in Cambodia and Viet Nam – coordinated by Paz y Dessarrollo – to apply a primary prevention approach in their messaging and projects. The campaigns target men and support the transformation of inequitable gender norms. The aim is to support men to help transform environments that are conducive to VAW and to promote a foundation of gender equality, respect, and healthy relationships.

A poster from the Good Men Campaign in Cambodia

In Cambodia, The Good Men campaign is a nationwide communication initiative that targets boys and men. Its Khmer slogan translates as: "Good men respect women". The "Good Men" campaign focuses on primary prevention with positive messages and actions that men can take. Its ultimate goal is to end violence against women and girls in Cambodia by promoting gender equitable behavior amongst men. The "Good Men" campaign has launched a series of TV and radio spots as well as posters to engage audiences by asking the question: "Do you know why I am a Good Man?", and the various responses point to the actions that different age groups of men can do to end violence and promote equality. For more on the Good Man Campaign, visit http://goodmencampaign.wordpress.com/.

In Viet Nam, the Joint Communications Campaign (JCC) engages musicians, artists, bloggers and schools to incorporate communications messaging into their work as part of the campaign's primary prevention strategy. The JCC in Viet Nam is also piloting the school-based prevention project in DaNang that is described above. For more on JCC campaigns in Viet Nam, see http://www.minhladanong.com/.

P4P has supported these two national awareness campaigns, resulting in increased capacity for prevention campaigning amongst the national participating organizations.

Using social media for social change

The P4P regional project: "Engaging Young Men through Social Media for the Prevention of Violence against Women", supports projects that inspire young people to take action to end gender-based violence.

In India, "Must Bol" is a call to young people to examine violence in their lives and speak out against it. The campaign is targeting youth in Delhi who use social media and creative media to generate thought-provoking discussions on gender and violence. The campaign has taken up issues of relevance to the inner circle of young people's lives: self; body; family; peers; intimate relationships; and workplace. (For more information, visit http://mustbol.in/)

The campaign is using a strategy that includes leveraging social media as a key venue for social interaction between young people, men and women as a space to talk, share and discuss. The campaign is also using video, photographs and comics to engage young people. Furthermore, the campaign mobilizes young people on college campuses during festivals and special events, using creative activities to promote sharing and discussions, and reaching out to young people in spaces so they come together in cafes, marketplaces and other venues.

Must Bol on-the-ground campaign activities work with youth to generate discussions on gender and violence.

In China, the "17 man" social media campaign ("17 man" means "being real men together") is engaging young people through discussions and quizzes on the theme of gender equality on Weibo, Sina, Sohu, and Renren (the Chinese versions of Facebook and Twitter) and these combine with on the ground live events. For example, during the 16 Days of Activism, university students in Beijing took part in the "Zero violence, let's achieve it together" campaign. Campaign participants collected signatures on the campuses of three top universities in the capital and also posted messages on the following website address: http://weibo.com/17man

The campaign encouraged students to both sign banners offline and forward the weibo message to others on line. The campaigns have resulted not only in increased awareness – more than 250,776 youth in India, Vietnam and China have been exposed to positive prevention messages through social media – but there are also promising results pointing toward discourse change, commitment change, attitudinal change and changes in relationships/behavior amongst members of the target audience.

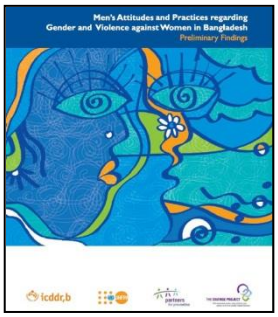
"In our engagement with young people we have witnessed how gender affects so many aspects of young people's lives and yet remains largely unquestioned. Violence emerging from gender goes largely unrecognized and routinised in many ways and even celebrated at times. There is great need for intervention and support, for placing gender in perspective and creating avenues for dialogue and discussion," said Rama Rao, the facilitator of CYC's Youth-led Campaign, "What is happening through this campaign is frank and open sharing of experiences and discussion about issues and solutions and action for change."

Let's Talk Men 2.0

In 2011, Aakar, a partner NGO in India, launched the "Let's Talk Men 2.0 film" project with support from P4P. The "Let's Talk Men films" from the first project 10 years ago have proved to be very effective in generating discussion on gender issues and are still used both in the public sphere and in the development sector. The second series has been designed to expand this project and build another body of work that will provide new templates to start a fresh discussion on emerging issues related to boys, men and gender. This regional project will result in three films from India, Pakistan and Sri Lanka and will be complemented by a discussion guide and other training tools, to be released and implemented in 2013 in cinemas, schools and other settings.

Resources and publications

Highlights from 2011

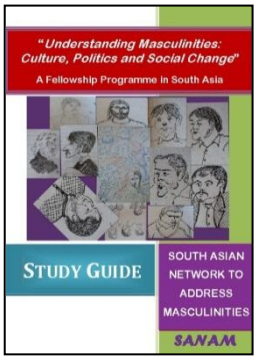


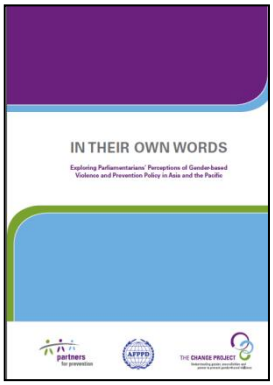
Men's Attitudes and Practices regarding Gender and Violence against Women in Bangladesh

This research – conducted by icddr,b, with UNFPA and Partners for Prevention – is the first quantitative study ever conducted in Bangladesh that targets understanding men's attitudes and practices regarding gender and violence against women. The survey found that men who have negative attitudes towards women are more likely to use violence, affecting not only the women for whom they have violated but also the children in their lives, families and the community at large. The research also found that men who have been abused as a child are at least two times more likely to use violence against women later on in life, amongst other findings.

Understanding Masculinities: Culture, Politics and Social Change, SANAM STUDY GUIDE

SANAM, the South Asia Network to Address Masculinities, is a volunteer driven learning/mentoring initiative that aims to build critical consciousness among a new generation of activists around issues of masculinities, oppression and transformation. This study guide accompanies the face-to-face training exercises that are central to the SANAM project and was written by expert resource people that volunteer their time to the network. The study guide is part of a curriculum that generates knowledge on the various ways in which masculinities intersect with multiple forms of oppression and also points to ways to transform masculinities.





IN THEIR OWN WORDS: Exploring Parliamentarians' Perceptions of Gender-based Violence and Prevention Policy in Asia and the Pacific

Parliamentarians are strategically placed to promote, support and lead policy and legislative action to prevent gender-based violence in the region. However, little is known about the opportunities and limitations that they face at the regional policy level to mobilize public opinion and champion legislation on GBV issues. As part of The Change Project, P4P undertook a regional study on parliamentarians' perceptions of GBV public policy and legislation, interviewing 22 parliamentarians from across Asia and the Pacific. The report discusses challenges but also opportunities for better engagement with parliamentarians, and highlights a number of recommendations to enhance regional and national level public policy mechanisms and networks to foster parliamentarian championship of GBV prevention across the region.

Publications from P4P and our partners are developed as resources for governments, civil society and other relevant stakeholders, including UN agencies, to enhance work on the prevention of gender-based violence. All our publications are available free of charge in electronic form on our website at: *www.partners4prevention.org/resources*

Research and Policy

- Men's Attitudes and Practices regarding Gender and Violence against Women in Bangladesh
- IN THEIR OWN WORDS: Exploring Parliamentarians' Perceptions of Gender-based Violence and Prevention Policy in Asia and the Pacific
- Partners for Change: A Mapping Study of Organizations Working with Men and Boys on Gender Equality in Pakistan
- Mapping Masculinities: A Framework Analysis of Factors Associated with Violence against Women in Cambodia
- Men and the Prevention of Gender-based Violence: A Conceptual Framework for Policy Change
- Understanding Masculinities: A Formative Research on Masculinities and Gender-based Violence in Pakistan
- Deoum Troung Pram Hath in Modern Cambodia: A Qualitative Exploration of Gender Norms, Masculinity and Domestic Violence

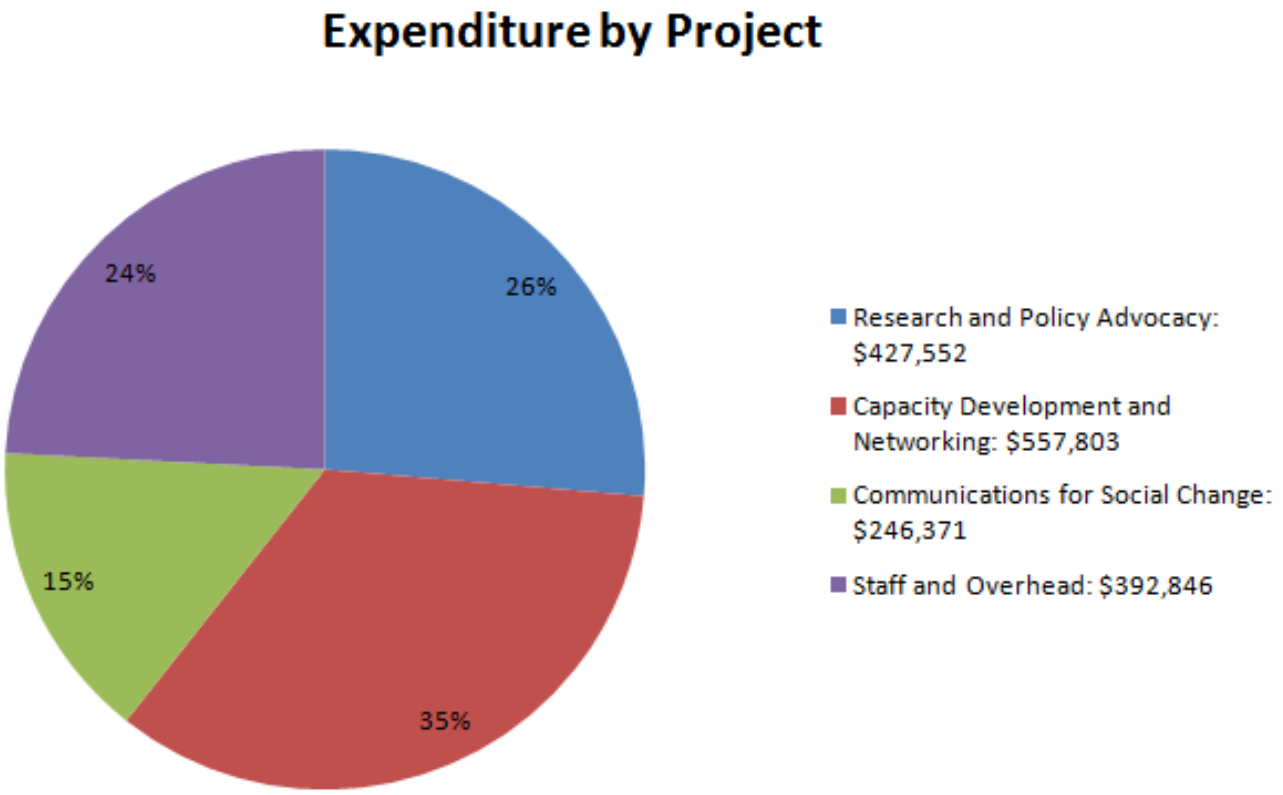
Capacity Development and Networking

- Understanding Masculinities: Culture, Politics and Social Change, SANAM Study Guide
- Monitoring and Evaluating Regional Networks against Violence
- Making a Difference: An Assessment of Volunteer Interventions Addressing GBV in Cambodia
- Working Together Regionally: A South Asia Consultation Dhaka, Bangladesh (meeting report)
- Learning Together Regionally: An East and Southeast Asia Regional Consultation, Phnom Penh, Cambodia (meeting report)
- Envisioning a Regional Curriculum: Working with Boys and Men for Gender-based Violence Prevention (meeting report)

Communications

- Engaging Young Men through Social Media for the Prevention of Violence against Women: Social media project clinic (meeting report)

Financial overview 2011



Total Expenditure = 1,624,572

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Our Vision

Partners for Prevention envisions a peaceful and equitable world, founded upon compassion, dignity and respect. We work towards a future when diversity is celebrated, all people are valued equally, and have the freedom to fulfill their possibilities in a sustainable way. We seek to inspire others to join us in realizing this vision.

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