

# GOOD MEN CAMPAIGN - FACTS & FIGURES



## GOAL & OBJECTIVES

The long-term goal of the Good Men campaign is to contribute to the reduction of Violence Against Women in Cambodia by transforming gender norms. Its specific objectives are to:

- Challenge and question gender norms that perpetuate Violence Against Women
- Promote understanding of different ways of “being a man”
- Encourage changes in attitudes and behaviour towards gender equality

The Good Men campaign uses a **primary prevention** approach seeking to prevent violence before it occurs by addressing the underlying root causes of Violence Against Women.

## TARGET AUDIENCE

The Good Men campaign is a nationwide initiative targeting more than 3,500,000 men aged 15 to 49:

- Young men (15-24 years old)
- Adult men (25-49 years old)
- 78 % of the target audience is living in rural areas
- 15 % of the target audience is low or not literate
- Less than 2 % of the target audience are Indigenous Peoples living in the northwest of Cambodia

## COMMUNICATION OBJECTIVES

The Good Men campaign focuses on raising awareness, changing attitudes and behaviour and especially seeks to:

- Draw the target audience’s attention by questioning perceptions about masculinity
- Encourage attitudinal and behavioural change of the target audience by promoting gender equitable roles

## THEME & MESSAGES

The Good Men campaign uses **peer-to-peer and role modelling** approaches, (friend to friend, father to children, sibling to sibling) to address the following messages:

- Men respect girls and women
- Men reject any form of violence against girls and women
- Men contribute to children’s education
- Men share ideas and respect opinions of girls and women
- Men share household-chores
- Men talk to resolve problems



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## IMPLEMENTATION

- **Mass Media:** 4 TV spots and 4 teasers, 4 radio announcements and 4 teasers, 7 posters and branded materials
- **Social Mobilisation:** A series of interventions in the fields of art, sport and social media amongst others, carried out through NGOs, using existing networks and programs
- **Interpersonal Communication:** Games, comics for the “one to one” communication
- **Advocacy/Institutional Mobilisation:** A series of briefings with policy makers, at national and sub-national levels

## MONITORING & EVALUATION

The impact of the Good Men campaign will be assessed through the establishment of a baseline and an end line that will particularly:

- Track media exposure
- Determine change in knowledge and perception
- Determine change in attitude and behaviour

## PARTNERS

The Good Men campaign is coordinated by Paz y Desarrollo (PYD) who is acting as the secretariat of the following groups:

- **Steering Committee (decision-making body):** Chaired by the Ministry of Women’s Affairs (MoWA). Its members are the Spanish Agency of International Development Cooperation (AECID), Partners For Prevention (P4P), the German Agency for International Cooperation (GIZ) and Gender and Development For Cambodia (GADC).
- **Technical Working Group (advisory body):** Chaired by the Ministry of Women’s Affairs (MoWA). Its Members are Asociación Solidaria Andaluza de Desarrollo (ASAD), Care International, Cambodia Women Crisis Centre (CWCC), Enfants & Développement (E&D), FHI, Gender and Development for Cambodia (GADC), Open Institute, Partners for Prevention (P4P), Phare Ponleu Selpak (PPS), People Health Development (PHD), Psicólogos Sin Fronteras (PSF-ONGD), Paññastra University of Cambodia (PUC), Social Services Cambodia (SCC) and Women’s Media Centre (WMC).
- **Three Sub-technical Working Groups:** (1) Youth, (2) Adults and (3) Monitoring & Evaluation (M&E).

