Promising Prevention Approaches for Asia-Pacific
What is the global evidence on prevention programming?

Working with boys and men as a strategy for long-term impact and social norm change

What works in the region? Promising models for effective prevention
What do we know?

- GBV prevention is a new field and evidence is still emerging as to what works.
- Project development cycle emphasizes link between research and programming, and strong M&E data.
- We have data on risk and protective factors and some evidence on what programming strategies work.
- Complex problems require complex solutions (multi-sectoral, multi-stakeholder).
- Integration of prevention and response.
Global evidence on prevention

- There is some emerging global evidence of promising prevention models.
- The amount of evidence available is on par with other epidemiological issue areas, yet systematic review evidence is primarily from HICs.
- We have more qualitative data on what works, particularly in the region.
- Evidence in the region exists, but needs to be better consolidated.
Working with boys and men

Why is it important?

- GBV is rooted in power relations among girls and boys, women and men, GBV is linked to dominant notions of “what it means to be a man”
- Men are the primary perpetrators of GBV – to prevent violence we need to understand perpetration and work with boys and men
- Men are also harmed by masculinities that promote violence
What is male involvement?

- Engaging boys and men is a **strategy**, one component of a prevention approach.
- The strategy should be clear:
  - **What** is it that we are trying to change and **with which** boys and men, and **how** are women also involved?
- Gender is relational, so the strategy should **address the unequal power relations** among women and men.
Considerations for programming with boys and men

- Ensure that the intervention does not reinforce gender stereotypes (i.e. men as providers and protectors of women)
- Healthy versions of masculinities and sexualities that are relevant to the community should be promoted
- Programmes need to involve boys and men and girls and women, rather than create intervention silos
Promising Prevention Approaches
Findings from the region on violences experienced early in life demonstrate the need to target young populations before gender norms and violent behaviours become ingrained.

Gender equality learning curricula within schools is a promising model for change.

Focus beyond the individual student, and include institutional and community-based change (e.g. by working with teachers, parents).
Evidence on school-based programmes

From GEMS project in Mumbai:

- Participatory activities, combined with broader campaigns, are most effective to impact sustainable gender equitable attitudes.
- Greatest changes were around notions of appropriate gender roles – including equality, education and opposition to violence.
- More emphasis on long-term (post-schooling) evaluation of school-based programmes is needed.

The GEMS model is being adapted and replicated in Da Nang province, Vietnam. P4P and ICRW are providing technical support to the project.
Work with parents and early childhood

Why is it important?

- Corporeal punishment of children, and son preference is common in the region
- Witnessing and experiencing violence as a child is associated with risk of perpetration and victimization later in life
- Data from the region shows that paternity is associated with dominance and strength and are inaccessible to their children
Caring Fatherhood Models

- Men’s caring involvement in the lives of their children can have powerful impact on early childhood development
- Promoting supportive and active roles for fathers as care-takers is a promising programme area
- Important area for cross-sectoral collaboration (e.g. with on-going violence against children work)
Why is it important?

- Findings show a strong link between gender inequitable attitudes and perpetration of violence in the region.
- Unequal power relations between men and women, and between certain groups of men, result in harmful relationships.
- Focus on empowerment programmes, healthy relationship building.
Stepping Stones Model

- Training programme on HIV/AIDS prevention, sexual and reproductive health
- Focus on building healthy relationships by strengthening communications and promoting gender equality
- Evaluations show that participatory methods working with women and men are effective for sustaining gender equitable attitudes at the individual and community levels
MASVAW and Activist Social Mobilization

- Alliance of men activists, networks to mobilize communities and reduce GBV in Uttar Pradesh
- Network-based and driven by volunteer activists
- Grassroots social mobilization with wide reach
Data from the region shows that dominant notions of masculinity are linked to toughness, honour and sexual prowess. This suggests the need to focus on campaigns that promote notions of masculinity associated with non-violence, respect and equality.
Comprehensive ‘360’ Prevention Campaigns

- Wide range of partners with varied reach
- Formative Research
- Key message development
- Mass Media Campaigns
- Programme Design and Implementation
- Evaluation

partners for prevention
Yaari Dosti is the Indian adaptation of Programme H: Working with Young Men Series, training manual on gender, violence, sexuality and HIV

Integration of group education and interactive activities with lifestyle social marketing campaign

Data on effectiveness of Programme H show that participation in the programme showed attitude change among participants and increase in healthy reproductive and sexual practices
Conclusions

- Wide-range of promising practices in Asia-Pacific that are evidence-based and theory-driven
- More rigorous evaluation, and better consolidation of evidence, is needed on region-specific approaches
- Integration and collaboration are key principles to successful programming to prevent GBV and must be strengthened
Thank you!

Questions?