

# Four stages to motivate men as allies in ending gender-based violence

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# Men's Role in Ending GBV:

- Institutionalized oppression will persist until members of “dominant” social groups become actively involved in ending it.
- Reducing and preventing violence against women requires the participation of men who can model non-violent behavior, and hold their male peers accountable for sexist or abusive conduct.
- Men's anti-violence organizations are increasingly prevalent in communities and on college campuses, and typically involve males in violence prevention education, skill building related to responding to disrespectful peer behavior, and mentorship of other boys and men.

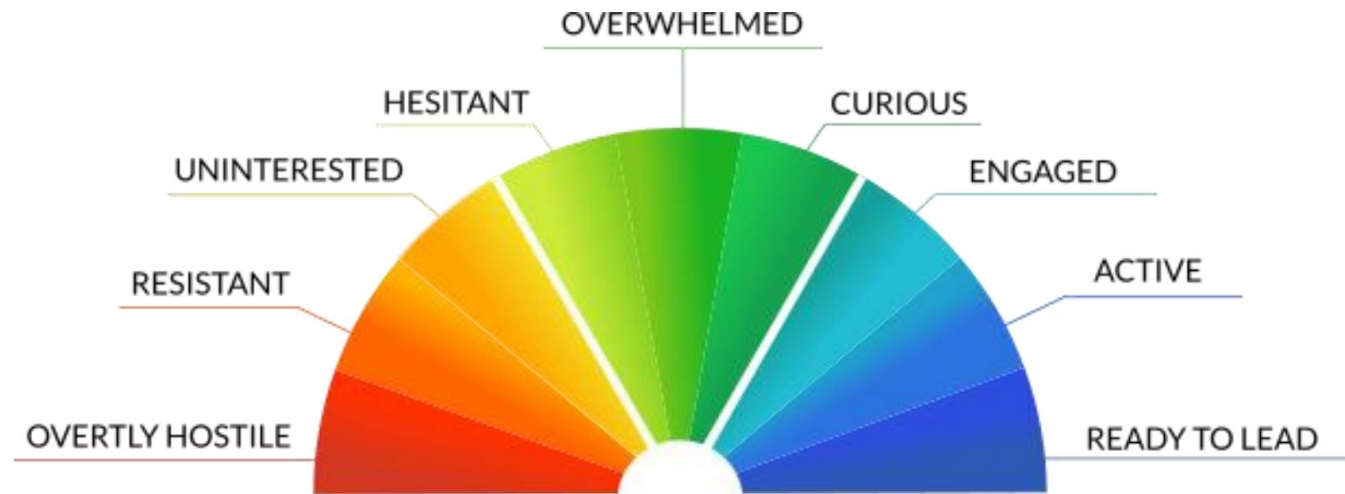
Erin Casey (2010): Strategies for Engaging Men as Anti-Violence Allies

# Building a Model of Engagement

Some models provide steps of engagement, e.g. the Canadian Department for Women and Gender Equality's (2018) three stages (see below). Unfortunately, these usually miss the crucial aspect: *motivating* men to change.

- **Identify** - Raising awareness of persistent gender inequality, its impacts on men, women and non-binary people, and its roots in the norms, attitudes and values that result in discrimination and unequal access to power and opportunities.
- **Challenge** - Promoting actions or behaviours that actively oppose harmful norms, attitudes and behaviours within oneself and of others.
- **Sustain** – Supporting the conditions for equality and inclusion so that all people can fulfill their potential.

## CONTINUUM OF MEN'S ENGAGEMENT



Men are in a continuum of readiness.

But what will move men towards more engagement?

<http://rusfunk.me/wp-content/uploads/2018/10/continuum-of-mens-engagement-revised-1.pdf>

# Barriers to Engagement: Identity Issues

- Early forms of engagement of men in anti-violence against women work often took the shape of “calling men to account” and inevitably evoked blame and shame constructions instead of collaborative work.
- They also tended to unintentionally appeal to traditional masculine roles such as the protector, defender, warrior.
- They focused on how men relate to women, rather than challenging the traditional assumptions about masculine identity – the root cause.
- “The evidence is that interventions aimed at men are more likely to be effective if they explicitly address masculinity – the practices, norms and relations associated with manhood.” (Dworkin, Treves-Kagan & Lippman, 2013; Fulu, Kerr-Wilson

&Lang, 2014. Cited in Flood, 2015)

# Barriers to Engagement: Power Issues

- “Efforts to involve men in violence prevention must acknowledge the costs to men of undermining the patriarchal privileges that underpin men’s violence against women.” (Explaining “perks” vs. “power”)
- “They should also acknowledge the potential costs of involvement in violence prevention itself, given that the men and boys who participate may be ridiculed or harassed for lack of conformity to hegemonic masculine norms (Crooks et al. 2007).” (Who Will Help?)

Cited in Flood (2015)

# Getting Men to the Table

- It is true that most violence against women is perpetrated by men.
- It is not true that most men perpetrate violence against women.

Instead of asking “why are men violent?”, we need to ask a different, better question “why are most violent people male?”

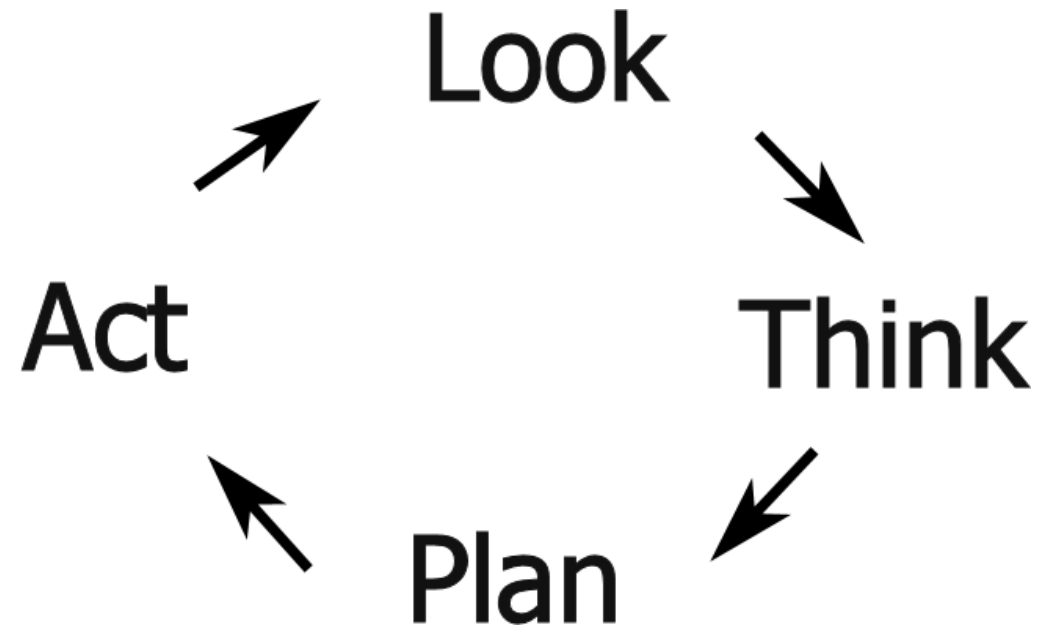
– Andrew Smiler

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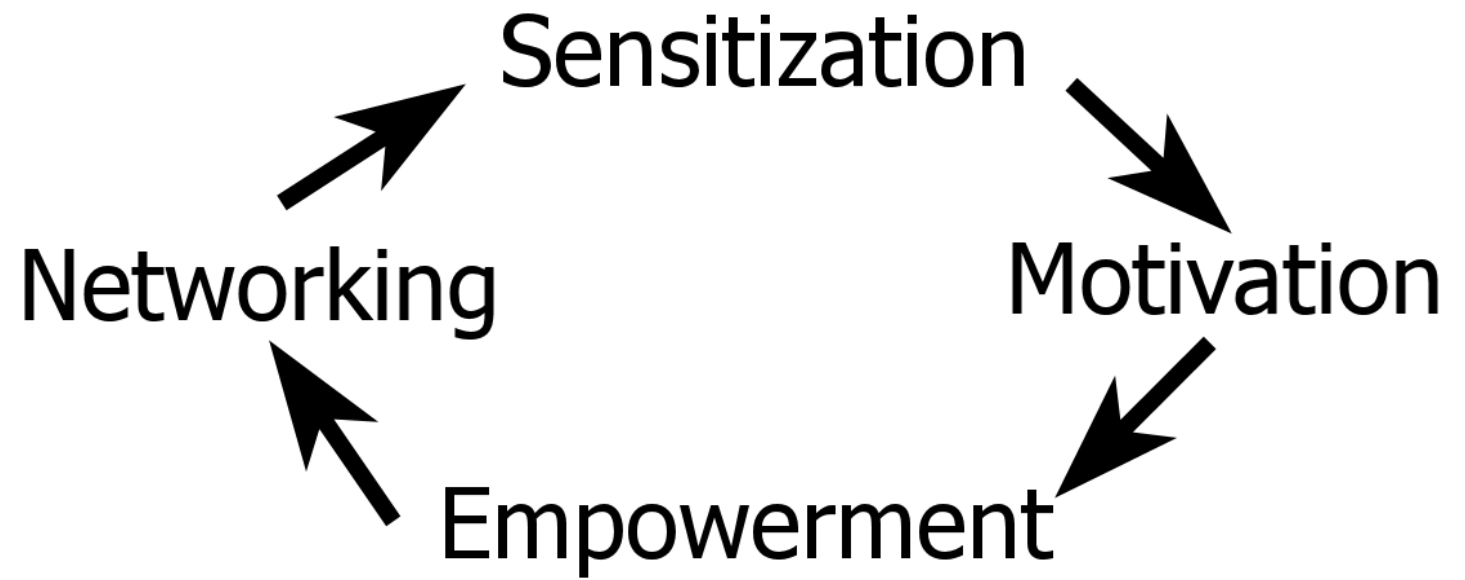
# Awareness and Accountability

- Even though we may not be murderers or rapists, we have been marinated in sexism all our lives.
- We should not depend on women to teach us, but we should remain accountable to them in our work.  
(e.g. <http://menengage.org/accountability/> )
- Castelino (2013) reports that some men involved in violence prevention position themselves as 'good men', offering a simplistic dichotomy between perpetrators and good men." (cited in Flood, 2015).

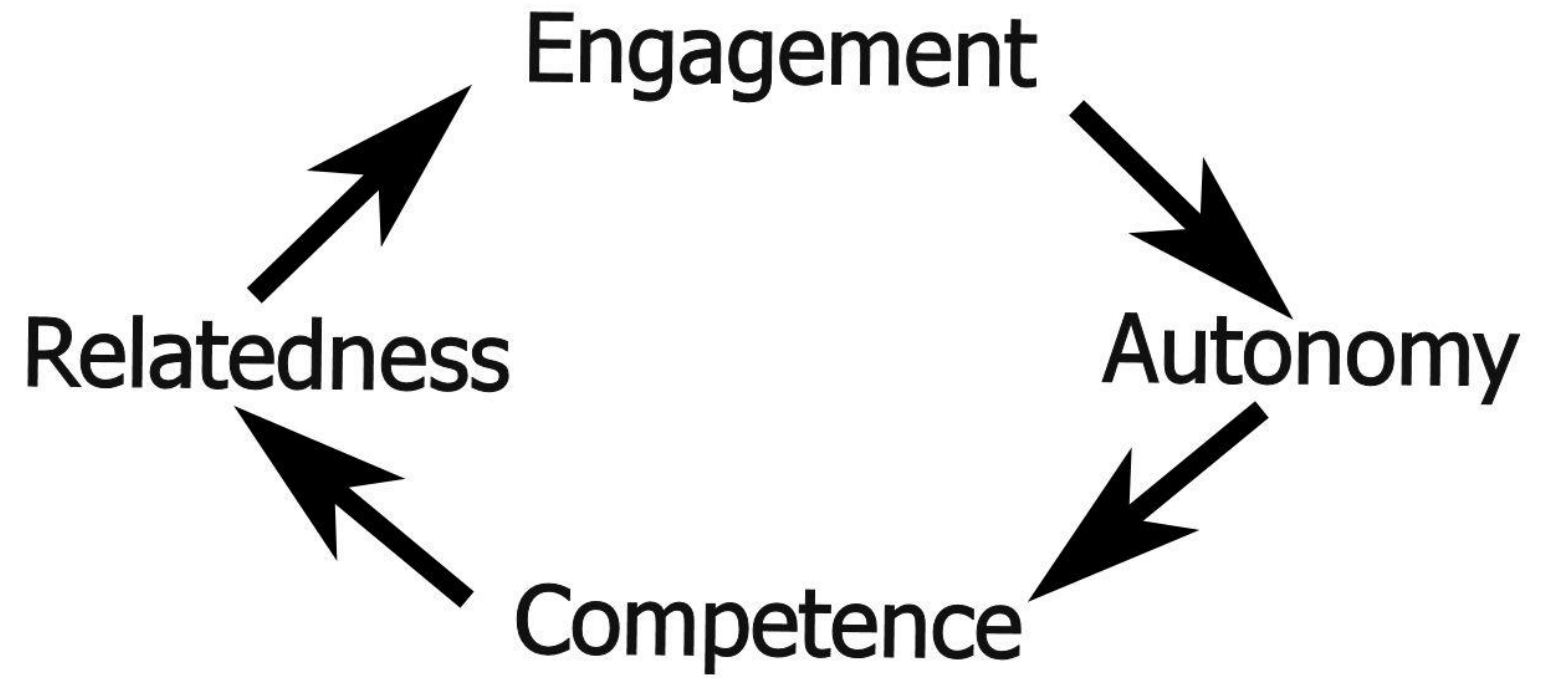




**Friere's Adult Learning Cycle**  
Pedagogy of the Oppressed (2000, 30<sup>th</sup> Anniversary Ed.).



Stages of Engaging Men



Motivational Elements

# Four Questions to Engage Men

What are  
the issues?

What does  
this have to  
do with me?

What can  
I do?

Who will  
help?



# Support for a Stage Model

“Similar to existing models of social justice ally development,

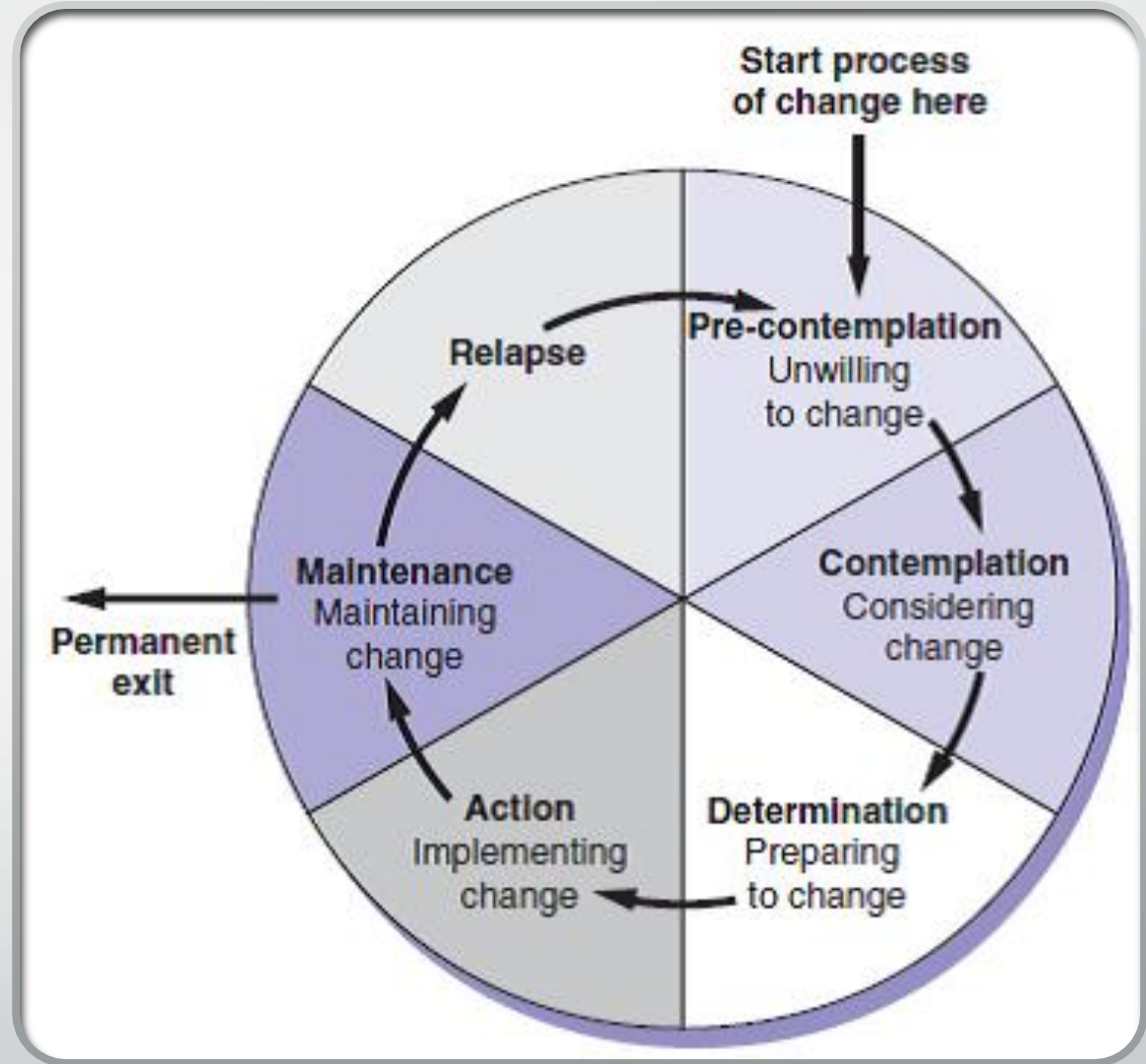
- exposure to issues of violence, [What are the Issues?]
- opportunities to critically reflect and make meaning from those exposures, [What Does This Have To Do With Me?]
- and tangible invitations for involvement [What can I Do?]

are some of the general interrelated factors that motivate men’s anti-violence involvement over time.”

From a qualitative study by Casey & Smith (2010).

Men's willingness to engage  
echoes the  
Stages of Change model  
Prochaska & DiClemente (1983)

- Thinking
- Deciding
- Acting
- Sustaining



# What Are the Issues?

- What do you do to keep safe?  
(Exercise).
- Videos with women's voices

# What Are the Issues?

- Institutional support for violence
- Long history of women as property
- Silencing of women. Not listening, “FemiNazi”; “Man-Hater”
- “When privilege is challenged, equality feels like oppression”



# What Are the Issues?

- Wife Auctions in England



## Concept of “Rule of Thumb”

- Husband can legally beat his wife with a stick or rod as long as it is no thicker than his thumb.



9

# What Are the Issues?

## “Rule of Thumb” in English Common Law

# What Are the Issues?

- Marital Rape was Legal until 1983

Prior to 1983, rape was considered an offence only outside of marriage. That meant a husband could not be charged with raping his wife.

A year before the change to legislation occurred, NDP MP Margaret Mitchell raised the issue of violence against women. She was laughed at by MPs in the House of Commons when she demanded the government take action to stop domestic violence.

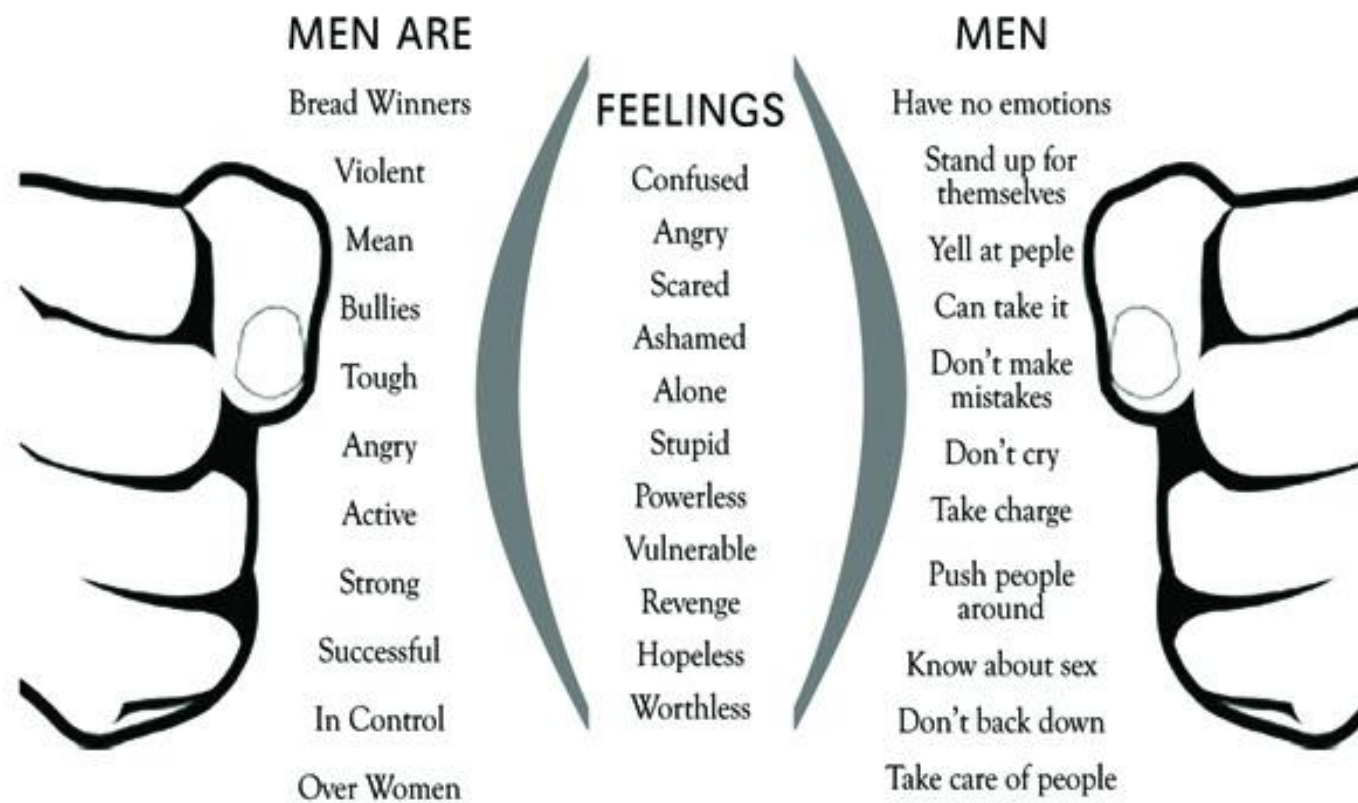


# Dear Daddy...

<https://www.youtube.com/watch?v=dP7OXDWof3o>

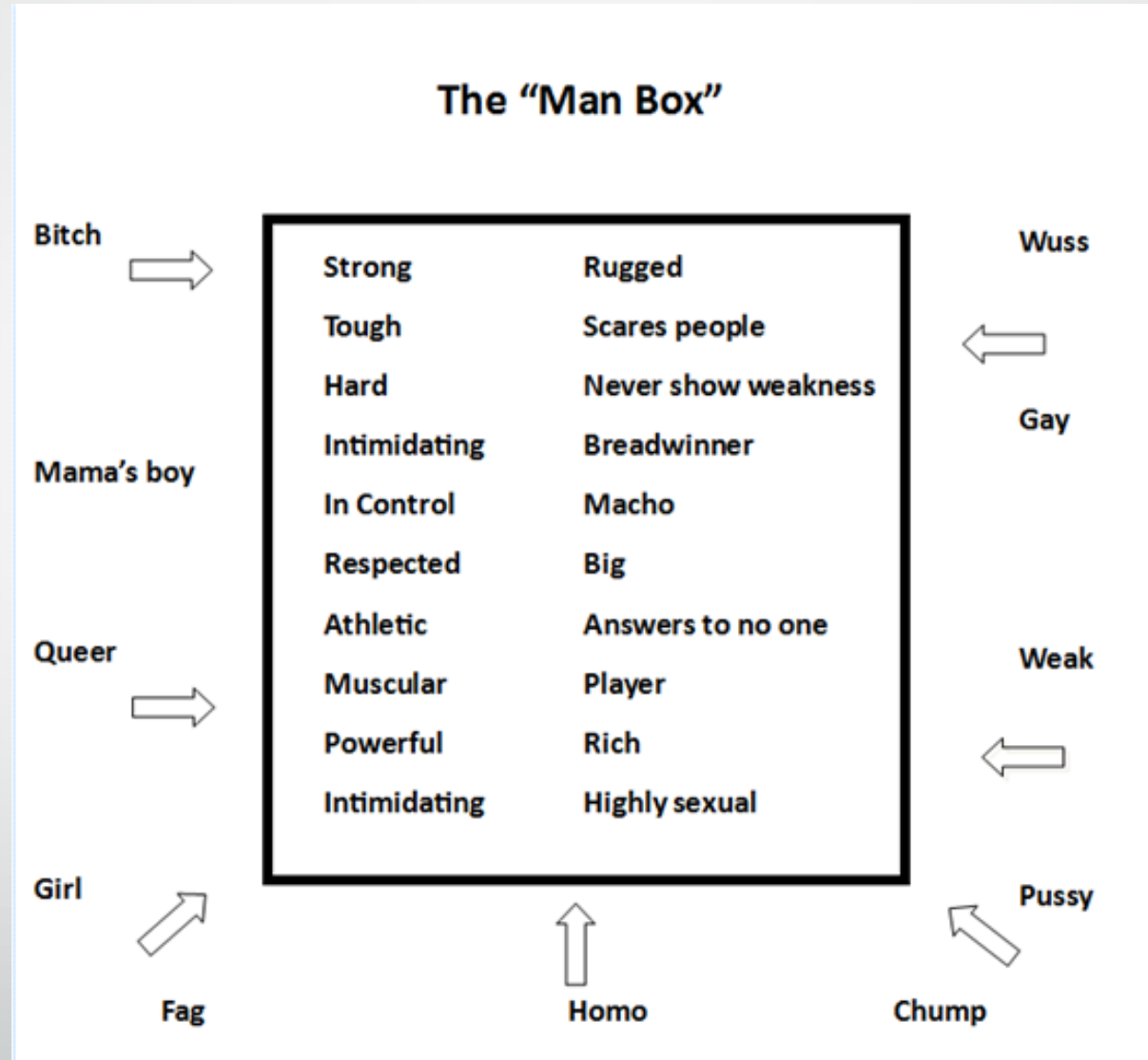



# What does this have to do with me?



What does  
this have to  
do with me?

The “Man Box”  
as a method of  
controlling men





Most of men's violence is targeted on men  
86% of murders in the USA are of men by men

Do you realize that you have been conditioned without your knowledge or consent to play the role of the oppressor? For whose benefit?

Toxic masculinity teaches men that their identity hinges on their ability to exert dominance over women. This makes it very difficult to build close relationships.

What  
does this  
have to  
do with  
me?



# Social Isolation of Men

- Don't feel – Except anger.
- You can be close only to one person
  - This leads to a feeling of need to control
  - That need can lead to violence



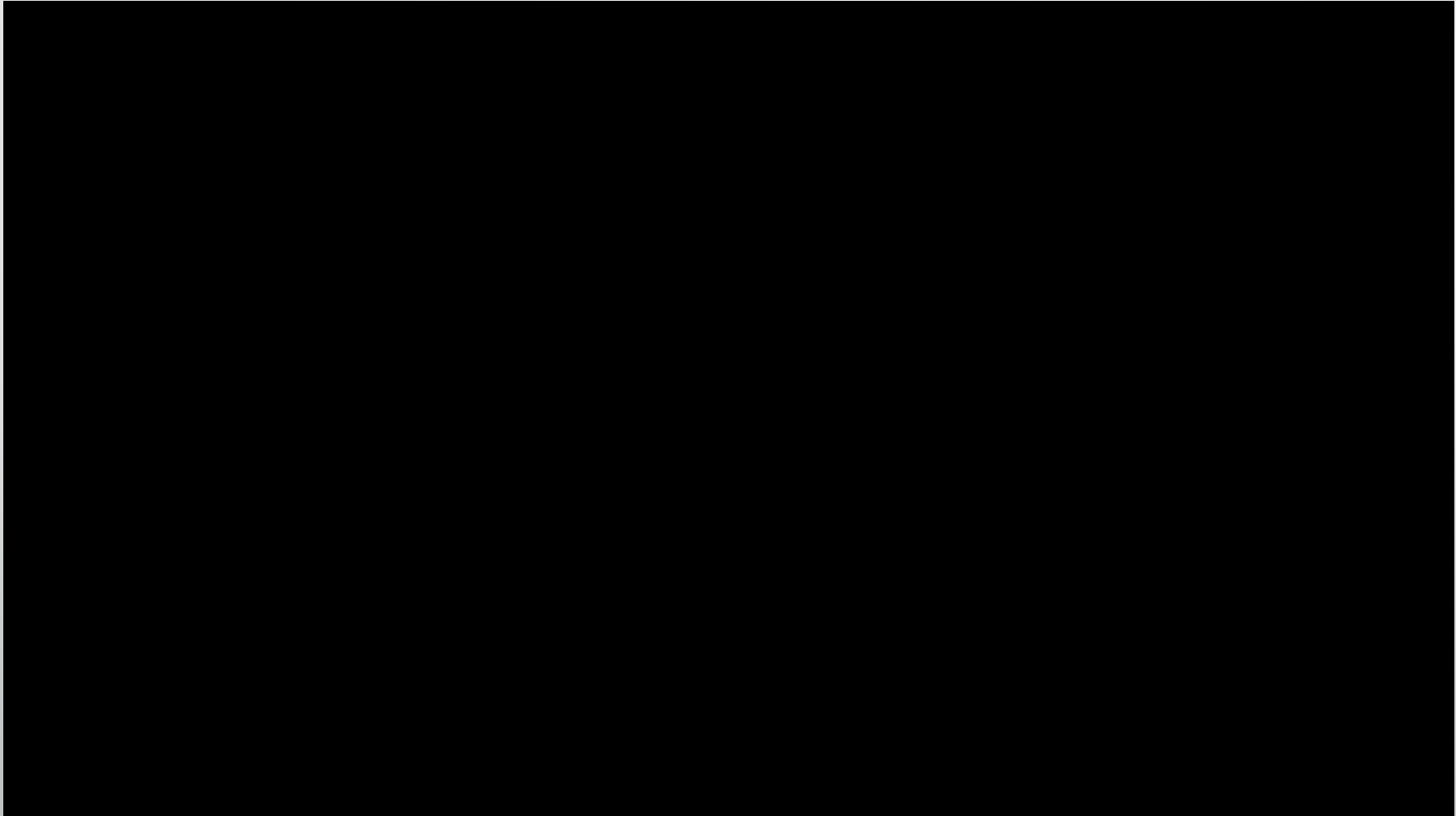
What  
Can  
I  
Do?

Iceberg Exercise

Bystander  
Intervention

# Taking a Stand on Men's Violence

<https://www.whiteribbon.org.au/stop-violence-against-women/dont-just-stand-by/>



# What Can I Do?

- Talk to a younger man in my life about consent
- Ask my peers to not use sexist or violent language when referring to women
- Encourage and support gender equality initiatives at work
- Talk to men in my life about why gender equality is important and how they can play an active role
- Make my own plan of action



Be willing to stand up!

# Who Will Help?

## Learn

Be willing to learn from women's experience, but do not expect them to do the work for you, or to train you how to do it.

## Support and encourage

Men need to support and encourage one another to make these changes.

## Take Leadership

Have the courage and strength to step up and take leadership.

# Grade 5 Class with real-time illustration of the children's ideas





## What are the Issues?

Introducing  
the Issues  
via clips of  
Disney Movies

- Students watch the clips then discuss how they saw men and women.
- e.g.  
<https://www.youtube.com/watch?v=ztIQh5-Ubik>



Act Like A MAN	Act Like A LADY
tall have strong the brave fun. tough no crying don't like barbies fast well dressed good hair handsome	be quiet thin eyelashes make-up perfect (fancy) long hair smart, full skinny waist weak sensitive He me kidnapped princess handkerchiefs

WHAT HAPPENS WHEN WE DON'T ACT THAT WAY?	
BOYS	GIRLS
left out <sup>homo</sup> bullied <sup>"weebs"</sup> scrawny <sup>"daddy"</sup> hair <sup>"chicken"</sup> punched in face less appreciated clumsy no girl	nothing hang out with boys "tom boy" "nerd" <sup>"nerd"</sup> don't get a boy bursted bubble insecure broken heart





# Why Should I Care?

What happens  
when you  
“step outside  
of the box”?



# What Can I do?

Re-storying: Amanda and James on an Adventure



# The Rescue!



## Who Will Help?

- Teacher's commitment to ongoing projects in the classroom, and integrating the issues into various curricula.
- Students willing to model a different culture on the playground and in class.



This Photo by Unknown Author is licensed under CC BY-SA



# Profeminist Men's Group



# Applying the Model

- **What are the Issues?** – They are more than intellectual concepts
- **What has this got do with me?** –
  - The “Good Man” Myth; The “Worst Thing” exercise
- **What Can I do?** –
  - Gender-aware & Gender-transformative Facilitation
  - Structured environments to facilitate bridging gendered cultures
  - Process more crucial than content – e.g. communication styles
- **Who Will Help?**
  - Training and support from experienced facilitators
  - Accountability to Women’s Organizations



# RCMP and Justice Workers: Creating a culturally appropriate training







# Training Justice Workers to Deliver a Six-session Curriculum to High Schools

## **Overall Objectives of the Curriculum:**

- To work towards ending gendered violence in our schools and in our communities.
- To empower students to make informed choices about how they relate to others.
- To highlight ending gendered violence as a men's issue as well as a women's issue.
- To see how popular culture shapes our thoughts and actions without our knowledge or consent, and how awareness of this can help us to choose our own paths.
- To provide opportunities for young men and women to speak openly on these issues.
- To raise a generation that will not tolerate gendered violence.



# Training Justice Workers to Deliver a Six-session Curriculum to High Schools

In our work engaging men and boys in ending gendered violence, we have found that there are four questions we need to help them answer, in this order:

1. What are the issues? [Information / Sensitization]
2. What does this have to do with me? [Motivation]
3. What could I do about it? [Empowerment / Action]
4. Who will help me / support me in this? [Networking / Co-operation / Sustaining]

You may notice the young men in the classes go through this process as time progresses.

# The six classes/workshops

1. Gender Stereotypes (What are the Issues?)
2. Media and Pornography (What are the Issues?)
3. Power and Privilege (What does this have to do with me?)
4. Sexuality, Consent, Coercion, Sexual Violence (What can I do?)
5. Self-Esteem / Self-Worth / Self-Expression (What can I do?)
6. Healthy Relationships (Who will help?)

The “Man to Man” Toolkit:

<https://drive.google.com/file/d/oB6ByhPqWJZw2N1FGb1pJQXRIVzQ/view>

# Participatory Exercises



# Changing the Culture of Sexual Harassment in the Workplace (Construction Company)

- Need to get full buy-in from senior management team before working with employees.
- Courageous Leadership



# Changing the Culture of Sexual Harassment in the Workplace (Construction Company)

- **What are the Issues?**

- What do you do to keep safe every day?
  - Women's first voices
- Tony Porter TED Talk: "A Call to Men"

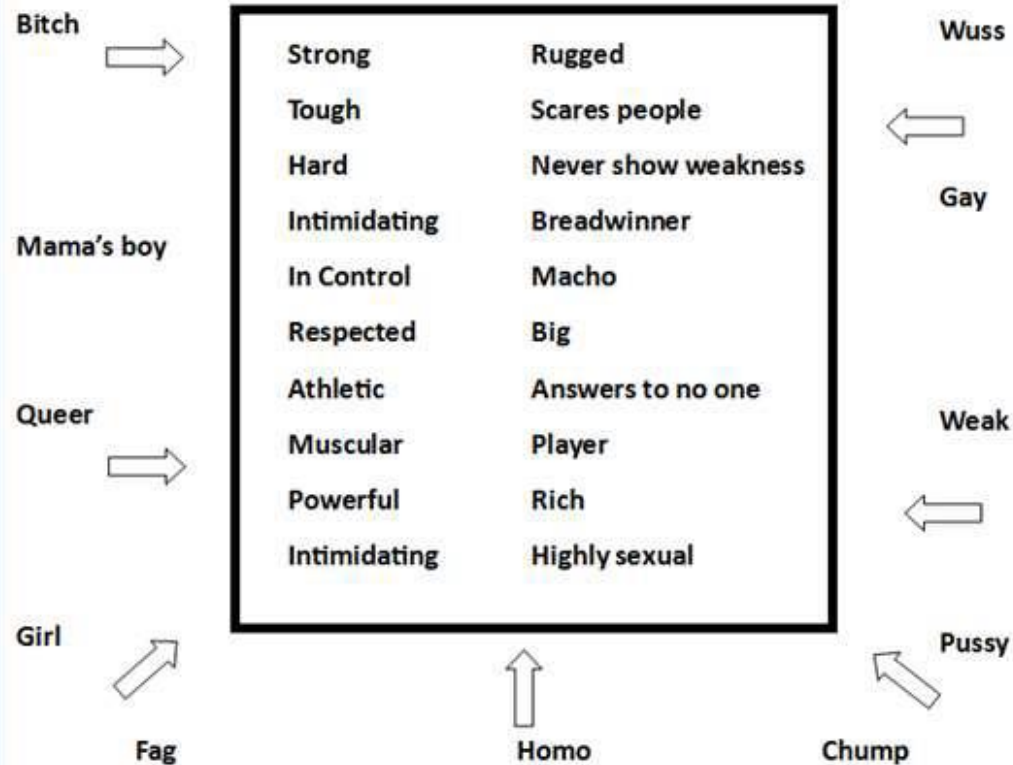
[https://www.ted.com/talks/tony\\_porter\\_a\\_call\\_to\\_men](https://www.ted.com/talks/tony_porter_a_call_to_men)



Changing the  
Culture of  
Sexual  
Harassment  
in the  
Workplace  
(Construction  
Company)

- **What Does this Have to do with Me?**
  - The Man Box Exercise – Reclaiming power and choice.
  - The “Real Man” vs. the “Good Man”

### The "Man Box"



Changing the Culture of  
Sexual Harassment  
in the Workplace  
(Construction  
Company)



Changing the  
Culture of  
Sexual  
Harassment  
in the  
Workplace  
(Construction  
Company)

- **What Can I Do?**
  - The Iceberg Exercise – Levels of Harm
  - Jackson Katz: The Bystander Moment video <http://bystandermoment.org/>



# Changing the Culture of Sexual Harassment in the Workplace (Construction Company)

- **Who Will Help?**

- Stand Up and Be Counted! – Who will support their co-workers?
- Buy in from management
- Clear policies



# Trends in Engaging Men in Anti-Violence Work

- **Men Engage** is a global alliance made up of dozens of country networks spread across many regions of the world, hundreds of non-governmental organizations, as well as UN partners.  
<http://menengage.org/>
- **Promundo** is a global leader in promoting gender justice and preventing violence by engaging men and boys in partnership with women and girls.  
<https://promundoglobal.org/work/?program=preventing-violence>
- **World Health Organization** – Promoting gender equality to prevent violence against women  
[https://apps.who.int/iris/bitstream/handle/10665/44098/9789241597883\\_eng.pdf](https://apps.who.int/iris/bitstream/handle/10665/44098/9789241597883_eng.pdf)
- **White Ribbon** is the world's largest movement of men and boys working to end violence against women and girls, promote gender equity, healthy relationships and a new vision of masculinity.  
[http://www.vawlearningnetwork.ca/our-work/issuebased\\_newsletters/issue-5/index.html](http://www.vawlearningnetwork.ca/our-work/issuebased_newsletters/issue-5/index.html)  
and [https://www.whiteribbon.ca/uploads/1/1/3/2/113222347/lit\\_review\\_2014.pdf](https://www.whiteribbon.ca/uploads/1/1/3/2/113222347/lit_review_2014.pdf), a critical review of program evaluation
- **Shift: The Project to End Domestic Violence.** The purpose of Shift is to conduct and mobilize primary prevention research to empower others to create the social conditions that will prevent domestic violence.  
[https://preventdomesticviolence.ca/sites/default/files/research-files/Promising%20Approaches%20to%20Engage%20Men%20and%20Boys\\_o.pdf](https://preventdomesticviolence.ca/sites/default/files/research-files/Promising%20Approaches%20to%20Engage%20Men%20and%20Boys_o.pdf)

# The *White Ribbon* Pledge

I pledge never to commit, condone or stay silent about violence against women.

<https://www.whiteribbon.ca/>

I will stand up, speak out and act to prevent men's violence against women

<https://www.whiteribbon.org.au/stop-violence-against-women/take-the-oath/>



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