



## Working to Prevent Violence against Women



Annual Report 2010

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# INTRODUCTION



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Ending violence against women and children is an enormous challenge. Advocates in the field of violence against women have long been advocating for prevention measures that are *long-term, comprehensive and coordinated*.

Prevention of violence requires many partners – from the highest levels of government to service providers, local leaders and families – who are focused under a cohesive strategy that is informed by solid evidence. It requires dedicated, long-term resources, extensive research, and coordinated efforts across a spectrum of sectors. It requires not only strengthened policies, but ultimately fundamental upheavals in social norms, institutional regimes, and individual attitudes and behaviors that value men over women and children, and keep their positions in society diminished.

Compared to the enormity of the challenge, the collective response around the world seems woefully inadequate. There are a few localized examples of sustained prevention and reversals in the prevalence of violence, but overall, despite decades of struggle, there is no evidence that violence against women and children is decreasing. However, although the efforts by women's movements and anti-violence advocates have not yet reversed the prevalence of violence, they have produced significant gains. From local women's groups informally supporting survivors in their communities to the passing

of laws on domestic violence, there is huge momentum behind gender justice and ending violence upon which all current work now stands.

Partners for Prevention was thus created at a moment where the study and practice of primary prevention had solid foundations to build upon, but with the challenge of nurturing more comprehensive and coordinated responses still ahead. Partners for Prevention also occupies a unique space in the prevention field. Situated at the regional level, between the local and the global, the programme learns from and influences both spheres. The programme adds value from the regional level by convening both cross-border and cross-regional exchanges of knowledge and practice. Partners for Prevention also is unique in that it works through and with four UN bodies, along with civil society and government partners at the regional level. Given this position – and the challenges for prevention – the programme team is motivated by the passion and dedication of our partners and by the humble contributions we can make towards ending violence. We aim to add to the learning globally, and to effective prevention locally.

## INTRODUCTION

### LOOKING BACK AT 2010

2010 marked a significant growth period for Partners for Prevention. The programme moved from a take-off phase in 2009 to full implementation of its three projects - Evidence-based Policy Advocacy, Capacity Development and Networking and Communications for Social Change.

Under the Evidence-based Policy Advocacy project, the 'Gender-based Violence Prevention and Masculinities' Research Project for Asia and the Pacific began implementation in Bangladesh, Cambodia, China, Indonesia, Papua New Guinea, Sri Lanka and Vietnam. A comprehensive set of research tools including questionnaires, research protocols, and training manuals have been developed by Partners for Prevention and are being adapted and utilized by national partners at the country-level. Furthermore, data from qualitative research on masculinities in Pakistan and Cambodia have been launched and well-received as a welcome addition to the still small pool of knowledge on the subject of social and cultural norms that create an environment of tolerance for violence.

The Partners for Prevention Capacity Development project has resulted in sub-regional networks in South Asia and Southeast/East Asia & the Pacific developing curricula for trainers for more effective capacity development approaches to prevention of violence against women and children. The South Asia sub-regional network launched the South Asian Network to Address Masculinities (SANAM), which has created a coordinated approach at developing the capacity of young professionals and activists in South Asia. This innovative effort aims to build a more sustainable impact than conventional training approaches, and is not confined only to NGO activists but is reaching out to young people in diverse sectors.

To connect practitioners working for gender justice and engaging boys and men in Asia and the Pacific and around the world, a practitioners' portal ([www.engagingmen.net](http://www.engagingmen.net)) was launched in 2010 and is providing a platform for knowledge management, professional networking and consensus-building on conceptual and policy issues.

The Communications for Social Change programme is piloting campaigns based on more comprehensive communications and prevention strategies in five countries (Cambodia, China, India, Indonesia and Viet Nam). The tools and strategies evolved through these pilots are being documented and will be a valuable addition to the body of knowledge and practice of social change communication, and will be applicable across the region.

UN Volunteers in India, Pakistan and Cambodia have also contributed substantively to the programme in terms of supporting local organisations and engaging boys and men to prevent violence against women and children.

In 2010, Partners for Prevention has supported cross-regional exchanges, resulting in particularly encouraging impacts in terms of increased interest in issues of masculinity in relation to violence against women and children. Given the size and heterogeneity of the region, opportunities for interactions and exchanges between groups from South Asia, East Asia, South East Asia and the Pacific sub-regions are very few, and by connecting these groups, the ripple effects are already visible.

Partners for Prevention has also continued to build strong partnerships with global leaders – academics, researchers, practitioners and activists – involved in theorising masculinity and in organising men to take stands against violence. Apart from enriching the content of the programme, the workshops, meetings and other events organised by Partners for Prevention in various countries have provided platforms for interactions between global and local actors.

Partners for Prevention's activities in the next phase will be defined by deeper integration of our three project areas of work (Research, Capacity Development and Communications). For example, most data analysis from our regional research project will be completed in late 2011. Through the coordination of Partners for Prevention's three areas of work, 2012-13 will be defined by translating this new knowledge into better communications, better projects and better policy recommendations based on solid evidence.

## INTRODUCTION

### SUSTAINABILITY

Stopping violence before it starts is a long-term process. Partners for Prevention is thus designed to result in applied evidence on the root causes of violence, better communications, strengthened networks and increased capacities that will far outlive the programme timeframe. All programme outcomes – the tools, networks and knowledge products – are developed and refined with regional practitioner partners and are regional public goods – developed for the public interest for current and future use. Under the research project, for example, a regional data set will be available that can be used by qualified researchers for many years to come, along with a

comprehensive set of research tools for future use in the investigation of VAW and masculinities. Thus, in partnership with civil society, researchers, government and donors, the programme will contribute to sustained primary prevention for the longer term in the region, and its products will remain after the programme comes to an end.



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## OUR GOAL AND STRATEGY



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Partners for Prevention is a UNDP, UNFPA, UN Women and UNV regional joint programme for Asia and the Pacific.

The long-term goal of this programme is to prevent violence against women and children in the region through behavioural and attitudinal change among individuals, increased institutional capacity to effectively support primary prevention and through facilitating programmatic and policy enhancements based on evidence.

The programme's strategy includes working with boys and men to change the root causes that allow for violence against women and children to persist across all societies. Thus this programme aims to contribute to an increase in the number of programmes and policies that engage boys and men in the primary prevention of violence against women and children implemented in Asia and the Pacific.

## OUR APPROACH



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Partners for Prevention provides technical assistance to national UN agencies, government partners and civil society organisations working on the prevention of violence against women.

We offer specific expertise in primary prevention, including strategies for engaging boys and men in ending violence against women and children. We also manage regional projects that aim to reduce the prevalence of violence against women and children in Asia and the Pacific through:

- encouraging boys and men to take action to prevent violence against women and children through public awareness campaigns on the local, national and regional levels
- working with government, civil society and UN agencies in the region to develop effective projects that include working with boys and men to prevent violence against women and children
- conducting research so government, civil society and UN agencies can make informed, evidence-based decisions to develop policy and programmes that include working with boys and men for the prevention of violence against women and children.

As a regional joint programme, Partners for Prevention supports cross-border learning and adaptation of promising practices, groups of practitioners engaged in collective action at the regional level, regional analysis of the root causes of violence against women and children, and the sharing of innovative and promising practises from the local level to the global level. Being situated at the regional level, it offers local practitioners opportunities to connect and share with others from around the region, and helps to inspire enhancements across the region. As a part of these regional activities, Partners for Prevention works with partners on the ground, and engages with regional partners such as the Asian Forum of Parliamentarians on Population and Development (AFPPD).

To translate these approaches into results on the ground, Partners for Prevention has three interlinked projects: Communications for Social Change, Capacity Development and Networking, and Evidence-based Policy Advocacy (Research).

# WHERE WE WORK

Partners for Prevention's "deep-and-wide" approach targets both (deep) engagement within participating countries, as well as (wide) engagement across the Asia and the Pacific region to enhance the national, regional and global value of the programme. In 2010, Partners for Prevention engaged with national and local UN and civil society partners in 10 countries across the region. The regional initiatives supported by Partners for Prevention have helped frame country-level work.

COUNTRY	ACTIVITIES	COUNTRY	ACTIVITIES
BANGLADESH	<p><b>Research:</b> Research on masculinities and VAW prevention under the regional project</p> <p><b>Capacity Development:</b> Strategic planning with national network on coordination, capacity development and advocacy. Bangladesh is part of the South Asia regional capacity development project.</p> <p><b>Communications:</b> Support for development of a national communications strategy to disseminate research findings on masculinities and VAW.</p>	NEPAL	<p><b>Capacity Development:</b> Nepal is part of the South Asia regional capacity development project.</p>
CAMBODIA	<p><b>Research:</b> Research on masculinities and VAW prevention</p> <p><b>Capacity Development:</b> Strategic planning and support to national network for capacity development and advocacy; documentation of volunteer interventions addressing gender-based violence; Cambodia is part of the Southeast/East Asia &amp; the Pacific regional capacity development project.</p> <p><b>Communications:</b> Coordination support for national awareness campaign on violence prevention.</p>	PAPUA NEW GUINEA	<p><b>Research:</b> Research on conflict, masculinities and VAW in Bougainville</p> <p><b>Capacity Development:</b> Capacity development of partners to conduct research on VAW and masculinities; PNG is part of the Southeast/East Asia &amp; the Pacific regional capacity development project.</p> <p><b>Communications:</b> Support for development of a national communications strategy to disseminate research findings on masculinities and VAW.</p>
CHINA	<p><b>Research:</b> Research on masculinities and VAW prevention</p> <p><b>Capacity Development:</b> Capacity development of partners to conduct research on VAW and masculinities</p> <p><b>Communications:</b> Social media campaign pilot</p>	PAKISTAN	<p><b>Research:</b> Qualitative research on violence and sub themes</p> <p><b>Capacity Development:</b> Support to national networking and outreach strategy through national UN Volunteer. Pakistan is part of the South Asia regional capacity development project.</p>
INDIA	<p><b>Research:</b> Regional research on the Gender Politics of Social Movements</p> <p><b>Capacity Development:</b> Support to national networking and outreach strategy through national UN Volunteer. India is part of the South Asia regional capacity development project.</p> <p><b>Communications:</b> Social media campaign pilot</p>	SRI LANKA	<p><b>Research:</b> Research on masculinities and VAW prevention</p>
INDONESIA	<p><b>Research:</b> Research on conflict, masculinities and VAW prevention in Aceh</p> <p><b>Capacity Development:</b> Support for national CSO networking among groups working on men and gender justice (Aceh and National); capacity development of partners to conduct research on VAW and masculinities; Indonesia is part of the Southeast/East Asia &amp; the Pacific regional capacity development project.</p> <p><b>Communications:</b> Social media campaign pilot</p>	VIETNAM	<p><b>Research:</b> Research on masculinities and VAW prevention</p> <p><b>Capacity Development:</b> Technical assistance for violence prevention youth groups in schools (Youth Union, CSAGA and UNIFEM). Vietnam is part of the Southeast/East Asia &amp; the Pacific regional capacity development project.</p> <p><b>Communications:</b> Technical assistance for broad-based national awareness campaign on domestic violence prevention</p>
REGIONAL INITIATIVES		<p><b>Capacity Development:</b> Support of consortiums of practitioners engaged in developing curricula and collective action at the sub-regional level in South Asia and Southeast/East Asia &amp; the Pacific</p> <p><b>Research:</b> 'Gender-based Violence Prevention and Masculinities Research Project; Regional Policy Dialogues with AFPPD Male Standing Committee</p> <p><b>Communications:</b> Regional Social Media Pilots</p>	

## OUR PROJECTS



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### EVIDENCE-BASED POLICY ADVOCACY

#### Overview

To deepen understandings of the scale, scope, causes and consequences of violence against women and children in Asia and the Pacific, Partners for Prevention has launched a ground-breaking new research project that offers solutions for more effective violence against women and children prevention, particularly on engaging boys and men.

The 'Gender-based Violence and Masculinities Project' in the Asia-Pacific region is designed to produce a holistic, evidence-based set of policy and programmatic recommendations for more effective prevention of violence against women and children, particularly engaging men and boys.

The project is particularly significant because it employs quantitative, qualitative and political analysis methodologies in a diverse set of countries from South Asia, South East Asia, East Asia and the Pacific, to create a comprehensive and holistic picture of the root causes of violence against women and children in the region. This research will provide cross-country comparable data on violence against women and children from the perspective of men for the first time in the region, as well as prevalence data from women in areas where little data exists such as Papua New Guinea, Indonesia and China. A pooled data set from these countries with a sample of more than 15,000 men and women will provide unprecedented

power for complex analysis on masculinities and violence in the region.

The research project is taking place in seven countries across Asia and the Pacific - Cambodia, China, Bangladesh, Indonesia, Sri Lanka, Viet Nam, and Papua New Guinea (Bougainville) and includes quantitative (household surveys with men and women), qualitative (in-depth, life history interviews with men and women), and policy analysis components.

In 2010, Partners for Prevention has developed a comprehensive set of research tools including questionnaires, research protocols, and training manuals for the research project, which have been shared with partners in Bangladesh, Cambodia, China, Indonesia, Sri Lanka, Viet Nam, and Papua New Guinea.

In July 2010, representatives from civil society, academic, research institutes and UN agencies from across Asia and the Pacific (including from Bangladesh, Pakistan and India) involved in the research project met for the first 'Asia-Pacific Regional Research Meeting'. Participants explored the project's quantitative, qualitative and policy phases, refining and honing the tools and methodologies of the research program. Country teams met with technical advisors to identify opportunities to enhance the local value of the research, while maintaining the benefits of a comprehensive multi-country analysis. A Regional Steering Committee and Technical Advisory Group

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workshop the regional study design was contextualised for post-conflict Aceh and the first draft of the research protocol was formulated.

To build the capacity of interviewers who will conduct the qualitative component of the research, Partners for Prevention undertook a week-long training in Aceh in August 2010. Participants included interviewers from Pusat Studi Wanita (PSW) or Center of Women's Studies at the State Islamic University of Ar-Raniry in Banda Aceh, the research institute conducting the study.

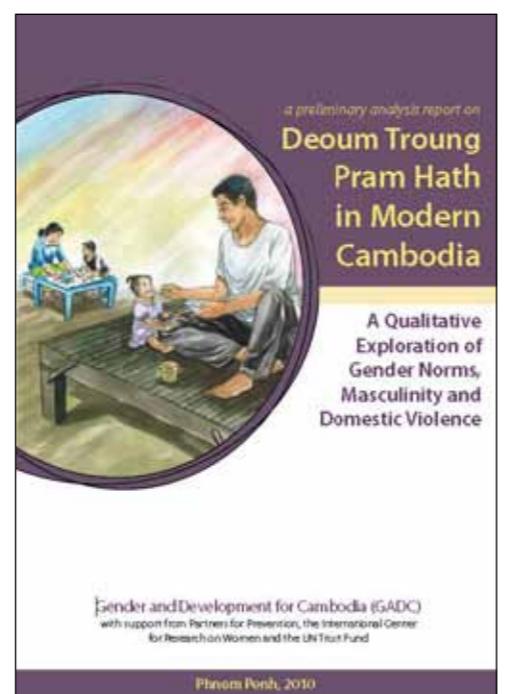
Participants were trained on gender, masculinities, life history methodologies, interviewing techniques and the ethics of research on violence against women and children. The trained interviewers began conducting in-depth life history interviews in December 2010 in two post-conflict sites, Aceh Besar and Bireun.

Research in Indonesia will also be conducted in Jakarta and Papua province in 2011.

### Aceh, Indonesia

In Aceh, Partners for Prevention and the local UN Women office are supporting research that seeks to provide a better understanding of healthy and equitable ways manhood can be defined in the Acehnese context, and how men can become partners for violence prevention. There is very little accurate data on the prevalence, causes and consequences of violence in Aceh. Thus this project aims to address this gap and help inform policy and programs to more effectively prevent violence against women and children.

The research is set in a rapidly changing context, and will shed light on how Aceh's particular circumstance has impacted on shaping particular notions of masculinity, and how certain gender norms contribute to men's use of violence. The project also aims to understand the ways in which armed conflict is both a product of and reproduces ideals of masculinity that valorise toughness and promote violence against women and children. In addition to the impacts of conflict, the project pays particular attention to the impacts of the tsunami and changing religious discourses on notions of 'what it means to be a man'. The project includes both quantitative and qualitative methodologies. As a first step in the qualitative research process, Partners for Prevention and UN Women facilitated a one-day workshop in Banda Aceh attended by 18 participants from the Center of Women's Studies (the research institute) in March 2010. During this preliminary



believe that men can use violence against women and children when their gendered roles are challenged.

The study - *Deoum Troung Pram Hath in Modern Cambodia: A Qualitative Exploration of Gender Norms, Masculinity and Domestic Violence* – examines the links between masculinity, gender, and domestic violence and aims to help identify effective means of preventing violence against women and children. The study was conducted with support from Partners for Prevention and the International Centre for Research on Women, with additional funding from the UN Trust Fund for Ending Violence against Women.

A dominant view held by the respondents is that violence committed by men at home is seen less negatively than violence committed in public, reaffirming that domestic violence is regarded as a private matter rather than a crime. Significantly, the research also reveals spaces for potential change with some men expressing gender equitable and peaceful notions of manhood, although many felt unable to discuss these ideas openly because of social pressure.

**"The research highlights the need for greater attention to violence prevention efforts that address the root causes of violence against women and children," said Ms. Ros Sopheap, Executive Director of Gender and Development for Cambodia. "These research findings will be a useful tool to review existing policies and laws and inform policymakers and others to design programs and projects to transform harmful attitudes and behaviors that can foster violence."**

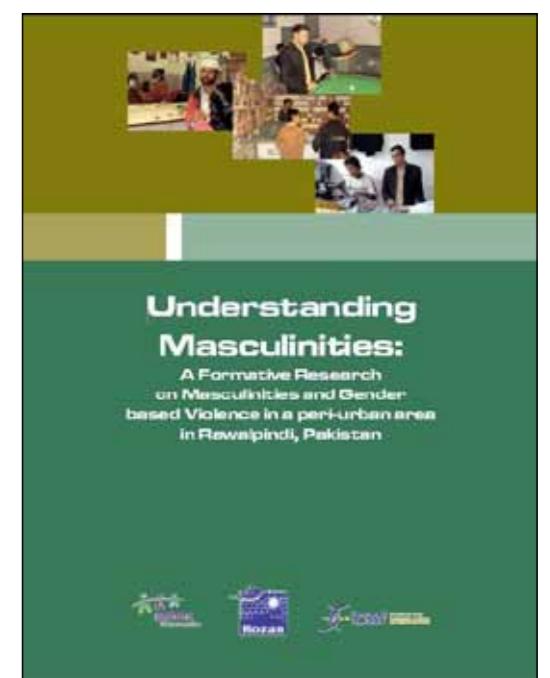
Recommendations from the study include: promoting non-violent and gender equitable notions of Khmer manhood; reviewing school curriculums to include ways of promoting gender equality that engage both boys and girls; training teachers and others who work with youth to promote ways to engage boys and young men in efforts to promote gender equality; and other recommendations.

The research was conducted in two rural provinces of Cambodia and in the capital, Phnom Penh. The research

used qualitative methodologies and included focus group discussions and in-depth interviews with married men and women, perpetrators and non-perpetrators, victims and non-victims of partner violence. The report is available at: <http://partners4prevention.org/resources>.

### Pakistan

With support from Partners for Prevention, the report *Understanding Masculinities: A Formative Research on Masculinities and Gender-based Violence in Pakistan* was published by ROZAN and partners in January 2010. This study is based on qualitative research undertaken in a small community in the province of Punjab in Pakistan. The research aims to deepen understanding of male attitudes and perceptions on VAW and their link to masculine identity. The report is available at: <http://partners4prevention.org/resources>.



### Bangladesh

In Bangladesh, Partners for Prevention and UNFPA are developing the capacity of national partners and interviewers to conduct rigorous research on VAW and masculinities. Interviewer training and the programming of the research PDAs (palmtop computers) began in 2010 and field work began in January 2011.

## OUR PROJECTS

### Bougainville, Papua New Guinea

In June 2010, Partners for Prevention facilitated a consultation workshop with UNDP PNG and UNDP Pacific Centre on Engaging Men and Boys in Post-Conflict Bougainville to Prevent Gender-based Violence. Twenty participants from civil society, government, researchers and UN agencies were brought together to discuss the current Bougainville context in relation to the post-conflict peace process, gender equality, violence against women and engaging boys and men. They were tasked with adapting the regional research framework to the Bougainville context and the workshop produced the draft Bougainville protocol for research on the Gendered Dimensions of Violence.

### Viet Nam

Towards the end of 2010, Viet Nam became the sixth country to join the GBV Prevention and Masculinities Regional Research Project. Led by the One UN, and supported by Partners for Prevention, Viet Nam started planning and preparing to undertake qualitative life history interviews with men on VAW and masculinities in October 2010. Partners for Prevention provided the research protocol, interview guides and training materials as well as technical support in the adaptation of these tools and the selection of qualified researchers.

In addition, Partners for Prevention is collaborating with UNFPA Asia Pacific Regional Office and the International Centre for Research on Women in conducting the quantitative household survey on GBV and masculinities with a particular focus on son preference. In 2010, Partners for Prevention provided the research protocol and questionnaire and is supporting localised adaptation.

### Sri Lanka

Partners for Prevention is supporting CARE Sri Lanka and their Engaging Men Initiative, which aims to engage men and boys to transform attitudes and behaviours that promote respect and appreciation of diversity. Partners for Prevention has provided the research framework, tools and technical assistance through the regional research project to carry out a baseline survey to be able to measure and document the impact of the Empowering Men to Engage and Redefine Gender Equity (EMERGE) project. The lead researchers have been selected and

Partners for Prevention is supporting the adaptation of tools to the local context as well as providing the PDAs for data collection and PDA programming, as well as support for interviewer training and data analysis.

### POLICY ADVOCACY

#### Reaching out to Parliamentarians to combat violence against women and children

In December 2010, the Asian Forum of Parliamentarians on Population and Development (AFPPD) 'Standing Committee of Male Parliamentarians for the Elimination of Violence against Women and Children' met in Port Macquarie, Australia. At the meeting male parliamentarians from 13 countries signed a pledge to take actions in their own countries and to stand together as a collective group to advocate for more actions for violence prevention among their peers. Partners for Prevention is supporting the Standing Committee of Male Parliamentarians as a collaborative partner with AFPPD and UNFPA.

Partners for Prevention and AFPPD are also conducting research aimed at exploring the challenges Parliamentarians face in moving prevention policy forward, and developing a deeper understanding of how they can be supported in the key roles they can play in violence prevention in their countries. Partners for Prevention interviewed MPs at the Regional Women Ministers' and Parliamentarians Conference, "Review of Parliamentarians' Actions and Legislations on the Elimination of Violence against Women," in October 2010, in Yogyakarta, Indonesia. At the conference, Partners for Prevention also gave a presentation about how to engage boys and men in the prevention of violence against women and children in the session "Men in Action on Elimination of Violence against Women and



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practitioners to improve their approaches to the primary prevention of violence against women and children.

### The South Asian Network to Address Masculinities (SANAM)

Whilst there are programmes to address gender concerns in South Asia, there is often inadequate attention paid to masculinities and the engagement of boys and men. To address these issues, Partners for Prevention is supporting a process to develop the capacity of practitioners to promote gender equality and prevent gender-based violence in South Asia.

In January 2010, the 'Shaping a Regional Approach to Working with Men and Boys in South Asia on Gender Equality and Violence Prevention: Curriculum Development Workshop' was held in Bangkok. Twenty-eight participants from Nepal, India, Bangladesh, Sri Lanka and Pakistan, including experienced practitioners and academics working on gender equality, violence prevention and masculinities, took part. The workshop aimed to increase understanding of gender relations, masculinities and patriarchy in the context of work with men and boys for gender equality, violence prevention and social justice in South Asia, and to identify key components for a common framework curriculum for building capacity among practitioners working with men and boys in South Asia. This workshop, held jointly by MenEngage South Asia and Partners for Prevention, laid the foundation for a regional network in South Asia aimed at developing the capacity of organisations in South Asia to develop and implement effective strategies to involve boys and men in preventing violence against women and children.

As a result of the January meeting, a collective initiative, SANAM, was developed. The initiative encompasses an approach and process for regional capacity development to engage boys and men in work towards gender equality and prevention of VAW. The initiative details a sub-regional capacity development programme that assists in the creation of a generic curriculum and encourages resource sharing, provides technical training and fellowship opportunities, and engenders a commitment to work with boys and men to challenge all forms of gender-based inequalities and violence through addressing masculinities.

## OUR PROJECTS

In August 2010, SANAM organised a 'Curriculum Finalisation Meeting' to finalise the framework of the generic curriculum on men and masculinities that aims to foster commitment to work with boys and men to challenge gender-based inequalities and violence.



SANAM will complete the curriculum for practitioners in South Asia in January 2011. The curriculum promotes a reflective mode of thinking that enables boys and men to challenge their own attitudes and behaviour patterns at an individual level – and then to apply their skills and passion to help inspire changes within communities and organisations.

The curriculum being developed by SANAM includes innovative strategies for deepening knowledge and inspiring change, including an 18-day emersion in the curriculum and a mentorship plan to match experienced members with 30 young practitioners from India, Nepal, Pakistan and Bangladesh who will be engaged throughout 2011 in implementing new activities in their local environment.

The curriculum includes a focus on knowledge and skills, with seven learning modules on themes including globalisation, development and masculinities; customs, religion and masculinities; media and masculinities; institutions and masculinities; patriarchy, masculinities and sexuality; self and gender; and conflict and violence.

The complete training will take place in early 2011 and be run in two different phases: knowledge development

based on the curriculum content in phase one and skills development in phase two. Both trainings will be held in Nepal.

**"Before this process, work on preventing gender-based violence was being done in 'pockets' in South Asia. For example, in Pakistan, work on this issue has been done in the academic realm, but not programmatically. In Nepal, it's the opposite. By linking with each other, we can build our capacity and spark interest in all of us to do more and better work with boys and men. Through this process, we have begun sharing our resources, and cross-country initiatives are starting to happen. It is already helping our work, and we are going into new areas and drawing on others' experiences. For example, we are now giving men the critical capacity to analyse themselves and what's happening to them in terms of socially produced ideas of masculinities."**

**Maria Rashid, Co-Director of Rozan, Pakistan**

### Regional curricula development initiative in Southeast/East Asia & the Pacific

Activists and practitioners working for gender justice and violence prevention in Southeast/East Asia & the Pacific met in Phnom Penh in May and in Bangkok in December 2010 to outline a collective approach for knowledge creation and sharing across the region. Participants outlined the plan to develop a regional curriculum that will be based on their own knowledge and experiences and thus offer more relevant and effective approaches to eliminating the root causes of gender inequality and violence against women and children in the sub-region. Curricula development will continue to take place in 2011.

**"Our work is about transforming communities, attitudes, and behaviors on masculinities as a way to prevent gender-based violence. It is important to collectively improve our understanding, perspective, skills, and strategy on how to challenge masculinities and patriarchies."** Nur Hasyim, Coordinator of the Men's Programme of Rifka Annisa, Indonesia

## OUR PROJECTS

### Building a skills sharing collective

In South Asia and Southeast/East Asia & the Pacific, a pool of organisations and individuals who are actively engaged in a collective approach to capacity development is being developed. Partners for Prevention is in the process of setting up this sustained pool of experts who can support capacity development activities on primary prevention and gender equality and gender justice.

This 'Skills Sharing Collective' consists of professional, experienced experts, from Asia and the Pacific, on the primary prevention of violence against women and children and gender equality and justice, whom organisations can approach for implementation of activities around capacity development on these topics in the region. The uniqueness of the way the Skills Sharing Collective work lies in the process of developing the capacity of less experienced practitioners (fellows). This process includes a combination of learning-by-doing along with a mentoring partnership. While the experts carry out their assignments, they will share their skills with the fellows on the job. The fellows are nationals from the country where the assignments will take place, and who already have some experience in working in the field of gender equality. The fellows are also prospective new members of the Skills Sharing Collective in the near future. This way the Skills Sharing Collective will grow and sustain its capacity.

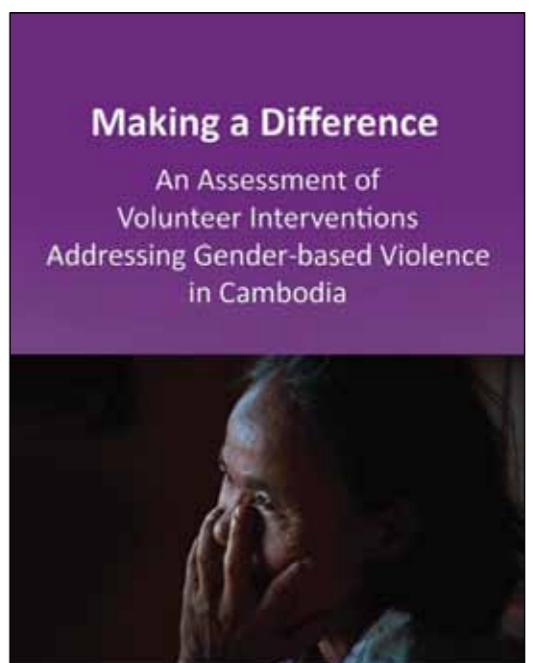
### UN Volunteers

Partners for Prevention is supporting local organisations and engaging boys and men to prevent gender-based violence in India and Pakistan through a network of local and UN Volunteers. A UN Volunteer worked as Outreach and Capacity Development Officer at ROZAN on a project called 'Hamqadam – male involvement initiative to address gender-based violence.' The project initiates and sustains change in boys' and men's attitudes about themselves and their role in society, sensitising them about the issue of violence against children and women.

In India, a UN Volunteer was placed as Network and Outreach Coordinator for the Centre for Health and Social Justice to help mobilise volunteers and document case studies for MASVAW (Men's Action for Stopping Violence against Women). MASVAW is a unique, volunteer-driven campaign urging boys and men to raise various issues of safety and violence against women and children in their communities.

In Cambodia, the report *Making a Difference: An assessment of Volunteer Interventions Addressing Gender-Based Violence in Cambodia* was developed by a UN Volunteer. The study analyses interventions where volunteerism has played or is playing a significant role in the prevention of and response to VAW in Cambodia. Drawing on consultations with all stakeholders, including volunteers, survivors and representatives of organisations, the study aims to inform and strengthen future volunteer interventions to respond to and prevent violence against women and children.

To commemorate the International Year of Youth in 2010, UNV India and the Solution Exchange for Gender Community India organised a regional workshop in Lucknow, India, with the support of Partners for Prevention, UN Women and other partners in India. The workshop was held in May 2010 and focused on 'Involving men as partners in the prevention of gender-based violence' and 'Involving youth in communal harmony'. The aim was to help development practitioners learn from each other, and collaborate to advocate zero tolerance for violence in any form. More than 150 participants representing government, NGOs, academia and development organisations took part.





### **Engagingmen.net**

To help connect practitioners working for gender justice and engaging boys and men in Asia & the Pacific and around the world, Partners for Prevention developed and launched Engagingmen.net in November 2010.

Engagingmen.net ([www.engagingmen.net](http://www.engagingmen.net)) is a website where practitioners who are working for gender justice can share resources and learn about technical training opportunities, and generally aims to stimulate a commitment to work with boys and men to challenge all forms of gender-based inequalities and violence through addressing masculinities.

As of December 2010, around 600 individuals from around the world have become members of the web based portal. Members come from diverse backgrounds but share a common interest in issues including women's empowerment, the prevention of violence against women and children, stopping the spread of HIV/AIDS, promoting responsible fatherhood and healthy relationships, and more.

This interactive site includes a large online library of resources on gender justice, including toolkits, training manuals and research reports. Members of the site can upload their resources, news, videos and photos, write blogs and take part in discussion forums. It also provides special pages and topical groups to help practitioners connect with others in their region or field of interest.

### **COMMUNICATIONS FOR SOCIAL CHANGE**

#### **Overview**

Partners for Prevention enhances the knowledge and skills of local partners to engage in effective communications for behavioural and social change. Our strategy is to thoroughly analyse both the substance and context of an issue before we begin to develop communications. We do this through integrating research and evidence with capacity development and communications for more efficient, accurate and effective campaigning and advocacy initiatives that reach out to specifically targeted audiences in ways that can inspire real and lasting change. Partners for Prevention offers strategic support for planning long-term and comprehensive communications strategies, analytical support to help translate research results into effective communications and technical support for incorporating informed primary prevention action-oriented messages into initiatives ranging from mass media campaigns to local level face-to-face interactions. In addition, the programme is promoting the use of new information technologies and popular national social networking channels in Asia to reach out to and connect with youth. Peers are very influential in all of our lives, and particularly for young people. Building upon the power of peer influence, social media campaigning allows for positive



messages that support violence prevention to be discussed and shared among peers through their existing online networks.

#### **Supporting national campaigns**

The first phase of a five-year communications campaign for the prevention of domestic violence was jointly launched in September 2010 in Phnom Penh, Cambodia by the Ministry of Women's Affairs in Cambodia, GTZ, the Spanish Agency for International Development Cooperation (AECID) and Paz y Desarrollo, along with Partners for Prevention and Gender and Development for Cambodia (GAD/C).

The national Joint Communications Campaign (JCC) aims to increase awareness on the prevention of domestic violence and change attitudes and behaviours of boys and men in Cambodia, inviting them to engage and take positive actions towards the issue.

A comprehensive research project conducted by Partners for Prevention on violence prevention and masculinities in Cambodia is being used to strengthen the campaign. The research provides vital information that sheds light on the target audience by mapping out the complex web of attitudes, beliefs, knowledge and skills relevant to the behavioral change objectives of this campaign. This research is providing strong evidence to inform the JCC; the development of longer-term campaign messages and approaches that fit the Cambodian context; and identification of key spaces for change within the target audience. Furthermore, using the research as a baseline, it will

be possible to measure tangible changes in attitudes and behaviours after the conclusion of the five-year campaign.

The campaign in Cambodia builds upon the lessons learned from the first phase of a campaign implemented in Vietnam by a broad coalition of government agencies, donors and social groups to which Partners for Prevention provided technical support.

#### **Social media for social change**

To support national social media campaigns, NGOs and communications experts met for the 'Social media for social change – Engaging Young Men through Social Media for the Prevention of Violence against Women and Children: Social media project clinic' meeting in Bangkok in September 2010 to explore the latest cutting edge platforms, tools and theories on using social media for social change. Seventeen participants from India, China, Bangladesh and Indonesia took part in the meeting, along with representatives from UNIFEM and Demand Media, a leading online media company and expert in developing social media platforms.

The meeting brought together the three organisations that are part of Partners for Prevention's 'Engaging Young Men through Social Media for the Prevention of Violence against Women and Children' project, which aims to connect and inspire young people to take action to end violence against women and children and will be carried out in China, Indonesia, and India.



## OUR PROJECTS

With the support of a leading expert on social media from Demand Media, participants explored the key principles of a social media campaign, the most effective social media tools available and how they can be used creatively to reach out to boys and men to take action to end violence against women and children in Asia and the Pacific.

In India, Commuting the Youth Collective (CYC), took part in the Bangkok training and is taking forward a national social media campaign targeting urban youth to take action on the prevention of violence against women and children. CYC is a group that promotes youth development and participation in India in order to address issues of social relevance. The overall goal of the CYC 'Social Media Campaign to address issues of gender-based violence in partnership with youth' is to promote youth-led action through social media platforms to address issues of gender based-violence.

**"We could witness wonderful discussions in the training....intimate sharing, exploration of personal experiences, debate on different perspectives, doubts and dilemmas and a serious engagement with the concepts of gender sexuality, masculinity and violence. This also became a bonding space for all the young people. What is emerging is a drive and commitment to take the issue to more people." Rama Rao, the facilitator of CYC's social media campaign**

In China, Eastern Campus, a partner of UN Women that specialises in reaching out to university students on social issues, has laid the foundation for a campaign aimed at law, business, public management, political science, and media students from China's top 10 universities in Shanghai and Beijing. The campaign is using a combination of social media platforms and on-the-ground activities to reach out to students to make public commitments to promote gender equitable relationships.



## OUR PROJECTS

In Indonesia, the New Men's Alliance (Aliansi Laki-Laki Baru), a network of NGOs promoting gender equality, is developing a social media campaign using film to promote awareness amongst young people on violence against women and children and what can be done to prevent it. Winners of the campaign will have the chance to screen their films at major film festivals in Indonesia.

### Promoting regional collective action

In terms of a regional campaign, the 'Masculinities and effective communications for gender justice - Brainstorming meeting' was held in Delhi in September 2010. Twenty-two practitioners, researchers, media experts and human rights activists, mainly from India, joined together for a day of sharing information and learning from others' experiences to influence how we can conceptualise communications for social change, and improve practice and partnerships within the South Asia context. A key impulse of this meeting was to explore new partnerships so that research and knowledge around masculinities is shared and used widely for social change. At the conclusion of the meeting, a set of next steps were discussed that move towards more collaboration in South Asia.

### Let's Talk Men 2.0

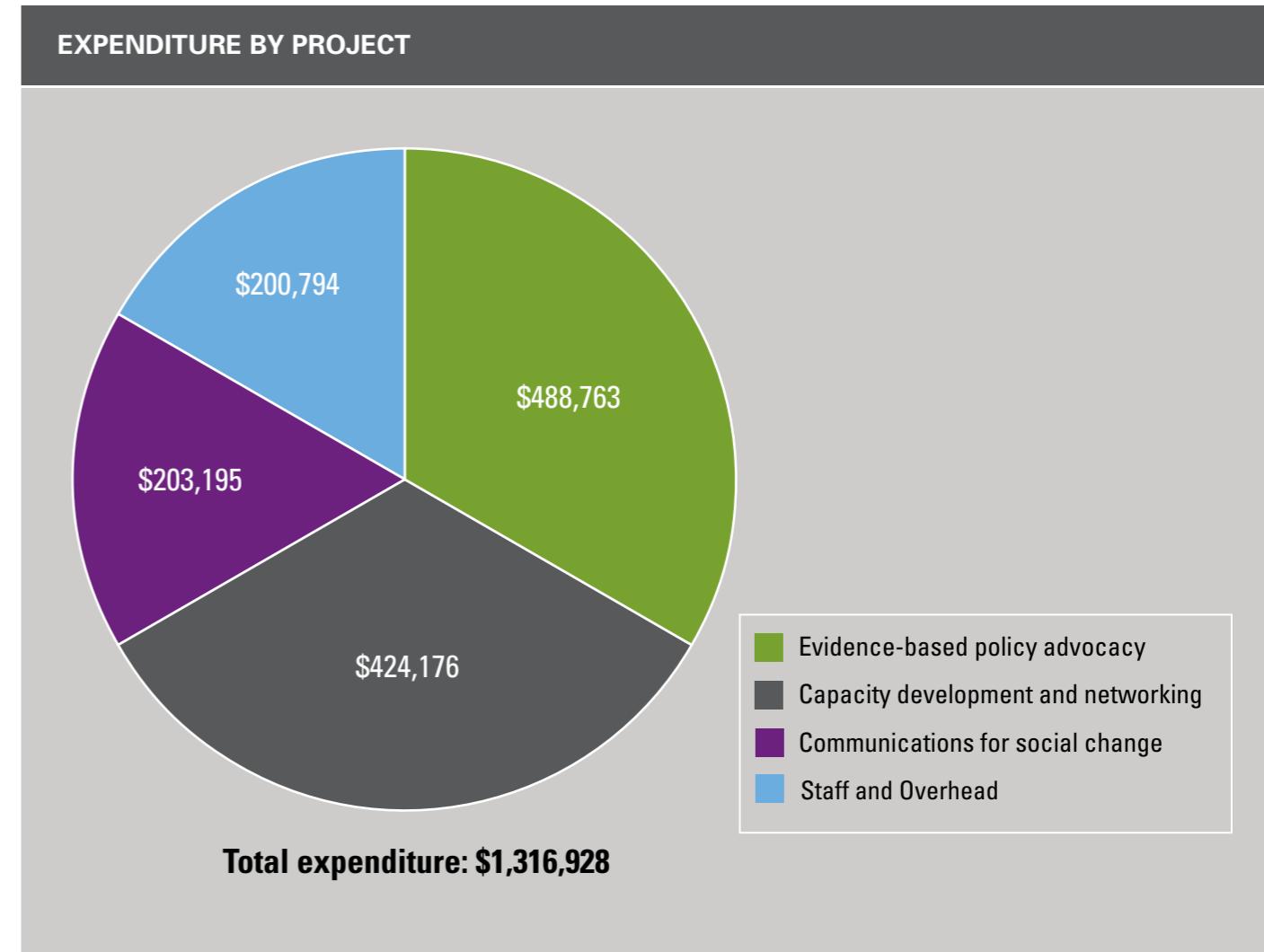
In addition to the social media campaign and regional campaign, Partners for Prevention has supported the regional process of identifying filmmakers and developing themes for Let's Talk Men 2.0, a new film series aimed at drawing boys and men into discussions on gender and violence prevention and encouraging their active participation in building a more gender equitable South Asia.

Let's Talk Men 2.0 aims to expand the original project and build another body of work that will provide new templates to start fresh discussions on emerging issues related to boys and men and gender-based violence. Filmmakers from Bangladesh, Nepal, India, Sri Lanka and Pakistan met in Bangkok in December 2010 to collaborate on the new film series, including discussions on emerging concerns as guiding themes for the new films.



## FINANCIAL OVERVIEW

FINANCIAL OVERVIEW				
Donor	Budget for 2010 (including rollover from 2009) (in US dollars)	Committed or Expended 2010 (in US dollars)	Rollover to 2011 (in US dollars)	
<b>UN agencies</b>				
UNDP	\$250,000	\$253,694	0	
UNFPA	\$248,480	\$243,257	\$5,223	
UNV	\$141,880	\$141,457	423	
UNIFEM	\$105,000	n/a	n/a	
<b>External donors</b>				
DFID	\$229,358	\$219,748	\$9,610	
AusAID	\$140,685	\$140,685	0	
Norwegian Ministry of Foreign Affairs	\$326,943	\$318,087	\$8,856	
<b>TOTAL</b>	<b>\$1,442,346</b>	<b>\$1,316,928</b>	<b>\$24,112</b>	



# PARTNERS FOR PREVENTION

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**Partners for Prevention: Working to Prevent Violence against Women,  
is an interagency initiative of UNDP, UNFPA, UN Women and UNV in Asia and the Pacific**