

‘Are You Man Enough?’ Campaign

Preventing Sexual and Gender-based Violence (SGBV) in the Great Lakes Region



Summary Objectives: To promote SGBV prevention in the Great Lakes Region through the adoption of a harmonized regional media message across ICGLR Member States. The message targets men and boys as key actors, calling upon them to challenge traditional notions of masculinity and promote positive manhood to address SGBV. Adopting a regional message unifying ICGLR Member States on the International Day for the Elimination of Violence against Women on November 25th 2013 will serve to garner recognition from the community to international fora and reinforce the message’s impact.

SGBV and Manhood in the Great Lakes: Achieving gender equality and the prevention of SGBV must fully engage men and boys and acknowledge their multiple roles: as perpetrators, as witnesses, as survivors, as service providers, as decision-makers, policymakers and as change agents.

Patriarchal structures are deeply embedded in the Great Lakes Region; and the resulting gender norms tend to associate manhood with power and control in relation to women. Traditional societal expectations defining manhood serve to perpetuate trends of gender inequality and contribute to continued elevated levels of SGBV. Such value systems are deeply entrenched, particularly among rural populations which comprise nearly 80% of the Great Lakes Region population.

Achieving gender equality and the prevention of SGBV cannot be achieved without the engagement of men and boys. Initiatives to address SGBV must promote gender transformation activities which encourage men to resist societal expectations to conform to traditional gender norms associated with violent behaviour – and instead to promote positive masculinity.

This pivotal “presence of mind” stage among men across the region is during “initiation” in their early teen years. Older men – including fathers, community leaders, religious leaders, elders, musicians and other entertainers, teachers – have strong influence over maturing young men, either verbally, or through their actions. Thus the key target groups for this regional anti-SGBV messaging effort are rural young men ages 15-35 as the primary audience and rural male opinion leaders ages 36-60 as the secondary audience.

Campaign Goal: To reset the definition of manhood as positive and respectful to both sexes.

Campaign Strategy: 1) promote honourable values of manhood; 2) expose rural young men to positive community role models within the context of gender equality and SGBV prevention.

The Message:

The message, accompanying Campaign concept and dissemination manual have been developed based upon evidence collected from extensive assessments of behaviour change communications campaigns across Sub-Saharan Africa and globally; as well as comprehensive piloting of messages in three ICGLR Member States (Eastern DRC, Rwanda, Uganda). The concept is as follows:

- *A “man” respects the rights of others. He is honorable, a leader, and both holds his peers accountable-and expects them to do the same of him.*
- *He is “man enough” to stand up for what’s right.*
- *He is “man enough” to say NO to sexual and gender-based violence.*

The logo and slogan, “*Are You Man Enough?*” is designed as a call to action, as well as a challenge for males to question their traditional notions of masculinity and manhood based on society’s constructs. “*Are You Man Enough?*” will be a seeding effort toward re-defining manhood by affirming alternative masculinities, and spreading the message of respect for others among young men. It aims to turn young men into trend-setters among their peers in advocating for gender equality and non-violence. The ultimate goal is for young men to believe: “*I am man enough to say no to sexual and gender-based violence.*”

The Campaign is designed to be rolled out over two phases:

Phase I: Launching the message - November 25th and 16 Days of Activism

‘*Are You Man Enough?*’ will be launched as the ICGLR message for November 25th 2013 and adopted by Member States accordingly. The aim is to fulfill the immediate objective of gaining exposure for the message and to encourage dialogue and mobilization around the theme during the 16 Days of Activism.

Phase II: Roll-out of the Campaign

The full Campaign activities are implemented using the accompanying Dissemination Manual tool. Training on the implementation of the Campaign in line with the Manual shall be provided to key actors nominated by the ICGLR Secretariat across Member States. Once adopted by Member States, the Campaign shall be rolled out under the leadership and coordination of the ICGLR Secretariat.

The Campaign is rolled out in four stages over a period of 12 months as follows: 1) facilitation of community-level discussions between gender experts and men; 2) community members nominate and ultimately choose an ambassador in a “Man of the Village” competition; 3) the ambassador sparks conversations and activities around manhood, enhancing existing community projects; 4) message is expanded nationally in the “Man of the Year” competition. Key communications channels are used throughout the four stages of the Campaign to engage the community on the subject of manhood including print material for logo visibility; radio programs; use of innovative ‘technology for development’ programs such as existing SMS initiatives.