

PREVENTION+

Partnering with men to end Gender Based Violence

Program description: PREVENTION+ is a new five-year program funded by the Dutch Government. It aims to address inequalities between women and men by focusing on men as agents of change and promoting masculinities based on equality, caregiving, and non-violence.

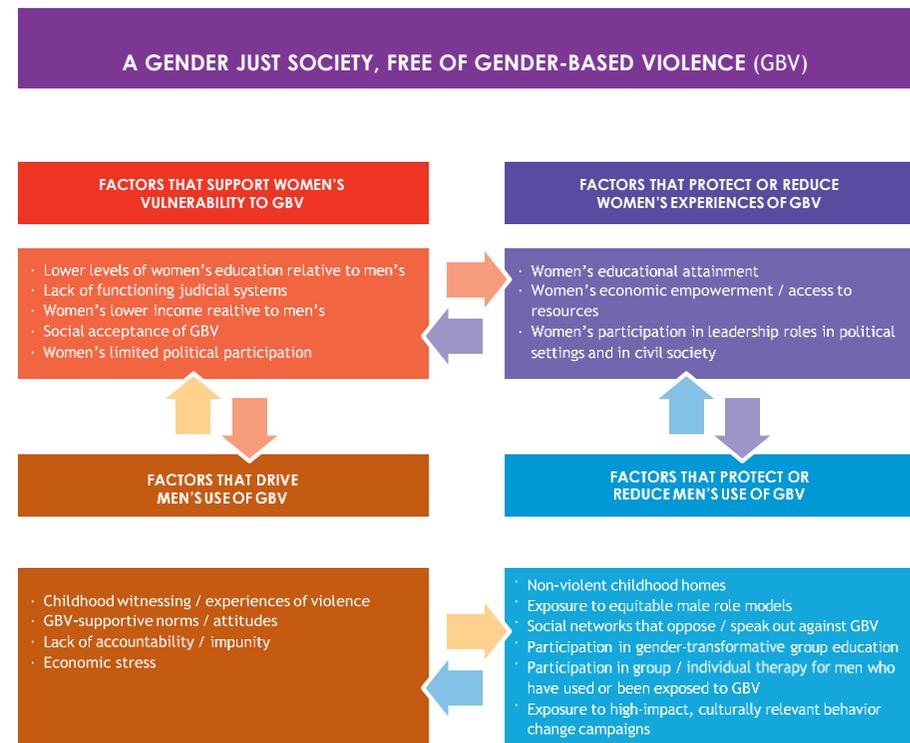
The long-term objectives of PREVENTION+ is to contribute to a gender just society, free of gender-based violence (GBV), by transforming harmful social norms that drive GBV at the **individual & relationship, community, civil society and institutional levels**, and by ensuring that these changes are firmly rooted in a **supportive legal and policy frameworks**.

Rutgers, Promundo, and Sonke Gender Justice, along with local partners will conduct programming with men and women (15-35 years old) across **Indonesia, Pakistan, Uganda, Rwanda and MENA countries**. The MenEngage Alliance will promote PREVENTION+ objectives internationally through learning and policy advocacy.

Accountability: PREVENTION+ partners will hold themselves accountable to women's rights organizations, in order to develop gender-transformative programming that ensures women's safety and elevates their voices throughout the lifespan of the initiative.

Evidence-based: Research shows that well-designed gender-transformative programs with men and boys that challenge and change underlying destructive gender norms are the most effective for reducing GBV; and "free both women and men from the impact of destructive gender and sexual norms." ¹⁾

1) Dworkin, S. et al / The promises and limitations of gender-transformative health programming with men: critical reflections from the field. Culture, Health & Sexuality, 2015



Theory of Change: Research confirms that men's use of GBV is not random.²⁾ There are clear factors that drive men's use of GBV and factors that increase women's vulnerability to GBV. PREVENTION+ will address these factors at multiple levels, to maximize the positive transformation of rigid gender norms, and contribute to a society free of GBV.

More Info @:

<http://www.rutgers.international/> <http://promundoglobal.org/> <http://www.genderjustice.org.za/>

2) Barker G., Peacock, D., / Working with men and boys to promote gender equality: A review of the field and emerging approaches, 2012