

Mobilising men to build gender justice: Strategies for effective movement-building

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Citation: Flood, M. (2018). Mobilising men to build gender justice: Strategies for effective movement-building. Keynote address, *STOP Domestic Violence Conference Australia*, Gold Coast, December 3-5.

The spectrum of prevention

Level of Spectrum	Definition of Level
Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing violence and promoting safety
Promoting Community Education	Reaching groups of people with information and resources to prevent violence and promote safety
Educating Providers	Informing providers who will transmit skills and knowledge to others and model positive norms
Engaging, Strengthening, and Mobilising Communities	Bringing together groups and individuals for broader goals and greater impact
Changing Organisational Practices	Adopting regulations and shaping norms to prevent violence and improve safety
Influencing Policies and Legislation	Enacting laws and policies that support healthy community norms and a violence-free society

Community-level strategies

- Strategies of community engagement and community mobilisation are crucial, but under-used
- Community-level strategies are vital to prevention, as they:
 - Work at a greater scale than individual- and relationship-level strategies
 - Shift norms, relations, and inequalities
 - Bring efforts closer to the ideal in prevention that initiatives be comprehensive, relevant, and engaging
 - Engage participants in personal and collective change

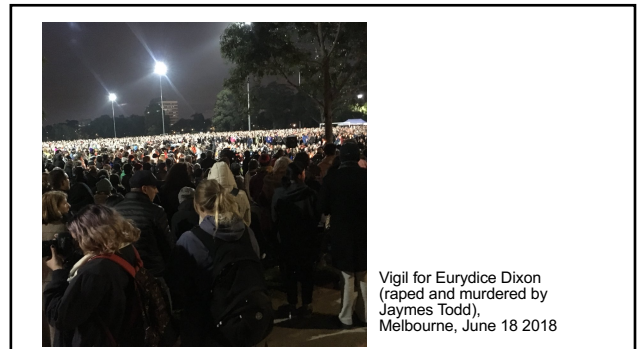
Community mobilisation

- Definition: individuals and groups taking action through coalitions, networks, and movements
- Histories of mobilisation:
 - Feminist movements put violence against women on the agenda.
 - Beginning as part of the second wave of feminism in the 1970s
 - Shaping service and policy responses and prevention efforts
 - Activist men's groups emerged around the same time, on a smaller scale.
 - Men Against Sexual Assault (MASA), Canberra Men's Gathering, Men Opposing Patriarchy (MOP), Men Against Patriarchy (MAP), Men Against Gender Injustice Collective (MAGIC), etc.

Community action: events, organisations, networks, movements

- Grassroots events, groups, and networks
 - Reclaim The Night, Destroy the Joint, End Rape on Campus, Make the Link, etc.
- Social media campaigns
 - #MeToo, #NotOkay, etc.
- Spontaneous events and protests
- Large-scale awareness and action campaigns
 - "Violence against women: Let's stop it at the start"; The Line; "No Excuse for Abuse"; "Doing Nothing Does Harm"





Examples of community mobilisations among men

- Men's Action to Stop Violence Against Women (MASVAW) (India)
- One Man Can campaign (Sonke Gender Justice, South Africa)
- White Ribbon Campaign (1991-)
- International networks: MenEngage (2004-)
 - A global alliance of 700+ non-government organisations, country networks, and UN partners



Mobilising men

- Recruit gender-equitable men:
 - Identify supportive men and boys
 - Involve men in initial education and small tasks
 - Provide mentoring and invite leadership
- Use community workshops and events
 - Use the preparation process as a tool for mobilising people
 - Use the power of personal testimony
 - Use the media for both recruitment and social marketing
 - Document the event
 - Plan for follow-up among those who participated
- Work with influential groups and 'gatekeepers'
- Use cultural work: art and drama

Mobilising men *continued*

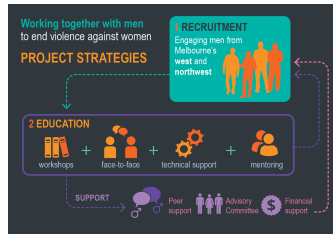
- Support men in getting organised
 - Technical assistance, resources and sustainability, community meetings
 - Community Action Teams
- Plan action for change
 - Objectives? Targets? Demands? Frames? Stories? Strategies? (*Mobilising Men in Practice* (2012))
- Form coalitions and networks
 - Join with obvious and not-so-obvious organisations
 - Build networks and partnerships
 - Strengthen civil society coalitions
 - Collaborate with government

Building a movement *continued*

- Build links with other social justice / progressive movements
- Use consciousness-raising and critical reflection
- Adopt gender-equitable processes for decision-making and leadership
- Build communities of support
 - To provide personal inspiration and nourishment, offer an alternative peer network, lessen stigma, and creating spaces for personal reflection and collective mobilisation

Case study: Working Together With Men

- Aims to engage men to develop and implement primary prevention strategies in their local communities (Melbourne)



Impact evaluation: The Working Together With Men project shows that we can...

- Recruit men successfully from communities to contribute to violence prevention efforts;
- Build men's non-violent and gender-equitable understandings;
- Foster sustained groups of male advocates; and
- Build men's skills and capacity in violence prevention (Flood, 2018)

Enablers of success

- Participation
- Education
- Facilitation
- A supportive group
- Expert guidance
- Expert advice
- Resourcing



Case study: The White Ribbon Campaign (Australia)

- "Making women's safety a man's issue too"
- Involves various strategies, including recruiting men as public advocates or 'Ambassadors'
- Data: Ambassadors survey and interviews, late 2015 (Bell, 2016)



To build a movement...

- Activists must turn up.
 - The WR is good at getting men 'to the door'. 1,100 Ambassadors
- Activists must be knowledgeable, skilled, and have the capacity to act.
 - WR Ambassadors reported that they have developed an increased understanding of MVAW, they have had an impact on prevention, they feel an increased confidence in standing up for..., etc.
 - WR provides education and training.
 - But WR does not often bring men together for intensive, participatory, and collective processes of learning

To build a movement...

- Activists must do the work.
 - Who does the work in WR events and groups in Australia, women or men?
 - Some feminist criticisms of WR: that women do the work and men get the praise
 - WR has raised the bar for what it means to be an Ambassador
 - Ambassadors now must log their activities each year, to demonstrate achievements in three areas (educate, engage, act)
- Activists should come from, and engage, diverse communities.
 - 2015 survey: Ambassadors were relatively privileged and homogenous.
 - WR has intensified its diversity and inclusion program & recruitment

To build a movement...

- Activists should feel that they are participating in a collective effort or movement.
 - Some Ambassadors complained of not being used properly, lack of year-round involvement, and lack of communication.
 - > WR has begun regional newsletters, committees, etc.
 - Some Ambassadors complained that WR is not grassroots enough
 - WR's communication processes are still largely one-way and top-down
 - WR's networking processes are still largely top-down

To build a movement...

- Groups and movements should build solidarities with other like-minded groups and movements.
 - Is WR's reputation among the women's and violence prevention sectors
 - Good?
 - Poor?

Let's mobilise men, to make noise, trouble, and change

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Online resources on men's roles in ending violence against women: <http://www.xyonline.net>

(And see overleaf.)

Audience poll

1. White Ribbon Australia should do more to mobilise men as activists. YES/NO
2. Anti-violence men's groups are a valuable strategy of community mobilisation. YES/NO
3. The best place to recruit men as anti-violence activists is from other social justice movements. YES/NO

Online resources

- Engaging men in violence prevention: <http://www.xyonline.net/content/violence-walking-tour-some-xy%E2%80%99s-content>
- Engaging men in building gender equality: <https://xyonline.net/category/article-content/working-boys-and-men>
- Articles, manuals, & other resources on violence against women: <http://www.xyonline.net/category/article-content/violence>
- References on engaging men in violence prevention: <http://www.xyonline.net/content/t-men's-anti-violence-education-and-activism>
- References on engaging men in building gender equality: <https://xyonline.net/books/bibliography/bibliography-26>