

Working Together *with Men*



How to create **male allies** for
gender equity in your community

Acknowledgements

HealthWest Partnership acknowledges the traditional custodians of the lands that we work on, the Wurundjeri, Boonwurrung, and Wathaurong peoples of the Kulin Nation, and pay our respects to their cultures, their elders past and present and to all other Aboriginal and Torres Strait Islander people.

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Contents

Section 1| Thoughts and reflections page 5



- 6 What is this resource and who is it for?
- 7 Why men, which men?
- 9 History and context of Working Together with Men
- 11 'Man hooks' and motivation
- 13 The P word: supporting men to face the patriarchy
- 14 The ally approach: supporting gender-transformative practice
- 18 Accountability to women: it must be intentional
- 19 Intersectionality: reflections from a male ally perspective
- 23 Creating pro-feminist men: the next wave

Section 1

Section 2| Action: how to make your own ally movement page 27



- 28 The model at a glance
- 29 Staffing, structure and resourcing
- 31 Marketing to, gathering and engaging men
- 32 Recruiting and screening men
- 37 Training men as allies
- 40 Engaging women in the process and the projects
- 42 Accountability in action: things for men to do!
- 45 Evaluation considerations: continuing to build the evidence base

Section 2

Section 3| Training tips and resources page 49

- 50 Recruitment and interview resources for allies and men
- 60 Training topics, ideas and resources
- 64 Project planning and Lean Canvas templates
- 66 Projects that have been attempted by the model

Section 3



Section 1|

Thoughts and reflections

This section explores the *current context for working with men* in the prevention of violence against women space. We share the history of the model and why allyship and gender-transformative approaches matter when *supporting men to make personal and collective change*.



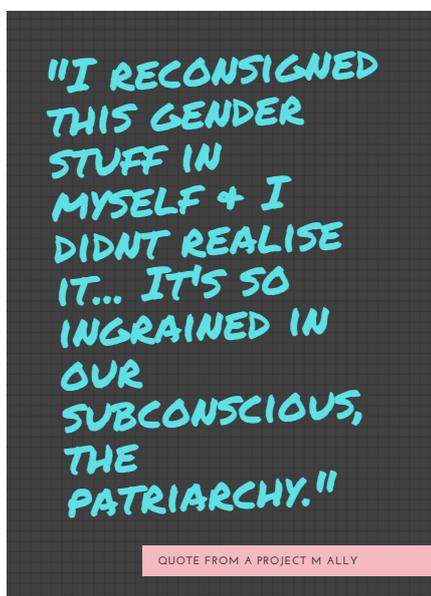
What is this resource and *who* is it for?

This resource aims to be an inspiration and guide to assist you to create your own community mobilisation movement that engages men at the grassroots in efforts to prevent violence against women.

Working Together with Men is a movement model that was attempted in stages across the west of Melbourne between 2016 and 2020. It has seen men of all ages and backgrounds rise to the challenge to become allies for equity and attempt to make change, both on a personal level and within their communities.

The model attempts many things, but at its heart is gender-transformative work and partnership work. It is a model in which men and women, as well as services, organisations and institutions, work collectively to find ways to create a safer and more supportive world for all of us.

This resource can be used as a step-by-step guide for creating your own Working Together with Men project. Or if you are looking for new ways to engage and work with men, this resource can provide you with tips, activities and ideas to support you in your prevention efforts.



Project Momentum allies present to the Women's Accountability Panel 2019

Why men and which men?

Violence against women is a leading human rights issue across the world. There is no country, city or state that can claim their community is free from violence towards women.¹

In Australia on average one woman a week is murdered by her current or former partner, and 1 in 4 women have experienced physical violence by the age of 15.

Statistically men use violence against women at a much higher rate and **95% of all violent assaults are perpetrated by men**, either against women or towards other men.

What this statistic shows us is that men are at risk both of using violence against others (both men and women), as well as being harmed by other men.

‘While all violence is unacceptable, regardless of the biological sex of the victim or perpetrator, there are distinct differences in the ways in which men and women perpetrate and experience violence. The vast majority of violent acts – whether against men or women – are perpetrated by men.’

OUR WATCH 2015²

There is a normalisation of the use of violence by men and an **acceptance of the controlling and abusive behaviours required to maintain the social construction of masculinity**. It is clear there is a personal cost to men, as well as a cost collectively to women and children, of continuing to live in communities that uphold values of privileging the masculine over the feminine.³

As we engage men on issues relating to violence and begin to raise their level of consciousness, we find **there are growing numbers who are no longer interested in adhering to this type of rigid masculinity, and the necessary violence and isolation the role requires**.

Many men want a less rigid form of a manhood – something that doesn’t require constant exhausting dominance – and they also want a world free of violence for women and children.⁴

Most projects or programs that work with men focus on the tertiary or secondary levels of response, engaging men who have already entered the justice system for use of violence, or who have been flagged for potential risk.

This leaves a gap that can miss engaging men who have not used physical violence but who may, because of social constructs, accept a view of male behaviour that is harmful, and who can contribute knowingly or unknowingly to the normalisation and acceptance of violence towards women.⁵

These accepted behaviours and attitudes are complex and can be hard to break down. Here are some simple examples of behaviour that can be harmful and contribute to the normalising of violence towards women:

- showing pornography or intimate photos shared from dating apps in the workplace
- using homophobic slurs as jokes or put-downs; challenging a man's real 'worth'
- driving in an aggressive and unsafe manner on the road
- touching women without permission in bars or other public spaces
- being interested in women only as sexual conquests, not as professional peers or potential friends.



There are very few movements or approaches that gather men at a community level and provide them with the opportunity to explore how these cultural norms and behaviours contribute to violence against women and children

Working Together with Men as a model attempts to address this gap. It gathers men at the grassroots, supports them to grow beyond the current rigid form of masculinity and aims to transform them into prevention allies.

As allies, they can then attempt to influence their areas of privilege and power, engage other men through consciousness-raising and personal growth, and create broader change.

History and context

Working Together with Men

The Working Together with Men approach was first trialled by HealthWest Partnership, a primary care prevention agency, with community partners in the City of Brimbank in Melbourne's west during 2016 and 2017.

The Working Together with Men approach gathered men at the grassroots and supported them to co-develop and implement small primary prevention strategies (projects) with other men. This first group of men and their attempts became known as **The Men of Brimbank**.

Dr Michael Flood and his associated project workers evaluated this first attempt and stated 'Projects such as *Working Together With Men should be replicated in other settings and scaled up*...Working Together with Men is a significant project for the violence prevention field in three ways: (1) it combines three important strategies of violence prevention: community engagement, community mobilisation, and engaging men; (2) it includes a substantive evaluation of impact; and (3) it has had a significant and positive impact. The project's *success has depended on effective participation, long-term education, intensive facilitation, expert guidance and advice, and resourcing.*'

FLOOD 2017⁶

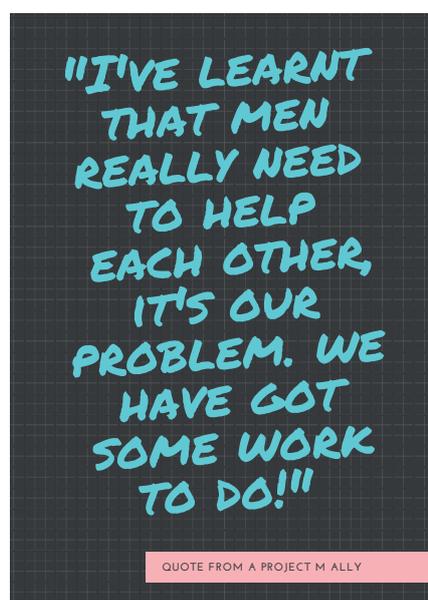


Project Momentum

In 2018 HealthWest Partnership and Victoria University partnered together and were successful in receiving a grant under the Victorian Government's Free from Violence Fund.

This grant funded a second Working Together with Men project, based on Victoria University campuses located across the west of Melbourne. The aim was to engage identifying men (university students and staff) aged 18 to 30, and attempt not only to scale up the approach, but to create a model and a movement that could be replicated in any setting.

These two iterations of the Working Together with Men project model have informed the development of this resource.



Recruitment and project posters used at Victoria University for Project Momentum

‘Man hooks’ and motivation

There are many theoretical and **suggested tips for engaging men**, as well as suggested ‘hooks’ for engagement such as the ‘men win too’ concept, or the hook that appeals to men’s empathic responses, i.e. “what if it was your daughter/sister/mother/wife?”

Many men’s programs and projects have used these tactics, although there is still limited evidence around the long-term success of such ‘hooks’ and some growing evidence that suggests **these approaches need to be applied with care**. When they are not used reflectively, they can strengthen patriarchal ideas, attitudes and behaviour.⁷

These ‘man hooks’ that appeal to a traditional or well-known type of masculinity also do not provide the critical reflection opportunities that allow men to personally engage with and unpack men’s uses of violence. It is essential that men are provided with the opportunity to reflect and recognise where they may hold potentially harmful ideas and behaviours, and where they may even give permission to other men to do harm by their inaction in calling out or challenging other men.

‘Although masculinity is described as plural and situational, research shows there are dominant forms and patterns of masculinity that men are expected, and sometimes pressured, to adhere to and support. These work to maintain an overall system of gender inequality – that is, the power men as a group have over women as a group – and they also help to drive violence against women. Men who form rigid attachments to the norms and expectations of masculinity are more likely to demonstrate sexist attitudes and behaviours and to perpetrate violence against women – especially when their masculinity is challenged or when they find it difficult to live up to these standards.’

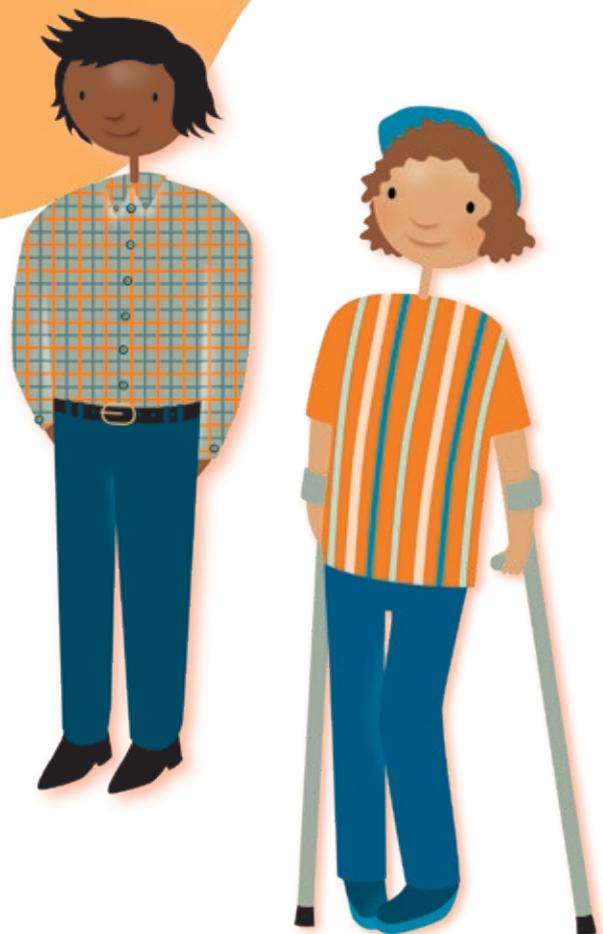
OUR WATCH, 2019⁷

Poorly used or inappropriately applied **'man hooks'** do not bring to light the complexity of male privilege and the way that patriarchal systems and approaches result in all men benefiting and gaining from other men's uses of violence and control, even if they themselves do not use such tactics or approaches.⁸

'Man hooks' can also lack **intersectional reflection** and often normalise the straight, white male, making assumptions regarding age, identity and ability, especially when used in sporting or relationship contexts.

'Men who experience social discrimination and disadvantage may also rely on dominant forms of masculinity, including expressions of aggression and violence, to assert some measure of control or power in their lives.'

OUR WATCH, 2019⁷



The P word: supporting men to face the patriarchy

This resource stands firm in the view that any work with men must include discussion, activities and self-reflection opportunities that support men to see, acknowledge and critique their own and other men's use of power and dominance over women at all levels, from the personal to the structural.

Although 'patriarchy' is still a contested and highly controversial concept, if we ignore it and do not apply the concept to men's work, we run the very real risk of reproducing it.

Without the lens of patriarchy theory to support men to re-examine themselves and other men, we are left with the idea that there are just 'good' and 'bad' men. That is a far too simplistic critique. It won't be able to influence the change we need.

The most recent World Economic Forum Global Gender Gap Report 2020 shows that Australia has slid from 15th in the world global rankings for gender equality in 2006 to 44th in 2019.⁹ The most sobering finding from this report is that they estimate gender equality will not be attained globally for another 99.5 years.

Now more than ever, we must reapply the lens of patriarchy theory to men's work and engage men in activities and self-reflection that allow them to confront the idea to better enact solutions and change.

"The literal meaning of **patriarchy is the rule of the father**...However, the term has been expanded to encompass men's dominance in the public as well as the private spheres and is generally used to refer to unequal social relations between men and women. The concept of patriarchy has been used as an 'umbrella' term for describing men's systemic dominance of women."

PEASE 2019¹⁰

"If well-meaning men refuse to examine their own complicity in reproducing a violence-prone culture, the changes required to bring about the end to men's violence against women will be much slower to develop. Reassuring non-violent men that they are not part of the problem diminishes men's sense of personal responsibility to act."

PEASE 2019¹⁰

The ally approach: supporting gender-transformative practice

Applying allyship as a motivator and to support personal behavioural change has long been used in anti-discrimination campaigns and movements, especially in the racism and LGBTQIA+ rights spaces, and there is strong evidence backing it as an approach.¹¹

The growing international evidence base affirms that understanding why the men in your community or organisation are interested or motivated to prevent violence against women is crucial if you are to engage and sustain them in their efforts.

Just like women, men come to this space for diverse and personal reasons. For many men it is because of a personal connection to violence, either as a victim/survivor themselves of family violence or male violence, or because a woman they know and care about has been or is a victim/survivor.

‘Research into the role social expectations play in male college students’ interactions with male peers and what impacted their willingness to engage in ally behaviour found ‘the only significant predictor of males’ willingness to intervene in a situation that might lead to sexual assault was their perception of other males’ willingness to intervene.’

FABIANO ET AL, 2003¹²

"EVEN IF IT'S
HARD AN ALLY
STANDS BY
SOMEONE'S
SIDE."

QUOTE FROM A PROJECT M ALLY



Project Momentum allies and Men of Brimbank gather at a community event.

Many men engage in preventing violence against women efforts because they are believers in human rights. Some men have personally experienced war, colonising processes or structural violence. They know personal experiences of oppression and do not want to contribute to or continue these unjust practices.

Some feel uncomfortable with the unfair norms of the business world and have not been able to fit in themselves. They have felt embarrassed by expected 'masculine' behaviour (e.g. attending strip clubs while doing business or lunching in 'topless bars') or the 'game playing' used to dominate women in a corporate setting (e.g. intentionally holding meetings without female colleagues, hiring of female staff based on looks rather than skill or experience, hiring of men because of 'connections' or as favours for more senior staffers).

We also have in our communities men who identify as male and yet who based on current notions of masculinity do not fit the masculine norm, and who fight for their right to identify, as well as manage the complexity of keeping themselves safe on a daily basis.

It is not just women who feel compelled to cross the road when they see a group of men up ahead; there are men who also fear male aggression and assault, just as women do.

There are also men who want to do something but are uncertain about what they should do, or how they could or should make change. They are curious but unconvinced, as they can often be hesitant or uncertain about what privileges they are expected to give up for equity to exist.¹³

Without acknowledging and challenging this complexity with men, it will be difficult to gather their interest or engagement, hence it is important to have a gender-transformative approach when working with men. A gender-transformative approach provides men with the chance to explore and unpack how gender roles, expectations and behaviours are constructed and enforced, and where they contribute to violence against women.¹⁴

It is within all this complexity that the concept of allyship thrives, and therefore why allyship can be a successful 'hook' when working with men, and particularly young men.

Edwards (2006) has found understanding what motivates an ally in social justice movements is crucial, as allyship is a form of identity development that becomes more complex and sophisticated over time. Essentially many potential allies present at first as self-interested in their desires to do 'good'. For example, Edwards states, "A man may offer to walk a female friend to her car to ensure her safety. This man's good intentions are admirable and certainly helpful on an individual level, but unless he also recognizes the institutional and societal levels of support for violence against women he will be limited in his effectiveness as an ally and may even unknowingly be engaging in sexist behaviour himself without realising it."

EDWARDS 2006⁸



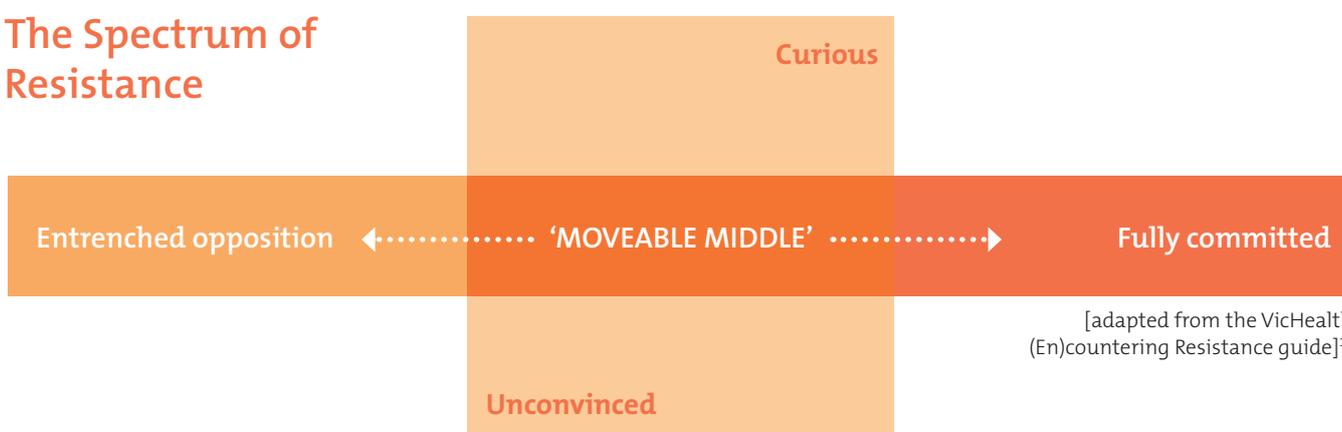
Allyship is a journey that requires personal connection and development, and it works at the pace of those who are brave enough to step into or move closer to the 'moveable middle' space.¹⁵

The Working Together with Men model actively seeks men around this 'moveable middle' and provides exposure, resourcing and support for them to practise new thoughts and behaviours.

Exploring ideas about how gender impacts our lives and raising the levels of consciousness on how men feel about masculinity supports men to release long-held ideas about privileges, fears, questions and resistances, because the process is undertaken not just with other men, but with women too. **Allies learn and unlearn together.**

Allyship has the potential to navigate the spectrum of resistance with resilience, as it is open and transparent about the learning process that is required to become an ally. **No one is an expert in allyship; it is a lifelong commitment.**

The Spectrum of Resistance



[adapted from the VicHealth (En)countering Resistance guide]¹⁵

Like to know more? These resources might help

It is strongly recommended that the international work and publications of [Promundo](https://www.promundoglobal.org/) are engaged with extensively when using this resource. Promundo is an organisation that works to promote gender equality and prevent violence by engaging men and boys in partnership with women and girls: [promundoglobal.org/resources/manhood-2-0-program-overview-and-final-results/?lang=english](https://www.promundoglobal.org/resources/manhood-2-0-program-overview-and-final-results/?lang=english)

Casey, E, Carlson, J, S, Two Bulls & A, Yager, 2018 'Gender Transformative Approaches to Engaging Men in Gender-Based Violence Prevention: A Review and Conceptual Model', *Trauma, Violence, & Abuse*, Vol. 19(2) 231–246. journals.sagepub.com/doi/pdf/10.1177/1524838016650191

Accountability to women: it must be intentional

Making sure that action to engage men in the prevention of violence against women remains accountable to women can at times be a confusing concept. It is not something that is currently done well in our communities, systems and structures.

Women are still often not believed or listened to when sharing their experiences of sexism and violence, and the simple behaviours and actions of listening and believing can be difficult when being attempted for the first time.¹⁶

Women and women's experiences must be embedded across and into the continuum of your projects, as experts, co-designers, facilitators, evaluators and mentors of men's progress. Accountability to women will look different depending on the nature of your project, the community the project is attempting to work with and the political and cultural context of the group of male allies it engages. It is crucial nevertheless. Just having women connected to your project to approve ideas or having mixed gender facilitated training sessions will not build accountability to women into a movement. Allyship is required throughout all the phases of your work, and the men's journey.

For more ideas, see **Section 2: Accountability in Action** on page 42



Recruitment poster for Women's Accountability Panel, Project Momentum

Like to know more?
These resources
might help

Promundo-US (2019). So, You Want to be a Male Ally for Gender Equality? (And You Should): Results from a National Survey, and a Few Things You Should Know. Washington, DC: Promundo.

promundoglobal.org/resources/male-allyship/

Pease, B. (2017). Men as allies in preventing men's violence against women: Principles and practices for promoting accountability. Sydney: White Ribbon Australia. www.whiteribbon.org.au/wpcontent/uploads/2017/03/WhiteRibbonResearchPaper_LR.pdf

Intersectionality: reflections from a male ally perspective

Working with men at a community level to engage them in prevention work requires consideration of how each man experiences the world and how the world interacts with each man.

The concept of ‘intersectionality’ was created by African American activist Kimberlé Crenshaw in the late 1980s.

It has since become a key framework, theory or lens for revealing the many ways that oppression can impact on and intersect with people’s identities, social locations and lived experiences. The concept was originally developed to highlight and analyse the ways in which gender and race interacted to shape particular legal experiences of oppression faced by African American women.¹⁷

‘Intersectionality is a vital tool that enables us to recognise and understand the different experiences of men, their differential access to power and, importantly, how these differences shape patterns of violence against women. Further to this, intersectionality is integral to understanding how to effectively engage men in prevention work.’

OUR WATCH, 2019⁷



The concept has been further developed to explore how other identities such as sexuality, race and religion interlink with the social locations of a person, such as their age, gender and ability, and how this affects their experiences of oppression or privilege.

This resource acknowledges that intersectionality exists and that men experience masculinity within many identities and social locations. This complexity creates different and diverse experiences for men, as well as different understandings of what it means to be a man.

It is important to reflect on and apply an intersectional framework when working with men in the prevention space, as it is crucial not only for working with men respectfully, but also for understanding how women in their communities experience violence.¹⁸

Some men attempting to make change in their communities may have to start small and challenge simple ideas, such as those related to cooking, cleaning and childminding, or perhaps even community norms around when a woman can speak.

These seemingly simple activities may be radical shifts for some communities and for the men attempting to challenge how gender roles and gendered 'jobs' are done in their communities. It will require significant support and consideration of their intersectionality to achieve this.

Men who already experience exclusion, racism and fear from others will be more exposed and 'on show' than allies attempting prevention work from a more privileged social location. This also means that the likelihood of diverse men experiencing backlash is high, and that the backlash experienced by them is more likely to be sustained, personalised and harmful in nature.

"I thought there would be some who would not be happy with me, trying to do this work. But I am now known as "Half Man" in my community. Because I stood up for women and they also know I am positive about gay people. I study with them in my classes, why should I hate them?"

PROJECT MOMENTUM ALLY

Applying an intersectional lens to men attempting this work will uncover that men who already experience multiple forms of oppression often feel pressured between wanting to support change and not wanting to expose the men (and sometimes women) in their community who already experience oppression.

Learnings from the project have shown us that this does not mean men will not act or will not want to act. But they will require quality supervision and also a project manager or supervisor who is skilled in intersectionality theory and approaches, and who is themselves an ally in exploring their own biases, behaviours and possible oppressive, racist, binary or privileged thinking.

Inclusive language is also an important concept to reflect on when creating projects that are attempting to engage men in prevention of violence against women.

The model being offered in this resource has a strong foundation in anti-oppressive practices and is attempting to not strengthen or create other forms of violence or discrimination towards communities or individuals when attempting to end it for identifying women.

It acknowledges and celebrates diverse gender identities and encourages the reader to view the gendered language or labels used in the resource and to apply to them in whatever way they wish.

It is in that spirit and with that commitment that the model attempts to be inclusive and does not view masculinity or femininity as purely biological.



Planning for backlash and resistance towards participants in your projects is a must. Men who are actively facing the patriarchy and attempting to challenge themselves and others will experience a range of negative responses and opposition, sometimes for the first time in their life. For more information see this resource by VicHealth: *(En)countering resistance: Strategies to respond to resistance to gender equality initiatives*

VICHEALTH, 2018¹⁵

**Like to know more?
These resources
might help**

It is strongly recommended that the Our Watch 2019 evidence review 'Men in focus: unpacking masculinities and engaging men in the prevention of violence against women' is consulted extensively alongside this resource: www.ourwatch.org.au/getmedia/47bd1d32-4099-4bbf-85d1-c09e5d982877/Men-in-focus-web.pdf.aspx

Our Watch has produced an analysis of existing research into primary prevention of family violence against people from LGBTI communities: [www.ourwatch.org.au/getmedia/32e193c0-66f9-4957-81bb-62c2245a9d88/Primary-Prevention-of-FV-against-LGBTI-people-Report-\(Accessible-PDF\).pdf.aspx](http://www.ourwatch.org.au/getmedia/32e193c0-66f9-4957-81bb-62c2245a9d88/Primary-Prevention-of-FV-against-LGBTI-people-Report-(Accessible-PDF).pdf.aspx)

'Intersectionality Matters: A guide to engaging immigrant and refugee communities to prevent violence against women', J. Chen, Multicultural Centre for Women's Health. Melbourne, 2017. www.mcwh.com.au/downloads/Intersectionality-Matters-Guide-2017.pdf



Creating pro-feminist men: the next wave?

The next frontier for feminism is its full and successful application into men's work, not just as a theory or as a philosophical influence. We must address how feminist thinking, action and processes can shine a way forward for men as they attempt their own gender-transformative revolution.

This model has applied postmodern, radical and intersectional feminism in its design and has engaged men in a process of 'consciousness raising'.

Men talking about and exploring masculinity and the essential roles, expectations and behaviours that are required of them is a radical act.

This can include men sharing personal stories of giving up dreams of becoming an artist, dancer or nurse in order to do a 'real' man's job; of working long hours and missing the benefit of emotional connections with partners and children; of suffering from hernias, heart attacks and other stress-related health conditions, because the pressure to be the 'breadwinner' and an emotional rock, even when terrified, is the only type of man they know how to be.

The sharing of non-dominant stories is political. These stories challenge the current assumed model of manhood and expose the oppressive effect this model of masculinity has on women and children, as well as how limiting this version of a 'real man' is for men also.

Current evidence in preventing violence against women shows that it is crucial to use and apply feminist theory and the practice wisdom held by women to the work. This being so, it must be applied not just in theory but also in action when working with men.¹⁹

Consciousness-raising efforts provide men with the chance to engage with and be exposed to reflective activities which enhance their capacity for and exposure to emotional intelligence and empathy building skills. **It is through the radical work of thinking deeply on topics and sharing lived experiences that men can also become aware of women's experiences and voices, and begin to bring those understandings into their analysis of why men use violence and how to challenge it.**

"I recognised this gender stuff in myself and I didn't realise it ... It's so ingrained in our subconscious, the patriarchy."

PROJECT MOMENTUM ALLY

'Fundamentally, organisations and individual advocates should push themselves to be as feminist as they can be in work with men and boys, because deep-rooted feminist social change is what is required in order to bring about an end to men's violence against women.'

BURRELL & FLOOD, 2019²⁰

The key here is that consciousness raising efforts cannot be done in isolation from women, their voices, their skills or their experience in this space. **Men just working with men is the system we already have; it is the patriarchy.** Allyship – women and men working together, examining interactions, sharing thought processes and finding connections to larger cultural practices and norms – is the only way out of this current situation.

**Like to know more?
These resources
might help**

Burrell, S. R. and Flood, M. 2019 'Which feminism? Dilemmas in profeminist men's praxis to end violence against women', *Global Social Welfare*, 6 (4). pp. 231 – 244. dro.dur.ac.uk/27165/

Thought Co. Website Feminist Consciousness-Raising Groups - Collective Action through Discussion www.thoughtco.com/feminist-consciousness-raising-groups-3528954

World Health Organisation Violence prevention: the evidence – Promoting gender equality to prevent violence against women www.who.int/violence_injury_prevention/violence/4th_milestones_meeting/publications/en/





Section 2|

▶ *Action – how to make your own ally movement*

This section provides you with practical understandings and approaches so that you can recreate the Working Together with Men model in your community, or apply activities to enhance the prevention work you are already doing.

collaborate

create

support

The model at a glance

The key component of the Working Together with Men model is that men are recruited to work with and gather other men to design and implement small project ideas that aim to end violence against women.

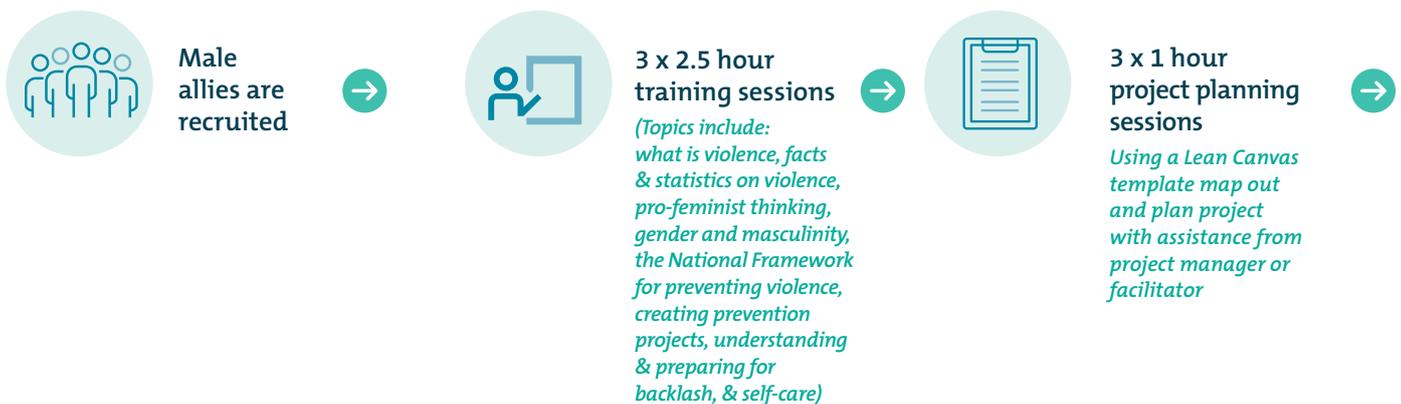
By applying the Our Watch [Change the Story framework](#)² to these ideas, men are guided to create project ideas that are informed by current evidence and approaches to violence prevention, and that are influenced by the areas of interest or expertise the men have.

The men map this plan to a project template (see Section 3 for the template that Project Momentum used) and this document legitimises and guides their undertakings as they attempt to make change.

The Working Together with Men model:

- 1 Is designed to be place-based and reflective of the community you are working with
- 2 Is a volunteer model, where men are expected to undertake this journey and work without payment
- 3 Aims to engage men “where they are at,” while also challenging their understanding of violence against women and gender stereotypes
- 4 Has key features that are recommended to be copied and applied, relating to how men are recruited, screened and trained, and how women are supported and incorporated into your projects
- 5 Is flexible in how project ideas and other implementation aspects are carried out. (This resource can provide inspiration and ideas.)

Working Together with Men model



Staffing, structure and resourcing

This model is centred on
FIVE DISTINCT approaches:

- 1 Community development
- 2 Violence prevention
- 3 Men's work
- 4 Allyship
- 5 Community/adult education

“The training opened my eyes, but it was working alongside of the project manager [a woman] that changed me”

PROJECT MOMENTUM ALLY

For this model to be implemented successfully it requires staff with experience and skill in all of these areas.

Some of the skills could be brought into the team through co-facilitation or by creating links with local women's services, men's services or professionals skilled in gender-transformative work.

However, the core team or person working on your adaptation will be required to provide intense mentoring to the men as they attempt their projects.



Presentation to Women's Accountability Panel
Event 2 hours
Men present project idea (15 min each)

Receive feedback, comments and approval from women to commence projects in the community



Men debrief and discuss panel experience with project team.
Men integrate women's feedback into project plan.



Men work to implement their projects in their community

An interesting learning from the Project Momentum pilot was an idea described as 'Activating Men's Privilege'.

Projects that attempted implementation in areas where the male ally already had some confidence, power and connection seemed to result in more profound learning for the ally, and were more likely to meet project goals.

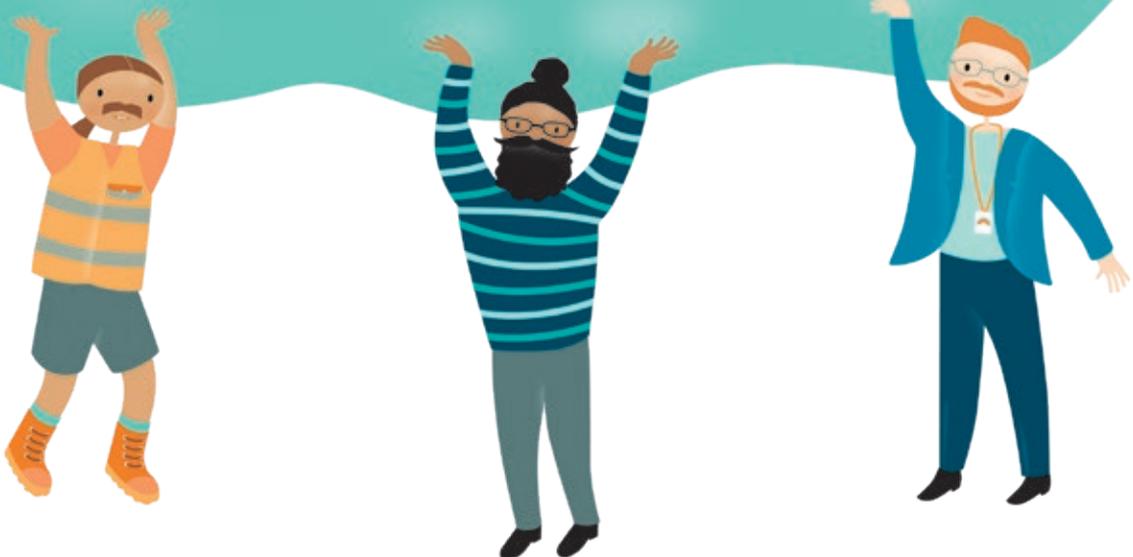
The biggest cost for models like Working Together with Men is staffing or outsourcing of specialist skills for co-facilitation. Many services and prevention partnerships have good networks that often share skills or allow staff to work on collaborative projects with other agencies.

The cost of the smaller spin-off projects that the men create can either be planned as no-cost, or require men to source funding or sponsorship. Alternatively, there may be a budget within your agency or grant that can be allocated for this.

Projects that aim to activate a man's area of knowledge or sphere of privilege have a better chance of success, as he can often open doors or gain access to funds or support to create leverage for the spin off project idea more quickly through his existing contacts.

"I think the biggest eye opener was when mentors I'd had for 5-8 years were involved in the project and I sort of saw what was under the surface, which I hadn't seen beforehand. It really changed my perspective. There was one mentor ... and just to see the way that he wanted to sacrifice everything purely because he wasn't getting personal gain... So, I have to admit my judge of character has definitely changed based on the project itself. And that's really made me want to be proactive in being an ally still."

PROJECT MOMENTUM ALLY²¹



Marketing to, gathering and engaging men

Setting the tone for how you want to engage and connect men with this model is crucial.

Avoid applying or strengthening language that uses gender stereotypes when engaging men. ‘Real men’, ‘tough guys’ and ‘man up’ are all examples of language that reinforces a rigid form of masculinity, which can actually turn men away from activities that are attempting to engage them.

It is important to reflect on:

- images you plan to use and who in your community you are encouraging to step forward
- the importance of using plain, simple English and having project messaging translated into common languages in your community so all men feel welcome and encouraged
- whether there are men in your community you would like to invite directly to join the project, who you know already exhibit the character and ally values you wish to support.

The choice to use the word ‘ally’ over words such as ‘champion’, ‘leader’, ‘role model’ and ‘ambassador’ was a very conscious decision in Project Momentum.

Language matters, and it is important to reflect on the word ‘ally’, which comes from the Latin word ‘alligare’ meaning ‘to bind to’.

In action, ‘ally’ is a word that requires people to act together and protect one another as they work towards a common goal.

The word sets a tone of equality and focused collaboration, and this is what is required if we are to end violence against women and children.



As this poster from Project Momentum highlights, our marketing approach was clear – we were searching for men who were concerned about violence against women and who wanted to work with women to find solutions.

Recruiting and screening men

Screening men for their suitability for a model like this is very important.

The allies chosen to be in your project will be seen by the community as role models, and this can be a tricky and complex role for men to undertake.

Acknowledging and planning for risk

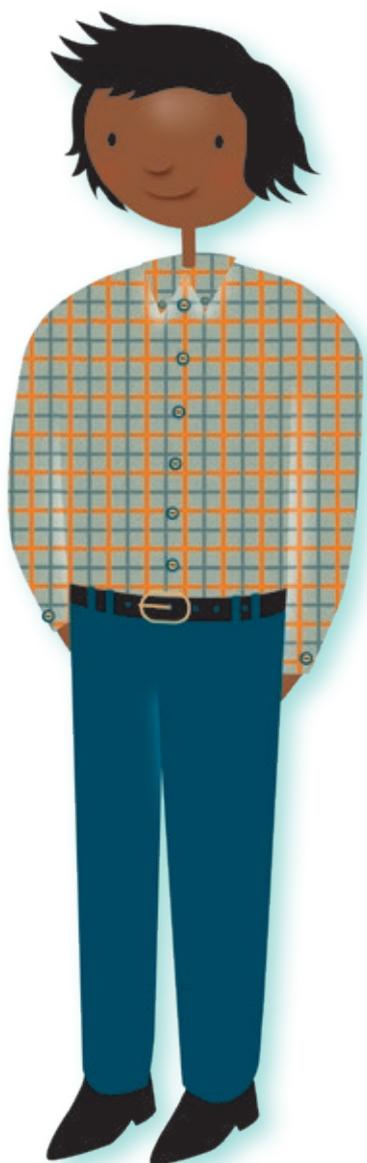
It is important to note that community projects attempting to engage men as volunteers have a level of risk attached to them.

Projects that aim to prevent violence against women can be very attractive to men who use violence as they can find legitimacy within the space – they become instantly known as ‘good men’ by virtue of the project providing a safety screen.

Violence against women is much more than just the use of physical force or abuse, and learnings from the Working Together with Men projects have shown that when working with men in the prevention space and providing them with training, they will often be surprised by just what constitutes violence, and what control and coercion look like within relationships.

As a society we have only in very recent years begun to facilitate education and discussion around these topics, and not every school or state applies the same responses.

Men, especially young men, often do not know they are using tactics that could be violent and controlling.



“I realised after the training and being part of the project that my wife had to always ask me for the money, because I had all the cards. I realised that was like violence, so now she has the majority of the cards!”

WORKING TOGETHER WITH
MEN PARTICIPANT

Interested men were encouraged to make contact by email and were sent a position description and an invitation to meet the project manager. This first step provided men with the opportunity to ask questions about the project without the pressure of an interview process and this provided a first screening and assessment opportunity for the project manager. If the man was interested, they were offered a formal interview process with key reflective questions, two referee checks, a police check and a Working with Children check.

PLEASE REFER TO THE RESOURCE SECTION FOR EXAMPLES OF THE ABOVE-MENTIONED DOCUMENTS.

Our evaluation findings highlight it is important never to assume that the men in your project do not use violence or controlling tactics, or that they do not have a history of using violence.

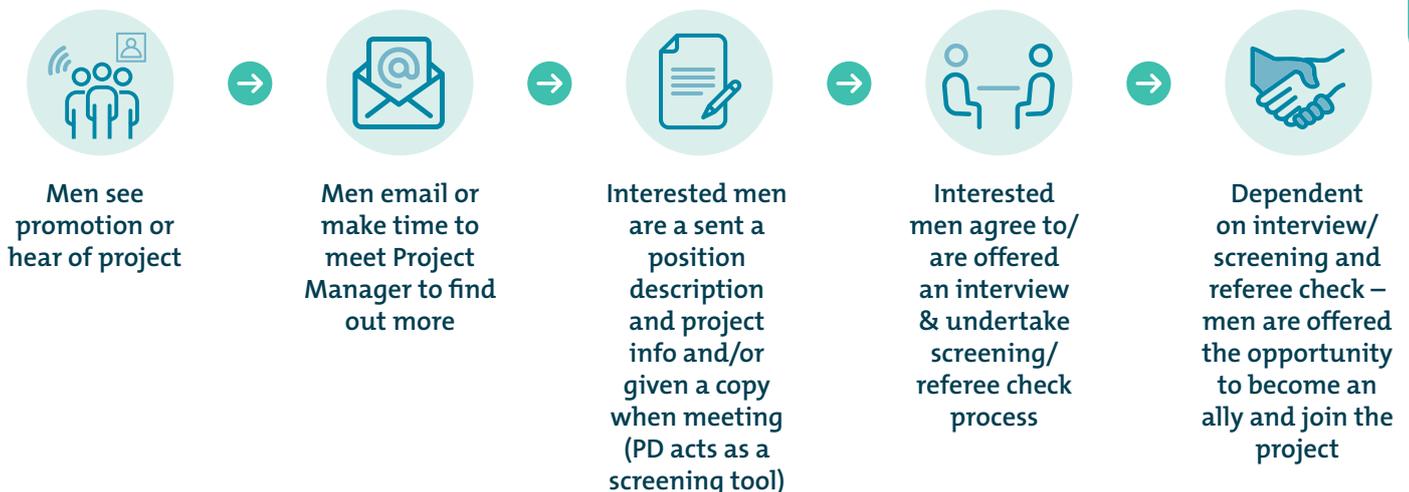
Rather it is better to assume that all men struggle in some way with navigating the complexity of power and control, and possibly require support.

The importance of the one-on-one mentoring and the use of men's stories of their own realisations and learnings are crucial in this work. This includes discussion on when men have felt they could have been a better bystander, or when they have joined in with 'the boys' at the expense of a woman's safety or comfort, or used violence and control in a past relationship.

Ways that planning for risk was built into Project Momentum:

- The position description had a section relating to risk and supports (see Section 3)
- In the interview men were asked a key question relating to risk (see Section 3)
- All men underwent police checks, Working with Children checks and two character referee checks (referee questions available in Section 3)
- The training sessions provided men with links and pamphlets to men's services and referral lines. (Encouragement to engage with services was not just put in the context of their health or mental health, but in the context of possible use of violence or concern for a friend who might use violence.)
- Key activities provided in the training engaged men in a process of reflecting on past or current behaviours of themselves or other men, where they knew or thought violence or sexism had occurred to women

Project Momentum Screening and Recruitment process



Key questions that help with screening men before the interview process

- What interests you most about this project?
- What do you know about violence against women?
- What concerns do you have about the project?
- What do you think is driving your interest in this project?
- What questions do you have about violence? Is there something you would like to understand better?
- I find in my experience that men often want to be involved in projects like this, but they can also be nervous about experiencing violence from other men, is this something you have thought about too?
- Projects like this one can often mean the men in them are perceived as role models. Violence is very complex and is not just physical. Sometimes, as men do these projects, they can learn things about themselves that are uncomfortable or surprising. So, we have a policy about open communication and getting each other support if someone needs it. Have you ever been surprised by a role model who has turned out to use violence?

These open-ended questions require the man to critically reflect on his motivations, his experiences and his values, and apply thoughtful responses under pressure.

These questions are simple but very complicated to answer. They require an element of vulnerability and can often surprise men, as they may never have been asked questions such as these before.

Men who are genuinely interested in this space have often engaged in some sort of research or reading before attending the meeting and can describe current issues or concerns they have, or events that they have attended, that have motivated them to do more.

Questions like these also highlight to men that this project is not a place for hiding; that engagement in the project requires a journey of self-reflection, discovery and hard work, and therefore that it is not for everyone. It's OK if you are not ready ...

Allies were asked to provide two character referee checks as part of the recruitment process.

They did not have to provide a professional or personal referee such as a current partner or girlfriend. Project Momentum purposely did not ask for partner or girlfriend references as intimate relationships can be impacted by the dynamics of violence and requests from the man to provide them with a positive reference can be done under duress, which is not always known to the interviewer.



Position Description for Project Momentum

Male Ally - Position Description and Key Selection Criteria Working Together with Men – Project Momentum

Violence against women is a widespread problem in Australia (ABS, 2017). Since the age of 15, approximately one in four women (23% or 2.2 million) has experienced at least one incident of violence by an intimate partner and on average one woman a week is killed in Australia by an intimate partner (Cussen & Bryant, 2015).

Violence against women is too often framed as a 'women's issue', which has led to a significant gap in engaging men and boys in violence prevention initiatives.

At the 57th Session of the UN Commission on the Status of Women in New York, 2013, the global network MenEngage Alliance called on the UN and national governments to take immediate actions to engage men and boys in preventing violence against women.

Project Momentum has responded to that call and aims to provide male and identifying as male staff and students of Victoria University (aged 18-30 years) with the opportunity to become change agents and allies in the prevention of violence against women, and challenge what it means to be a man.

Project Momentum provides men at Victoria University (VU) the opportunity to work alongside a women's accountability panel to engage other men on VU campuses across Melbourne's west to develop, design and implement grassroots prevention projects for change.

This opportunity is a voluntary position, but project ideas are eligible for seed funding

Key Selection Criteria

Role Requirements

- Identify as male
- Aged 18-30 years
- A current employee or student at Victoria University/Polytechnic
- Attend and engage in required Project Momentum training workshops
- Have a personal commitment to preventing violence against women

FULL COPY AVAILABLE IN RESOURCE SECTION – PAGE 51

As the ally role in the Working Together with Men project model is a voluntary one, it is important that men are aware of the expectations and time requirements.

As the small spin off projects are undertaken by the men themselves, they essentially get to manage how big they are and how much time is required. However, the model does include mandatory training and project meetings and these have to be factored in to your design process.

Having a clear and comprehensive position description also legitimises the process and the role, as well as providing a document that can be referred to in case unplanned issues arise or something becomes known about a man's past or current behaviour.

It is recommended that the panel have mixed gender interviewers, that all are experienced in conducting interviews and that an appropriate amount of time is allocated after interviews for debrief and reflection.

.....

These links might be helpful in reflecting on the complexity of working with men

Pease, B 2008, Engaging Men in Men's Violence Prevention: Exploring the Tensions, Dilemmas and Possibilities www.researchgate.net/publication/268441430 Engaging Men in Men's Violence Prevention Exploring the Tensions Dilemmas and Possibilities

mengage.org.au/domestic-violence/adfvc-engaging-men-in-men-s-violence-prevention-exploring-the-tensions-dilemmas-and-possibilities

Surviving R Kelly Part II: what can we learn from the horrifying update? www.theguardian.com/music/2020/jan/07/surviving-r-kelly-part-ii-the-reckoning

#MeToo Brought Down 201 Powerful Men. Nearly Half of Their Replacements Are Women. www.nytimes.com/interactive/2018/10/23/us/metoo-replacements.html

Kobe Bryant: Washington Post reporter suspended after sexual assault case tweet www.theguardian.com/sport/2020/jan/27/kobe-bryant-reporter-suspended-over-sexual-assault-case-tweet-washington-post

NT Attorney-General John Elferink dumped as White Ribbon anti-violence ambassador in wake of 'slap' comment furore www.abc.net.au/news/2015-09-18/elferink-dumped-as-anti-violence-white-ribbon-ambassador/6787332

Keli Lane: Nicholas Cowdery resigns as White Ribbon chair after comments on ABC's Exposed about killer's sex life www.abc.net.au/news/2018-10-11/nicholas-cowdery-resigns-white-ribbon-chair-keli-lane-comments/10366714

“I was nervous about the type of guy that might be interested in this project. I wanted to make sure the project knew that some men seem like a great guy on the outside but not really on the inside. I didn't want to be part of a project like that, I have seen men wear a white ribbon pin and then do and say some pretty not-OK stuff. That first meeting with the project manager was such a relief, they got it and were doing what they could to engage men that thought like me.”

PROJECT MOMENTUM ALLY

Training men, as allies



Facilitating violence prevention training with men and boys is difficult and requires a diverse range of skills and experience. It also requires a large amount of personal work on behalf of the facilitator in order to provide a safe and truly gender-transformative space.

Below are some reflections for potential male facilitators

- Have I come to terms with the power and privilege I hold as a man and can I provide concrete examples of these to share with other men?
- Can I be vulnerable and express my own learning about my past use of sexism or acceptance of men's violence in a humble and open way that invites conversation and exploration? Can I do this without just telling other men how to do it or how they should change?
- Am I aware of and can I manage my own strong emotions? Can I support others when they are experiencing or expressing strong emotions or reactions?
- What is driving me to do this work? Is it shame, fear, anger? (Be aware of your drivers and understand this will be the undercurrent of your approach to other men.)
- What topics or male behaviours in the training space trigger/create a reaction in me the most?
- Can I work at the pace the men in my group are presenting at and can I change my style/approach and find a way to connect in order to create safety for men to transform?
- Have I a female mentor or colleague I can ask questions of and practice skills with? Can I take on female feedback about my style and approach?

Discussion questions used in Project Momentum training that invited men to explore the complexity of their and other men's behaviour towards women

- Have you ever been at the pub or a public place where a mate has physically touched a woman without her permission and what have you done?
- Can you think of a male friend or family member who makes you feel uncomfortable with how they speak to or about or treat women? Have you ever challenged them about this? If not, why not?
- Have you ever made the decision not to challenge a mate or family member about his behaviour in case he has a go at you or ends the friendship or makes things difficult for you?
- Do you only initiate conversations with girls/women you are sexually interested in?
- Have you continued to pursue a girl romantically, even if she has asked to be 'just friends'?
- Have you ever physically followed or tracked a girlfriend by using location services without her knowledge or permission?
- Has a friend shared with you intimate or graphic pictures or film of their girlfriend/girl they have had sex with, and if so, what did you do?



Like to know more?
These resources
might help

Engaging boys in gender activism: issues of discomfort and emotion
Amanda Keddie 2019 www.tandfonline.com/doi/abs/10.1080/09540253.2020.1716956

Training and Mentoring Community Facilitators to Lead Critical Reflection Groups for Preventing Violence Against Women
preventioncollaborative.org/wp-content/uploads/2018/11/PRACTICEBRIEFTraining-and-Mentoring-220818-Low-Res.pdf

“You don’t need perfect men, but you do need men who, as far as you can ascertain, are safe and show capacity for reflection and a genuine want to end violence. Some men might show capacity, but they might require a lot of one-on-one work and intensive training.

Can you provide that, or are you on a tight timeline because of budget or grant requirements? Do you need to buddy him up with a more ready/more experienced ally to help guide him, or do you have to let him know that he requires more support than the project can offer right now?

These are tricky questions, but I know from all my years of working with men that there are two likely responses when you inform a man he might need more support than you can give. You either never hear back, or he asks, “What can I do to get up to speed?” Intention and motivation are very important factors to understand when engaging men in this work.”

PROJECT MOMENTUM MANAGER

Engaging women in the process and the projects

Learnings from the projects about ways that you can co-create and work with women in men's projects

- Get to know your local women's health service or women's support agencies and invite them to join an advisory group. It is important to create a formal process for women's voices, experiences and expertise to be heard and enacted throughout the project.
- Create an accountability panel of your own and host a project presentation event.
- When training allies, have mixed gender facilitators, making sure that the female trainer is a skilled professional in her own right with violence prevention experience.
- Focus on opportunities that link the men and their project ideas to female professional mentors who are expert in the project's focus area.
- Provide a space such as a website, newsletter, social media page or even email updates to keep women informed and included in your project. Let them know when events or projects are occurring, invite them along and be open and transparent about wins and challenges.

“When we created the Women's Accountability Panel it was a complete experiment. We literally put out a cold call to the university community to ask identifying female students and staff to join a panel that would act as an approval board for the men's projects. The male allies were really nervous presenting to the panel and the presentation event was a great experience. It allowed everyone to see and take part in an event that essentially changed up the usual power dynamics.”

PROJECT MOMENTUM MANAGER

Accountability to women in men's projects looks like ...

- **Reading and applying feminist theory** and national and state prevention frameworks to your project
- **Planning** with women and including them in projects and the process
- **Acknowledging** that women have been leaders in this space for decades and there are many female experts who can support you in this work
- **Providing opportunities** for men and women to work together to find solutions
- **Making** sure men's projects have realistic possible objectives and that they can highlight and show real outcomes

“A key aim with Momentum for me was trying to make sure the projects engaged men and gathered men, but didn't also become projects that were run and ruled by men. We already have that dynamic in society and I'm all about changing up gender in action as much as I possibly can!

“So, where appropriate, I supported male allies to link in with female experts to either co-facilitate or develop their projects. For the footy umpire training clinic we developed, we had the male ally pair up with the one of the first ever female AFL umpires, as well as a VFL umpire and a AFLW athlete to co-run sessions. The Man Box Story Project ally designed and co-ran the writing sessions with a published female author, and the project that was attempting to complete a gender equity audit of the HR course offered at by the university's Business School was linked with some of the most senior female academics in this area.”

PROJECT MOMENTUM MANAGER

Accountability in action: things for men to do!

Accountability starts with the self. Here are some key activities and learnings that men connected to Project Momentum undertook in order to begin their accountability journey.

Principles and activities for commencing male allyship and accountability to women

- Ask yourself, what does being a man mean to you, and then read the Man Box research by Promundo and Jesuit Social Services: promundoglobal.org/resources/man-box-study-young-man-us-uk-mexico/
jss.org.au/what-we-do/the-mens-project/the-man-box/
- Be open to explore aspects of yourself that might be uncomfortable or make you feel vulnerable.
- Question and be aware of the privileges and power you have just for being a man (even if you have experienced personal oppression of some kind) and read this article www.abc.net.au/news/2017-06-15/how-to-check-your-male-privilege-with-one-questionnaire/8619272
- Believe that violence against women is a real problem in our communities. Watch this movie: A Better Man (2018): vimeo.com/ondemand/abetterman
- Apply the Bechdel test to your favourite movies. Don't know what the Bechdel test is? Follow this link: bechdeltestfest.com/about/
- Believe women's and children's stories of abuse and violence. Revisit stories you have heard through friends, or media stories, and start from a point of just believing what the victim/survivor says is true ... What changes for you about the story when you do this? Try this article and link to women's voices from Women in Higher Education: www.wihe.com/article-details/90/believe-women/
- Be open and willing to be challenged and have your knowledge and understanding of how the world works critiqued by women.
- Acknowledge and take responsibility for any past or current behaviours, thoughts, actions or choices (no matter how small) that may have harmed women or contributed to inequity, and attempt to make personal change.
- Actively search for and read books, blogs, twitter posts and articles written by women.

Principles and activities for commencing male allyship and accountability to women (continued)

- Make it a focus to engage and connect with women as professional peers or friends, not just as conquests or for intimate relationships.
- Commit to being an ally for a lifetime – commit to always call out, respond to and stop acts of oppression and violence, even if you feel uncomfortable doing it.

The Bechdel Test

‘The Bechdel Test’ was inspired by cartoonist Alison Bechdel’s now-famous 1985 comic strip ‘The Rule’, which has since become a basic measure that can be applied to any film to see if it fairly represents women.

For a movie to pass the Bechdel Test:

- 1 It must have at least two female characters**
- 2 They must both have names**
- 3 They must talk to each other about something other than a man**

You may be surprised how many of your favourite movies don’t meet these basic criteria ...

Considerations for when engaging women in men’s work – lessons learned from Project Momentum

- Women’s experiences of gender roles are just as complex as men’s, and women too are expected to fulfil certain gendered expectations and behaviours. These ideas regarding how gender is ‘done’ can affect how comfortable or how capable some women may feel when they are being asked to challenge, question or even scrutinize men and their project ideas.
- Women who are not experienced in prevention work will require similar training to the male allies. It is easy to make incorrect assumptions around women’s knowledge of areas such as gender, family and violence against women, prevention frameworks and concepts such as backlash. Also, if they are not experienced in sitting on panels or providing professional feedback from a position of leadership, you are strongly encourage to include support and training around these kinds of skills in your project.

Considerations for when engaging women in men's work – lessons learned from Project Momentum (continued)

- Women experience violence from men, and many women have lived experience of violence that has had profound impacts on their life. These experiences can influence how safe and comfortable women feel when supporting men in prevention work, even if the men themselves have not perpetrated violence against women. You might not know a woman's history and challenges, or issues might not arise for women till much later in the projects or process. So it is important to consider this and have a support approach ready if this occurs for women connected to your project.
- There can be resistance and backlash towards men's projects. Women's and children's services are still very underfunded and under-resourced, and it can seem that men's projects are taking away funds or attention. Having women connected to and supporting your project is also a way to highlight the importance of projects that have a gender-transformative approach. Having women connected to the project also acknowledges the skill and expertise women have in this space.

“Project Momentum had some key findings regarding the women in the project as well, especially in relation to the creation of the Accountability Panel and identifying female students' experiences. A key finding was that the women asked for training to assist them in building confidence in their skills to sit on a panel and to challenge the men, and to improve their knowledge of key stats regarding violence and current research and frameworks.

“Another key finding was that women felt more comfortable in the ‘doing role’: they wanted to run projects themselves. They did not seem to think that sitting on a panel and providing feedback and approval was enough. Generally, a man would see the elevation to a panel as a sign of his skill and expertise, as the actual ‘doing work’ is for those less experienced!

“The women were also very conscious of the male allies' feelings and of not wanting to discourage them by saying something that might ‘upset them’. These findings for me were surprising but also not, as they highlighted how gender impacts us all in so many ways.

As a woman who has been in men's work for over a decade, it was a real challenge for me. I'm so used to holding men accountable and ‘calling it out’, that I had forgotten what it might be like to be learning these skills for the first time. Holding men accountable is a challenging skill to learn and not something that women are encouraged to do in our society, and if they are brave and do it, there are often repercussions.”

PROJECT MOMENTUM MANAGER

Evaluation considerations: continuing to build the evidence base

As with all work to prevent violence against women, it is important to consider evaluation and collecting evidence as you undertake activities or projects. Engaging men in violence prevention efforts is an emerging field and there is limited evaluation of work in this area, and therefore limited understanding of effective approaches.⁷

It is crucial that projects using the model set out in this resource or its key principles are evaluated so they can contribute to the evidence already collected on 'what works'.

Evaluation of the original Working Together with Men project model found that involving men in a community engagement and mobilisation capacity had an impact on building participants' non-violent and gender-equitable understandings, fostering groups and networks of advocates, as well as building men's skills and capacity in violence prevention.

Evaluation of Project Momentum also shows that the model has encouraged men to challenge traditional gender norms through developing men's skills through training, mentoring and leading projects, as well as mobilising other men in prevention of violence against women efforts. It has found that the project has provided insight into processes involved in developing initiatives, and in developing accountability to women in the project model.²¹



It is recommended that practitioners draw on existing evaluation resources, such as:

- Gen Vic - A practitioner's fact sheet for evaluating projects working to prevent violence against women www.actionpvaw.org.au/home
- VicHealth - A concise guide to evaluating primary prevention projects www.vichealth.vic.gov.au/media-and-resources/publications/a-concise-guide-to-evaluating-primary-prevention-projects
- VicHealth - Trends in evaluation: Preventing violence against women www.vichealth.vic.gov.au/media-and-resources/publications/pvaw-evaluation-trends
- Doing evaluation differently: A five step guide for funders, evaluators and partners to build capacity for evaluation, learning and improvement www.vichealth.vic.gov.au/-/media/Images/VicHealth/Images-and-Files/MediaResources/Publications/MentalWellbeing/PVAW/Old/VicHealth/PVAW_Doing-Evaluation-Differently.pdf?f?la=en&hash=3A589FC7CA96935445C15064C06058CFBB5DD0A8

Through the course of implementing different iterations of the Working Together with Men model, a number of key considerations emerged regarding designing evaluation for this model.

One key consideration relates to the evolving nature of the project and the smaller spin-off projects. As detailed throughout this resource, men developing their own project ideas are encouraged to look to their own areas of privilege, strength and community to design interventions.

This means that an evaluation plan developed at the beginning of the project may not be flexible enough to be able to thoroughly evaluate the impact and effectiveness of each project, as well as capture the depth of the model's reach.

In order to deal with this complexity, practitioners could consider using emerging evaluation techniques that fit under the umbrella of 'developmental evaluation'.

Some techniques to consider include:

- **Developmental Evaluation (DE)** techniques are suited to social innovation efforts that operate in complex environments. For more information on this approach, [see Better Evaluation – Sharing information to improve evaluation www.betterevaluation.org/en/plan/approach/developmental-evaluation](https://www.betterevaluation.org/en/plan/approach/developmental-evaluation)
- **Principles-focused evaluation:** This technique allows for the evaluation of emergent approaches that, instead of having clear activities from the outset, are based on a certain set of principles. Using this technique involves the development of principles, as well as evaluation of the intervention based on these principles: are they being applied in practice, and does the application of these principles lead to the expected outcomes?
- For more information on principles focused evaluation, see here: [Better Evaluation – Sharing information to improve evaluation www.betterevaluation.org/en/resources/guide/principles-focused-evaluation](https://www.betterevaluation.org/en/resources/guide/principles-focused-evaluation).
- **Ripple effect mapping (REM):** A form of impact evaluation designed to explore the ‘ripples’ that result from a complex initiative, through involving stakeholders retrospectively.
- For more information on ripple effect mapping, see here: extension.umn.edu/community-development/ripple-effect-mapping





Section 3|

Resources and Training Tips

This section provides you with documents you can use as inspiration or adapt for your own projects, as well as the *Project Momentum training plan and Lean Canvas templates*.



Recruitment and interview resources for allies and women



Male Ally – Position Description and Key Selection Criteria Working Together with Men – Project Momentum

Violence against women is a widespread problem in Australia (ABS, 2017). Since the age of 15, approximately one in four women (23% or 2.2 million) has experienced at least one incident of violence by an intimate partner and on average one woman a week is killed in Australia by an intimate partner (Cussen & Bryant, 2015).

Violence against women is too often framed as a ‘women’s issue’, which has led to a significant gap in engaging men and boys in violence prevention initiatives.

At the 57th Session of the UN Commission on the Status of Women in New York, 2013, the global network MenEngage Alliance called on the UN and national governments to take immediate actions to engage men and boys in preventing violence against women.

Project Momentum has responded to that call and aims to provide male and identifying as male staff and students of Victoria University (aged 18-30 years) with the opportunity to become change agents and allies in the prevention of violence against women, and challenge what it means to be a man.

Project Momentum provides men at Victoria University (VU) the opportunity to work alongside a women’s accountability panel to engage other men on VU campuses across Melbourne’s west to develop, design and implement grassroots prevention projects for change.

This opportunity is a voluntary position, but project ideas are eligible for seed funding

Key Selection Criteria

Role Requirements:

- Identify as male
- Aged 18-30 years
- A current employee or student at Victoria University/Polytechnic
- Attend and engage in required Project Momentum training workshops
- Have a personal commitment to preventing violence against women

Role Safety Requirements

- Willingness to undergo and or can provide a current Working with Children Check and National Police Check
- Disclose any history or current use of violence against women (This does not automatically exclude you from this project, but it will require additional interview questions to discuss eligibility and possible support. This includes any first acts of violence that may occur while you are engaged in the project.)
- Provide contact details for two personal reference checks

We acknowledge that community and individual change is difficult and a lifelong journey for all. But acknowledgement of actions and behaviours that harm others, as well as taking responsibility and enacting a commitment to work through these challenges, are key to preventing violence against women.

What this role can offer you

- Experience in project management (including mentoring from experienced sector professionals and VU staff)
- Exposure to increased professional skills and workplace readiness
- Training in a number of key areas related to defining violence, gender inequality, how men can be allies in the prevention of violence against women, as well as designing and implementing project ideas
- The opportunity to develop and deliver a grassroots project that could have a significant positive impact on preventing and ending violence against women.

Senior Male Ally Name:

Signature:

Date:

Momentum Project Manager:

Signature:

Date:

Interview questions for potential male allies

Question 1 – Male Interviewer

Please tell us about your studies or role here at the university.

Question 2 – Female Interviewer

How did you find out about Project Momentum, and what interests you about the project?

Questions 3 – Male Interviewer

Please share with us why you are interested in preventing violence against women.

Question 4 – Female Interviewer

Project Momentum supports men to engage and support other men in preventing violence. What might be the biggest challenge for you in trying to do this prevention work with other men?

Question 5 – Male Interviewer

If you are successful with this role, you will be offered mentoring and training. What information, support or skills do you think you might need to do this work?

Question 6 – Female Interviewer

Projects like Momentum are working with men at a grassroots, community level. This means you may come across diverse ideas, as well as men who perhaps have never been challenged around their ideas and behaviour that could be harmful or violent towards women.

What would you do if you had concerns about a participant involved in your project or another male connected to Project Momentum?

Safety disclosure – Female Interviewer

Part of Project Momentum is to support men in their own journey of what it means to be a man, and also to provide support if something arises where there may be concerns for a man's current or past behaviour.

We encourage men in this project to connect with us if they believe they have used violence or would like help. We encourage a critical reflection process throughout this project, acknowledging that most men in this project will learn things about themselves that may be challenging and that this is part of the work in this space.

As you begin this role, things might come to light that will require us to talk with you about your behaviour, or information that has been shared with us by others. We promise to provide you with the opportunity to discuss and work with us on this. But depending on the circumstances it could result in you being asked to leave the project or take a break and engage with support.

What are your thoughts about this?

Project Momentum Male Ally - Reference Check

Applicant: _____ Date: _____

Referee's Full Name: _____

Referee's Contact Details:

Reference check conducted by: _____

Introduction

My name is _____

and I'm calling to conduct a reference check for **name of applicant** who is being considered for a volunteer position here at:

in conjunction with: _____

Your details have been provided to me by **name of applicant** and I would first like to check if you are prepared to provide a character reference?

YES or NO

Briefly explain the responsibilities of the volunteer role and project

- Project Momentum is
- Male students and staff aged 18-30 years have the opportunity to create grassroots projects that engage other men
- Successful applicants who have applied for the Senior Male Ally Role, are provided with training and education on a number of key topics and mentoring as they undertake their projects

General questions

What is the nature of your relationship with applicant ?	
From what I have described about the volunteer position and the project, what skills do you think applicant can bring to this role?	
What might be a challenge for applicant in this role?	
As this volunteer position is providing an opportunity for community leadership and accountability, this question is something we ask due to the project's responsibility to keep women safe, and support men to connect with services if needed. To your knowledge has applicant ever used violence in any relationships?	
Do you have any final comments you would like to add?	
Position to be offered to applicant	YES <input type="checkbox"/> or NO <input type="checkbox"/>
Staff Member's Name:	
Staff Members Signature:	

Male Ally Induction and Project Checklist

Senior Male Ally Name:

Contact Number/s:

Address:

Cultural Identity:

Activity	Date	Approved by/ Sign Off
Applicant has attended an interview with project staff		
Project staff have reviewed application and discussed interview process.		
Applicant's current police check and Working with Children Checks (WWC) sighted by project manager <i>(Applicants may begin training process before checks are sighted)</i>		
Applicant is offered Senior Ally Position YES <input type="checkbox"/> or NO <input type="checkbox"/>		
If No reasons for refusal:		

Activity	Date	Approved by/ Sign Off
<p>Senior Male Ally has attended all project training workshops</p> <p>Date:</p> <p>Date:</p> <p>Date:</p> <p>Date:</p>		
<p>Comments:</p>		
<p>Issues or concerns that may arise during the project regarding Senior Male Ally</p> <p><i>(Such as safety concerns, reports made to staff/other participants or women’s accountability panel regarding the Senior Male Ally’s past or current use of not previously disclosed violence).</i></p>		

Position Description – Women's Accountability Panel Working Together with Men – Project Momentum

Violence against women is a widespread problem in Australia (ABS, 2017). Since the age of 15, approximately one in four women (23% or 2.2 million) has experienced at least one incident of violence by an intimate partner and on average one woman a week is killed in Australia by an intimate partner (Cussen & Bryant, 2015).

Violence against women is too often framed as a 'women's issue', which has led to a significant gap in engaging men and boys in violence prevention initiatives. At the 57th Session of the UN Commission on the Status of Women in New York, 2013, the global network MenEngage Alliance called on the UN and national governments to take immediate actions to engage men and boys in preventing violence against women.

Project Momentum has responded to that call and aims to provide male and identifying as male staff and students of Victoria University (aged 18-30 years) with the opportunity to become change agents and allies in the prevention of violence against women and challenge what it means to be a man.

Project Momentum provides men at Victoria University (VU) the opportunity to work alongside a women's accountability panel to engage other men on VU campuses across Melbourne's West to develop, design and implement grassroots prevention projects for change.

The Women's Accountability Panel provides a supportive, advisory role to project ideas and the successful male participants where appropriate or requested.

This opportunity is a voluntary position, but small monetary reimbursements for time will be given for key training and the panel event.

It is expected that your time commitment will be no more than 10 hours total for the project (including training and panel event). This time commitment could be less or more depending on how the project progresses, but your engagement beyond 10 hours would be at your discretion.

Role Requirements

- Identify as female
- A current employee or student at Victoria University/Polytechnic
- Have a personal commitment in wanting to support men who are attempting to prevent violence against women

Role Expectations

- Attend scheduled meetings
- Provide timely feedback through the project’s template or alternative requested method, within the suggested timeframes
- Support and promote the project where possible and appropriate

What this role can offer you

- Experience in providing an advisory role to male allies attempting to prevent violence against women
- Increased employability skills and professional workplace readiness
- Options to connect to training in a number of key areas related to defining violence, gender inequality, and skills related to prevention and project work..

Panellist’s Name:

Signature:

Date:

Momentum Project Manager:

Signature:

Date:

Training topics, ideas and resources



Training allies before they commence their projects is a crucial component of the Working Together with Men model

Project Momentum allies all stated that the training had a significant personal impact on them and provided them with a solid foundation for continued learning and personal growth as they attempted their spin-off projects with other men.

The training plan below is suggested to be provided over 3 days and is based on 3 hour sessions (with breaks). It is recommended that when designing training for male allies, the following topics are provided (please note the order is also important)

Training Topic	Tips, Activities and Resources
<p>Open with self-care and support services for men.</p> <p>Creation of group norms and “safe space” requirements</p>	<ul style="list-style-type: none"> Using whiteboards or butcher’s paper, ask men in pairs to write four examples of things that will help make a safe learning space for them. Ask men to write down questions they have about violence towards women, perhaps issues they find the hardest to understand or situations where they don’t know what to say or how to challenge other men Share with larger group
<p>Why the focus on men’s use of violence? The “Why men?” and “Not all men” debate</p>	<ul style="list-style-type: none"> Provide context for the focus on men and dispel myths related to men’s and women’s use of violence; for example, 95% of all violent acts against either men or women are perpetrated by men. Provide solid research and facts, support conversation and discussion around this debate <p>www.ourwatch.org.au/Understanding-Violence/Facts-and-figures</p>

<p>Sex and Gender – what is the difference?</p>	<ul style="list-style-type: none"> • Explore examples of expectations and behaviours that are assigned to being a man or a woman • Provide lists of “Masculine and Feminine traits” • Ask the men to find feminine traits that they have and to explore masculine traits that they know female partners, sisters or female friends have • Explore the contradictions and constrictions of these social constructions • Ask what traits have men felt embarrassed about or have wanted to change due to peer/social/family pressure
<p>Further exploration of gender as a construct</p>	<ul style="list-style-type: none"> • Acknowledge and explore again that gender is constructed and explore what messages are constructed for boys and men regarding power and who they can control and how they must act to be a ‘real man’ • Show this YouTube clip and ask men to reflect on what they hear. Are the comments familiar, what are some of the real meanings and permissions in the comments? 48 Things Men Hear In A Lifetime (That Are Bad For Everyone) by Huff Post (2015) www.youtube.com/watch?v=jk8YmtEJvDc
<p>Man Box study and findings</p>	<ul style="list-style-type: none"> • Show this clip from Jesuit Social Services and explore the findings together. What do men think about this? Do they know men who are fully in the Man Box? • How does the Man Box impact their life? • Share as a group jss.org.au/what-we-do/the-mens-project/the-man-box/
<p>Historical context, support for and acceptance of violence</p>	<p>Explore:</p> <ul style="list-style-type: none"> • How accepted is violence against women? • What does structural support for violence against women look like? • What is the historical context for men’s use of violence against women? • Watch this short clip Impunity Trailer v3 by Duluth Model – Domestic Abuse Intervention Programs www.theduluthmodel.org/product/impunity-men-gender-violence-education-training-community-dialogues/ • Discuss as a group

<p>Media and gender stereotypes and acceptance of violence</p>	<ul style="list-style-type: none"> • Gather pictures from media (for example using Google Images) that depict a range of gender stereotypes, sexist images and images that are supportive of violence against women that are used in marketing. • Lay pictures out on table. Each man picks the most disturbing/confusing image for him. Discuss the images as a group • Discuss this article from Collective Shout, which is a grassroots campaign movement against the objectification of women and the sexualisation of girls. “Mariner Watches under fire for sexual violence ads, “likes” comments calling women feminazis” <p>www.collectiveshout.org/mariner_watches_under_fire_for_sexual_violence_ads</p>
<p>What do we think in community?</p>	<ul style="list-style-type: none"> • Explore and discuss the recent National Community Attitudes Survey (NCAS) ANROWS <p>www.anrows.org.au/NCAS/2017/home/</p>
<p>Facts and statistics relating to violence against women nationally and globally</p>	<ul style="list-style-type: none"> • A prevalent, serious and preventable human rights abuse <p>www.ourwatch.org.au/Understanding-Violence</p>
<p>What is violence?</p>	<ul style="list-style-type: none"> • Provide a clear breakdown of all types of violence, including coercive control, including Emotional abuse, Verbal abuse, Social abuse, Economic & Financial abuse, Psychological abuse, Spiritual abuse, Physical abuse, Sexual abuse and Technology-facilitated abuse.
<p>Intersectionality and its impact on some women’s experiences of violence</p>	<ul style="list-style-type: none"> • It is important that, as a facilitator, you have looked at this guide: Intersectionality Matters: A guide to engaging immigrant and refugee communities to prevent violence against women <p>www.mcwh.com.au/downloads/Intersectionality-Matters-Guide-2017.pdf</p>
<p>Hearing other men discuss the current topics such as #MeToo movement, masculinity and men’s roles in ending violence</p>	<ul style="list-style-type: none"> • Watch a clip from “Man Enough” - A modern take on the American Talk show that began in 2018. Discuss <p>www.wearemanenough.com/episode/sexual-harassment/</p> <ul style="list-style-type: none"> • Recommended: <ul style="list-style-type: none"> - Episode 1 – Why don’t men talk ? - Episode 4 - #METOO

Male allies in Project Momentum found watching these clips empowering, as it was the first time they had seen men discuss these kinds of topics

PROJECT REFLECTION

<p>What is Privilege? Explaining patriarchy and privilege in such a way that men understand the concepts, so that they can see the structures of oppression</p>	<ul style="list-style-type: none"> • Create a small quiz using these questions and discuss as a group. “Check your male privilege with one questionnaire” www.abc.net.au/news/2017-06-15/how-to-check-your-male-privilege-with-one-questionnaire/8619272
<p>Explore allyship Explore principles, activities and behaviours that are expected of an ally.</p>	<ul style="list-style-type: none"> • Use activities provided in this resource
<p>Explain current responses to violence against women (Tertiary, Secondary and Primary Prevention)</p>	<ul style="list-style-type: none"> • Share key aspects of the Our Watch Change The Story National Framework and explore why prevention is important
<p>Integrity in the process – creating prevention projects that apply theory and frameworks so that they can make real change</p>	<ul style="list-style-type: none"> • Support men to explore what a project that uses theory and current frameworks might look like. • Support reflection and critique of projects that attempt to motivate men using stereotypes, or that reinforce sexism or pro-violence norms. • This resource might help: Our Watch, Putting the prevention of violence against women into practice. How to change the story (2017) www.ourwatch.org.au/resource/putting-the-prevention-of-violence-against-women-into-practice-how-to-change-the-story/
<p>Backlash – planning for and supporting each other in the face of it</p>	<ul style="list-style-type: none"> • See links in this resource
<p>Share projects that are occurring and the success they are having. Inspire men to be bold and think creativity</p>	<ul style="list-style-type: none"> • Use Project Momentum projects to highlight what can be done!

Project planning and Lean Canvas templates

In Project Momentum the male allies' project plans were created using the Lean Canvas model.

“Lean Canvas is a 1-page business plan template created by Ash Maurya that helps you deconstruct your idea into its key assumptions. It is adapted from Alex Osterwalder’s Business Model Canvas and optimized for Lean Startups.”

LEANSTACK LEANSTACK.COM/LEANCANVAS

This simple and user-friendly plan assisted allies to create projects that had clear objectives and attempted to apply theory and frameworks into action

Project Momentum Lean Canvas Plan			Project Name: _____ Senior Male Ally: _____ Date: _____ Version: _____	
MISSION/PURPOSE – Preventing violence against women <small>Clearly state your mission or purpose here – why you are doing this and what you hope to achieve. The mission or purpose should be clearly defined before starting the rest of the canvas, as it serves as a set of guiding principles for developing the lean canvas.</small>		IMPACT – Applying the National Framework <small>Refer to the National Framework. What key actions is your project attempting to apply?</small>		
PROBLEM – Key Issue <small>What are the key issues you are attempting to change/respond to?</small>	SOLUTION – Possible change <small>What solution is being proposed and what are its key features? The solution and its features should address the specific problems identified in the Problem section.</small>	Engaging men – how is this idea engaging men? <small>How are you creating other allies? How can men connect and join with this project idea? Will there be education for them?</small>	Stakeholders <small>Who else might benefit from this project? Who else might support it or need to be aware of it?</small>	Accountability to Women and Panel Feedback <small>How are women’s voices and experiences included in this idea? How are they informing it? How will you integrate the feedback from the Women’s Accountability Panel?</small>
Existing Alternatives <small>Seek to find projects and programs that are also attempting to respond to this key issue.</small>	KEY METRICS – Signs of success <small>What key numbers or behaviours will tell you whether you are succeeding?</small>		Communication Plan <small>How will you design your marketing material? How will you reach the community? How will people find out about your project?</small>	
COST STRUCTURE – Draft Budget <small>List your costs.</small>		Evaluation <small>How will you capture the project’s journey – questionnaires, use of film, photography, your own journaling? How can you capture important moments that might help other men to do this important work?</small>		

The women’s accountability panel also had a version in which they provided their written feedback to the male allies after the panel event:

Project Momentum Women’s Accountability Panel Feedback			Male Ally’s Name: _____ Panellist’s Name : _____ Date: _____	
MISSION/PURPOSE – Preventing violence against women		IMPACT – Applying the National Framework		
PROBLEM – Key Issue	SOLUTION – Possible change	Engaging men – how is this idea engaging men?	Stakeholders	Accountability to Women and Panel Feedback
Existing Alternatives	KEY METRICS – Signs of success			
COST STRUCTURE – Draft Budget		Evaluation		

Project Momentum Women’s Accountability Panel Additional Feedback		Male Ally’s Name: _____ Panellist’s Name : _____ Date: _____	
Areas that require further reflection or exploration (concerns you have, or ideas that you have that could respond to an issue raised by the ally)		General feedback	

Projects that have been attempted by the model

Projects attempted by men in the Working Together with Men model are as varied and creative as the humans involved in them.

Allies sometimes targeted men specifically to engage in an activity and sometimes created stronger and more supportive pathways for women to enter male-dominated areas. There were art-based projects, sports-based projects and projects that attempted gender equity audits and community education.

Some projects soared high and some never got off the ground, but they were all attempted with passion and bravery and it is always better to try something than never try at all.

Project Momentum Presents
Levelling The Playing Field
Free Female Footy Umpire Training

Join us to learn AFL umpiring skills

Open to women ages 15 years & up

Fully sponsored positions with opportunities for employment as an umpire!

Training starts July 15th
 5 sessions
 5.30pm to 7pm
 Vic Uni - Footscray Park

Interested?
 For more info
 Project.Momentum@vu.edu.au
 Shelley.Hewson@vu.edu.au



PROJECT MOMENTUM PRESENTS

THE MAN BOX STORY PROJECT

Do you feel the pressure to be a "Real Man"?

Join other men to create short stories that explore the impact that being a "Real Man" is having on all of us....

Writing workshops with author Dee White
 Friday 20th September - 4pm to 6pm
 Wednesday 25th September - 4pm to 6pm
 Thursday 3rd October - 3pm to 5pm
 Friday 4th October - 3pm to 5pm

Dominates Be the protector Emotions are weak dont ask for help

MAN BOX

EMAIL FOR MORE INFO
 Project.Momentum@vu.edu.au



PROJECT MOMENTUM PRESENTS

AFRICAN DAD'S COOKING PROJECT

November - Saturday's
 2nd, 9th, 16th & 23rd
 Wyndnam Location

FREE Have fun cooking with other Dad's
 Gain a certificate in Food Handling
 Prepare a feast for the community

Want to know more
 Email - Project.Momentum@vu.edu.au



"SHE HAS YOU WHIPPED!"

What's been said to you to make you a "real man"?

Real Man Voice Recording Evening
 Thursday 30th January
 4.30pm to 7pm
 Nibbles and soft drinks provided
 Kindred Studios
 3 Harris Street Yarraville

To find out more email
 Project.Momentum@vu.edu.au



ENTER THE MAN BOX....

18.2.20
 10am - 2pm

An art installation piece that explores the narrative of manhood

Victoria University - O Week
 Footscray Park Campus
 Ballarat Road

More info -
 project.momentum@vu.edu.au



THE MAN BOX

An art installation piece that explores the narrative of manhood.

vimeo.com/395830722/69d741dbce



Endnotes

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