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Engaging Men and Boys:

A Brief Summary of UNFPA Experience
 and Lessons Learned



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Engaging Men and Boys:

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Integrating work with men and boys into core areas of the UNFPA mandate at country, regional and global levels.

January 2013



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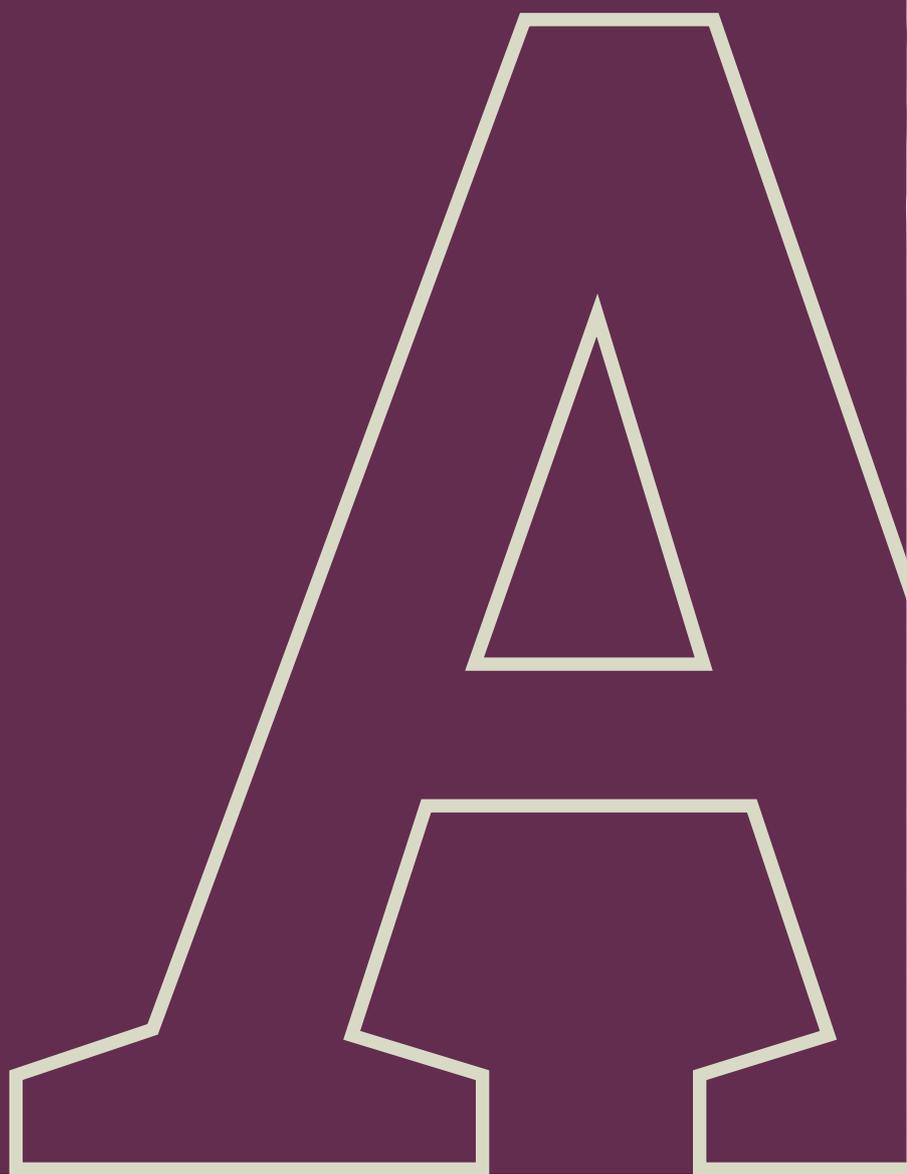
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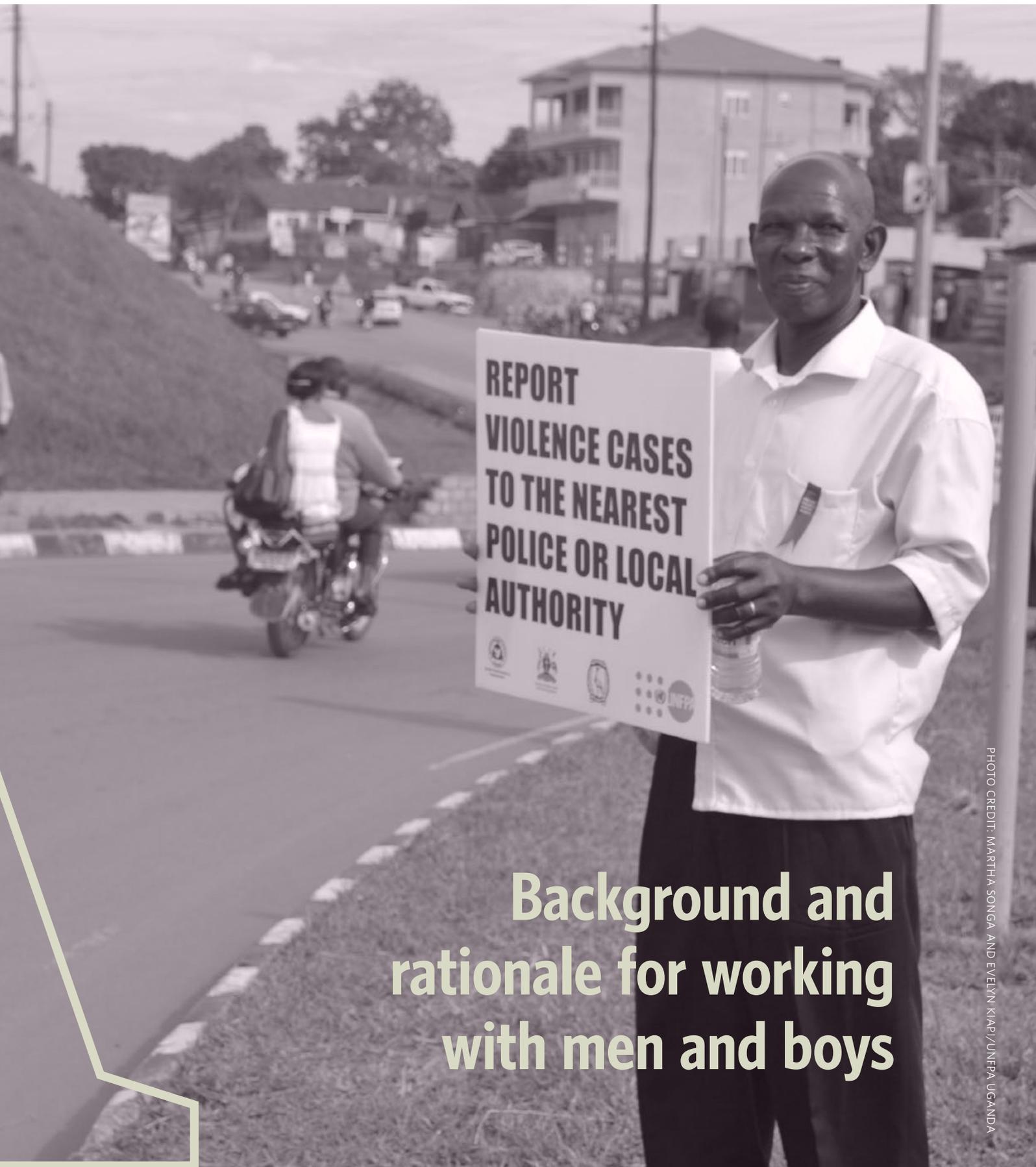
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List of abbreviations and acronyms

CSE	Comprehensive Sexuality Education
DDR	Disarmament, Demobilization and Reintegration
DPKO	Department of Peacekeeping Operations
FBO	Faith-based organization
FGM/C	Female genital mutilation/cutting
FIFA	International Federation of Association Football
GBV	Gender-based violence
ICPD	International Conference on Population and Development
ICRW	International Center for Research on Women
MDG	Millennium Development Goal
NGO	Non-governmental organization
PMTCT	Preventing Mother-to-Child Transmission (of HIV)
SGBV	Sexual and gender-based violence
SRH	Sexual and reproductive health
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund
WHO	World Health Organization





Background and rationale for working with men and boys

PHOTO CREDIT: MARTHA SONGA AND EVELYN KIPI/UNFPA UGANDA

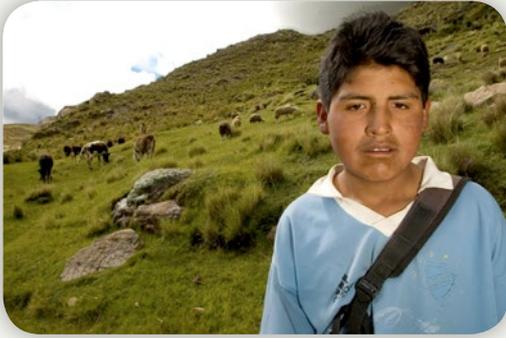


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“Men play a key role in bringing about gender equality since, in most societies, men exercise preponderant power in nearly every sphere of life....”

The objective is to promote gender equality ... and to encourage and enable men to take responsibility for their sexual and reproductive behaviour and their social and family roles.”

Source: United Nations (1994b), ICPD Programme of Action, paras. 4.24, 4.25.

A large and growing body of research has shown how gender inequality undermines health and development. Research has also demonstrated how working with men and boys as well as women and girls to promote gender equality contributes to achieving health and development outcomes (Barker and others, 2010). UNFPA organizational directives have built upon this evidence and provide a strong logical and institutional rationale for working with men and boys to promote gender equality as well as sexual and reproductive health (SRH) and reproductive rights. Gender equality and human rights are core values in UNFPA and are reflected throughout its work. The 1994 International Conference on Population and Development (ICPD), held in Cairo, linked the rights of men and women to the gender-related values and norms that determine people’s well-being. Despite many advances made in the area of women’s empowerment, the translation of a human rights-based approach into development programmes is challenging: there is a tendency to accept gender inequality as a given rather than attempt to address it incrementally through programmes. The mainstreaming of a gender lens into other areas of the ICPD mandate, including SRH, especially for adolescents and youth, and population and development programmes continues to be challenging.

Working towards gender equality – by empowering women and engaging men – is fundamental to achieving a host of development outcomes, including reducing poverty, improving health and addressing other population concerns. Men’s and boys’ relationships with women and girls can support – or impede – improved health and development outcomes. Involving men in improving SRH and in caring for children can benefit men, women and children. In times of crisis, it is even more imperative to engage men and boys in protecting their families and communities from gender-based violence (GBV) and ensuring access to basic necessities. Many members of society participate in reinforcing harmful social norms; hence, shifting those norms requires the full participation of everyone, male and female, old and young. UNFPA has been unequivocal in its

commitment to addressing gender inequality in its programmes and, over time, its global, regional and country teams have agreed on the need to involve men and boys in every aspect of UNFPA work.

Indeed, UNFPA has built up a substantial legacy of programmes, activities and partnerships and has shared these experiences in ways benefiting many around the world. UNFPA has been dedicated to working in an integrated fashion, emphasizing a human rights-based approach, highlighting the need for cultural sensitivity and maintaining a consistent focus on gender equality. This provides UNFPA with a strong mandate for ensuring that men and boys are systematically taken into account in its development and humanitarian work. Yet a review of global, regional and country programmes indicates that planning, implementing and integrating work with men and boys within UNFPA programme areas could be conducted in a more systematic way. This report on engaging men and boys in the Fund's core mandate areas is designed to help illustrate the possibilities for integrating this work into the UNFPA agenda at global, regional and country levels.

1. Institutional mandates for engaging men and boys

From the 1994 ICPD Programme of Action to Secretary General Ban-Ki Moon's statement at the 2009 Global Symposium on Engaging Men and Boys, a great deal of support for this work with men and boys has been expressed within the United Nations system (Box 1). The ICPD Programme of Action establishes the UNFPA mandate and reflects a global consensus on viewing gender relations as the backdrop for SRH as well as population and development. The Programme of Action calls on leaders to "...promote the full involvement of men in family life and the full integration of women in community life," ensuring that "men and women are equal partners" (United Nations, 1994b, paras. 4.29, 4.24). It notes that "[s]pecial efforts should be made to emphasize men's shared responsibility and promote their active involvement in responsible parenthood, sexual and reproductive behaviour, including family planning; prenatal, maternal and child health; prevention of sexually transmitted diseases, including HIV; [and] prevention of unwanted and high-risk pregnancies...." (United Nations, 1994b, para. 4.27).

The Programme of Action also calls for internally displaced persons and refugees, including men, women, boys and girls, to receive basic education, employment opportunities, vocational training and basic health-care services, including reproductive health services and family planning. Furthermore, a number of Security Council resolutions, including 1325, 1820, 1983 and others, emphasize the importance of gender equality for achieving development objectives and for achieving widespread peace in post-conflict situations (see Annex for details).



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BOX 1**UNITED NATIONS AGREEMENTS ON THE ROLE OF MEN AND BOYS**

United Nations agreement	Approach to men and gender equality
<p>International Conference on Population and Development, Programme of Action (September 1994) http://www.un.org/ecosocdev/geninfo/populatin/icpd.htm</p>	<p>Expresses a holistic view of reproductive health as a state of well-being and takes into account the social and environmental conditions that shape health. Notes that gender inequality undermines health and identifies men as a group who needs to be actively involved in overcoming gender inequality and improving women's and men's health.</p>
<p>Beijing Platform for Action (September 1995) http://www.unifem.org.au/Content%20Pages/Resources/beijing-platform-action</p>	<p>Calls for a full commitment to international norms and standards of equality between men and women, to protect and promote the human rights of women and girl-children as an integral part of universal human rights.</p>
<p>Windhoek Declaration and Namibia Plan of Action (May 2000) www.un.org/womenwatch/osagi/wps/windhoek_declaration.pdf</p>	<p>Calls for the equal inclusion of women in all aspects of peace processes; the appointment of Gender Advisors to peace operations; and the mainstreaming of gender perspectives in all mandates and in planning of peace operations.</p>
<p>Millennium Development Goals (September 2000) http://www.un.org/millenniumgoals/</p>	<p>Creates a blueprint for all countries and leading development institutions through the adoption of eight Millennium Development Goals (MDGs), to be achieved by the 2015 target date. Goals 3 (gender equality), 4 (child health), 5 (maternal health) and 6 (combat HIV/AIDS) are interdependent and mutually reinforcing, and men are central to achieving each.</p>
<p>The 48th session of the Commission on the Status of Women (March 2004) http://www.un.org/womenwatch/daw/csw/48sess.htm http://www.un.org/womenwatch/daw/csw/csw48/Thematic1.html</p>	<p>Focuses on two thematic issues as outlined in the Commission's multi-year programme of work: The role of men and boys in achieving gender equality. Women's equal participation in conflict prevention, management and conflict resolution and in post-conflict peacebuilding.</p>
<p>45th session of the Commission on Population and Development on "Adolescents & Youth" (April 2012) http://www.un.org/esa/population/cpd/cpd2012/cpd45.htm</p>	<p>Strongly promotes gender equality in the Resolution on "Adolescents & Youth" and calls upon governments "to take measures to encourage boys and young men to participate fully in all actions towards gender equality." (paras.16, 17)</p>

UNFPA has articulated its internal mandate for working with men and boys at a high level, and numerous documents provide guidance for this work. Previous UNFPA programming frameworks also iterate the importance of utilizing the approach of male involvement, including the *Multi-Year Funding Frameworks, 2000–2003* and *2004–2007* (UNFPA, 2000, 2003b).

This resource builds on the current *Strategic Plan 2008–2013* and *Gender at the Heart of ICPD: The UNFPA Strategic Framework on Gender Mainstreaming and Women's Empowerment 2008–2013* (UNFPA, 2011a). The latter source cites engaging men and boys to achieve gender equality as one of six priority areas. It also builds on global and regional consultations concerning men and boys and on the extensive work carried out by UNFPA with uniformed services and demobilized personnel in humanitarian and post-conflict settings. The document is also aligned with the call from the UNFPA Executive Director for a focus on the needs and rights of young people, male and female.

The 45th session of the Commission on Population and Development, in its landmark resolution on “Adolescents & Youth,” adopted in April 2012, also calls upon “Governments to support and encourage men in their important role as fathers and in helping their children transition successfully to adulthood, including by providing adequate financial support for their children and families, to promote positive male role models and programmes for boys to become gender-sensitive adults and to enable men to support, promote and respect women’s sexual and reproductive health and reproductive rights, recognizing the inherent dignity of all human beings” (para.17).

2. Purpose of this report

The purpose of this report is to support UNFPA offices by demonstrating why it is important to consider the engagement of men and boys throughout programming. It illustrates how this has been done in the past, whether for the

BOX 2 THE GENDER PROGRAMMING CONTINUUM

The gender programming continuum is comprised of four categories which indicate the degree to which programmes address – or fail to address – gender-related norms.

Gender-exploitative programmes use and reinforce gender inequalities in the pursuit of health and demographic goals. This is a negative level of programming that should be avoided.

Gender-neutral programmes distinguish little between the needs of men and women, neither reinforcing nor questioning gender roles.

Gender-sensitive (or accommodating) programmes recognize the specific needs and realities of men and women based on the social construction of gender roles, but do not necessarily seek to change or influence gender relations.

Gender-transformative programmes seek to transform gender relations to promote equality through critical reflections and questioning of institutional practices and broader social norms that create and reinforce gender inequalities and vulnerabilities for men and women.

For earlier identification of the continuum, see: Gupta and others (2002), pp 4-5.

promotion of gender equality or for the support of women's reproductive health and rights. Even though there is wide recognition within UNFPA that working with men and boys is important, there is not always a shared understanding on how best to engage them in the issues UNFPA supports. In calling for the promotion of "the right of every woman, man and child to enjoy a life of health and equal opportunity," the UNFPA mandate could benefit from engaging men and boys more extensively and consistently in virtually all of its work.

Various reasons for involving men and boys have given rise to varied approaches and programmes. The key principle to bear in mind – whether programmes are working with men as supportive partners or as agents of social change – is that working with men represents an opportunity to address gender inequality and improve health outcomes. The important work being done in all of these programmes needs to be strengthened to ensure it more consistently challenges the social norms that undermine health and well-being.

UNFPA works with men and boys from a gender perspective, reflecting the importance of men's roles and masculinity for health and development outcomes. Global gender inequality influences SRH outcomes. Addressing inequality requires the full participation and cooperation of men, who hold more power and influence over decision-making in the social domain and who can constrain women's choices. Men's attitudes concerning gender constrain their own health as well as that of women. Moreover, men often have limited access to information that would improve their health and enable them to change their behaviour. UNFPA needs to work with both men and women of all ages to overcome gender inequality, improve SRH and reduce violence.

Establishing clear, conceptually consistent definitions, objectives and strategies for working with men and boys will clarify the links with strategic thinking on gender equality, women's empowerment and the ICPD. The challenge is to find ideologically consistent ways to address the needs of men and boys themselves in the context of gender equality. This includes serving the needs of men and boys in SRH, such as contraception utilization and circumcision practices; access to Comprehensive Sexuality Education which promotes human rights and addresses gender stereotypes in schools; counselling; promoting condom use; and holding peer-group sessions, among other efforts.

The resource will help bring the work of UNFPA together as a coherent programme that can be built upon and shared with others more systematically. In guiding future UNFPA work with men and boys, this sampling of highlighted experience aims at serving as inspiration and ideas for regional and country offices, which can tailor it to their local needs and realities, including by utilizing other existing "how-to" tools listed in the bibliography.

This report, along with other regional resources, such as the UNFPA Africa Regional Strategy for Engaging Men and Boys and the UNFPA Latin America and Caribbean Regional Office's report

that maps UNFPA support to this issue in that region, will help to position UNFPA in relation to other United Nations organizations, non-governmental organizations (NGOs) and academic institutions. The report can help inform the scaling-up of work with uniformed services, such as peacekeepers, militaries and police, in both humanitarian and development contexts – an area of work that has great potential for impact and the engagement of new partners. By addressing the gender inequalities that undermine a broad range of outcomes, this document provides the basis for linking topics otherwise addressed by separate organizational units, such as those for adolescents and youth, reproductive health and gender and HIV in future UNFPA work. Supporting programmes that encourage the involvement of men and boys presents an opportunity to mainstream gender into other areas of UNFPA work – an approach that needs strengthening.

It also gives validity to and encourages UNFPA efforts to ensure that programmes that aim at addressing gender inequality are gender transformative (Box 2). This report supports strengthening existing work on male participation so that efforts are more firmly connected to supporting broader social change, particularly in terms of transforming harmful gender norms. Aspects of UNFPA work with young people, for example, can be quite gender neutral and often disconnected from the overall gender-equality work. An exception is the active role UNFPA has played in the United Nations Adolescent Girls Task Force.

There is scope for working with uniformed services such as peacekeeping, militaries and police within humanitarian and post-conflict contexts. UNFPA also adds value by working extensively with demobilized personnel. In the Joint United Nations Programme on HIV/AIDS (UNAIDS) Technical Division of Labour, UNFPA is recognized as a key player for implementing field programmes in the context of humanitarian crises and in working with uniformed services and in Disarmament, Demobilization and Reintegration (DDR) contexts.

“ Recommended actions [on sexual and reproductive rights and health] include giving support “to integral sexual education and services for young people, with the support and guidance of their parents and in line with the Convention on the Rights of the Child, that stress responsibility of males for their own sexual health and fertility and that help them exercise those responsibilities. Educational efforts should begin within the family unit... but must also reach adults, in particular men, through non-formal education and a variety of community-based efforts.”

ICPD Programme of Action, para. 7.37.



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3. How this report was developed

The Gender, Human Rights and Culture Branch (GHRCB), in collaboration with the Humanitarian Response Branch (HRB), led the process of developing this report, in close collaboration with various divisions and branches in headquarters, all regional offices and selected subregional and country offices.

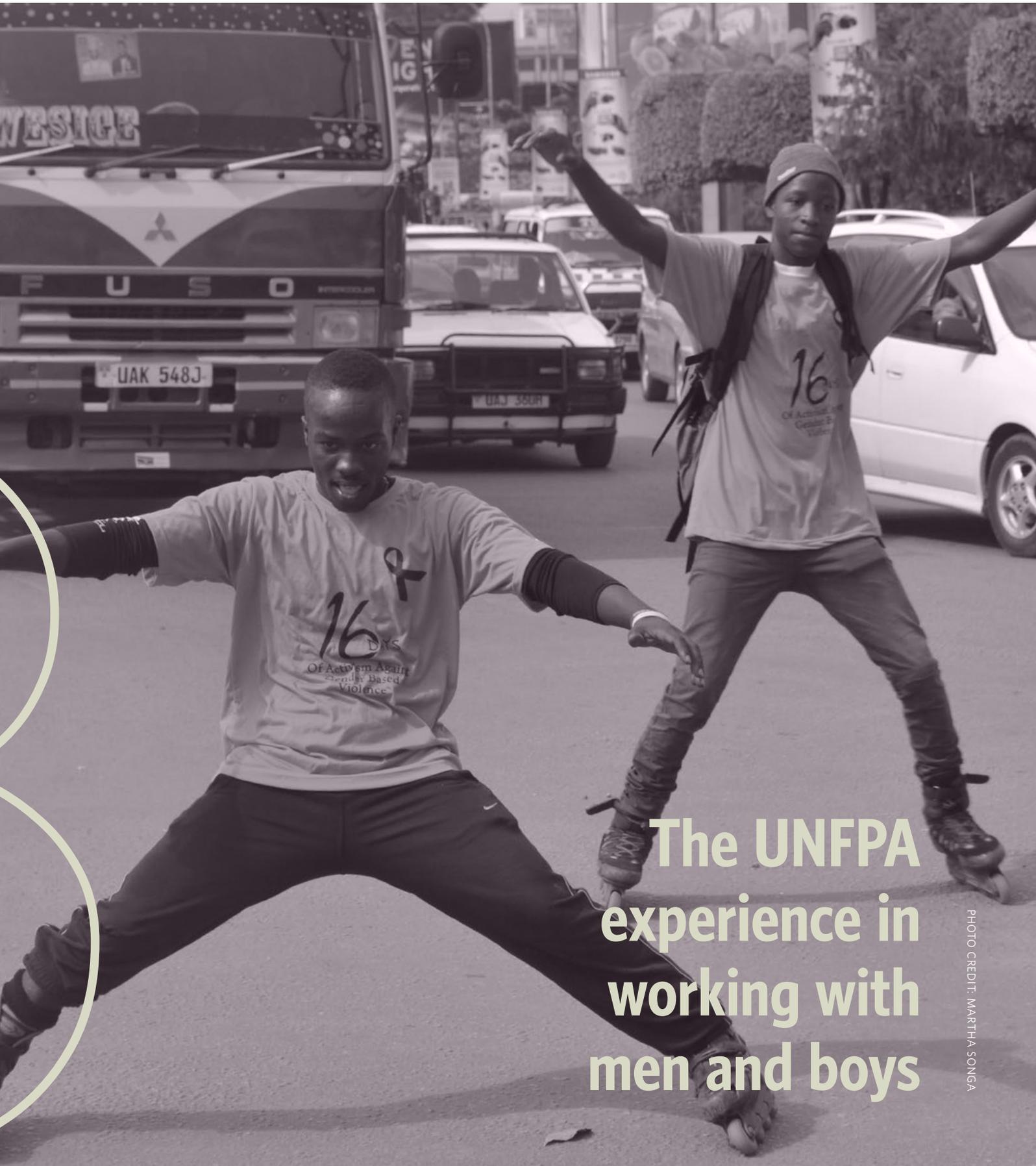
The workplan included an inventory of many organizational documents to be reviewed and a list of key UNFPA staff to be interviewed, in person as well as via phone and e-mail.¹ In total, 47 UNFPA staff members were interviewed: 19 from headquarters, 11 from regional and subregional offices, and 17 from country offices, including representatives, specialists and programme officers. This extensive input provided a broad picture not only of the experiences to include but also of the structure and guidance that would be most useful for this report. UNFPA has a great deal of experience working with men and boys, and this is why it was important to interview so many staff members.

.....
¹ A list of questions was prepared and circulated to interviewees prior to phone interviews. An external consultant, specialized in the area of engaging men and boys, carried out extensive interviews with UNFPA staff and completed a consolidated draft of the report. The consultant was invited to UNFPA headquarters to meet with key staff and to conduct as many in-person interviews as possible during the initial phase of the work. GHRCB/Technical Division and HRB/Programme Division further consulted with UNFPA staff who had been interviewed to seek their comments on drafts of the report.



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The UNFPA
experience in
working with
men and boys

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At both regional and country levels, UNFPA has endeavoured to mobilize men as policymakers and community leaders, to bring them into programmes as partners in SRH and to engage them as proponents of gender equality and women's rights. UNFPA-supported male-engagement initiatives consist of four types of categories:

- » Many programmes have begun to work with men and boys in order to improve women's health. This focus on women's needs and rights is the most common approach. These initiatives tend to involve men instrumentally as supportive partners.
- » Other programmes have focused on men as clients of reproductive health services. Services sometimes focus on the needs and rights of men and boys without addressing the masculine norms that place men at risk and have implications for women and girls. In treating men strictly as a client group rather than in relationship with others in society, this approach fails to address the root causes of harmful gender norms and can lead to a view of men and boys as competing directly for resources with women and girls.
- » A few programmes have worked with men as change agents, including cultural, religious and community leaders and policymakers, convincing men of the importance of reproductive health policies and programmes. Men can be engaged to become change agents in the communities where they live and work, promoting peace and security, mitigating conflicts, protecting the rights of women and girls, and sensitizing their peers.
- » The most ambitious approach views working with men and boys as an opportunity to change gender norms and take on the underlying gender-related challenges to all UNFPA work (see Box 2).



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BOX 3**ENGAGING BOYS AND YOUNG MEN THROUGH COMPREHENSIVE SEXUALITY EDUCATION**

Comprehensive Sexuality Education (CSE) is key in equipping children and young people with the knowledge, skills and values they need to make responsible choices about their sexual and social relationships (UNESCO, 2009). It is a critical entry point to reach not only boys but also girls and to emphasize principles of equality and fair opportunities. UNFPA has been a global leader in promoting the understanding and implementation of CSE.

Curricula that include a reflection on gender norms have proved effective in influencing young people's sexual health. In addition, by emphasizing rights and gender issues, CSE programmes can aim at influencing a wider range of outcomes, such as reducing GBV and bullying, promoting safe schools, empowering young people to advocate for their own rights, and advancing gender equality more broadly. Information on human rights and values, gender norms, sexuality and sexual behaviour, the body, relationships, communication and decision-making skills and sexual health is crucial for young people to protect themselves against serious SRH outcomes and to develop the capacity for healthy, safe and enjoyable sexual lives as they mature.

Within the curriculum, gender equality should be both a stand-alone topic and infused into other CSE topics:

1) Stand-alone topic — Key subtopics may include: defining gender; masculine/feminine gender norms; how boys and girls are socialized into gender roles; the impact of gender norms in young people's lives (particularly in the family and in education); messages about gender from the media and religion; the nature and effects of gender inequality across society (e.g., in access to employment, public space and treatment under the law); and how gender norms change.

2) Infused across other CSE curriculum topics, highlighting the ways in which gender most proximately influences puberty, sexuality, SRH and HIV risk. Key topics may include: early marriage; unwanted and forced sex; intimate partner (and gender-based) violence; female genital mutilation/cutting; and unequal power in relationships to negotiate condom and contraceptive use. These may be taught as distinct issues, and as part of a unit on, for example, pregnancy or HIV. Gender is also a dimension of communication, assertiveness, intent/goals, decision-making and relationship skills. The teaching of these skills should incorporate a gender perspective.

The *UNFPA Draft Strategy on Building Capacity in Gender-Focused, Rights-Based Sexuality Education* (2011c) aims at building the evidence base on how to inform public institutions and policies to improve support for promoting gender equality. The effort includes raising awareness among policymakers and programme planners of the need to involve men in health, development and gender-equality issues. The *Draft Strategy* summarizes how policies of seven countries involve men in gender-equality goals. It also looks at whether the policies address social norms that reinforce traditional perceptions of what it means to be a man.



The World Health Organization (WHO) and Promundo undertook a review entitled *Engaging men and boys in changing gender-based inequity in health*. This **review**, which analyses programme interventions and data from 58 evaluation studies of interventions with men and boys, shows that working with men and boys is effective. Findings suggest that well-designed programmes with men and boys have evidence of leading to changes in behaviour and attitudes. They also reveal evidence of behaviour change in all programme areas (SRH and HIV prevention, treatment, care and support; fatherhood; GBV; maternal, newborn and child health; and gender socialization) and in all types of programme interventions (group education; service-based; community outreach, mobilization and mass-media campaigns; and integrated programmes).

1. Evidence and data on engaging men and boys

UNFPA data-collection and analysis efforts achieve a number of important objectives. They provide evidence on specific vulnerabilities that could be addressed through either policy advocacy or programme design. They support the incorporation of modules specifically on men in surveys to learn more about men's behaviour, opinions and aspirations. Their support to in-depth data analyses provides information on the domains in which engaging men and boys would help overcome cultural and other social barriers to equitable access to resources and services, including such topics as reproductive health, girls' education, age at marriage, maternal health, GBV and inheritance. Finally, UNFPA work with data supports the design of monitoring and evaluations, measuring the impact of engaging men and boys in interventions where they play roles as advocates for women and recipients of services.

UNFPA has supported the implementation of the formative **International Men and Gender Equality Survey (IMAGES)**, which is a standardized population-based questionnaire (one administered to women and another administered to men), to measure and monitor behaviours and attitudes regarding gender equality and violence against women. IMAGES is part of the 2007-2010 International Center for Research on Women (ICRW) and Instituto Promundo's Men and Gender Equality Policy Project. The survey produced unprecedented comparative data in Bangladesh, Brazil, Cambodia, Chile, China, Mexico and other countries where UNFPA support has made a difference. Key findings were that younger men, men with more education and men who saw their fathers do domestic work were more likely to carry out domestic duties. In most of the countries, men were generally supportive of gender equality, saying that "men do not lose out when women's rights are promoted." Men who reported more gender-equitable attitudes were more likely to be happy, to talk to their partners and to have better sex lives. Women who reported that their partners participated in daily care work reported

higher levels of relationship and sexual satisfaction. Findings suggest that most men in most of the survey sites accepted gender equality in the abstract even if they were not yet living it in their daily practice (ICRW and Instituto Promundo, 2011).

Understanding data and data analyses is critical to formulating any type of programmatic or policy intervention, including, for example, addressing the needs of vulnerable populations such as adolescents, older men and migrants (Box 4). A properly developed gender perspective, when integrated into data analysis, can reveal new and relevant information about the experience of men and how men and women relate to one another in a given population. This information is fundamental to the development of both programmes and policies. For example, recognizing the nuances that exist throughout the data-collection process, UNFPA has supported census training in Nepal to increase awareness of women's presence and participation in households. Data collectors typically focus on male "household heads." Yet when men are absent, women are often more aware of household information. This type of recognition is key to improving data quality.

UNFPA supported the publishing of a population-situation analysis, which provides guidance on analysing the demographic situation in a particular country. These analyses help governments collect data and assess the situation in their country with regard to population and development indicators. They provide an important source of information for programme and policy planning. The guide explains in detail how to develop evidence for policy dialogue, including regarding gender inequality. So far, UNFPA has utilized the guide in Argentina, Bolivia, Colombia, Costa Rica, Cuba, Ecuador, Honduras, Kenya, Mexico, Nicaragua, Peru, Uruguay and Venezuela. UNFPA also prepared a manual with guidance on analysing census data from a gender perspective. The role of men and boys could figure importantly in both of these types of initiatives.



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“Has the programme undertaken an interest group/key stakeholder analysis that identifies the existing formal and informal power structures and those who control them and influence decision-making and behaviours (e.g., traditional and religious authorities, faith-based organizations (FBOs), local chiefs, influential male figures, politicians, elected officials, business/commercial companies/interests), and those who are powerless?”

Source: UNFPA (2009a), *Integrating Gender, Human Rights and Culture in UNFPA Programmes*. Gender, Human Rights and Culture Branch, Policy Guidance Note

There is an urgent need for support on data-collection and gender analysis in emergency and post-emergency situations, to understand how women and men, girls and boys, are affected differently by emergencies as well as by humanitarian and recovery responses. To that end, UNFPA also published Data Guidelines in Emergencies, which provides clear guidance on the collection and analysis of sex- and age-disaggregated data in humanitarian preparedness, response and recovery. UNFPA and inter-agency partners also developed the Gender-Based Violence Information Management System (GBVIMS), which provides a simple system to collect and analyse GBV data and enables the confidential, safe and ethical sharing of aggregate and anonymous incidents on reported cases of GBV in humanitarian settings. The GBVIMS inter-agency team, now composed of UNFPA, the United Nations High Commissioner for Refugees (UNHCR), the United Nations Children's Fund (UNICEF), WHO and the International Rescue Committee (IRC), introduced the system in 2007. Since 2011 alone, the GBVIMS has been rolled out with qualified organizations working in conflict-affected areas of Burundi, Chad, Colombia, Côte d'Ivoire, the Democratic Republic of Congo, Ethiopia, Iraq, Kenya, Nepal, Somalia, South Sudan and Uganda. Partial roll-outs also took place in Afghanistan, Central African Republic, Occupied Palestinian Territory, Pakistan and Sudan. More than 10 additional countries have requested roll-out support from the inter-agency GBVIMS team, including Guinée Conakry, Jordan, Lebanon and Mali.

2. Research, knowledge and tools for working with men and boys

As an international organization working with governments, NGOs and other partners around the world, UNFPA has a role as a thought leader on working with men and boys. UNFPA has mobilized as well as used its own resources to promote this work globally. It has influenced global discussion by producing tools and materials, contributing to data collection, commissioning research, forming diverse partnerships and convening people in consultations to discuss key challenges and lessons learned from working with men and boys. In addition, UNFPA partners have also developed a number of key resources that can be utilized to support programming on the ground.

UNFPA, particularly in the Latin America and Caribbean region, has supported the commissioning of research on various effects of masculinity on SRH and rights. One valuable study supported by the Pan American Health Organization (PAHO) and UNFPA is *Sexual and Reproductive Health: Also a Matter for Men*, to promote the participation of Central American men in SRH programmes. Qualitative and quantitative information was collected in Belize, Costa Rica, El Salvador, Honduras, Nicaragua and Panama, with reports on the findings from each country and a comparative analysis of the six countries.

An example of its leadership role is UNFPA support to the development of a resource entitled ***Engaging Men and Boys in Gender Equality and Health: A Global Toolkit for Action***. A resource that partners around the world can use, the Toolkit for working with men and boys was developed by Promundo, with input and guidance from UNFPA, WHO and MenEngage Alliance — an

alliance of NGOs that work with men and boys to promote gender equality. The Toolkit serves to articulate and reinforce the benefits of working with men and boys and to provide practical strategies for doing so in ways that address underlying gender norms that, among other things, harm health. Designed for programme planners, health providers, peer educators, advocates and others closely working on issues related to gender equality, the Toolkit presents practical information on engaging men and boys in promoting gender equality and health in reproductive health; maternal, newborn and child health; fatherhood; HIV and AIDS prevention, care and support; and prevention of GBV. The tools and activities it provides can be adapted and utilized by other organizations, and it provides examples of programmes from around the world, including those in Africa, Asia, Latin America and North America, that have effectively addressed gender-equality challenges. It also offers guidance on advocacy, needs assessment, and monitoring and evaluation related to efforts to engage men and boys.

In addition, UNFPA developed ***It Takes 2***, a guide for engaging men in SRH that provides suggested checklists for working with men in this area (UNFPA, 2003a). UNFPA, with the International Council on Management of Population Programmes, also published case studies from Africa and Asia that illustrate how men and boys have been constructively engaged in programmes seeking to address gender inequality as well as SRH. Entitled ***Engaging Men and Boys in Gender Equality: Vignettes from Asia and Africa***, the case studies provide specific, detailed lessons for the successful implementation of initiatives that engage men and boys in advancing gender equality and reproductive health. Four case studies from Bangladesh, Cambodia, the Philippines and Uganda are presented, with lessons learned and recommendations for supporting work in the field of male engagement.

UNFPA and Save the Children jointly developed an ***Adolescent Sexual and Reproductive Health Toolkit for Humanitarian Settings*** (2009), designed to provide programme managers and health providers with appropriate tools to address the SRH needs of adolescents during all emergency situations. The work includes tools to ensure that priority SRH interventions are inclusive of adolescents; tools to foster the participation of adolescents, communities and parents in humanitarian programmes; assessment tools to ensure that the SRH situation of both male and female adolescents is assessed to develop a plan that responds to their specific needs; and facility-based and community-based tools for service providers to work more effectively with adolescents at the clinic and community level.

Throughout UNFPA programmes, it is critical to ensure that initiatives enable adolescents and youth to challenge harmful gender norms and values such as stereotypes, including through gender-transformative programmes that engage adolescent boys and young men. Programmes should integrate a gender perspective which, while recognizing boys' needs, preserves spaces carved out for girls, especially those who are poor and marginalized. UNFPA supported the development of ***Breakaway***, an electronic football game aimed at engaging, educating and raising

awareness among boys between the ages of 8 and 16 on the issue of violence against girls and women. In *Breakaway*, the player encounters real-life situations that resonate with a boy's or young man's experience, such as peer pressure, competition, collaboration, teamwork, bullying, and negative gender stereotypes. The game gives players choices that allow them to make decisions, face consequences, reflect, and practise behaviours in a game and story format which takes into account culturally-sensitive approaches, the Sabido methodology of entertainment-education, as well as the International Federation of Association Football (FIFA) "Fair Play" rules. Through the interactive football match, players learn that things are not as they seem and that their choices and actions will affect the lives of everyone around them. First released and distributed locally in Africa, including South Africa during the FIFA World Cup in June 2010, the game is now disseminated globally through the Internet in English, French, Spanish and Portuguese. Other places where the game has raised awareness among adolescents and young people include Gabon and Occupied Palestinian Territory.

3. Advocacy, networks and partnerships

UNFPA has long been nurturing partnerships and networks and supporting advocacy critical for the successful implementation of the ICPD Programme of Action. The UNFPA mandate requires reaching out to diverse partners, and its partnerships have expanded and strengthened work with men and boys in many settings. For example, UNFPA work with governments is an expression of shared commitment to health and development and an opportunity for dialogue on priorities, norms and standards as well as the allocation of financial and technical resources for their delivery. UNFPA has also collaborated and coordinated extensively with international organizations in and outside the United Nations system. The organization has made a concerted effort to advocate for, and in support of linking its support to, initiatives that engage men and boys in ending GBV at global, regional and country levels. Collaboration with civil society has also been critical and valuable, providing legitimacy in specific contexts and providing UNFPA with state-of-the-art thinking on working with men and boys. Key to these partnerships is leveraging one another's comparative advantages, whether these are relationships with governments or the ability to mobilize communities. UNFPA has supported the MenEngage Alliance, a global network of NGOs seeking to engage men and boys in effective ways to reduce gender inequalities and promote the health and well-being of women, men and children. The Alliance's activities include information-sharing, joint training activities and national, regional and international advocacy. The Athena Network, a member of the MenEngage Alliance Steering Committee, is an example of a women's movement alliance that has recognized the need to work with men and has partnered with UNFPA.

Men as rights-bearers themselves need access to SRH services and information. A strong example of work with boys and young men in peer education at the national level is the programme called Y-Peer, or **Youth Peer Education network**. The programme was created to support reproductive health through peer education for young people between the ages of 17 to 27 years in Arab States,

Central Asia and Eastern Europe. Launched in 2004, Y-Peer helps to coordinate organizations working locally or regionally, allowing them to access shared Y-Peer training materials and learn from one another's experiences.

In other initiatives, such as the **Mobilising Men** programme, UNFPA supported the Institute for Development Studies at the University of Sussex as well as partners on the ground in three countries – India, Kenya and Uganda – to mobilize male activists from various communities and sectors to run local campaigns. The campaigns were aimed at ending violence against women and girls in various institutional settings. The Mobilising Men programme pioneered efforts to mobilize men to challenge and change the institutional policies and cultures that enable and practice sexual and gender-based violence (SGBV). Working through local NGO partners in India, Kenya and Uganda, Mobilising Men recruited and trained teams of both male and female activists to develop campaigns addressing SGBV. In a relatively short period of time, some key results emerged. In India, some college campuses and villages now have a greater constituency of men who are committed to working for gender equality and for an end to SGBV. In Kenya, a Code of Conduct was developed and ratified for the *bodaboda* driver community. In Uganda, Mobilising Men activists helped bridge the gap between GBV service providers and refugee communities.

In addition, UNFPA, along with other United Nations organizations and partners, implemented **Partners for Prevention: Working to Prevent Violence against Women** – an inter-agency initiative based in the Asia and Pacific region. This initiative brings together partners under a single regional programme team. It consolidates the unique strengths, experiences and areas of expertise of these organizations to create a more comprehensive regional response, particularly in engaging men and boys, to address GBV. *Partners for Prevention* is also the hub for a diverse regional community of civil-society and government partners, researchers and activists, along with United Nations and

BOX 4

MEN ON THE MOVE: MOBILE POPULATIONS AND HIV RISK

“Population movements involving migrants, refugees, displaced persons and men employed in long-distance transportation... help drive the spread of HIV/AIDS and other sexually transmitted infections (STIs). Male migrants often spend extended periods without their wives and children.... Separation from families, release from traditional constraints on sexual behavior and the anonymity of city life all serve to support a commercial sex industry and to foster casual sexual relationships, which help spread infection....

“Lacking medical services and fearing deportation or prosecution if they seek preventive care or treatment, many transient workers, illegal migrants, urban migrants and sex workers who have STIs are untreated....

Source: Guttmacher (2003), p. 22.



PHOTO CREDIT: LAO, CHIEN-CHI CHANG/MAGNUM PHOTOS

other development practitioners. The long-term goal of this programme is to reduce the prevalence of violence against women in the Asia-Pacific region through behavioural and attitudinal changes, especially among boys and men, as well as increased institutional knowledge and capacity to involve boys and men in GBV prevention, while enhancing policy responses for violence prevention.

UNFPA works to ensure that its constituent offices as well as its partners are sharing their experiences of working with men and boys and are strategically developing new work. Box 7 lists some important consultations UNFPA has organized to bring people together on how best to work with men and boys. As part of these efforts, UNFPA has influenced the global discourse on work with men and boys. In 2009, UNFPA supported the **MenEngage Alliance** along with **Promundo, Papai, Save the Children-Sweden** and the **White Ribbon Campaign** in hosting a global symposium in Rio de Janeiro, Brazil, on engaging boys and men in gender equality, and in HIV/AIDS prevention, SRH, GBV, maternal health and fatherhood. UNFPA also partners with organizations that support initiatives such as the **Men and Gender Equality Policy Project** and **MenCare Campaign**.

4. Support at policy and institutional levels

Evidence demonstrates that, generally, the sustainability aspect of work to engage men and boys needs to be strengthened. Working with men and boys at policy and institutional levels offers great opportunity that good initiatives will be scaled up and that the scope of impact will be greater. Even within UNFPA programmes, the challenge is always to integrate efforts to address gender inequality, including the engagement of men and boys, into its other programmatic efforts, in addition to having stand-alone gender programmes.

The UNFPA mandate requires reaching out to diverse partners, and its partnerships expand and strengthen work with men and boys in many settings. UNFPA work with governments is an expression of a shared commitment to health and development and an opportunity to dialogue on priorities, norms and standards as well as the allocation of financial and technical resources for their delivery. UNFPA has increased the capacity of ministries of health, sports, youth, education, security and others for working with men and boys and for advocating with governments to take on the challenges of working with men and boys for gender equality.

In addition, since the 1990s, UNFPA has worked with national militaries, peacekeepers and police forces for the development and implementation of projects to promote SRH, including the prevention of HIV and GBV. To facilitate these programmes more effectively and expand into more countries and regions, UNFPA has conducted an inventory/mapping exercise of all programmes on SRH/HIV and GBV, implemented by UNFPA country offices in partnership with uniformed services. This inventory report documents lessons learned and good practices from UNFPA programming with uniformed services in more than 30 countries, particularly throughout Latin America

and the Caribbean —including Argentina, Brazil, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Haiti, Honduras, Nicaragua, Panama, Paraguay, Peru and Venezuela — and other countries, including Nepal and Ukraine.

UNFPA works at the policy level to ensure that male involvement is taken into consideration, including in support of SRH and reproductive rights. For example, in Botswana, UNFPA provided critical support to the Ministry of Health in developing a Policy Guidance on involving men in SRH, including in preventing HIV and in preventing and managing GBV. As a result of this advocacy and support, this key guidance was developed as an addendum to the SRH Policy Guidelines and Service Standards.

With UNFPA support, the innovative Law of Responsible Fatherhood was passed in Costa Rica in 2001. It frames paternal obligations in terms of the right of children to know their parents and to be supported by them. In so doing, it removes some of the stigma for children born out of wedlock. The legislation, which established procedures for mothers to present legal claims and which mandates genetic testing where paternity is in question, is credited with a drop in the number of children who are unrecognized by their fathers — from 29.3 per cent in 1999 to 7.8 per cent in 2003. The law also calls for sensitization campaigns, annual budgetary appropriations to cover the costs of deoxyribonucleic acid (DNA) testing and the formulation of a national policy on the promotion of responsible fatherhood (UNFPA, 2005).

Addressing GBV has been a solid area of UNFPA accomplishment. This work stands at the intersection of work on gender equality and work with men and boys. It is vital to go “upstream” from the problem and to challenge specific harmful male gender norms, which would make it possible to prevent, rather than merely mitigate, the problem. With UNFPA support, Promundo, together with Instituto Papai (Brazil) and Salud y Género (Mexico), conducted a series of training courses in Costa Rica, Nicaragua and Panama on how to work with young men on issues of paternity, HIV/AIDS prevention and violence prevention. Through this work they were able to integrate a gender approach into social programmes and public policies geared towards young men in these countries. One successful collaboration among UNFPA and other United Nations organizations and government was the “Combating Gender-Based Violence in the South Caucasus” project in Georgia. Launched and implemented in cooperation with Georgia’s Parliamentary Advisory Council on Gender Equality, the project focused on male involvement in preventing and combating GBV and training for men through a “men talking to men” methodology.

Starting in 2010, UNFPA and the MenEngage Alliance, along with United Nations partners including UNAIDS, held consultations to develop and operationalize country-level plans to engage men and boys in achieving gender equality and reducing the spread and impact of HIV and AIDS (Box 5). Part of this work included a scan of HIV and AIDS National Strategic Plans across five regions in 16 countries, namely Brazil, Cambodia, Côte d’Ivoire, Haiti, India, Jamaica, Kenya, Liberia, Nicaragua,



PHOTO CREDIT: UNFPA

BOX 5 GENDER NORMS AROUND HIV CARE AND SUPPORT

"Throughout the world, caring for the young, the elderly, and the sick has traditionally been women's work, a reality resulting from assumptions made about the roles and responsibilities of women and girls....

[L]arge care giving burdens can mean that children — usually girls — are removed from school or start their school day exhausted by long hours spent in the evenings on household chores or on taking care of younger children.....

[T]he connections between unpaid care, gender and poverty in the context of the HIV and AIDS pandemic have yet to receive adequate policy attention."

Source: UNESCO (2010), p. 2.

Pakistan, Papua New Guinea, Rwanda, Serbia, South Africa, Sudan and Ukraine. The strategic plans were assessed on the level of engagement with key issues of gender equality and, especially, the degree to which men and boys were incorporated within this engagement. These initiatives responded to the call for UNFPA to support organizations working to engage men and boys in efforts to end HIV, as iterated in the UNAIDS Agenda for Women and Girls.

In accordance with United Nations Security Council Resolutions 1308 and 1983, which highlight the importance of HIV prevention among uniformed personnel, UNFPA has been working in collaboration with partners to address the spread of HIV within security forces throughout Africa, Asia, Latin America and the Arab States. By integrating HIV programming into initiatives for uniformed services, ex-combatants and women associated with armed groups, UNFPA works in close collaboration with its partners — UNAIDS, the Department of Peacekeeping Operations (DPKO) and the United Nations Development Programme (UNDP) — to engage, as agents of change, with high-risk populations in actively combating the epidemic in their communities.

Despite the varying country contexts in which UNFPA has programmes with the uniformed services, there are remarkable similarities in terms of the challenges UNFPA offices face in the field and the solutions developed to overcome them. Some common themes in working with uniformed services include the need to link HIV awareness and prevention to broader reproductive health issues, including GBV and gender equality. The vulnerability of young people to the HIV epidemic means that new recruits and training schools are a common focus of many programmes.

In addition, the uniformed services of any country have common potentialities as change agents, particularly for outreach to vulnerable, difficult-to-access populations. For example, in collaboration with UNFPA, the Ministry of Health in Turkey and the Gulhane Medical Military Academy in the Turkish Armed Forces launched a project in 2002

to train soldiers on SRH, including the prevention of sexually transmitted infections, including HIV, and safer motherhood. In 2005, following the unprecedented success of the project, a module on gender equality and GBV was added. Compulsory military service for young men in Turkey offered an excellent opportunity to provide the entire male population with the training before marriage, information they may not have received before. In addition, the Armed Forces generous annual budget positioned it to produce the training materials and ultimately to take over the programme. The project was made permanent by government decree. Since the start of the programme in 2002, more than 3 million men have been trained. The project results include increased knowledge among partners and soldiers, changes in behaviour and understanding, and institutionalization of the programme.

UNFPA is also actively supporting DDR programmes in several countries. Demobilized personnel, i.e., male and female ex-combatants and their dependants, are considered a high-risk group: they are young, deployed for long periods, have access to cash and relative power in the communities where they work, and do not have or are separated from their regular sexual partners. UNFPA has therefore supported reintegration programmes for ex-combatants by using HIV prevention, GBV awareness and response and, more broadly, the promotion of SRH as a key component of reconstruction. In Côte d'Ivoire, for example, UNFPA has partnered with UNDP, UNAIDS and the peacekeeping United Nations Mission in Côte d'Ivoire (ONUCI) to select and train peer educators among ex-combatants so that they can reach out with information on HIV to other ex-combatants and groups associated with the armed forces.

5. Engaging men and boys at the community and individual level

Men play a central role in improving maternal health. Working with men as family and community members – fathers, husbands, sons, brothers and others – is key to ending maternal mortality by promoting equitable households in which everyone's health can be improved.

A 2007 study in Zinder Region in Niger identified whether decisions by men about women's access to medical care were the most important barriers to the use of reproductive health services. In response, UNFPA Niger has developed the **Ecole des Maris** strategy, which aims at involving men in health promotion and at fostering a change in behaviour at the community level. During biweekly meetings, husbands analyse and discuss specific cases of reproductive health problems within the community and look for appropriate solutions based on reliable knowledge available within the group or obtained from a specialist resource person. In the areas covered by *Ecole des Maris*, husbands are taking an increasingly active role in the health care of their families and communities, communicating with their wives, understanding the importance of the health of their wives and children, and some even attending the births of their children. Eleven pilot schools have been set up in two health districts in Zinder, located in especially vulnerable areas with poor reproductive health indicators.

Gender inequality remains one of the major drivers of HIV around the world. UNFPA has engaged in HIV prevention in many different strategic spaces such as beauty parlors and barbershops in several countries, promoting education and the use of male and female condoms, depending on the setting. Young people in Guyana, for example, are receiving information, resources and even testing and counselling at these venues, increasing their access to services otherwise difficult for them to obtain. In Malawi, Zambia and Zimbabwe, UNFPA has supported the distribution of female condoms and information about them to women and to men via barbershops. Most important, UNFPA has been engaged in laying the groundwork for building demand and knowledge about the method.

UNFPA, the **Family Life Association of Swaziland**, and the International **Planned Parenthood Federation (IPPF)** supported male involvement through a Prevention of Mother-to-Child Transmission (of HIV) (PMTCT) programme that utilized a variety of activities, including encouraging partner testing during counselling sessions; inviting male partners to a clinic to discuss any PMTCT issues when asked by the client/mother; encouraging pregnant mothers to invite their partners during clinic visits — at least one visit during pregnancy for support — and to bring the male partner to the same level of knowledge on clinic-based PMTCT interventions; and raising issues related to sexual partners in the male circumcision project.

UNFPA has supported innovative work with young men to challenge harmful gender norms. UNFPA work with **Sonke Gender Justice Network** in South Africa provides an excellent example of efforts to shift harmful gender norms. At the heart of the UNFPA-Sonke collaboration is a focus on challenging stereotypical understandings of what it means to be a man, and on developing greater solidarity between men and the women in their lives. UNFPA Brazil had the foresight to support Instituto Promundo and also Papai in implementing gender-transformative programming by working with young men to address harmful gender norms, values and behaviour. Early support from UNFPA made it possible to disseminate Promundo's Programme H widely, and it has been replicated and adapted in many settings. UNFPA has also worked with the MenEngage Alliance and Promundo to develop tools that support the engagement of men and boys in gender-equality and gender-transformation efforts.

UNFPA has also been working with youth in a number of countries. One example is from Nicaragua, where a gender-transformative approach was implemented to prevent sexual violence and pregnancy. The UNFPA-supported initiative, called “**Que Tuani No Ser Machista,**” worked with adolescent boys between the ages of 10 and 15 years on preventing sexual violence and adolescent pregnancy. Using group education and advocacy that promotes respect for women and girls and non-violent behaviour, the initiative prompted young men and boys to reflect on who defines what it means to be macho and why. The campaign created a significant impact in terms of using the media and various modes of communication to reach other adolescent groups within municipalities. It is estimated that about 3,000 teenagers joined the first stage (2009-2010) and up to 20,000 in the second stage (2010-2011). In 2012, the campaign was being implemented in the Caribbean coast, while the overall campaign was being evaluated. Numerous other UNFPA country offices are supporting similar initiatives throughout their programmes.

If men are agents of cultural and social change, no one could be more powerful in this regard than political leaders. These key decision makers include ministers of health, judges, parliamentarians and others. In Cambodia, for example, UNFPA has conducted high-profile work on GBV with the Women’s ministry. UNFPA was also an important partner with MEDiCAM, a national network of NGOs interested in health, in getting explicit reference to men inserted into the National Reproductive Health Strategy.

Work with religious leaders has included sensitizing them on reproductive health (via culturally sensitive project designs), through understanding the concept of reproductive health, accepting reproductive rights as part of human rights and appreciating the link between gender issues and human development. Working with religious leaders (in Africa, the Arab States and other regions) has proved effective in several UNFPA areas of concern, including supporting maternal health issues, ending GBV and eliminating

BOX 6

Gender-transformative programming necessitates working with all genders, as harmful norms and values related to gender are carried by everyone. As the diagram below illustrates, the percentage of women who think violence against them is acceptable and sometimes justified demonstrates that addressing the underlying root causes of gender inequality and harmful norms requires working with both men and women.

Percentage of women who think violence against them is acceptable and sometimes justified

Source: United Nations Children’s Fund.

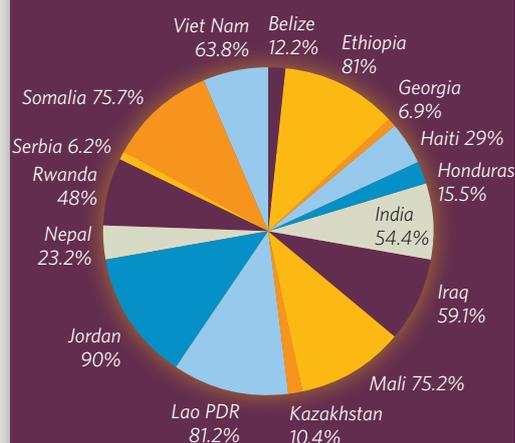


PHOTO CREDIT: MADAGASCAR, DOMINIC NAHR

FGM/C. In Sierra Leone, for example, UNFPA worked with traditional leaders to sensitize and raise awareness around HIV and gender issues.

Box 7 lists several of the more recent consultations on engaging men and boys.



PHOTO CREDIT: DOMINIC NAHR

BOX 7**RECENT CONSULTATIONS AND WORKSHOPS ON ENGAGING MEN AND BOYS**

The UNFPA history and legacy of working with men and boys dates back to the inception of the organization. The examples below highlight more recent capacity-building initiatives

UNFPA hosted workshop in Ukraine on uniformed services (September – October 2008)

Key directive: This workshop recommended that UNFPA institutionalize its work with uniformed services and develop a Fund-wide strategy in this area.

Development of subregional UNFPA GBV strategies in Africa (2009) and Latin America and the Caribbean (2010)

Key directive: Under the framework of the global GBV strategy, UNFPA regional offices in Africa and Latin America and the Caribbean developed subregional GBV strategies to address various forms of violence against women. Both subregional strategies articulate the programmatic emphasis on working with men and boys to address violence against women and girls holistically.

UNFPA Latin America and the Caribbean Regional Office meeting on strategic direction for the region on masculinity (November 2010)

Key directive: The meeting recommended the development of partnerships with health ministries, agencies and institutions, NGOs and private foundations, and that UNFPA continue and strengthen its research and developments around gender issues and male health practices in the Caribbean, from kindergarten to adulthood.

UNFPA (and United Nations partners) meeting on masculinity for the Caribbean subregion (September 2010)

Key directive: The meeting called special attention to the difficulties facing boys in the region and to the need to instill shared values and a culture of greater mutuality and respect among men and women. The discussion emphasized the use of public education as well as family life education curricula in schools to strengthen civic values and to dispel myths about sexual and reproductive health-related matters.

UNFPA Africa Regional Office workshop on male involvement, involving MenEngage Alliance and Sonke. Lusaka, Zambia (May 2010)

Key directive: The workshop advised that interventions be scaled up and sustainability improved through an integrated approach with other United Nations organizations and international partners; and that policy approaches be used to advance the issue of engaging men and boys.

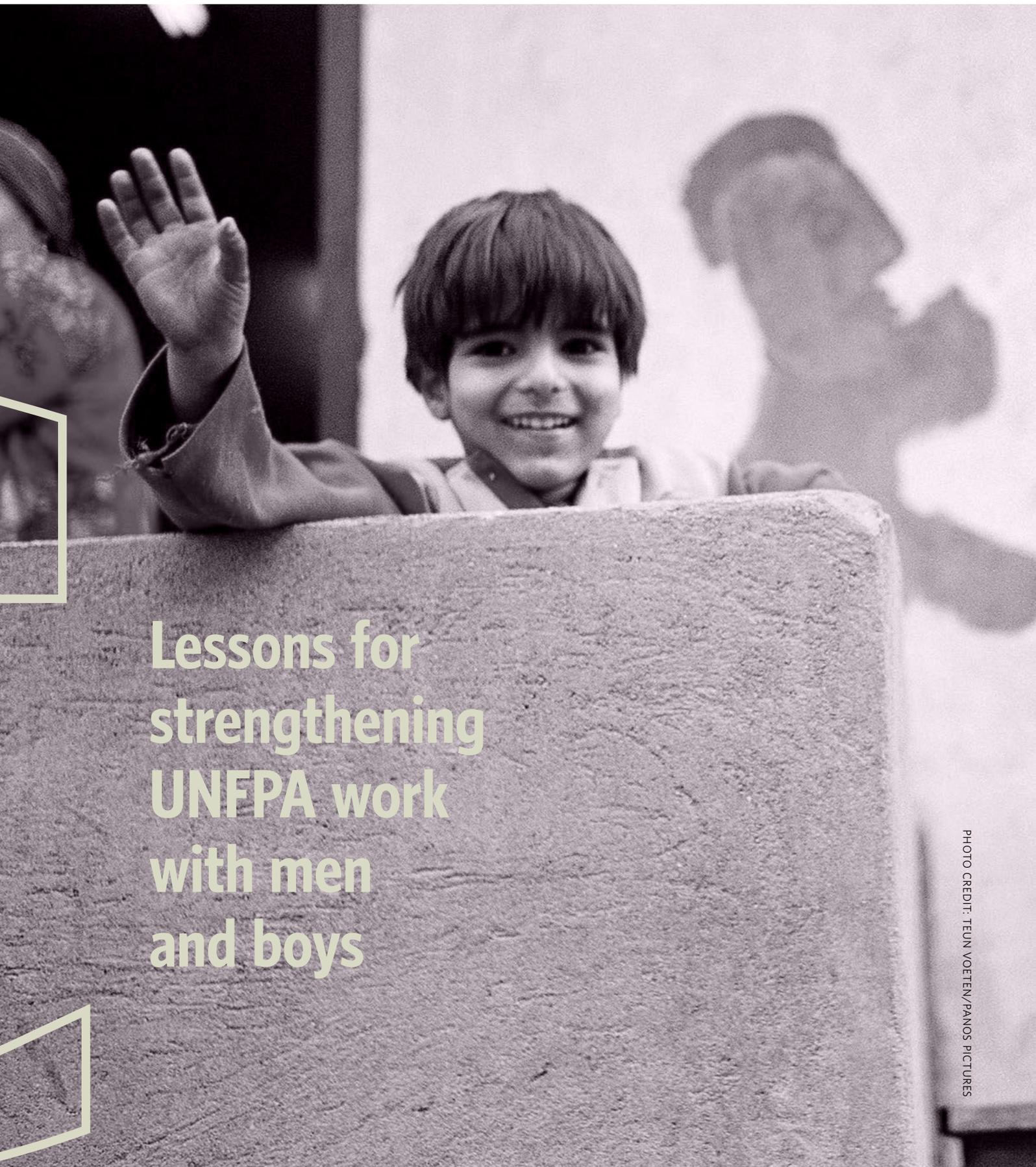
UNFPA Arab States Region – UNFPA, German Agency for Technical Co-operation (GTZ), MenEngage Alliance. Cairo, Egypt (November 2010)

Key directive: The meeting stressed the importance of working together with sister organizations, including UNDP, to forge stronger alliances, as well as with NGO partners, and to build on the lessons learned when engaging a range of potential partners, including faith-based groups.

UNFPA and other United Nations partners in the Global Consultation to follow up on UNAIDS Agenda for Women and Girls. Nairobi, Kenya, and Istanbul, Turkey (November - December 2010, 2011)

Key Directive: The meetings concluded that work with men and boys should be accountable to, and conducted in dialogue with, key constituents, including women's rights and marginalized groups, along with grass-roots groups, and that gender interventions and programmes should be incorporated into National Strategic Plans ensuring their sustainability and scaling up.





**Lessons for
strengthening
UNFPA work
with men
and boys**

This resource for working with men and boys builds on existing institutional guidance and resources, including case studies on masculinity from Latin America and the Caribbean (UNFPA, 2011b). It reflects the substantive priorities and comparative advantages of UNFPA in advancing SRH and is rooted in the Fund's solid accomplishments. A sampling of the types of lessons that have emerged over the course of this history appears in this section.

1. Evidence and data on engaging men and boys

There is a need for more data on men's attitudes, beliefs and behaviours to inform programme and policy needs

To understand more fully how men view themselves, their gender roles, their sexual relationships and their childbearing decisions, there is a need to collect richer information through surveys, especially because one problem in data collection where men and boys are concerned is that demographers tend to collect data from husbands, not men in general.

It is also important to collect qualitative data that convey a clearer sense of what is happening in countries where SRH and reproductive rights face tremendous challenges. The results from already collected data sources such as Demographic and Health Surveys, along with other sources of information such as the IMAGES Survey, would help to inform policies globally. They can



PHOTO CREDIT: UNFPA / MARC WESTHOF

also provide a source of topics and questions that can be used in other research, such as national surveys prepared by governments and surveys implemented by NGOs.

More support is needed to collect relevant data and to ensure its use in advocacy and policy dialogue with key partners, including governments and within ministries, to inform the development or revision of public policies in relation to gender equality and reproductive rights and the role that men and boys have in that process. Such evidence will help strengthen an understanding of the successful ingredients for much needed replication and scaling-up of promising practices and programmes. It will also provide the basis for measuring and tracking progress in the area of male engagement. Although more evidence is emerging through evaluations and reviews, more is needed to assess impact as well as to inform further programme and policy needs. Since data drive the assessment of today's programmes and the structure of future initiatives, including how best to engage men and boys, this is a potentially influential area of work.

2. Research, knowledge and tools for working with men and boys

More research and analysis are needed to better understand linkages between engaging men and boys and population dynamics

Engaging men and boys in the field of population and development is an emerging area of work for UNFPA. This reflects three major factors. First is the history of population studies and demography as a discipline, which focused exclusively on women for decades (Greene and Biddlecom, 2000). Second is the fact that only recently have people envisioned addressing men in policies meant to address gender inequality (Barker and others, 2010). Most advocates do not see opportunities to work with men and boys because little has been written on how to engage them in policy. Finally, because statistics are often analysed for both males and females, it is easy to conclude that the analyses address the gender-related aspects of men's and boys' lives, but this is seldom the case. UNFPA sees many opportunities to address issues related to men and boys in its future population and development area of work.

Two broad areas stand out in which more explicit connections can be made among demographic research, the emerging social science and programmatic evidence on masculinity, and analyses and policy recommendations. In the area of population dynamics, there is an opportunity to explore men and boys in the context of current UNFPA work on gender and urbanization. As countries urbanize rapidly in the coming years, young men will likely experience attendant high mortality as a consequence of violence and accidents, which increase with urbanization. Building on new and growing research on dominant masculinity and how it gets expressed when young men are under stress is one area that needs attention. The newly intensified focus on young people also provides an important opportunity for learning more about young men as well as young women and translating these findings into creative programmes and policies.

The experience of older people is also of great interest; it is also highly related to gender. Analyses have tended to focus on older women and the many difficulties they face, but older men also reap the cumulative consequences of harmful aspects of masculinity. Men tend not to invest in family, children and relationships as much as women do, and their weaker social networks and social ties can often leave them isolated in old age. It would help everyone for men to be more closely engaged with their families. New data will contribute to making the case that increasing men's participation in ways that contribute to gender equality improves their health and well-being as well as that of their families, and also contributes to building networks for their older years.

The work on engaging men and boys should be integrated into other programmes and areas of operation

Given resource constraints and the health and social dimensions of working with men and boys, the work on male engagement must be integrated into existing country programmes rather than initiated as stand-alone efforts. In fact, reviews of programmes in this field of work seem to show a movement towards more multisectoral and integrated programmes that go beyond work with individual men and boys and beyond one health-related theme. Evidence suggests that successful programmes are more likely to operate at multiple levels and various themes or health areas while with a more integrated perspective. An example would be a programme that engages men and boys to improve maternal health or family planning efforts but that also aims at challenging gender norms or at working to fill some data need.

Further, a review of the studies suggests that integrated programmes, particularly those that combine community outreach, mobilization and mass-media campaigns with group education, are the most effective in changing behaviour. To that end, it is better to ensure that gender issues, including engaging men and boys, are integrated into other programmes, for sustainability and cost as well as overall effectiveness. The engagement of men and boys is an approach that can be integrated across the work that supports, for example, women's reproductive health as well as the needs of adolescents and youth. Furthermore, the goal of "universal" access to reproductive health and rights applies to all genders. Thus, the establishment of coherent guidance on working with men and boys to promote gender equality and improve health is much needed. This equilibrium must be found with care, however, avoiding any sense of competition for resources between women and men. When working with men and boys is part gender equality and part SRH and reproductive rights, women's needs remain an important part of the equation.

Capacity development, including through South-South cooperation, is needed for addressing gender inequality

As iterated in *Gender at the Heart of ICPD: UNFPA Strategic Framework on Gender Equality and Women's Empowerment, 2008-2013*, the engagement of men and boys is a clear and effective approach for realizing gender equality and SRH and reproductive rights. More internal and external capacity development is needed to ensure that UNFPA staff are able to translate strategy and

policy concerning gender equality into practice. Staff training in the design and assessment of programmes that address gender inequality, including those that work with men and boys, should be prioritized. Training could convey how programmes that work with men and boys can avoid reinforcing male dominance and stereotypes and provide pathways to rights and health.

Especially needed is training in the monitoring and evaluation of programmes that integrate gender-equality components with service provision, policy advocacy and other technical areas. Capacity development in this field could also focus on ensuring that accurate and relevant data is collected for effective programme management and to guide future investments.

At the corporate level, UNFPA has been focusing on building its own knowledge, advocacy and capacity base since the inception of the strategic plan and will continue to strengthen this approach during the new plan period. Regions that have been undertaking work on masculinity issues for years, such as Latin America and the Caribbean and Africa, more recently, could provide valuable insights for other regions seeking to strengthen their work in this area, through South-South cooperation.

3. Advocacy, networks and partnerships

There is a need to strengthen partnerships within and across varying constituencies with whom UNFPA is already engaging, including men and boys

The UNFPA agenda is multifaceted, involving many culturally sensitive issues. Strengthening partnerships both within and across other United Nations organizations and continued advocacy with civil society and government partners on how to work with men and boys will greatly support future work. Through the MenEngage Alliance and other networks close to the ground, advocacy and support to organizations for a consistent approach to promoting gender equality and improving health and development would be a great asset. Through a division of labour, UNFPA and its partners can work together to address challenging and sensitive issues.

Furthermore, undertaking efforts to support or develop further partnerships with governments on policy and implementation levels — including uniformed services; ministries of education, health and sport; family, women and gender; ageing and youth, to name a few — would strengthen the effectiveness of UNFPA in the area of engaging men and boys. Government partners, including policymakers and parliamentarians, are key to ensuring that good practices, especially those pioneered by civil society, are scaled up. At the same time, innovative partnerships, such as those fostered with youth-focused organizations and the media, are key. For UNFPA, collaboration with and bridge-building to connect the various partners, including international/multilateral organizations, such as other United Nations organizations; civil society, including FBOs, NGOs, religious and traditional/community leaders; role models and sport stars; and the private sector, offer great potential in addressing this area of work. Social workers, law enforcement officers and criminal

justice professionals especially need sensitization to GBV. Providing technical assistance and/or funding as needed to partner organizations well positioned to do the work on the ground would also support UNFPA interventions.

The engagement of young men and adolescents supports the UNFPA mandate

By and large, male involvement/engagement programmes have focused on adult men. Reaching out to young men is an especially productive investment because they are more responsive to health information and to opportunities to view gender relations differently. In addition, research conducted on the early sexual activity of adolescent males shows that unhealthy perceptions of sex, including seeing women as sexual objects, viewing sex as performance oriented and using pressure or force to obtain sex, begin in adolescence and may continue into adulthood. Forms of gender discrimination affect girls and women, but dominant perceptions of masculinity among young men and adolescent boys are a driving force for male risk-taking behaviour, including street violence and unsafe sexual practices. Strengthening opportunities for boys and young men to participate in supporting gender-equality efforts will have an impact not only on women and girls but also on their own lives. They are more likely to grow into future generations of men who live by gender-equitable principles, including that of non-violence.

UNFPA work with boys must be strengthened by exploring programming possibilities and forging partnerships with organizations active in this area of work. Focusing on boys and young men will



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also strengthen the linkages between the gender-equality and the adolescent and youth programmes of UNFPA. UNFPA has been a global leader in promoting the implementation of Comprehensive Sexuality Education (Box 3), which provides a significant opportunity to advocate for gender transformation through education on gender, sexuality and reproductive health. Through classroom, peer and group education programmes, young men and boys will also have an opportunity to be reached, whether they are in or out of school.

4. Support at policy and institutional levels

Institutionalization and the scaling-up of the male engagement approach are critical

Over the years, UNFPA has been committed to supporting national partners, particularly governments, in the development and implementation of policy and legal reforms that support gender equality and reproductive rights. In the Latin America and Caribbean, Asia, Pacific and Africa regions, in particular, many of these inputs have been related to the theme of addressing masculinity issues. More efforts must be undertaken to monitor their implementation and evaluate the impact of these public policies and reforms on women and men. This type of knowledge would greatly enhance the possibility of scaling-up and replicating initiatives that work, currently a major challenge in the field of engaging men and boys. UNFPA can act strategically, including the evaluation of the impact of public policies, the possibility of taking successful pilot experiences to scale, and the strengthening of regional and national networks working on the theme of masculinity. Furthermore, although advances have been made in including male involvement within this scope, as well as fields in which UNFPA works, such as SRH and population dynamics, programmes can be small in scale and short in duration. Institutionalizing this approach across UNFPA areas of work is critical for future impact.

Engaging men in development and humanitarian response is a key approach

The engagement of uniformed services is a good example of how UNFPA has successfully engaged men at the institutional level. Men in uniform have many roles, in times of peace as well as in times of upheaval. They are members of their communities and have a critical role to play if appropriately engaged to be change agents. Many UNFPA country offices in Africa, Asia and the Pacific, Eastern Europe, Latin America and the Caribbean have worked with their national police and militaries to integrate SRH, gender and HIV within their programmes. Such initiatives could be expanded and strengthened to be more consistent and gender transformative.

5. Engaging men and boys at the community and individual level

Evidence shows that gender-transformative programmes are more effective, including those aimed at SRH and reproductive rights outcomes

UNFPA reports indicate that male-involvement initiatives are taking place across the organization at varying levels, including in the effort to end GBV and support SRH. However, most initiatives

use a gender-sensitive approach, recognizing the specific needs and realities of men and women based on gender roles but not necessarily seeking to transform or influence gender relations. Evidence demonstrates, however, that gender-transformative programmes, or those that seek to challenge the underlying social norms that make up the way gender roles and responsibilities are perceived, have a greater impact on SRH and reproductive rights programmes (United States Agency for International Development and others, 2009). Gender-transformative approaches, albeit requiring a specific skill-set and sustained efforts over time, aim at changing men's and women's perceptions about harmful gender norms, values and behaviours that are not conducive to promoting gender equality or improving health outcomes.

By addressing the root causes of gender inequality, gender-transformative approaches are more likely to achieve sustainable and long-term changes, including for SRH and reproductive rights. These types of interventions will have a great impact at individual and community levels, in particular. Initiatives that do not address social norms run the risk of treating symptoms rather than the underlying causes of inequality, which among other things, leads to poor health outcomes (International Center for Research on Women (ICRW) and Instituto Promundo, 2007). Throughout efforts to promote meaningful youth participation, more opportunities should be provided to ensure the raising of boys' awareness levels so that they will support girls' empowerment and encourage girls' participation. Ideally, these initiatives should aim at transforming the way boys view gender norms and values.

6. Conclusion

UNFPA has rich history and inventory in the engagement of men and boys. To address gender inequality and reproductive rights, the engagement of men and boys needs to be integrated throughout UNFPA work; it should be reflected in *how* UNFPA does its work, and every aspect of work under the other areas should reflect a commitment to gender equality. As part of this commitment, and as part of the commitment to their own rights and health, men and boys need to be involved.

Furthermore, the clearer the understanding is that health and development outcomes result from social relationships, the more *all* programme responses can address these root causes. All policies and programmes, information and services should reflect the social realities of how men and women relate to one another and how this affects their health and well-being. This thinking shifts the focus of analysis away from simply biomedical, clinical or technical contributions to health. Increasingly, the common denominator of successful programmes is that they pay attention to the relational components of health and development. Men and boys are central to these relationships. Social and gender justice is most likely to be achieved when everyone recognizes that the lives of men, women, boys and girls are interdependent and that the empowerment of women and girls and the participation of men and boys benefit everyone.



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Annex. Security Council Resolutions

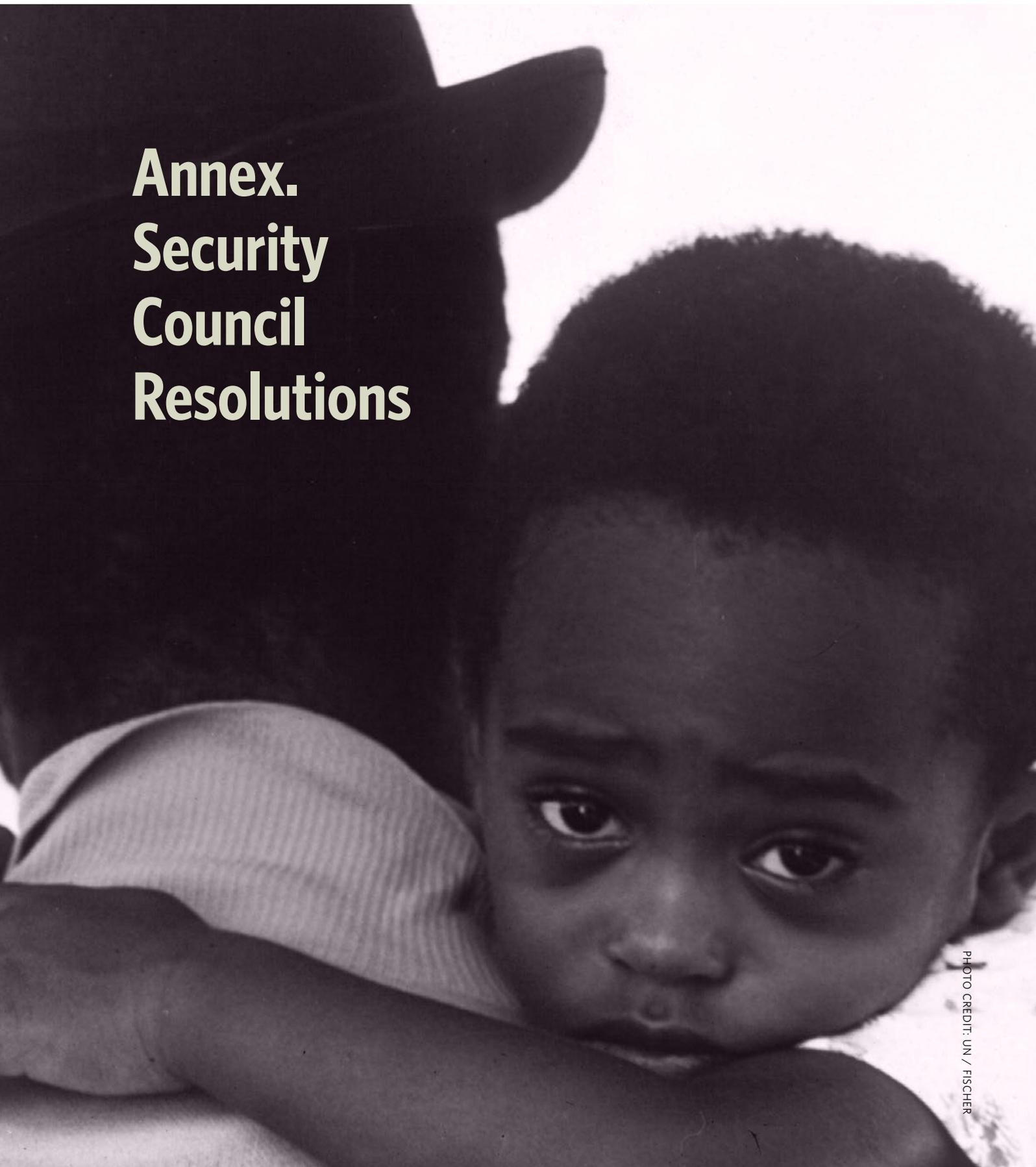


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Resolution and date	Abbreviated description
Security Council Resolution 1325 (31 October 2000) on Women and Peace and Security	Addresses the disproportionate impact of armed conflict on women; recognizes the under-valued and under-utilized contributions women make to conflict prevention, peacekeeping, conflict resolution and peacebuilding; stresses the importance of women's equal and full participation as active agents in peace and security.
Security Council Resolution 1308 (17 July 2000) on HIV/AIDS	Expresses concern at the damaging impact of HIV/AIDS on the health of international peacekeeping personnel, including support personnel; encourages all interested States to develop strategies for HIV/AIDS education, prevention, voluntary and confidential testing and counselling, and treatment of their personnel, as an important part of their participation in peacekeeping missions.
Security Council Resolution 1820 (19 June 2008) on Women and Peace and Security	Confronts sexual violence in conflict and post-conflict situations; recognizes a direct relationship between the use of sexual violence as an instrument of conflict and the maintenance of international peace and security; emphasizes that all United Nations organizations support development of mechanisms to protect women and girls from physical and sexual violence.
Security Council Resolution 1888 (30 September 2009) on Women and Peace and Security	Mandates peacekeeping missions to protect women and children from sexual violence during armed conflict.
Security Council Resolution 1265 (17 September 1999) on Protection of Civilians in Armed Conflict	Recognizes the particular impact of armed conflict on women and children and the need to address these and other groups in the mandates of peacemaking, peacekeeping and peacebuilding operations; welcomes implementation of a gender perspective into United Nations work on humanitarian assistance; urges that United Nations personnel involved in peacemaking, peacekeeping and peacebuilding activities have training in rights and relevant law.
Security Council Resolution 1296 (19 April 2000) on Protection of Civilians in Armed Conflict	Calls upon the parties to a conflict to make special arrangements to meet the protection and assistance requirements of women, children and other vulnerable groups.

Resolution and date	Abbreviated description
Security Council Resolution 1612 (26 July 2005)	Acknowledges previous Resolutions that address child soldiers and condemns the recruitment and use of children as soldiers. The Secretary General was asked to implement a number of mechanisms for gathering information and monitoring child soldiers, strengthening the protective role of governments, and establishing dialogue with armed groups as part of peace processes.
Security Council Resolution 1674 (28 April 2006) on Protection of Civilians in Armed Conflict	Reaffirms its condemnation of all acts of violence or abuses against civilians in situations of armed conflict, with respect in particular to gender-based and sexual violence, and condemns all acts of sexual exploitation, abuse and trafficking of women and children by military, police and civilian personnel involved in United Nations operations; and calls for all peace processes and planning to address the special needs of women and children.
Security Council Resolution 1894 (11 November 2009) on Protection of Civilians in Armed Conflict	Calls for deployment of a team of experts to situations of particular concern with respect to sexual violence in armed conflict; urges the provision of training for all uniformed services and the raising of awareness among civil society on the protection, special needs and human rights of women and children in conflict situations, among others.
Security Council Resolution 1983 (7 June 1983) on the Impact of the HIV and AIDS Epidemic on International Peace and Security	Building on SCR 1308 and SCR 1983, encourages the incorporation of HIV prevention, treatment, care and support, including voluntary and confidential counselling and testing programmes in the implementation of peacekeeping operations, including assistance to national institutions, to security-sector reform and to disarmament, demobilization and reintegration processes.

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Experience challenge

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Population

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Address

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history

leader

strengthen gender

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Education

Activities

Engaging

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