

Communicating Equality to Prevent Violence Against Women and Girls

Presenters:

Lorraine Greaves, Senior Investigator, CEWH

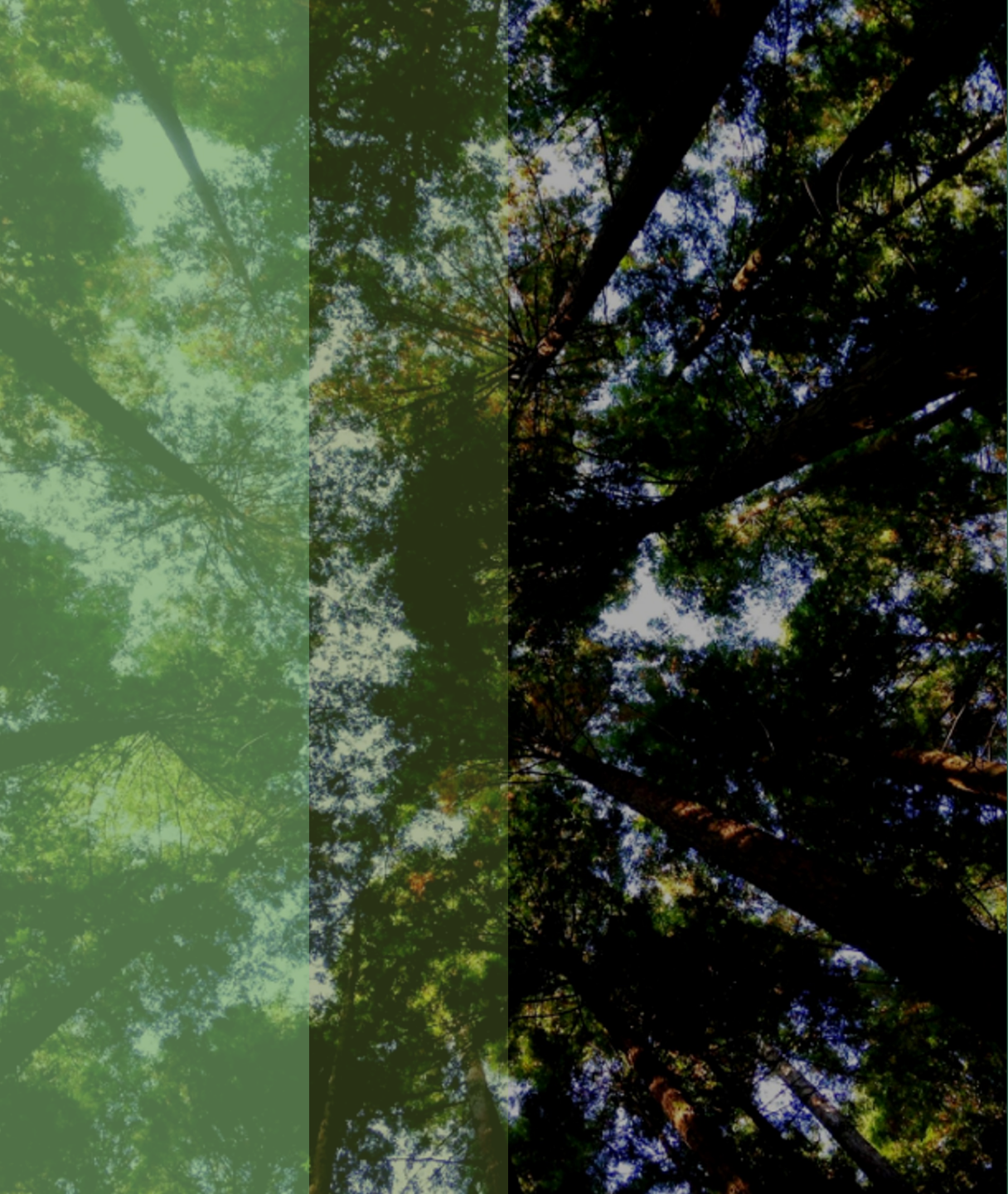
Carol Muñoz Nieves, Project Coordinator and Researcher, CEWH

Moderator:

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Land Acknowledgement



Project Team

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**centre of excellence
for women's health**

The CEWH is focused on improving girls' and women's health and increasing gender equity, through applying SGBA+ and gender transformative approaches, and advancing sex and gender science.

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Webinar Goals



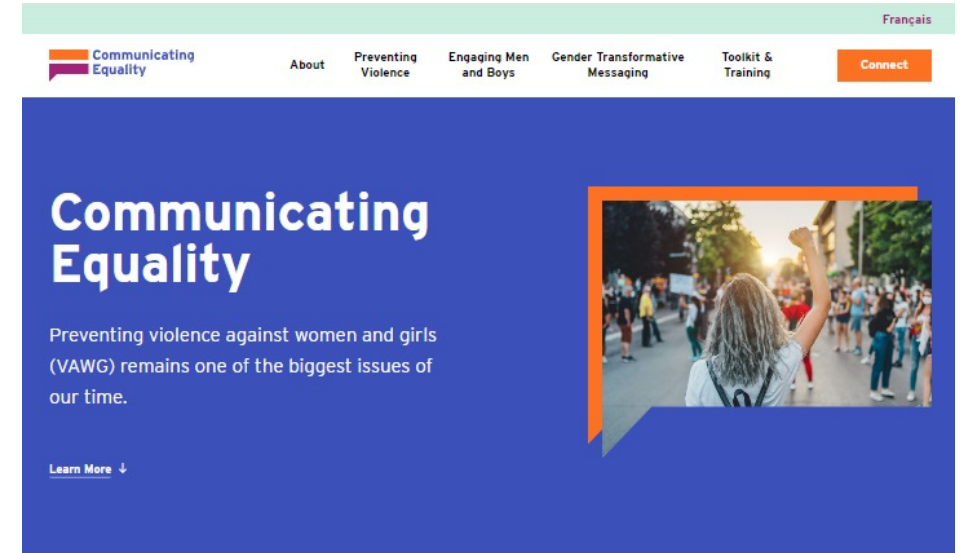
1. Describe what gender transformative approaches are, and how they can be applied to the primary prevention of VAWG.
2. Describe the development process of the project's gender transformative messages for social media.
3. Discuss how the toolkit and training can support you in developing your own gender transformative messages to prevent VAWG.
4. Q&A



A 2.5-year project focused on **the primary prevention of VAWG by promoting gender transformative approaches and messages.**

We drew on previous gender transformative work and a long partnership with **Our Watch**, Australia's national primary prevention organization.

We engaged with **journalists, communicators, violence prevention organizations, and men's health groups** to explore gender transformative approaches to VAWG.



communicatingequality.ca

Who has been involved

Reference Group	Community of Inquiry on Primary Prevention of VAWG	Community of Inquiry on Masculinities and Men's Health	Community of Inquiry on Media and Communications
<ul style="list-style-type: none"> • Argyle • CanWaCH • EVA BC • Informed Opinions • Our Watch • Trauma at the Root / UBC 	<ul style="list-style-type: none"> • Anova • Be the Peace Institute • Bridges Institute • Canadian Femicide Observatory for Justice and Accountability • Counselling and Family Service Ottawa • Ending Violence Association of Canada • Girls Action Foundation • METRAC • Ontario Association of Interval and Transition Housing • Ottawa Coalition to End Violence Against Women (OCTEVAW) • Sagesse • Students for Consent Culture Canada 	<ul style="list-style-type: none"> • Blueprint • Brandon University • Caring Campus initiative, Queen's University • Changing Ways • MANifest Change program, OCTEVAW • Movember • Next Gen Men • Pauktuutit Inuit Women of Canada • Shift: The Project to End Domestic Violence, UCalgary • The Dudes Club • Transforming Masculinities: Men in Gender Justice program, UCalgary • UBC, Men's Health Research Program • UBC, School of Nursing 	<p><i>Journalists & Journalism Schools:</i></p> <ul style="list-style-type: none"> • Globe and Mail • J Source • McMaster University • Ottawa Citizen • rabble.ca • Toronto Metropolitan University School of Journalism • Winnipeg Free Press <p><i>Communication Professionals:</i></p> <ul style="list-style-type: none"> • Argyle Communications • CanWaCH • Ontario Coalition of Rape Crisis Centres • Vancouver Focus

Social Media Messaging

A series of gender transformative messages for social media to promote understanding of the drivers of VAWG and inspire action on primary prevention.



Toolkit

Context summaries, discussion guides, and recommendations for the media. Research reports to facilitate and inspire the development of gender transformative approaches and messages for preventing VAWG in varied contexts with different groups.



Online training

To support practitioners, community workers, communications specialists and program designers. Help with creating gender transformative messaging for primary prevention of VAWG in their sectors, and contexts.





Creating Gender Transformative Messages for Primary Prevention of VAWG

A gender-transformative approach

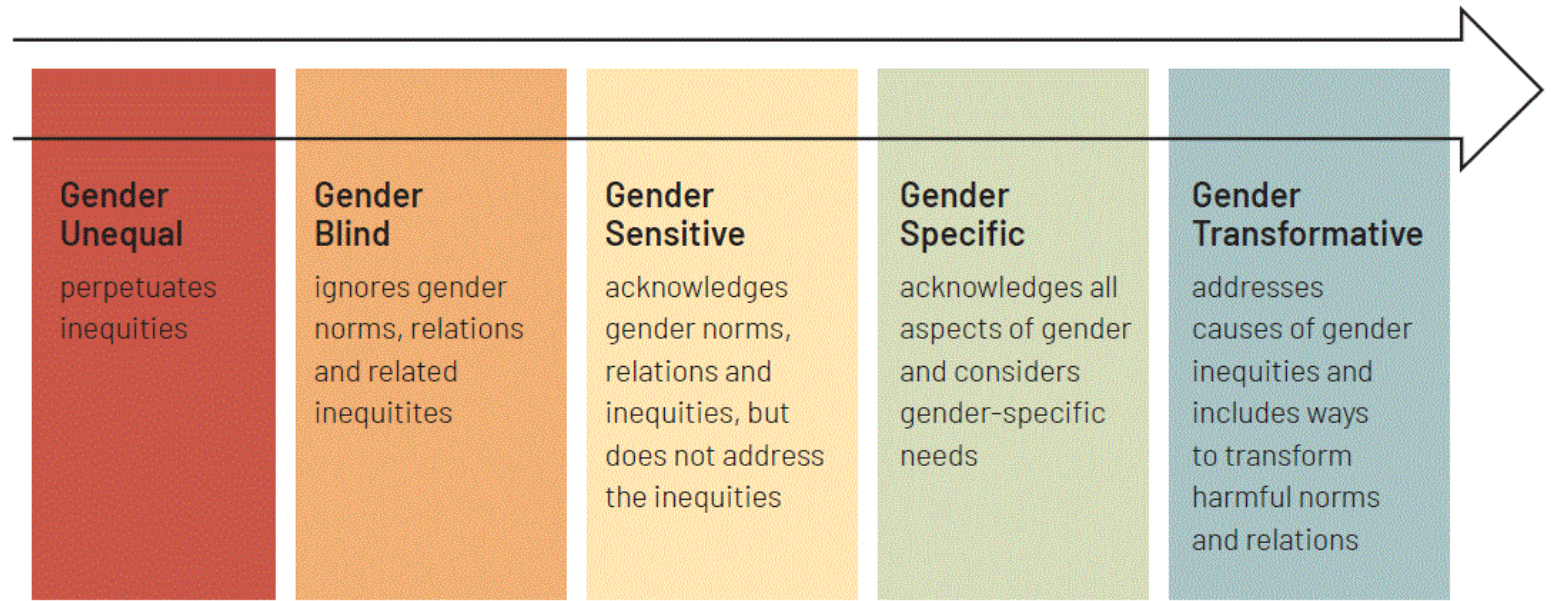
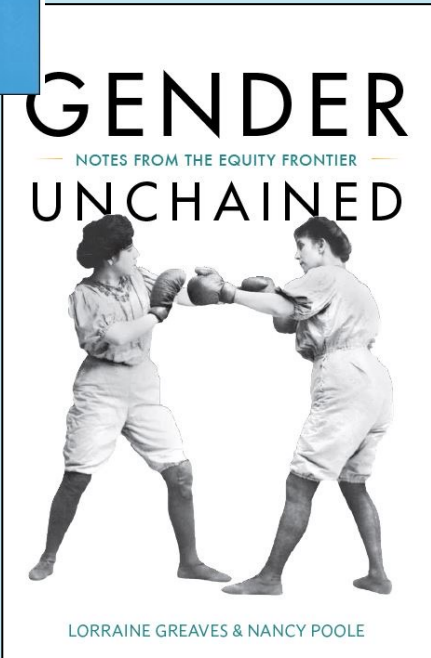
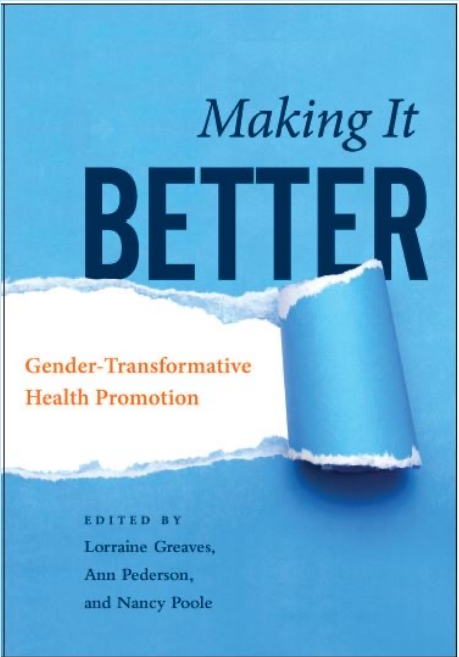


Diagram adapted from Greaves, L., Pederson, A., & Poole, N. (Eds.). (2014). *Making it better: Gender transformative health promotion*. Toronto, ON: Canadian Scholars' Press.⁽¹⁾

Challenging gender norms

- **Clarity** to identify root causes and root solutions
- **Courage** to ask hard questions and state a vision
- **Creativity** to rethink solutions and messages

Equimundo.org Working with men and boys to transform harmful gender norms and unequal power dynamics is a critical part of the solution to achieve gender equality

Programs H|M|D and P have been adapted for use in more than 30 countries

Program H (homens) – For **young men** on gender, sexuality, reproductive health, fatherhood and caregiving, violence prevention, emotional health, drug use, and preventing and living with HIV and AIDS.

Program M (mujeres) – For **young women** on gender inequities, rights, and health.

Program D – Promotes respect for sexual **diversity** by inviting youth to reflect on questions, and potential fears and prejudices related to homosexuality

Program P – Promotes caring, equitable relationships, and non-violent **fathering**

Challenging gender relations

Couples and Smoking

What You Need to Know When You are Pregnant



- Identifies heterosexual couple dynamics related to tobacco reduction during pregnancy and postpartum
- Names them and empowers pregnant women to react safely, and gain or equalize power
- Clear focus on gender equity, not just tobacco use

FACET group, University of British Columbia

Applied to preventing violence against women and girls

Gender transformative approaches in primary prevention of VAWG aim to change the harmful norms, beliefs and systems that drive VAWG **and** improve gender equity at the same time.

Improving
Health
Outcomes

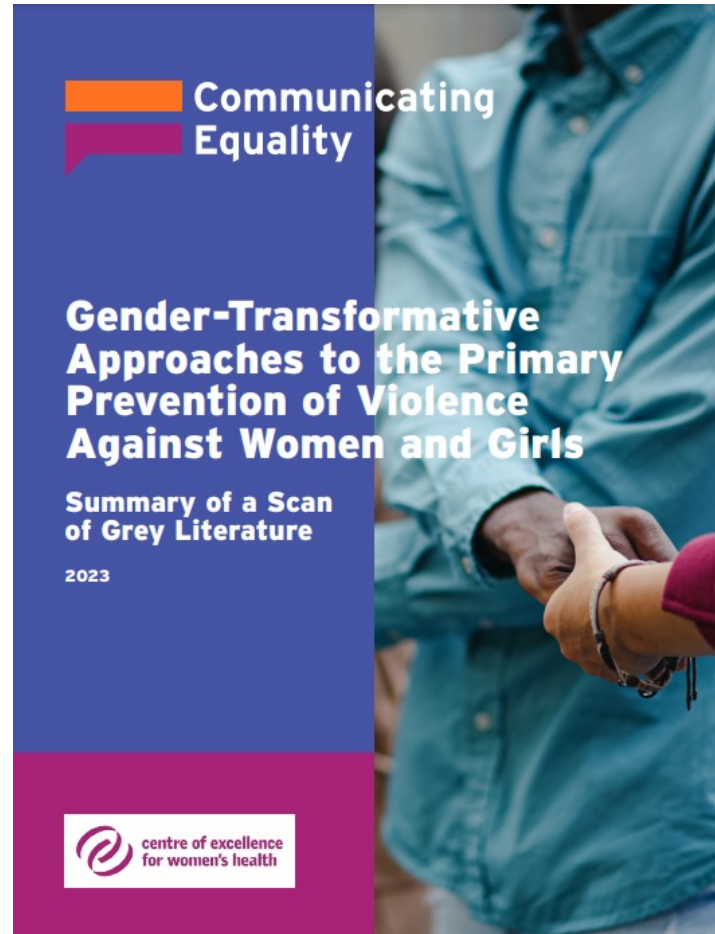
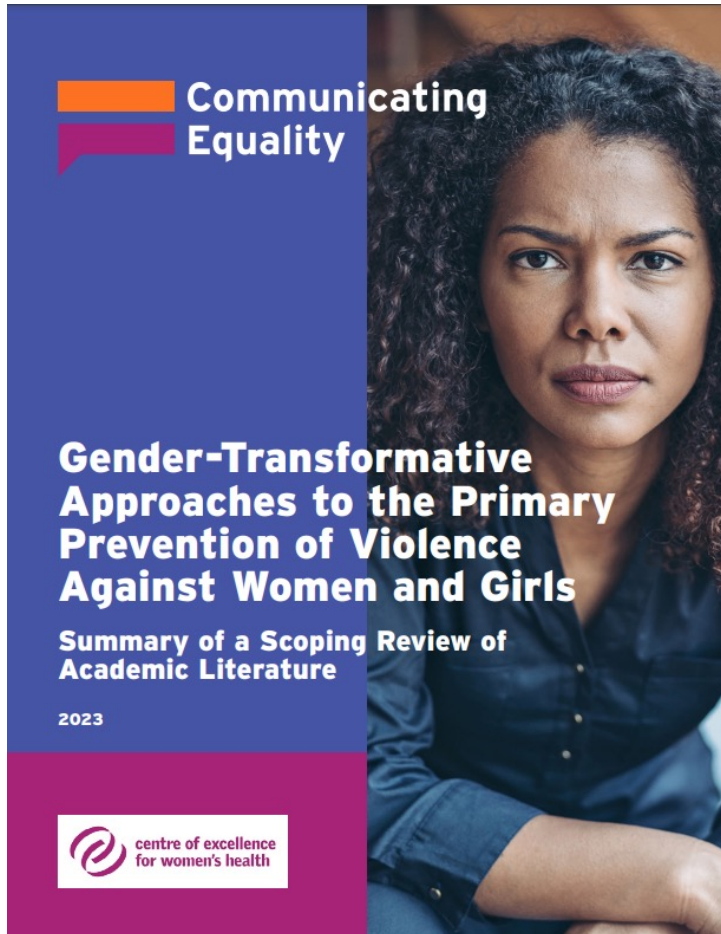


Improving
Gender
Equity



Gender
Transformative

Background research



Gender transformative approaches in VAWG prevention initiatives:

- 1) Transforming gender roles, norms and stereotypes**
- 2) Transforming masculinities**
- 3) Mobilizing communities
- 4) Bystander approaches**

Our Watch's evidence-based framework for the primary prevention of VAWG

Gendered drivers of violence against women



Diagrams from Our Watch. (2021). *Change the story: A shared framework for the primary prevention of violence against women in Australia* (2nd ed.). Melbourne, Australia: Our Watch.

Lift The Masc.

A series of messages to promote understanding of the drivers of VAWG and inspire widespread action on primary prevention.

Created in partnership with Argyle Communications

Primary audience: Men and boys

Secondary audience:
Women and girls; general public

Subthemes:

- Standing By
- Equal Rights
- Rigid Gender Stereotyping
- Masculine Norms

Dissemination channels:
Instagram/Meta

Under the masc.
disrespecting women can lead to
violence against women.



**Lift the
masc.**

Standing by

Caption:

Under the masc.,
disrespecting women can
lead to violence against
women.

Lift the masc. Say
something.

End violence against
women and girls.

#LiftTheMasc
#EndVAWG
#GenderEquality

Under the masc.
women often feel unsafe.



**Lift the
masc.**

Equal Rights

Caption:

Under the masc., women
often feel unsafe.

Lift the masc. Help build safe
spaces.

End violence against women
and girls.

#LiftTheMasc
#EndVAWG
#GenderEquality

Under the masc.
rigid gender stereotypes
hurt everyone.



**Lift the
masc.**

Rigid gender stereotyping

Caption:

Under the masc., rigid
gender stereotypes hurt
everyone.

Lift the masc. Be a model
for change.

End violence against
women and girls.

#LiftTheMasc
#EndVAWG
#GenderEquality

Under the masc.
deeply rooted norms can drive
violence against women.



**Lift the
masc.**

Masculine norms

Caption:

Under the masc., deeply
rooted norms can drive
violence against women.

Lift the masc. Shift the norms.

End violence against women
and girls.

#LiftTheMasc
#EndVAWG
#GenderEquality



Toolkit & Training

Toolkit

- 5 Context Summaries
- 2 Discussion Guides on Prevention Messaging
- Media Reporting Recommendations
- 2 Background Research Summaries

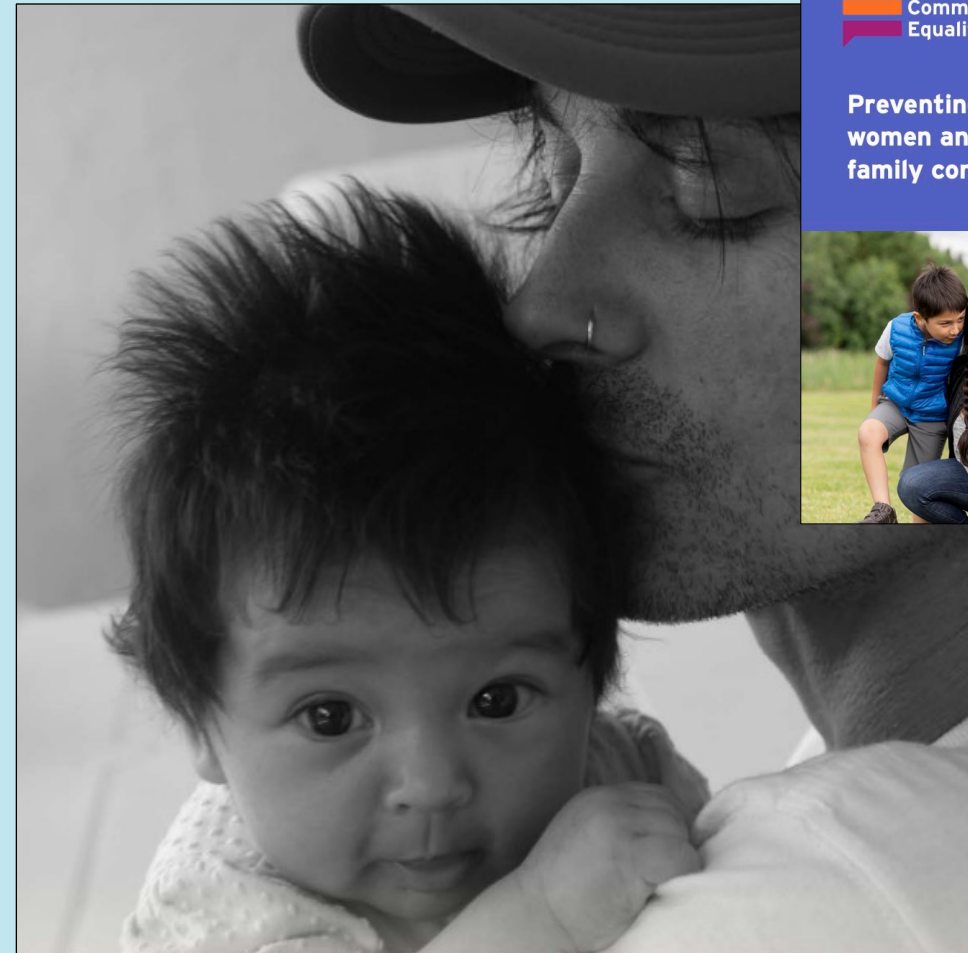


Context Summaries

5 resources about key contexts:
Family, Education, Workplaces, Sports, & Faith-based

Contents:

- Overview of the need for primary prevention and gender equity work in that specific setting in Canada
- Examples of promising gender transformative initiatives and their messages in that setting



YOU AREN'T AFRAID TO HOLD ME CLOSE.
YOU ARE MY FATHER.

The older generation might not get it. Your friends might not get it - even some of them who have children of their own. But you're different. You're not afraid to show your affection for your family in public or to share the parenting responsibilities.

In a world in which too many children feel that their fathers are distant, dominating or closed-off, you have a chance to be a father who cares deeply and compassionately for those that he loves - and who is not afraid to show it.

Discussion Guides

2 discussion guides: **Prevention Messaging** , and **Messaging with and for Men and Boys**

Contents:

- Examples of gender transformative prevention initiatives and messages for specific and general populations
- Practical recommendations on what works and what to avoid when developing messaging for these groups
- Reflection questions

WHAT ARE SOME CONSIDERATIONS WHEN DEVELOPING PREVENTION MESSAGES WITH AND FOR MEN AND BOYS?

What works well	What to avoid
<ul style="list-style-type: none">• Adapting messaging to the specific context of boys and men's social lives and local contexts so the material is relevant to their lives [8-17].	<ul style="list-style-type: none">• Taking messages from other programs and replicating them in a way that assumes a one-size-fits-all approach to masculinity.
<ul style="list-style-type: none">• Appealing to the humanity, emotions and values of men's best selves [18-21].• Acknowledging the pressures placed on boys, young men, and men to live up to traditional masculine stereotypes, scripts, and norms [8, 12, 21-29].• Fostering a safe and non-judgmental environment for men to discuss and reflect on their privileges, limitations, and discomforts of gender stereotypes, roles, and scripts.	<ul style="list-style-type: none">• Making boys and men feel ashamed or responsible for their gender and VAWG. It is not being a boy or a man that is harmful, but the norms and scripts that have been attached to masculinity that can cause harm [18, 19, 30-34].
<ul style="list-style-type: none">• Training community men that boys and men respect, such as sport coaches or nurses, to facilitate gender-transformative discussions. Boys and men are more likely to engage meaningfully with gender-transformative messaging if they see people they respect engaging with it [8, 11, 12, 23, 35, 36].• Training facilitators to be open, use non-judgmental language, and mindful of their own assumptions [11, 35].	<ul style="list-style-type: none">• Being judgmental or shutting down the ideas of boys and men as they process gender-transformative messages. They are more likely to engage in critical thinking when they feel respected and cared for [8, 22, 37].

Media Resource

Gender transformative reporting recommendations for media:

- 1) Expose the **underlying drivers** of VAWG
- 2) Link VAWG to other forms of **oppression and discrimination**
- 3) Showcase VAWG as an important and urgent **public health issue**
- 4) Think critically about **representation** in media stories

2. Link violence against women and girls to other forms of **oppression and discrimination**.

Women who face multiple forms of discrimination and oppression experience unique vulnerabilities to violence [4, 8]. Reporters can highlight the connections between gendered violence and other forms of systemic and structural oppression such as racism, sexism, colonialism, ableism, ageism, classicism, and heteronormativity.

What opportunities are there to report proactively on the root causes and intersecting factors surrounding violence against women and girls (e.g., gender inequality, colonialism, racism, ableism, ageism, etc.)?

Reporting Shift

From:

- Simply identifying people by their race, ethnicity or other status. This can reinforce harmful myths about the causes of violence [8].
- Reporting that ignores systems of power and privilege, such as patriarchy and white supremacy, making invisible the experiences of Indigenous, Black, and disabled women.
- Reporting that reinforces structural hierarchies by differentiating between 'types' of victims (where some victims matter more than others), based on their race, age, ability, socioeconomic status, etc. [9].

To:

- Highlighting and bringing attention to the impacts of racism, sexism, colonialism, ableism, ageism, and other forms of oppression that enable violence against marginalized women and girls. For example, [this article](#) published in The Globe & Mail showcases the impact of misogyny, racism, and colonialism on violence against Indigenous women and exposes the stereotyping and victim-blaming that the women experienced (ex. their testimony as "unreliable") within the criminal justice system.
- Bringing in experts on violence against women and girls and women's rights can help with contextualizing these complex issues and intersections [8, 10, 11].

Training

Provides learners with foundational knowledge and practical strategies for **creating gender transformative messages** for preventing VAWG.

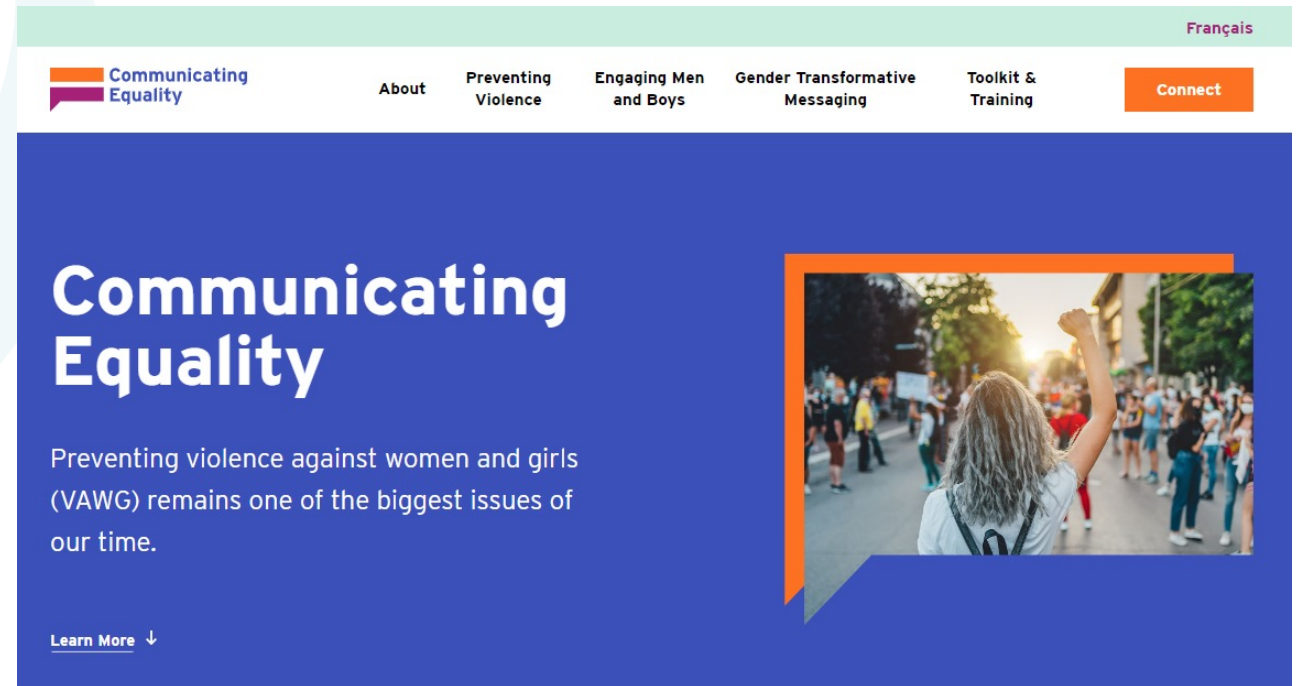
Contents:

- 1) Foundational concepts and examples
- 2) Creating gender transformative messages for preventing VAWG
- 3) What works well and what to avoid in gender transformative prevention messaging



Where to find these products

- **Toolkit** live at communicatingequality.ca
- **Training** launching soon on the website
- **Lift The Masc.** messages will launch through the CEWH's Meta channels - follow @cewh in Facebook and Instagram
- The site will evolve into a **legacy website** in April 2024.





Final message

- VAWG is an epidemic and requires root solutions that make people think and act
- Gender transformative approaches are challenging to create
- But improving gender equity will always be important, and benefits all of us

Thank you

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@cewhca

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Q&A