

Beyond Male Empowerment: Creating Male Champions for Women's Economic Empowerment

Webinar

4 May 2016

Questions for Janvier:

Virginie Combet

- How do you measure the increase in shared household work? Is this self-reported or are you using some type of time use survey?
 - **Janvier:** *It is actually both: this is reported to us through direct interactions & discussions with our program beneficiaries through field visits, home visits, etc. This is also measured scientifically using survey.*

Kathy Selvaggio

- How easy/hard was it to get men to take on household responsibilities? What convinced them to do that, given social norms about "women's work" and "men's work"?
 - **Janvier:** *It was not easy in the beginning; men had fear of losing the power assigned to them by the society, some men are stigmatized by their peers as being "bewitched by their wives" etc. Findings from the recent survey that we conducted to understand what keeps men engaged and motivated show that men decided to change because they were convinced through the Journeys of transformation (JOT) trainings that they were doing wrong things. They realized this during the discussions with trainers but also when they were performing homework that was given to them after each training session. The training was an eye opener for them in terms of gender issues such as power imbalances between men and women, healthy gender relations, gender stereotypes, division of labor, etc. This has further enabled them to understand the benefits of shared domestic work including increased household income, reduced burden of household responsibilities on women and its implication on their health and productivity, etc.*
 - **Oswaldo:** *I think when men hear these messages about shared responsibilities from a credible source then there are more chances to open up and to critically reflect about their lives and behaviors. Probably the Journeys of transformation training was a vehicle to engage in these conversations with people they trust and from credible messengers.*

Laura Romah

- Janvier, these key results are great to see. Did Care measure them primarily through surveys, or other methods? Also, how much time did it take to begin seeing these results?
 - **Janvier:** *The first question is answered (see my answer to the first question from Virginie). The journey of transformation (JOT) usually takes time. However, we started observing some changes in the early stages of the JOT training, i.e. men started performing some household work such as cleaning the house, cooking, etc.*

Sophie Chitedze

- Thank you for the great presentation. A few questions: 1. How did CARE Rwanda package the men-engage activities and trainings in sync with the core VSLA training modules? 2. Was this funded together with VSLA activities as one program?
 - **Janvier:** *The men engage activities started after VSLA as an approach to address the gaps that were identified in VSLA activities. For example, some men could not allow and support their wives to fully participate in VSLA activities; men were the main decision makers around the loans asked by women from their VSLA, etc. The JOT manual and VSLA training module are different documents. The VSLA module focuses on economic empowerment and VSLA methodology while the JOT integrates 3 main blocks, i.e. Business management, Health and Laws & policies.*
 - **Janvier:** *We used to have particular funding for men-engage activities but they are now integrated in one program.*

Stephanie Wessels

- This question is for Janvier: How did CARE and PROMUNDO measure the results of this program? In terms of greater shared responsibility/income and improved relationships in the HH.
 - **Janvier:** *It is work clarifying that CARE worked with PROMUNDO in the pilot phase only. The question about measuring the results is already answered above.*

Annet Mulema

- Question to Janvier: 1. Can this approach work if reversed - i.e. when its women being engaged in men's businesses. 2. How were the households selected?
 - **Janvier:** *If the question is about women being engaged in the businesses that are traditionally considered as men's business or work such as construction, drivers, etc., I'd answer that the approach can work. However the implementer has to ensure that the approach is deliberated chosen, contextualized and tested.*
 - **Oswaldo:** *I agree with Janvier and would add that to sensitize men to respect and support women's participation in men's business it is also necessary changes in institutional policies ad working with gatekeepers and male leaders.*
 - **Janvier:** *We selected couples with GBV issues in their households and a few role model couples to participate in the JOT trainings. These couples were generally composed of women VSLA members and their husbands. Selection was done in collaboration with Local authorities and representatives of VSLA members.*

Questions for Julio:

Sophie Chitedze

- Thanks again for the very educative presentation. To my understanding, the "men in the kitchen" and other trainings by HOPEM are aimed at developing skills for men to take part in the domestic sphere and change the culture in Africa that only women are responsible for managing the

domestic sector. How do you advise those who want to replicate your model and to do it sustainably without requiring huge donor funding?

- **Julio:** *Identify what are the common ways men have to spend time or things that they are usually interested to do/their routines and use this information to plan your program. Anecdotal evidence leads us to believe that many men are interested in some gender progressive activities but are not often comfortable to express it owing to societal pressure/don't have the necessary support to engage etc. So creating enabling spaces/opportunities for them to engage in those activities can be a good way to start. Instead of creating something new, you could approach them within their own routines/areas of interest, etc.*
- **Julio:** *Also try to identify role models they admire who subscribe to the gender transformative approaches agenda, and use them as enablers. It is probable that their example may rub off on those who admire them to realize that they are not alone in their inclinations to embrace gender progressive activities.*

Katherine Vaughn

- Will you doing follow-up evaluations of the program's effectiveness to see how it was sustained?
 - **Julio:** *Yes, we have end of training evaluations, post training follow ups and formal evaluation that are usually carried out by external evaluators. It was thanks to external evaluation's recommendations that we recently started to include their partners/members of their households in the evaluation so we can also get their feedback on the dynamics of beneficiaries engagement in house chores, attitude etc.*

Dinah Ceplis

- In the training events, are participants compensated for their time, or do they attend without financial compensation?
 - **Julio:** *No financial compensation is paid to participants. They get a certificate at the end of the training and additional encouragement to implement what they learnt in their households.*

Kathy Selvaggio

- I would love to have a look at the "engaging, concrete and easily replicable activities." Can they be shared?
 - **Julio:** *This refers, for instance, to cooking in groups by using locally available and very low cost but high nutrition ingredients (which are often undervalued) and sometimes using minimum kitchen paraphernalia, using low cost and environmental friendly stoves, training them to make full use of the ingredients, having informal discussions on masculinities as opposed to "formally structured" discussions.*

Question for All Panelists:

Virginia Combet

- What are best practices you would recommend to get the funding/resources necessary to implement these women empowerment initiatives?
 - **Janvier:** *I'd recommend any innovative models/approaches that address the root causes of poverty, gender inequalities and gender based violence.*
 - **Oswaldo:** *Two useful sites to learn about best practices working with men and boys are the MenEngage Global Symposium in Delhi <http://www.menengagedilli2014.net/knowledge-products-link-page.html> and the Engendering Men: Evidence on Routes to Gender Equality' (EMERGE) <http://menandboys.ids.ac.uk/> with an accessible basis of evidence, lessons and guidance for working with boys and men to promote gender equality.*
 - **Julio:** *I agree with the idea of innovation and would add to that the use of evidence that the approach you want to use has worked.*

William Maddocks

- These are both impressive programs! How do you support the continuation of these behavioral changes after the training is over so they will become long term and men won't slip back into their old habits?
 - **Janvier:** *In the context of Rwanda, we've some ownership sustainability mechanisms in place including the following:*
 1. *We included women and youth councils in the program as trainers of the beneficiaries. After the training they continued to work with and support the trained couples;*
 2. *Support to clubs that were created by the trained couples: provision of materials that they need including the written guide that they use in community sensitization activities;*
 3. *Linkage of men engage clubs with Local authorities for their continued follow up and support;*
 4. *Regular meetings with trainers and local authorities to assess the progress and discuss any emerging issues;*
 5. *Establishment and support of Village Agent Network that oversee & support all VSLA activities*
 6. *BCC campaigns organized to sensitize community members on gender equality, women empowerment program and fight against GBV*
 - **Julio:** *At HOPEM we do post-training follow ups to provide them with additional support such as how to deal with stereotypes, bad mouthing from peers, families etc. based on challenges they report. We also do campaigns in typical male entertainment places (sports venues, informal bars) at local level and regular Men in the Kitchen exhibitions and regularly share testimonies of former beneficiaries in the media.*