Presenters

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Engaging Men in Sexual Violence Prevention

Where are the guys?

What are they doing?
A Short History

- MDH Primary Prevention Initiative
- Statewide Assessment
- MNMAN Developed
- Advocacy Focus Groups
- Men’s Forums
- Pilot Sites
- Trainings/Presentations
- Initiative Development – Products
- Website/Networking
Challenges:
- Keeping a gender based perspective on DV/SA
- Feeling pressure to play to the sensibilities of men
- The “bar” is very low for men
- Men tend to feel victimized when they are challenged
- Does this project have consistency and staying power?

Opportunities:
- Men created this problem...Now they have the opportunity to fix it!
- Potential for greater access to funding
- Greater ability to engage in primary prevention activities/policy change
- Male allies would serve as positive role models for the community
- A community of men working to end violence against women would change the norm.

Threats:
- Usually when men organize it is bad for the movement i.e. men’s and father’s “right’s”
- What is motivating men to get involved in this issue?
- Can men help without harming 30 years of work?
- Competition for funding
- Men often enter new settings with a dominating attitude
Effective Male Allies...

- Listen to (all) Women
  (women of color, native women, poor women)

- Accept Women’s Leadership

- Acknowledge Women’s Reality

- Acknowledge Sexism – Male Entitlements

- Are Accountable to Women
1 in 3 women report being sexually assaulted and/or physically abused by a husband or boyfriend.
a **systematic** process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an injury or traumatization.

**Primary Prevention**

taking action **before** violence occurs.
Norms

More than a habit

Sanction behavior

Based in culture & tradition

Taken for granted

Behavior shapers

Attitudes, beliefs, ways of being

Communicate regularity in behavior
Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills

Adapted from: Spectrum of Prevention
Prevention Institute
Five Norms Underlying Sexual and Domestic Violence

1. Violence is acceptable
2. Male Gender Roles/Norms
3. Female Gender Roles/Norms
4. Power – power “over”
5. Private Matter
Don't Be A Sissy

Boys Don't Cry

Boys Will Be Boys
Georgy Porgy Pudding and Pie - Kissed the Girls and Made Them Cry

Source: Media Education Foundation
Norms

BASED IN CULTURE & TRADITION

BEHAVIOR SHAPERS

SANCTION BEHAVIOR

ATTITUDES, BELIEFS, WAYS OF BEING

MORE THAN A HABIT
FAST, CHEAP
AND
SATISFACTION GUARANTEED

as low as
$14.95
per month

High Speed Internet
952.253.FAST
Twins lamp post marketing outside strip clubs in warehouse district
Advertising outside of Dream Girls – within 50 feet of the light rail station at Target Field

Dream Girls
Open Daily

Exotic Showgirl Dancers...

Free admission with same day sporting event ticket

11:30am - 3:00am Mon - Thurs
11:30am - 4:00am Fridays
2:30pm - 4:00am Saturdays
6:00pm - 2:30am Sundays
(Open Early on Game Days)

Wheelchair Accessible
Remember the Basics!

1) Violence Against Women is Endemic
2) Social Environment is Crucial
3) All Social Environments Can be Reshaped
4) The current environment benefits men
5) Men have a responsibility and unique opportunity to take responsibility for preventing VAW.
6) MNMAN can Help!
Strengthening Individual Knowledge & Skills
Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

Constant Interplay

Prevention Institute
Outreach Since 2008:

- MN–MAN has worked with approximately 25,000 people through trainings, presentations, and meeting facilitation.
  - 45% to 50% of participants have been men.
Advocacy Program Leadership

We build from 30+ years of advocacy work

- MIWSAC
  - Minnesota Indian Women Sexual Assault Coalition
- MCBW
  - Minnesota Coalition for Battered Women
- MNCASA
  - Minnesota Coalition Against Sexual Assault
Completed Fall 2011
Collaboration with MNCAVA/ Ericka Kimball

Total Survey Responses = 155

Three focused audiences...

1. Advocacy Programs: 20% of responses (n=31)
2. Men: 33% of responses (n=51)
3. General Community: 47% of responses (n=73)
   a. 51 women
   b. 22 men
Increased Male Involvement
Advocacy Survey

Over the past several years, do you think the level of male involvement in ending sexual and/or domestic violence in your community and/or campus and agency...
(For this question, agency involvement would mean men involved as staff, volunteers, board members, or close collaborating partners.)
Increased Male Involvement
Men’s Survey

For these next set of questions, please rate how YOUR level of involvement and that of MEN in general has changed over the last several years.

Do you think the level of MEN’S involvement in ending sexual and/or domestic violence has increased, stayed the same, or decreased?

- Increased: 67.3%
- Stayed the Same: 26.5%
- Decreased: 6.1%

Do you think the level of YOUR involvement in ending sexual and/or domestic violence has increased, stayed the same, or decreased?

- Increased: 54.9%
- Stayed the Same: 43.1%
- Decreased: 2.0%
Over the past several years, do you think the level of male involvement in ending sexual and/or domestic violence in your community and/or campus.

- Increased: 55.6%
- Stayed the Same: 38.9%
- Decreased: 5.6%
Increased Male Involvement

Over the past several years, do you think the level of male involvement is ending sexual and/or domestic violence in your community and/or campus and agency? (For this question, agency involvement would mean men involved as staff, volunteers, board members, or close collaborating partners.)

Advocates

General Community

Men

For these next set of questions, please rate how YOUR level of involvement and that of MEN in general has changed over the last several years.

Over the past several years, do you think the level of male involvement in ending sexual and/or domestic violence in your community and/or campus.
Level of Men’s Involvement

Please provide your best estimate of the NUMBER of different men that had low, medium, and high levels of involvement in the COMMUNITY and/or CAMPUS within the past year, to end sexual and/or domestic violence.

**Scale:**

- **Low** = 1 activity per year
- **Medium** = 2–4 activities per year
- **High** = 5 or more activities per year
Activities Men Are Involved In

- Please select all the activities men have been involved with in your community and/or campus:

1. Employee of an organization addressing sexual violence.
2. Employee on an organization addressing domestic violence.
3. Volunteer of an organization addressing sexual violence.
4. Volunteer of an organization addressing domestic violence.
5. Serve on Board of Directors of an organization addressing domestic violence.
7. Serve on a Sexual Violence/Domestic Violence Task Force, SART/SMART team, primary prevention committee, or other committee.
8. Public speaking and/or facilitation of trainings or events.
Activities Men Are Involved In

9. Fundraising
10. Participate in event planning
11. Attend community or campus event (NOT sponsored by your program) focused on ending sexual and/or domestic violence.
12. Attend program sponsored community or campus event
13. Participate in community or campus group focused on ending sexual violence
14. Participate in Community or campus group focused on ending domestic violence
15. Other
Men Are Involved In A Broad Range Of Activities
Advocacy Survey Responses:

Please select all the activities men have been involved with in your COMMUNITY and/or CAMPUS. Please add additional activities not listed here into the “other” category.
Men Are Involved In A Broad Range Of Activities

Men’s Survey Responses:

To the best of your knowledge, please select all the activities you and other men have been involved with in the past several years related to ending sexual and/or domestic violence:
Men Are Involved In A Broad Range Of Activities

General Community Survey Responses:

Please select all the activities men have been involved with in your COMMUNITY and/or CAMPUS:
Close women friends encouraged me to work to stop the violence that affects all women.

I was asked by a fellow employee if I would be willing to represent our company in the fight against domestic violence.

Friend/relative of victims increased my awareness of these issues since high school days—finally had the avenue open up to become involved.

I was asked to represent my church.

Decided it was time to be more of an advocate...mostly when I got to know people at Men As Peacemakers in Duluth.

Through friends, work and spiritual engagement.
Men’s Survey: How Did You Get Involved?

- Always interested, active on racial justice first.
- Was asked to become a board member. Did it.
- I’ve seen too much abuse in my life to let it transcend generations.
- Started as law enforcement officer, began fund raising efforts and have partnered with local advocates.
- Work related activities and training.
- Through a local Sexual Assault Team.
- A friend
- Gradual awareness that my personal commitment to prevention, respect and honor could be expanded to a population perspective and practice.
Getting Men To the Table

Please select all the events you believe are effective in engaging men in further involvement to end sexual and domestic violence.

1. Trainings for professionals in The field (e.g. Health and Human Services, Education, Criminal Justice, etc)

2. Community and/or campus education (e.g. talks to service organizations, faith communities, schools, etc.)

3. Community and/or campus awareness (e.g lunches, marches, speakers, etc.)

4. Community and/or campus collaborative or ending violence task force

5. Unsure
Getting Men To the Table

Advocacy Survey:

Please select all the events you sponsor or hold that work to engage men.

- Trainings for professionals in the field (e.g., Health and Human Services)
- Community or campus education (e.g., talks to service organizations, f.)
- Community or campus awareness (e.g., march, speaker, etc.)
- Community or campus collaboration or ending violence task force

Community Survey:

Please select all the events you believe are effective in engaging men in further involvement to end sexual and domestic violence.

- Trainings for professionals in the field (e.g., Health and Human Services)
- Community or campus education (e.g., talks to service organization)
- Community or campus collaboration or ending violence task force
- Community or campus awareness (e.g., marches, speakers, etc.)

Men’s Survey:

Please select all the events you believe are effective in engaging men in further involvement to end sexual and domestic violence.

- Community and/or campus education (e.g., talks to service organization)
- Trainings for professionals in the field (e.g., Health and Human Services)
- Community and/or campus awareness (e.g., marches, speakers, etc.)
- Community and/or campus collaboration or ending violence task force
- Unsure
Methods Used to Engage Men

Please select all the methods you use to engage men.

- Face to face contact
- Email marketing
- Facebook
- Phone calls
- Mail marketing
- We do not actively work to engage men
Most Effective Methods to Engage Men

Which of these methods seemed to be the most effective? (Please select only one)

- Face to face contact: 63.0%
- Email marketing: 14.8%
- Phone calls: 11.1%
- Not applicable: 7.4%
- Facebook: 3.7%
- Mail marketing:
The suffering and the hope.

Inner sense of Justice

Understanding that women’s lives are forever changed by assaults, battering and men’s controlling behavior and that behavior on the part of men makes it difficult for women to trust and cooperate with men on personal, community, and political change work.

I want our Native Women to know that there are some Native Men who support and believe in the cause.

I want to live in a community where all members are safe.

Doing my part to make a difference in someone else’s life

It’s an issue of social justice – I care about systemic oppression.

Respect for Women/girls
Men’s Survey: What Keeps You Engaged

- The fact that I have a sister, a mother, and a great deal of female friends keeps me involved in preventing sexual and domestic violence.
- The ongoing violence against women.
- Relatives
- Passion
- Knowing the need is genuine
- Collaboration, working with other men in the field
- Other men and women who are willing to get involved.
- Daughters
- My wife, daughters, daughter-in-law, co-workers, faith in practice, passion for prevention and health promotion...
- Sense of community
Men’s Survey: Barriers to Involvement

- The lack of time and resources to commit...
- Having a teaching job that requires me to think about and do work outside the movement. I do what I can from within that job, and just in my intentions for moving through life, but I'd like to have non-violence be my paid, full-time work.
- The time constraints of my job; limited funding for prevention programming; resistance from institutions/individual.
- Time, limited resources
- Time
- Just knowledge of what to do.
Men’s Survey: Barriers to Involvement

- Nothing. Initially it was my own privilege and my concern about giving that privilege up.
- Community tolerance. Gender tolerance. Men not addressing the issue among themselves and their peers.
- As aboard member we do not get hands on involvement. We do finances & policies.
- Not enough time, funding and men volunteers to implement the many ideas we have for primary prevention.
- Not enough time in the day to solve every problem in the world
- Time, money
Men’s Survey: 
Your Level of Commitment

Please rate your level of COMMITMENT in ending sexual and/or domestic violence. Commitment is defined as a sense of responsibility to prevent and end sexual and/or domestic violence.

72.0% (36)
24.0% (12)
4.0% (2)
Men’s Survey
Increased commitment in past several years?

For these next set of questions, please rate how YOUR level of commitment and that of MEN in general has changed over the last several years.

- Do you think the level of YOUR commitment in ending sexual and/or dom... 54.0%
  - Increased
  - Stayed the Same 42.0%
  - Decreased 4.0%

- Do you think the level of MEN’S commitment in ending sexual and/or do... 50.3%
  - Increased
  - Stayed the Same 39.6%
  - Decreased 4.2%
Men’s Survey: Final Comments

- Needs to be increased. Not enough is happening. Most men are silent/contributing to the problem.
- Getting men involved is relatively easy...sustaining men's involvement is the challenge
- We need primary prevention materials directed at men...We need suggestions for specific tasks we can ask men to do to get involved, help them get connected with advocates, and take a public stand against SV & DV.
Men’s Survey: Final Comments

- Would love to see more involvement in what was traditionally the men’s service community, i.e. Rotary, Kiwanis, Knights of Columbus and VFW, etc.
- Men must be involved in the planning and movement for it to grow and as a Native man our community will continue to suffer until this happens and we rebuild our family structure.
- Time to raise the bar and talk more about privilege and accountability. Need more funding to reach more men and develop initiatives communities can replicate.
Questions/Comments
Engaging Men: MNMAN Lessons Learned

Pitching the Next Inning
Strengthening Individual Knowledge & Skills
Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

Constant Interplay
Some men are ripping the fabric of our communities apart through sexual and domestic violence.

Some Men Are Repairing The Harm

This project acknowledges men’s unique opportunity and collective responsibility to end sexual and domestic violence.

www.TheMendingProject.org
Coaching For Change:
A Game Plan to Prevent Violence

Minnesota State High School League
Arrowhead Youth Soccer Association
Anoka Initiative
The BEST Party Model: Be Equal, Safe, and Trustworthy

Throw Parties Women Love & Prevent Violence Against Women
Minnesota Clean Hotels Initiative

- Collaborative initiative – MNMAN/MDH/MNCASA
- Call to Action –
  - asking businesses, public/private organizations, and municipalities modify their meeting facility policy to clarify that meetings and conferences will be held in facilities that do not offer in-room pay-per-view pornography and;
  - reimbursement for employee travel expenses only when staying in facilities that do not offer in-room pay-per-view pornography
- Sample policies provided at:
  www.menaspeacemakers.org/programs/mnman/hotels
MN Office of Justice Programs (OJP) funded effort to build community crime prevention collaboratives to prevent sexual violence related crime in Minnesota

Provides

Training and Technical Assistance
Pilot sites – Bemidji & Winona
Resource Development
Networking
Training/Consulting

Here’s where we start
Pending MNMAN Projects

- Cross Cultural Male leadership Development
- Procurement/Divestiture Policies
- Sexual Exploitation Policies
- Stop The Demand
- Boy Scouts – Gender Equity Merit Badge
Because if sexual and domestic violence is going to stop…men are going to have to stop it.
DOMESTIC VIOLENCE INFORMATION PACKET • SACRED CIRCLE

VIOLENCE: UNNATURAL LIFEWAY
- Destruction
- Racism
- Materialism
- Rape
- Murder
- Sexism
- Ageism
- Incest
- Battering
- Isolation
- Classism
- Homophobia
- Ritual Abuse
- Cultural Abuse

NON-VIOLENCE: NATURAL LIFEWAY
- Compassion
- Peace
- Honoring of Relationships
- Laughter
- Freedom
- Understanding
- Humility
- Love
- Hope
- Life
- Wisdom
- Respect
- Courage
- Generosity
- Health
- Sovereignty

BRANCHES: OUTGROWTH

TRUNK: CONTRIBUTORS
- Chemical abuse
- Boarding schools
- Witnessing violence
- Stereotypes
- Confusing anger with violence

NON-VIOLENCE: CONTRIBUTORS
- Prayer, ceremony
- Honor the gift in others
- Ways of non-violence and respect modeled
- Mental self-discipline
- Seek advice of Women and Elders

ROOT: CAUSE OF
- Values might over right
- Power defined as violence
- Colonialism
- View reality as a male-dominated hierarchy
- Justifies violence and oppression
- Promotes myths of white male superiority
- Treats women and children as property of men

NON-VIOLENCE: CAUSE OF
- Understand that all things have spirits and are related
- Respect is the foundation of all relationships
- People are spirits in physical bodies on individual lifepaths
- Women are sacred
- All people and things of creation are part of the sacred circle of life

ENDING VIOLENCE AGAINST NATIVE WOMEN FROM THE ROOTS UP

Produced by Sacred Circle - National Resource Center to End Violence Against Native Women
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