



“THROUGH OUR EYES”

*Engaging Men and Boys in Addressing GBV
through Participatory Video*

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Why work with Men and Boys

- Men are central to reproductive health, including GBV
- Men often hold decision-making power
- Engaging men contributes to their health and the health of their partners, children and equity in general
- Allow them to share in the responsibility

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Gender Based Violence

- For women ages 15-44 GBV accounts for more death and disability than cancer, malaria, traffic injuries and war put together (WHO)
- In Africa 1 in every 3 women will be raped in their lifetime

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Addressing Root Causes

- GBV is often perpetuated for a number of reasons
- Many programs focus on immediate protection
- Need to look more at the complexities and address it from every angle

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GBV Response & Prevention

- Key sectoral areas:
 - Health
 - Psychosocial
 - Security/Police/Protection Forces
 - Judicial System (both formal and informal)

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Engaging the Community

- Most vital for sensitive topics
- Engages all sectors of society
- Attractive format

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A Collaborative Effort

- American Refugee Committee International (ARC) and Communication for Change (C4C)
 - ARC's experience in GBV in humanitarian crisis
 - C4C's strength in community-based media
 - Goal: to engage the community, specifically men and boys

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Participatory Video

- Videos are produced by the community
- Community-based videos are a powerful vehicle for change
- Videos offer realistic portrayals and accurate information
- Community videos create dialogue between men and women

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Men Talking to Men

- Materials produced in the community have a greater impact than those originating elsewhere
- Men feel comfortable and interested in engaging via video
- Men experience and play an active role in the empowerment of women

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Promoting Dialogue and Reflection

- Separate screenings for various groups within the community
- Community “playbacks” frequently prompt heartfelt comments and the sharing of personal stories

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“Through Our Eyes”

- Highlighting diversity of community needs and responses
- Multi-country Project
 - Guinea
 - Liberia
 - South Sudan
 - Thailand
 - Rwanda
 - Pakistan

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