

"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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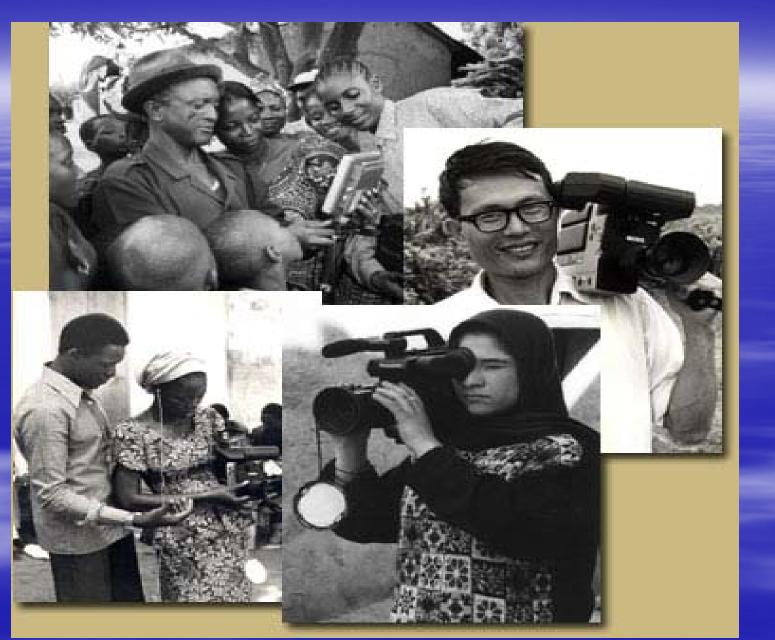
"Through Our Eyes"

Highlighting diversity of community needs and responses

Multi-country Project

- Guinea
- Liberia
- South Sudan
- Thailand
- Rwanda
- Pakistan

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