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Recommendations for the Government of Canada:

Develop a national strategy that supports innovative ways to get more men and boys invested and involved in violence prevention and gender equality

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Acknowledging Indigenous Territory and Peoples

We want to acknowledge that our team members live across **Turtle Island** in what is today known as Canada. We acknowledge that the places we call home today have deep ties to the Indigenous peoples that have stewarded this land **since time immemorial**. **We also acknowledge that colonial actors and institutions perpetually deny Indigenous people their rights to self-determination and sovereignty and these institutions must be challenged**. Shift is committed to the advancement of the **United Nations Declaration on the Rights of Indigenous Peoples** and the **Calls to Action of the Truth and Reconciliation Commission**.

Overview

- Purpose of *Calling in Men* research project
- A case for a national strategy
- Key recommendations:

1

We need more research in Canada.

2

Invest in people, processes, partnerships, and networks.

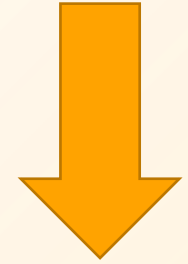
3

Support knowledge Translation & mobilization.

4

Implement policy and legislative change

Research



Recent National Research:



2018

Listened & learned

from 33 male identified gender equality advocates from across Canada to inform a national strategy.



2019

Conducted

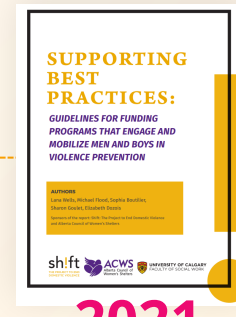
consultations across Canada with NGM on findings and recommendations to inform a national network.



2020

Submitted

recommendations to the Government of Canada on how to engage more men and boys.



2021

Developed

guidelines for funders to support promising and best practices.



2022

Disseminated

emergent and promising practices for practitioners and government.

Primary recommendation for the Government of Canada:

Develop, fund and implement a sustainable and evidence-informed **national strategy that supports innovative ways to get more men and boys** invested and involved in violence prevention and gender equality.

WHY ENGAGE MEN?



90%

of violent crimes are
committed by men.



98%

of sexual assaults
are committed by
men.




83%

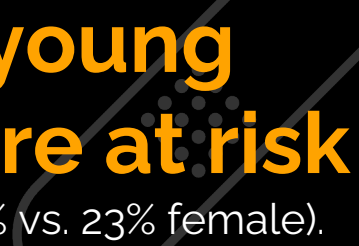
of violence against
women is committed
by men.

WHY ENGAGE MEN?

WE ALSO KNOW...



Suicide
rates are
3x higher
among
men
than women.



More young men are at risk
of injury (30% vs. 23% female).

Men are 79%
more likely to die from heart disease
than women

Illegal drug use
is more common
among men
(19% vs. 11% female).



1 in 3

men admit to risky drinking
at least once a month
(vs. 1 in 5 women).



And the situation is even worse for racialized and Indigenous men who are over-represented in many of these categories.

Why? The Case

**The way that we socialize men harms women.
It also harms men.**

Men are the primary perpetrators of violence against women and girls, men are also the primary perpetrators of violence against *men and boys*, which makes men and boys frequent victims of violence, abuse, and trauma.

Engaging men as ***co-beneficiaries*** and ***agents of change*** for violence prevention and gender equality.

Author's Note

Our aim is never to make excuses for men or diminish the necessity of holding men accountable. Rather, we are seeking to improve our *approach to accountability* so that we can mobilize men to ultimately *prevent violence from happening in the first place*.

We need hope.

We need champions.

We need creative solutions.

We need to make transformation feel good.

And we need sustained funding and leadership to make it possible.

By engaging men with strategies that meet them where they're at and providing opportunities for transformational learning, healing, accountability, and repair along with changing the norms and culture around them...

...we can create effective conditions that change hearts, minds, and (most importantly) behaviours.

We can build momentum for bigger and more impactful social and gender justice movements.

So, what is needed to build a movement of men and boys in Canada?

✓ *See men as part of the solution...*

✗ *...instead of only the problem.*

✓ *Create a cohesive strategy that is collective, generative, and catalytic...*

✗ *...instead of siloed, piecemeal, and episodic.*

✓ *Use compassionate accountability, trauma informed, and calling in...*

✗ *...instead of cancelling and dismissing*

✓ *Target developmental moments like fatherhood and adolescence...*

...to optimize transformational possibility.

✓ *Leverage the power of men's relationships with other men in the places they gather...*

...to support meaningful connections and social change.

✓ *Get creative, playful, and use storytelling...*

...to maximize receptivity and keep men at the table.

✓ *Support men to lead this work...*

...and share the burden currently on women and LGBTQ+ folks.

- ✓ *Target settings, systems, cultures, and institutions...*
...to support, normalize, and catalyze behaviour change.

1

Recommendation:

We need
more research
in Canada.

“We need to name what we wish to see rather than what we need to resist.”

And, we need more research on the changes we seek.

“Reading this courageous book feels like the beginning of a social and personal awakening. . . . I can’t stop thinking about it.”
—BRENÉ BROWN, PhD, author of *Dare to Lead*

The
**Four
Pivots**



Reimagining Justice,
Reimagining Ourselves

SHAWN A. GINWRIGHT, PhD

How?

1

Collect more data

on male-identified Canadians, specifically on Indigenous and equity-deserving populations.

2

Continue to invest in more research and evaluation

on the 'HOW' to engage men and boys.

1 – Collect more data

Collect more data on male-identified Canadians.

Specifically on:

- trends
- attitudes
- behaviours
- practices
- public perceptions related to gender, violence, and equality.

Examples:

- **Cross-sectional research:** International Men and Gender Equality Survey ([IMAGES](#)).
- **Longitudinal research:** Replicate Australia's [Ten to Men study](#) on male health.
- **Public perception research:** Such as [VicHealth Australia](#), to help identify positive framings that resonate with different men.
- **Research on men and boys who feel disengaged from prosocial movements:** For example, Oxfam's research on [masculinity and the far-right](#).



1 – Collect more data

Gather more data on the strengths, needs, and experiences of Indigenous and equity-deserving male populations and test approaches.

Examples:

- Rural men
- Men from racialized communities
- Indigenous men
- Men in communities of faith
- Men who are survivors of sexual and domestic violence
- Older men
- Trans men



2 – Invest in more research and evaluation

Invest in more intervention research and evaluation on **how** we can engage men and boys for lasting and meaningful change with the greatest ripple effect.

Invest in and scale up what we already know works:

- Social norms approach
- Virtual reality approach
- Bystander approach (not as standalone)
- Gamification approach
- Nudge approach
- Data science approach
- Calling in approach
- Trauma informed approach
- Restorative and transformative justice approaches
- Fatherhood
- Settings, systems, culture, and institutional change
- Addressing root causes



Evaluate the “how” BEYOND individual change

Use the socioecological model to move beyond individual programs to focus on efforts that address:

- Relationships
- Families
- Communities
- Social norms
- Culture
- Systems change

Move from measuring attitudes and intentions...

...to measuring behaviours, norms and systems change.

2

Recommendation:

Invest in People,
Processes,
Partnerships,
and Networks.

How?

1

**Invest in an architecture
of diverse leaders.**

2

**Support cross-sectoral
collaborations**
through communities of practice
and learning exchanges.

1 – Invest in people

- Fund male key influencers who already embody the values to role model and build a movement.
- Specifically fund and support diverse and Indigenous male leadership.
- Support leaders to create ethical spaces and opportunities for men and boys to envision and play with potential new ways of being and relating to others (and document and share this with others).
- Intentionally cultivate the next generation of men and boys excited and onboard with the shared vision. For example:
 - Invest in **community-based and online clubs and groups** for men and boys.
 - Invest in **social norms media campaigns** and other mass media efforts.
 - Support **male gender equality leaders and champions**.
 - **Fatherhood** and **school-based programs**.

2 – Invest in processes, partnerships, and networks

- Cultivate cross-sectoral collaborations:
 - Integrate violence prevention, gender equality, and justice, equity, diversity, inclusion, and belonging (JEDIB) work.
- Provide sustained investment for communities of practice and learning exchanges to inspire nonviolent men and boys as leaders and role models.
- Invest in national (and regional) networks.



3

Recommendation:

Support knowledge translation, mobilization, and integration.

How?

1

Invest in campaigns that reframe messages:
Engage men and boys as part of the *solution*.

2

Develop a repository of research, including practical and accessible tools on engaging men.

3

Invest in academic-community partnerships to get at systems change.

1 – Invest in public campaigns

- Frame male engagement about reclaiming their own humanity and liberation.
- Showcase the behaviours we want to see, not just villainize those we don't.
- Celebrate a diverse range of male gender equality role models and champions.
- Focus on norm and culture change.



2 – Develop a repository of research and tools

Develop a repository of research, including practical and accessible tools on engaging men:

- Invest in an online, easy to access portal.
- Invest in creative products that support knowledge mobilization and translating research into practice.



3 – Invest in academic-community partnerships

Invest in academic-community partnerships, including on:

- Advancing restorative and transformative justice approaches within the anti-violence movement.
- Intervention research (the “how” to engage and retain men and boys in this work).
- Increasing the sector’s capacity for evaluation practices that are oriented towards innovation and measuring change in dynamic social environments.
- Participatory action research.
- Changing organizations, culture, norms and institutions.



4

Recommendation:

Implement policy and legislative changes

Revise policies and develop legislation that create the conditions to prevent violence and advance gender equality

1

Disrupt risk factors that lead to male violence and gender inequality.

2

Increase positive fatherhood involvement and support parents to achieve better work-life-family balance.

3

Invest in men's health and wellbeing.

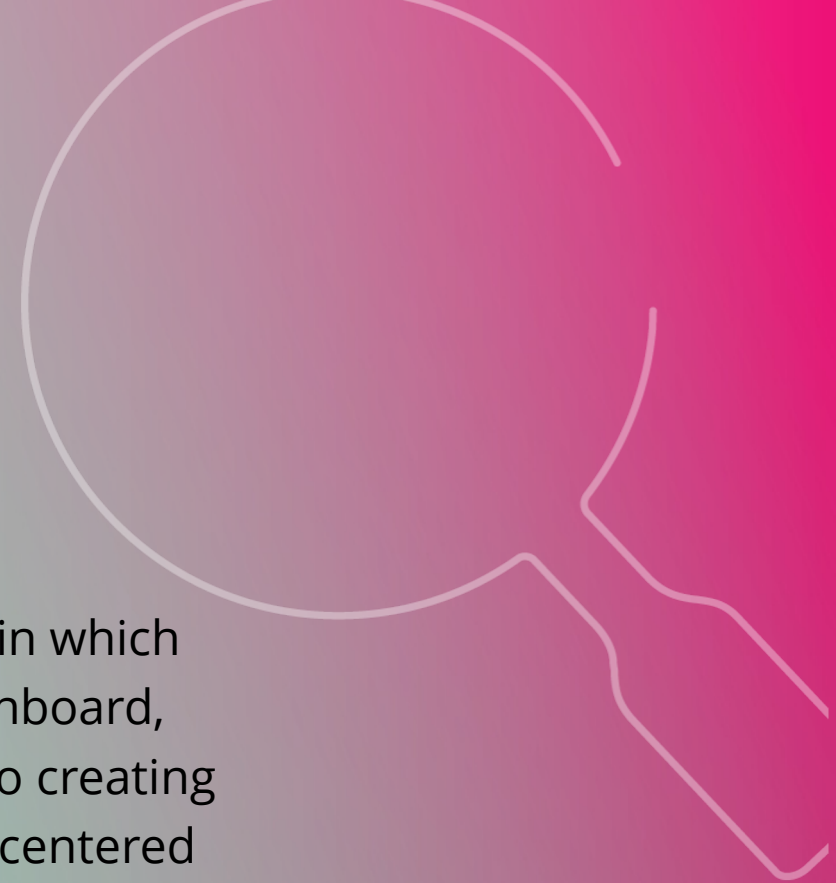
4


Support restorative and transformative approaches outside of the legal system.

What you can do today

By building a sustainable, evidence-informed funding model and national strategy that engages men and boys from a place of creativity, compassion, and hope...

...We can build a movement in which men and boys are excited, onboard, supported, and committed to creating a world free of violence and centered around dignity, safety, joy, peace, justice, and belonging for all.





Thank
You

Questions? Feedback?

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Current Trends

We are in a challenging national and global moment of stress, anxiety, violence, and precarity.



COVID-19



Food insecurity



Climate change



Violent conflict, war, and nuclear threat



White supremacy movements



Divisive political environment and cancel culture



Slow progress on reconciliation, inclusion, and addressing systemic racism and antisemitism



Not-for-profit sector stretched thin...



Escalating rates of violence



**SHIFT TO STOP
VIOLENCE
BEFORE IT STARTS**

www.preventdomesticviolence.ca

Initiated by the Brenda Stafford Chair in the Prevention of Domestic Violence

