**Engaging with Men and Boys for the Prevention of Violence against Women in Melbourne’s Outer East 2018-20**

The Eastern Health - Health Promotion team have engaged in strategies and projects with a particular focus on engaging with men and boys for the prevention of violence against women (PVAW).

**This work aligns with:**

* Our Watch’s National Framework for the primary prevention of violence against women and their children
* Our Watch's Men in Focus: unpacking masculinities and engaging men in the prevention of violence against women
* VicHealth's Masculinities & Health: A framework for addressing masculine gender stereotypes in health promotion.

**Health Promotion has focused on five clear strategies:**

* Engage men to challenge condoning of violence against women.
* Promote healthier masculinities in boys and teenagers.
* Engage men in key community settings to promote healthier masculinities.
* Build capacity to engage men and promote healthier masculinity in the PVAW sector.
* Reorientate services and settings to Increase father engagement to promote respectful relationships and challenge gender stereotypes.

**Engage men to challenge condoning of violence against women.**

*Leading the Change - Equality is the game sessions*

9 - Equality is the game sessions were held with senior men’s football clubs in the AFL Outer East during the 2019 season.

6 – Social media posts were produced by the AFL Outer East for the #expectrespect campaign.

3500 - Community members in the Yarra Valley were reached through the #expectrespect social marketing posts

**Promote healthier masculinities in boys and teenagers.**

*Supporting the Rights, Resilience and Respectful Relationships Framework at Schools.*

A significant number of schools completing the Resilience, Rights and Respectful Relationships (RRR) program within the Yarra Valley catchment have requested support from the Health Promotion team regarding healthier masculinities for their boys and teenagers. The Health Promotion team facilitated:

2 - Education sessions were provided to secondary schools regarding healthier masculinities.

4 - Schools requested Health Promotion support to deliver face to face education regarding healthier masculinities.

2 - Schools requested Health Promotion support to observe external education providers facilitate gender equality and healthier masculinities training within their schools.

**Engage Men in key community settings to promote healthier masculinities**

The Health Promotion team has had success with engaging men and boys in prominent settings across the Yarra Valley including schools and sports clubs. The team is part of an ongoing process to develop a placed based approach to the promotion of healthier masculinities where the rates of violence against women are higher in the Yarra Valley.

10 - AFL Outer East clubs hosted mental health and wellbeing sessions with their senior men's teams in preparation for the Equality is the game sessions.

**Building capacity to engage men and promote healthier masculinity in the PVAW Sector**

*Promoting Healthy Masculinities in the East for PVAW - Steering Group*

15 - Organisations across the EMR engaged with the Promoting Healthier Masculinities Steering Group.

3260 - Community members across the EMR were reached through the engagement activities seeded through the Promoting Healthy Masculinities Steering Group.

*Communities of Practice*

The Health Promotion team delivered presentations regarding engaging men and boys in violence prevention at 2 communities of practice events in the east and South east areas.

*Development of Engaging with Resistance Guide*

Engage Men in key community settings to promote healthier masculinities The Health Promotion team, in partnership with EDVOS and Michael Flood, are currently in the process of developing a guide to support practitioners whom engage with backlash regarding engaging with men for violence prevention.

**Reorientate services and settings to increase father engagement to promote respectful relationships and challenge gender stereotypes**

The Health Promotion team is invested in building new parents capacity for respectful relationships and gender equality. The team has focused on supporting father engagement in several settings across the Yarra Valley.

*Father engagement in the Child and Family Team*

The Health Promotion team has been investigating the Child and Families teams engagement with fathers for a number of years. A benchmark survey was completed by team members of the Child and Family team which discovered that of 212 families seen within a two-week period fathers were involved only 14% of the time.

Health Promotion has successfully engaged with men in multiple community settings – including schools, sporting clubs and in the community. The demand for support to promote healthier masculinities in boys and teenagers continues to increase.

**Recommendations**

That the Health Promotion team should continue to invest in the engagement of men and boys for the prevention of violence against women with key settings and community groups.

The Health Promotion team considers ways to expand upon existing work they have been able to implement with men and boys for violence prevention such as:

* Development of our own education content and materials.
* Identify suitable opportunities to partner with a university to enhance the teams evaluation capacity.
* Support the EMR partnership to increase and build the capacity of male leaders in the region regarding promoting healthy masculinities for PVAW