



Tenets of Engagement & Messaging for Men’s Engagement Initiatives

TENET	DESCRIPTION	EXAMPLES
<p>1</p> <p>Invite, Not Indict (By Identifying Shared Interests)</p>	<p>How can men make a difference; targeting everyone (men not singled out); recognizing male victimization, socialization, and “wholeness”; avoid resistance</p>	<p>Ask: “What are you already doing to make your group safe and respectful?” instead of “Why isn’t your group doing more to address sexual assault?”</p>
<p>2</p> <p>Tailor with Every Audience, Including for Socio-Cultural Relevance</p>	<p>Appealing to men’s interests and acknowledging different forms of masculinity in terms of gender, sexuality, race, and culture is key to building authentic relationships and ownership.</p>	<p>Barbershop Discussion Series; Mardi Gras Violence Prevention Events; Listening Sessions with Male Athletes</p>
<p>3</p> <p>Nothing About Us Without Us</p>	<p>Students, staff, and faculty need to see themselves represented in prevention efforts to feel bought in. Moving forward without consultation (or partnership) builds distrust, especially with men who often feel attacked.</p>	<p>Intentional Recruitment of Male Peer Educators; Male Representation on CCRT; Ongoing Listening Sessions & Working Groups; Leveraging storytelling.</p>
<p>4</p> <p>Encourage Risk-Taking, Courage, and Empowerment</p>	<p>Vulnerability begets vulnerability. Due to male socialization, men often need permission & clear opportunities to speak up and take action in small or large ways.</p>	<p>Providing images & representation of men taking action (e.g., through quotes or video); Always including an “ask” of men at events (e.g., “Can we get a quote from you?” or “Would you attend our next planning session?”)</p>

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5	Work Through Discussion, Facilitation, & Relationships, not “Talking At”	Initiating engagement by telling men what “to do” or “not to do” provokes resistance. An approach that seeks to shift gender and cultural norms requires learning about people’s stories and facilitating critical reflection.	During a required training on Title IX for male athletics, create opportunities for peer discussion instead of one hour of PowerPoint presentation. Use statistics sparingly.
6	Identify and Leverage Appropriate Messengers (Champions)	Social currency and relationships are a key factor in determining the effectiveness of messaging with men. Identify and leverage champions.	Develop rapport with key faculty, student-facing staff, athletic coaches, and more to convey initiative ideas and receive feedback.
7	Balance Education on Ending Violence With Restorative Practices	Empowerment, healing, and relationships are key elements of men’s messaging. But, so is centering those who have experienced the bulk of gender-based violence.	A film like “The Mask You Live In” focuses equal parts on healing from the harmful gender expectations of manhood as well as how these expectations enable sexual violence against others.
8	Display and Promote Positive Representations and Narratives of Masculinity	It’s hard to do something you’ve never seen before. Examples of men’s stories, healing, and leadership around masculinity and gender-based violence create permission for others to follow.	Storytelling events; film screenings; men leading planning and speaking at awareness month events; and uplifting diverse men’s experiences.



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