
engaging with communities on gender norms and attitudes towards women

Kate Nevens and Ellie Hutchinson

Welcome!

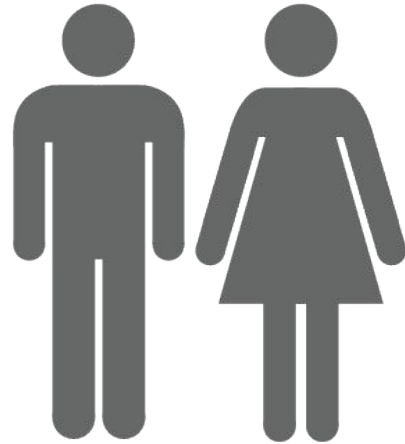
Today's agenda



1. Gender norms and attitudes towards women & girls
2. What works to change these attitudes?
3. Entry points to engaging with men and boys



Gender boxes



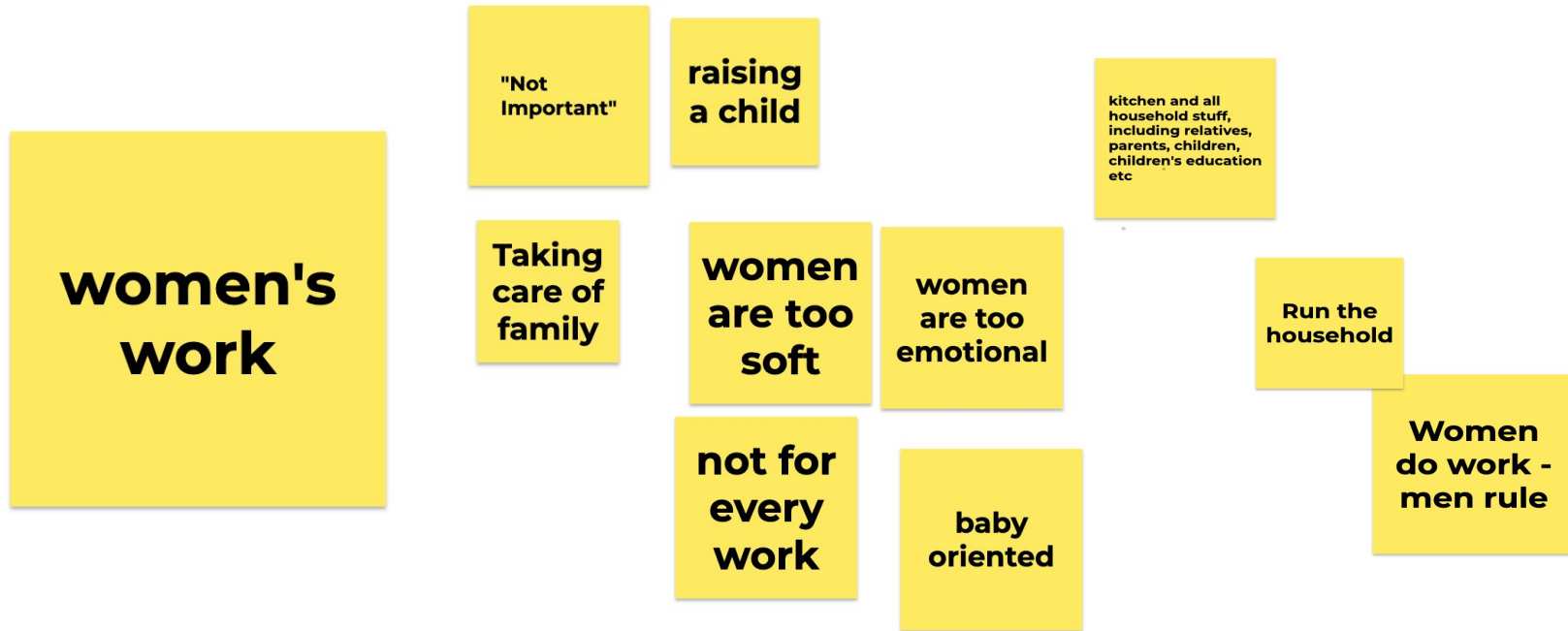
Participant responses!

Gender boxes



Participant Responses!

How does this play out in attitudes towards...



Participant Responses!

How does this play out in attitudes towards...

**women's
leadership**

**problems
in private
life**

"probably
someone
pushed for
that position"

**just few of
them can
do it**

undecisive

**Multi tasking -
work and
maintain
household**

**Artificial
Leadership**

**Women can't
be in the
leading role**

**less qualified
than men,
emotional to
lead a team**

Even if a woman
works and
contributes, she is
still officially living
in her husband's
house!

Participant Responses!
How does this play out in
attitudes towards...

**men
performing
caregiving
roles**

"Shameful"

"Strange"

**looked at
as heroes
by women**

**it's not
their
duty**

**Man is
under the
thumb**

**Man is praised
for caregiving**

Participant Responses!

How does this play out in attitudes towards...

**women's
bodies**

**girls should
be responsible
for what they
wear not to
provoke men**

**women stop
worrying about
their bodies after
the marriage. Before
that - they worry a
lot**

**women are
judged for not
looking good**

**Should
be
Hidden**

**forbidden
professions
for women to
"protect" the
reproductive
function**

Our research on

**Changing
Attitudes**

Multiple approaches to changing attitudes

Diversifying representation in popular culture, media and marketing

Working with or within companies

Working face to face with individuals and small groups

Working with community groups

Working with young people

Working with men and boys

Information and communication campaigns

Building social movements/activism

Edutainment

Combining with service delivery

Policy change

What works?

1. Working long-term and building relationships
2. Tailoring your approach to a specific community or group of people
3. Using positive communications and appealing to people's values
4. Working with community-based role models and people to share their stories

There are no quick or technical fixes.

Change is fundamentally linked to changing people's relationships with one another AND redistributing power

Key challenges

1. Difficulties working long-term and at scale, particularly when funders are wanting quick, big results
2. A culture of backlash - negative consequences for women who share their stories
3. Lack of understanding of how activism and social movements fit into this picture
4. A complex relationship between attitude change, behaviour change and structural change

Sharing experiences: what have you found?

Has anyone been working on projects or activities designed to change people's attitudes towards women and girls?

- Whose attitudes were you hoping to change, and about what?
- What were some of the key challenges?
- Were there any successes?
- What did you learn? Any lightbulb moments?



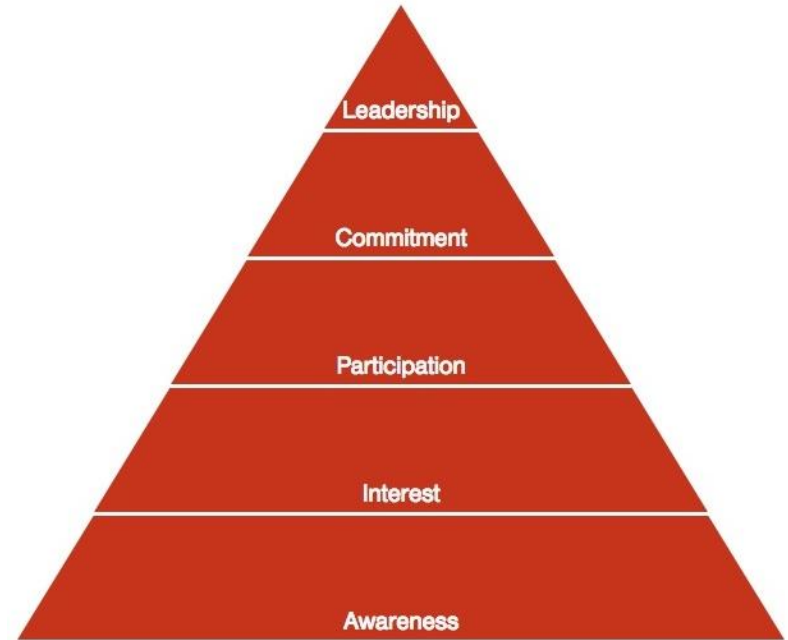
Examples, successes & challenges

Participant Responses!

- Working with different groups of men; hearing women's stories can help
- How to engage with men when it feels like power might be lost- can we shift it to how we might all gain something?
- Learning from each other about how to start these conversations

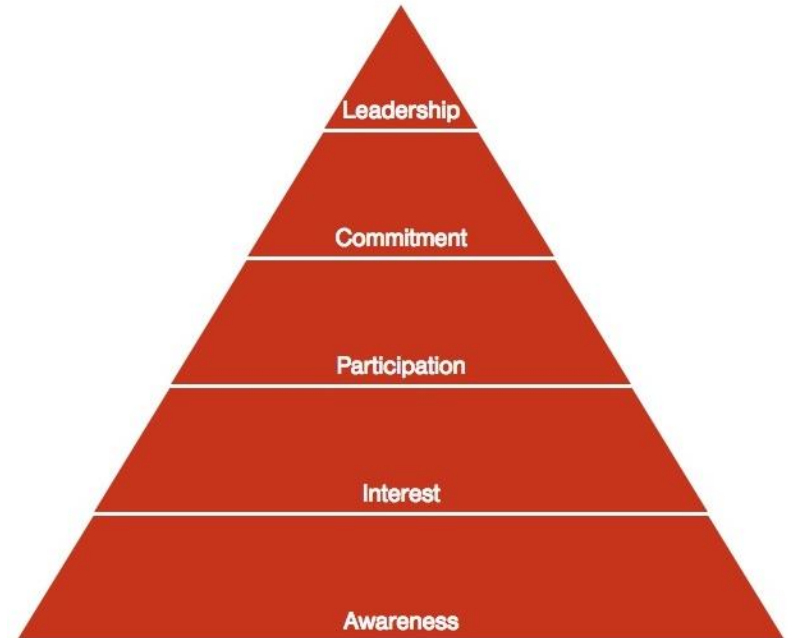
Engaging with men and boys

What entry points can we use in our communities?



What entry points can we use in our communities?

- Men's mental health is a big issue here in Scotland
- Caring and dual parenting during in the pandemic
- Community building
- Value based "good men"



What

- Bystander programmes for colleges and universities
- Activities and training for practitioners with a focus on care experienced young people
- Handbook and training for boys attending youth groups
- Creation of a boys group

Entry points

- You are a good man and you care about others
- Your mental health matters
- Unhealthy masculinity is bad for you too
- We're here to help on your journey to adulthood
- How to have good sex and relationships
- Free activities and food/benefits to your studies

Participant Responses!

Potential entry points for engaging with men and boys on...

**women's lack
political
representation in
your community**

**1) Provide a
Thorough
Analysis of the
context**

**3)
Development
of Sets of
Evidences**

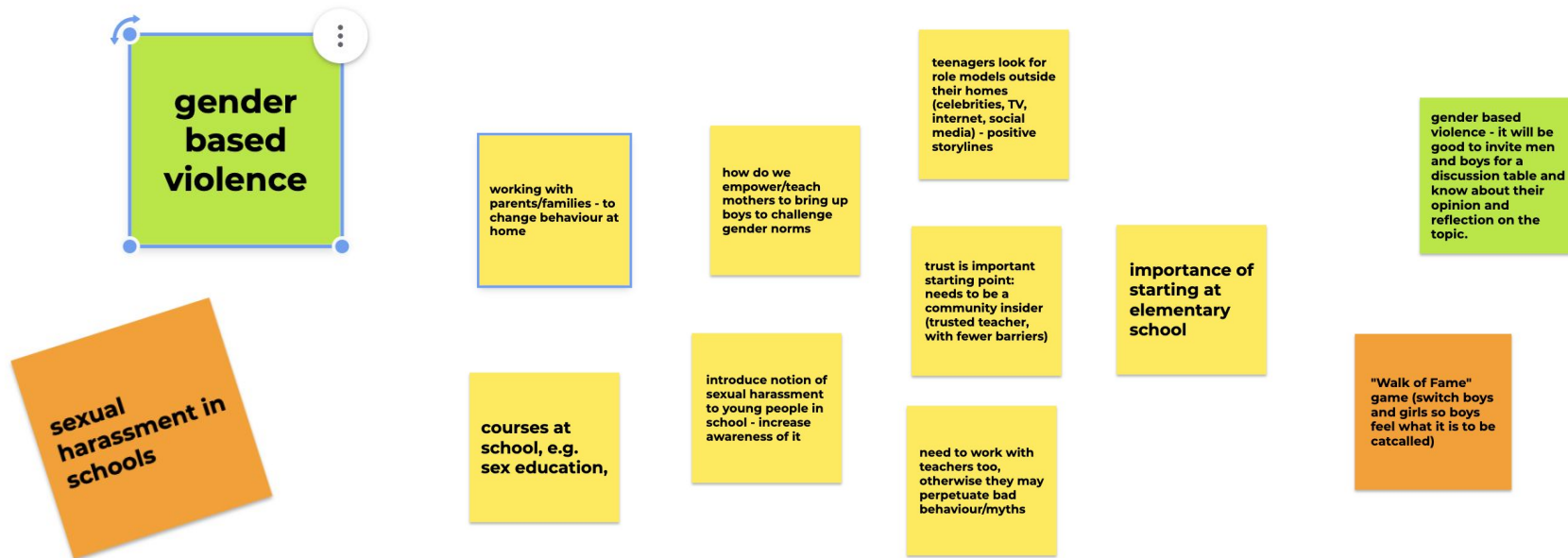
**5) Discussion
on
possibilities of
Quota System**

**2) Development of
Communication
Strategies with
Targeted Approach -
Choosing Right
Words**

**4)
Development
of Personal
Stories -
Women
Profiles**

Participant Responses!

Potential entry points for engaging with men and boys on...



Participant Responses!

Potential entry points for engaging with men and boys on...

**encouraging
men's
caregiving
roles in your
community**

**Introduce activities
at school where
boys and girls can
have equal access
and no gender
change**

**Work with families -
train them to bring
up children
respecting gender
equality**

**Baby caring
classes for
both partners.
Involve
husbands!**

**Extracuccicular
activities for parents
- when professioals
will explain them
how to change kids
attitudes**

**Educational classes
for boys - about
women uniqueness
and their biology**

**Work with moms.
Mothers bring up
boys - who then
become men, who
are not respecting
women**

**Create
fathers
day**

**Policy
change in
the
country**

Resources from this workshop

Please find all the original jamboards from this workshop here:

<https://drive.google.com/drive/folders/12DO-D2ebKNbA65vARhd76geDeBuRi0T5?usp=sharing>

More information, an executive summary and our full report:

“We need this to do things differently”: A framework for a new, inclusive and intersectional organisation to transform attitudes towards women and girls and promote gender equality in Scotland.

here: <https://www.zerotolerance.org.uk/gender-institute/>

(Contains a fairly extensive bibliography on attitude change and gender equality)

Further Resources

Promundo: Men and care giving <https://promundoglobal.org>

Men engage: Resources and literature on engaging with men and boys <http://menengage.org>

XY: articles and research on masculinities <https://xyonline.net>

Tri-Ethnic Center How ready is your community for change? Mapping and designing strategies for change around public health issues (including VAWG)

https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf

Bystander work in Scotland

The original pack we developed is still available online (although may be quite dated now!)

<https://elearning.avaproject.org.uk/preventionplatform/index.php/2014/08/31/get-savi-students-against-violence-initiative-together-we-can-stop-it/>

One of the key ways we were able to get buy in across Scotland, was by developing it **collaboratively** with women's groups and student groups. We also hosted a number of **workshops** before designing the pack to see what would work (and what wouldn't!), after we developed it, we piloted it with students and made the adaptations we needed.

There is also a chapter in this book <https://www.istor.org/stable/j.ctv1fxh3v> on what worked, what didn't and what we learnt too. A lot of what we developed was based around this approach from America, but re-making it for the Scottish context

<https://cultureofrespect.org/program/green-dot-etc/>

Stay in touch!

Kate Nevens

katenevens@gmail.com

Twitter: @katenevens

facebook.com/katenev

Ellie Hutchinson

ellie@elliehutchinson.com

Twitter: @elliehutch_

www.thecollectivescotland.co.uk

