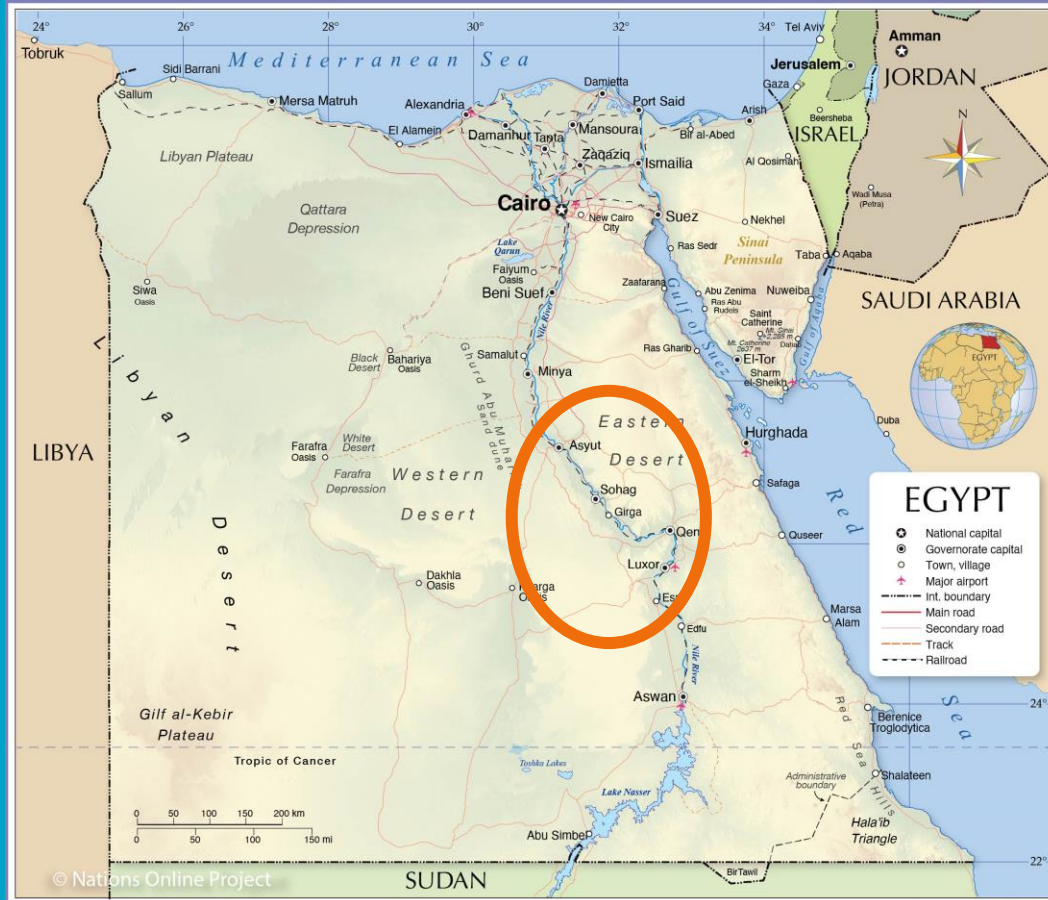




Harnessing Male Engagement for Transformational Gender Behavior Change in Upper Egypt

Farah Atia

Gender, Peacebuilding & Partnerships Program Manager



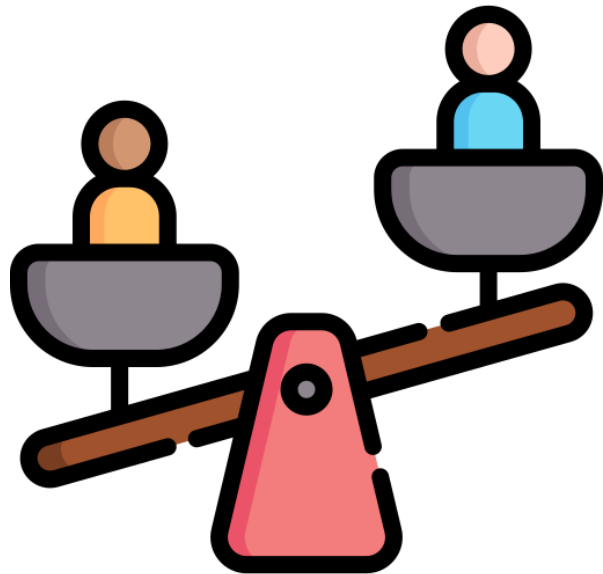
Enabling Better Parenting for Non-Violence and Inclusion (EBNI)

A two-year SBC-focused project implemented in three Upper Egypt Locations: Assuit, Sohag, Luxor



Background

Gender inequality in Egypt remains **deeply entrenched**, a manifestation of **pervasive beliefs** about **gender norms** held by both men and women.



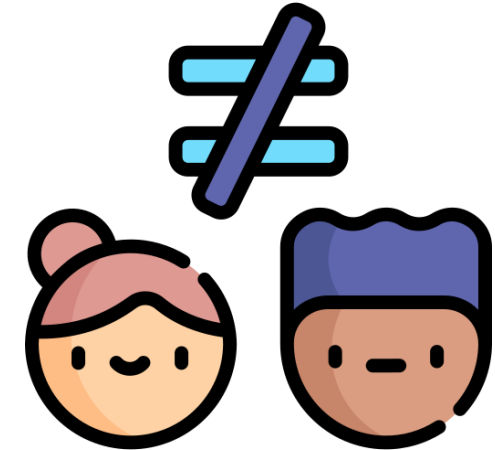
The 2017 **International Men and Gender Equality Survey** on gender norms in the MENA region confirmed Egyptians support widely **inequitable views on women's roles** in the household and community.

Background



More than **75%** of men and **50%** of women support the notion that a **woman's most important role is to care for the household.**

More than **70%** of men and women believe **wives should tolerate violence within the family unit.**



Women in Upper Egypt largely perceive gender norms as rules of law that control them, with **men and women responsible for distinct spheres.**

Description of Intervention

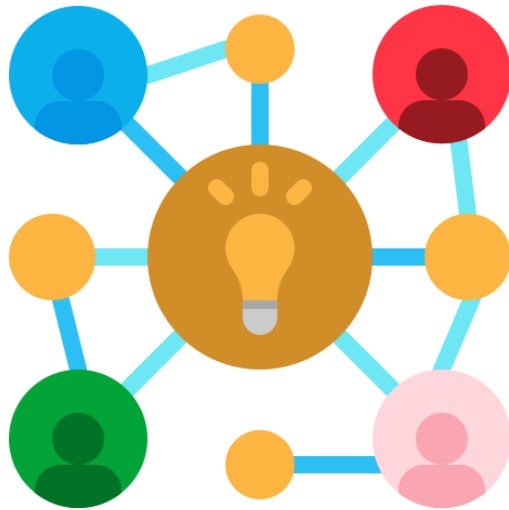
Goal: Men and women in Upper Egyptian villages engage in more **respectful and equitable relationships** within and outside the household unit

Objective: **Community Based Organizations (CBOs)** have increased capacity to **design** and deliver effective **gender transformative programs**

Outcome 1: Community Based Organizations are supported to design and pilot **male engagement strategies**

Description of Intervention

Local NGOs and CBOs worked to expand their knowledge base to **tackle unequal gender power relations** within the household



In-depth **assessments** were conducted on **male perception** towards non-violent parenting and gender dynamics



Description of Intervention

Local CBOs designed **male engagement activities** based on the trainings they received



In-person visits with fathers to **build trust**

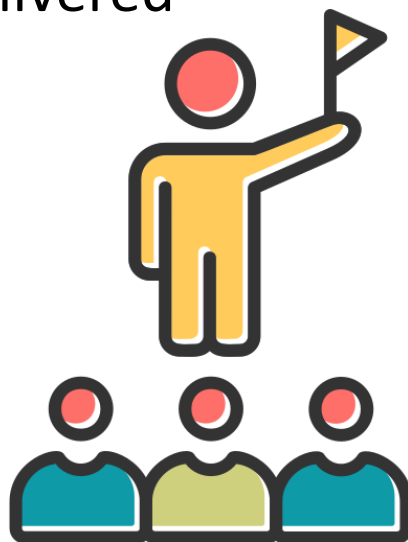


Launching and testing **male engagement activities**



Description of Intervention

Partners galvanized the **community leaders** so they could reinforce the messaging that was being delivered



Key messages were reinforced among male caregivers to achieve **sustainable changes in behaviors** that disrupt the cycle of violence within and outside the household

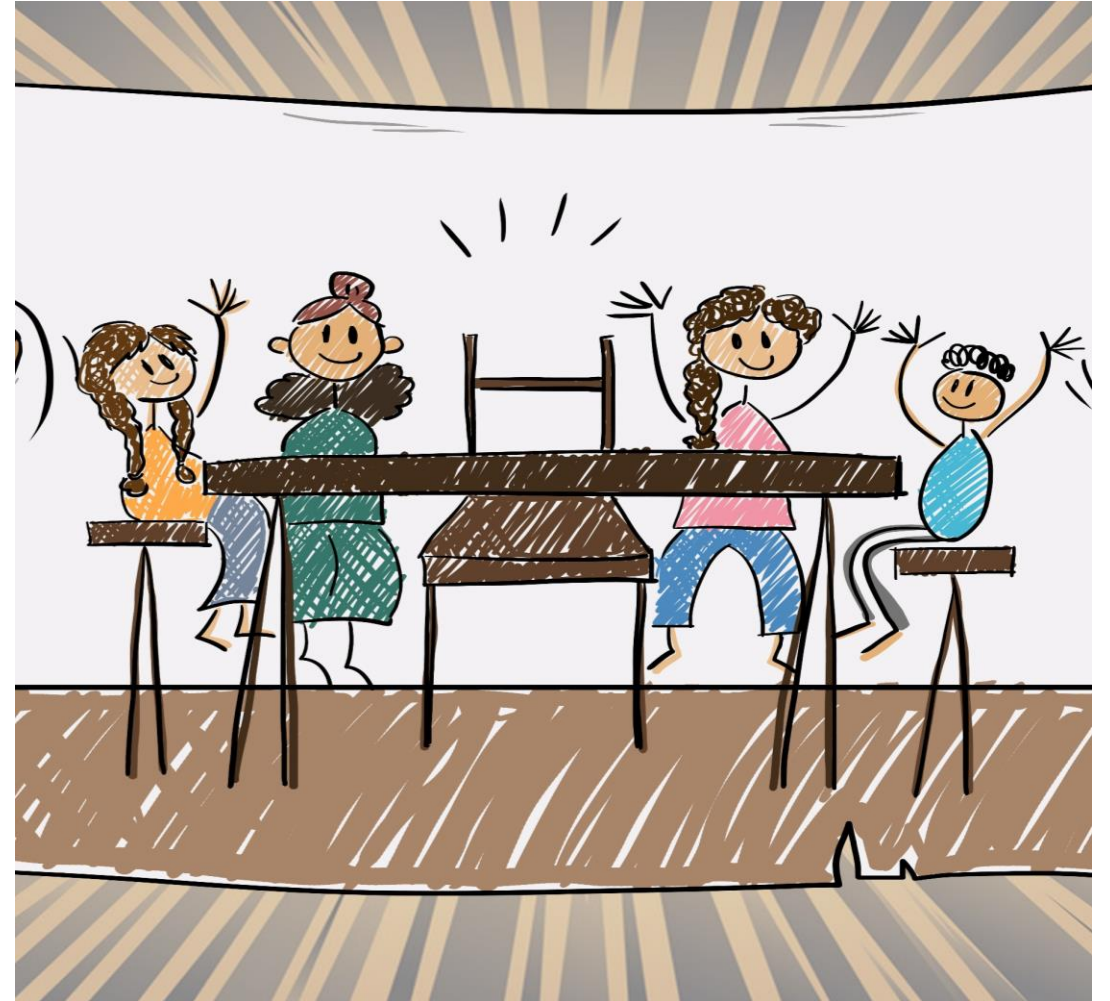


Description of Intervention

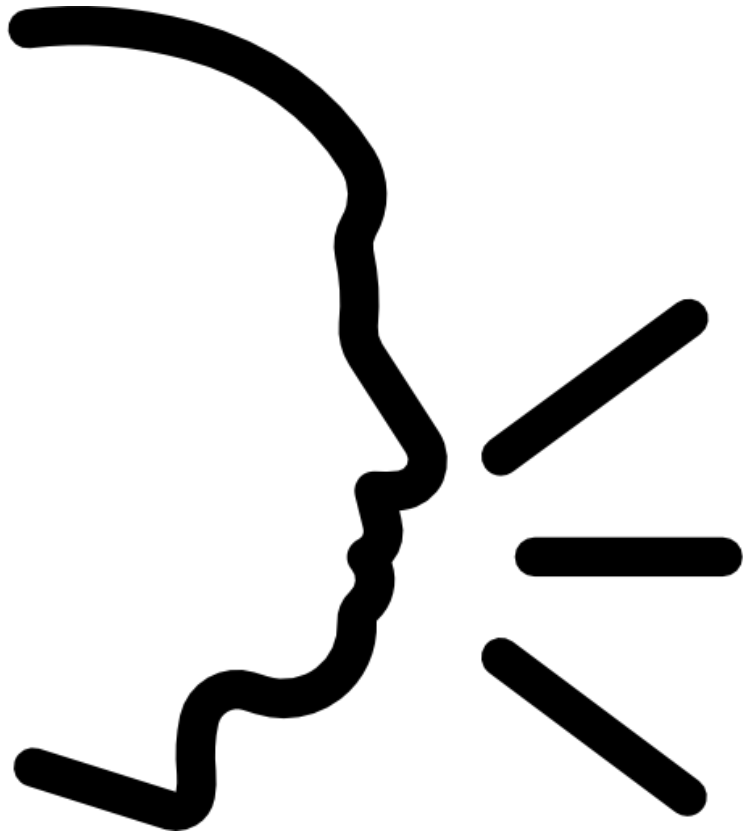
Key messaging was adapted from CRS' **Better Parenting curriculum**

Examples of topics:

- Understanding Parenting
- Cultural and Social Norms
- Parenting Styles
- Child's Temperament
- Parent-Child Communication
- Family Rules, Boundaries and Roles
- Gender and household dynamics
- Understanding and Managing Your Own Emotions
- Discipline



Messaging Examples: Gender and Household Dynamics



“When mothers and fathers jointly participate in parenting, the whole family benefits. Fathers and other male relatives do not become less valuable to their children when this happens!”

“Household chores should be shared equally among boys and girls, for example in the time needed for chores and tasks they are given.”



Illustrative image from curriculum

Description of Intervention: Duration

2 quarters

- Series of **capacity building workshops** for project partners, CBOs, and local leaders

1 quarter

- In-depth **community assessments**

2 quarters

- Piloting **male engagement strategies**

3 quarters

- **Collective activities** involving female participants



Meeting with a male participant



Collective session with a group of male participants



Interactive theater activity



Theater activity with extended family present



Joint session with project participants



Session with family therapist



Family day



Day trip



Cinema day with male participants

Results



264

male caregivers were engaged in at least one **Better Parenting topic** during the project period. 205 completed the full 15-topic curriculum.



93%

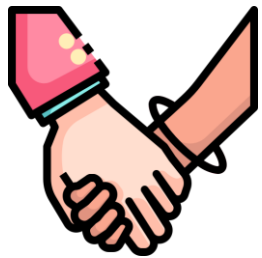
of **CBO male staff** had demonstrated improvement in their **knowledge** to design pilot **approaches to male engagement**

Results



93%

of male caregivers **adopted positive parenting behaviors** by the end of the project



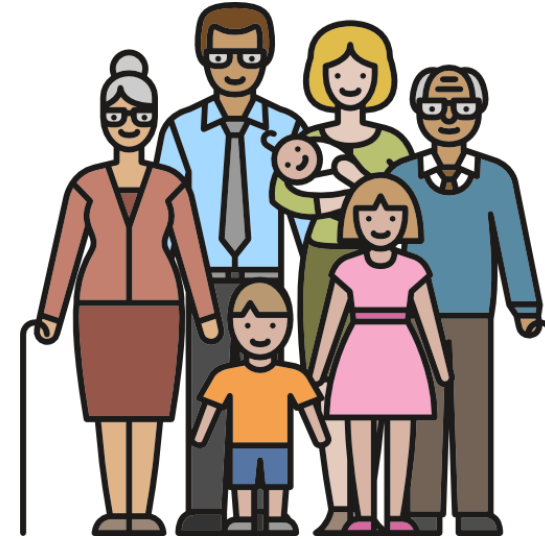
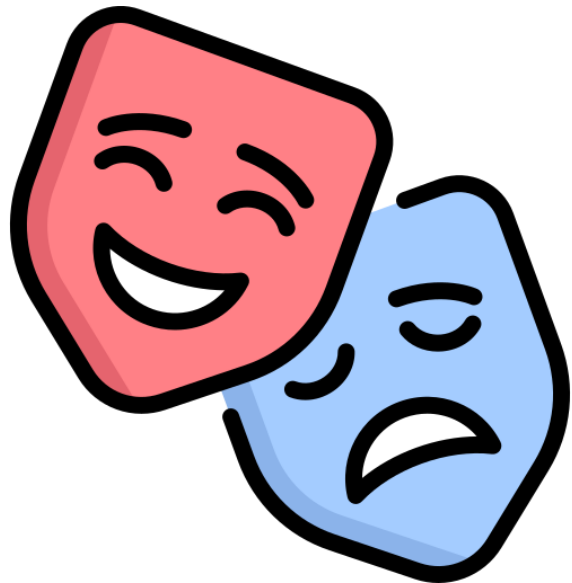
83%

of men agreed or strongly agreed with the statement that **husbands and wives** should make **joint decisions** about how to spend household **income**



Lessons Learned

Visual activities involving art and **theatre** complement meetings and are more **memorable** and appeal to **emotions**



The influence of **extended family** and community on men to continue practicing **adverse behaviors** remains a challenge to be considered

Discussion/ Implications for the Field

Identify and work with **influencing groups** and understand key **determinants**

The quality of fathers' relationship with their children was an **intrinsic reward** that motivated **sustained positive behaviors**

Work with **staff** from **sites** of project **implementation**

Include **all family members** in project activities, especially those who in **multi-generational** or extended-family homes

Community leaders can successfully support SBC with **male heads** of household

Thank you!

farah.atia@crs.org



Access the Better Parenting Discussion Guide and other materials here:

