



**LANDSCAPING GENDER TRANSFORMATIVE PARENTING PROGRAMS**

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# 01

## About Promundo

Promundo engages **men and boys** — as employees, citizens, fathers, consumers — and the institutions in their lives, to practice values of **respect** and **equality**, **support women and girls' leadership**, **be caring parents**, and to **call out violence** and discrimination when they see it. We believe that the work with men and boys is not an end, but rather a means of promoting gender justice.

### Mission

Promundo works to achieve gender equality and social justice by transforming intergenerational patterns of violence and promoting patterns of care, empathy and accountability among boys and men throughout their lives.

### Vision

We envision a world where all people work to create a **nonviolent, caring, and gender-equitable future** for themselves and for their children.



# 3-Pronged Approach

**1** Conduct **research** that informs the knowledge base about what contributes to shift restrictive gender norms , promote healthy masculinities for gender equality, and how gender and masculinities intersect with other identities (i.e. race, class, sexuality, religion, migratory , displaced status) in different settings

**Research for Action –  
programming & advocacy**

**2** Co-develop, adapt, test, evaluate, and explore how to scale up **gender-transformative interventions and programs** in partnership with local communities, civil society and government to prevent violence and promote gender equality. We strengthen partners' capacity to lead GT programming.

**Locally-led sustainable  
Interventions**

**3** Leverage research to carry out national and international **advocacy** that shift harmful gender narratives and raise awareness about the drivers of violence and how to prevent it.

**Global Advocacy**

# Social Ecological Model

*“We need to stop thinking about engaging men as if it were an end in itself, and think more about men and women working together – resisting, changing, envisioning, and creating societies where social justice thrives.”*



narrative shift



policy change



norms change

Systems



schools



health services



workplaces

Communities and institutions



childhood



adolescence



adulthood | parenthood

Individuals



# Why we engage fathers



- Actively participating in promoting the health, wellbeing and development of their partners and children
- Fostering a respectful and caring co-parent or /and couple relationship if living together
- Supporting their partner's autonomous decision-making, agency and health
- Being emotionally connected with their children and partners
- Taking joint responsibility with their partner for the workload
- Resolving conflicts in a peaceful way and working to prevent violence by promoting caring and respectful relationships in the family



# Parenthood

## Intervention: Program P

Fatherhood can be a transformative moment for men. Engaging fathers, together with their partners in critical reflections about gender equity can have multiplicative impacts: on the child, on partners, and on the father themselves.

Program P is a group education, multi-week curriculum grounded in a feminist framework and meant to be adapted to gendered dynamics and parenting practices in varying contexts. Manual includes 3 components meant to be implemented jointly to reinforce the gender transformative effect:

- (1) a guide for health professionals on how to engage men in the prenatal consultation space and primary health clinics;
- (2) a series of (10-15) group education sessions with men, and their female partners; and
- (3) a step-by-step guide to create and launch community campaigns (as part of MenCare a global fatherhood campaign).

**It has been adapted in over 20 countries, including in Rwanda, where a rigorous evaluation showed that two years after the intervention, men were nearly half as likely to use violence against their female partners and spent one hour more per day doing household chores**



# Methodology: Parents share experiences in facilitated peer group space





# Methodology: Participatory activities and role modelling to explore positive ways to resolve conflict and discipline children





# 02 Programs

## Program P

A Manual for  
Engaging Men in Fatherhood,  
Caregiving and Maternal  
and Child Health



- **Colombia**

Curriculum adapted and piloted in Bogota with couples of Venezuelan migrant and internally displaced families. It includes sessions with activities with children and others where parents play with their kids to develop empathy and foster connection. Second phase will include plans to explore hybrid and digital modalities to enhance fathers' engagement and a more robust evaluation including observational measures of co-parenting gendered dynamics and exploring its feasibility for scale-up with child protection public institution (CINDE)

- **Palestine, Morocco**

Curriculum piloted in Ramallah and Gaza, Palestine; includes a trauma lens to address the needs of conflict affected families living under Israeli occupation. Morocco pilot is underway. (UN Women, Palestinian Counseling Center, AISHA, Quartiers du Monde)

- **Jordan & Kurdistan – Intergenerational approach**

Developing an integrated curriculum to work with adolescent girls and boys (12-14) and their primary caregivers to promote gender equitable relationships and prevent violence with a focus on harsh discipline and child marriage + community mobilization component in Jordan (Terre des Hommes). In Kurdistan, Irak, intervention will engage fathers, adolescent boys, and men who have experienced wartime trauma in trauma-informed group education curricula (SEED, Living Peace)

- **Programa P –Ecuador, Mexico, Paraguay**

Multicomponent program to prevent and respond to SGBV in LAC. Program P will be adapted with FF MAs CEPAM Guayaquil, MEXFAM/Mexico and CEPEP/Paraguay and delivered through their community health centers





# Programs

## Bandebereho - Rwanda

The couples-based parenting program with longest footprint has evolved during 8+ years of testing, evaluation and revisions to its current curriculum that has been validated and adopted by the Ministry of Health.

The program is being integrated into the health service in one district via the decentralized health system using community health workers. Since 2019

- **30+ district health authorities** have been trained to oversee the implementation;
- **432 CHWs** have been trained and are implementing group sessions
- **700 local authorities** are supporting recruitment and implementation.
- **10,000 parents** reached in 2021.

Learning on the feasibility, quality, fidelity, and costs from this phase of scale-up will inform a national scaling-up strategy. Innovations to the program using remote and digital modalities are being explored, including a mobile App for CHWs to access support for session implementation and refresher training, and a Hotline for participants to share information and address key parenting concerns. (RWAMREC, MOH, Grand Challenges Canada, DfID WOW, Wellspring Philanthropic, and Oak Foundation).

### PARTNER SNAPSHOT | RWANDA



Republic of Rwanda  
Ministry of Health







GLOBAL  
**BOYHOOD**  
INITIATIVE

# Childhood (4-13)

Intervention: Global Boyhood Initiative  
UK, France, Italy, Mexico

Some of the first messages boys receive about how they should behave are among those that encourage them to close themselves off emotionally, which can limit their most important relationships, reinforce sexist attitudes and behaviors, and even encourage the use of violence, including aggression and harassment. Unhealthy ideas about boyhood and manhood are reproduced generation to generation around the world in families, schools, athletic and community programs, and in media.

***The Global Boyhood Initiative is designed to break this pattern by supporting boys and the adults in their lives with the resources they need to raise, teach, coach, and set an example for boys to become men that are caring, capable of developing close emotional connection with others in their lives, and challenging the belief that for boys and men, violence is a normal to resolve conflicts***

**Initiative components include:** Media Campaign, Evidence-based activities, tools, and educational resources, and Network of international partners, stakeholders, and influencers



# 04 Looking ahead

1. **Core components for effective IPV-VAC prevention:** Generate and learn from the evidence to inform our program design based on what are the core programmatic contents and methodologies for sustainable outcomes.
2. **Enhance engagement :** Human Centered informed Design to develop and test new parenting delivery models with men and their female partners to improve engagement and potential to scale; conduct a feasibility study and ultimately test the usability, desirability and impact of enhanced hybrid parenting interventions on male engagement, parenting behaviors and violence prevention
3. **Measurement and Learning:** Develop, test, validate, create mixed methods methodologies to assess impact of parenting/caregiver support interventions on gender socialization of children.
4. **Increase scale and impact:** Co-design and adapt parenting or family engagement interventions that can be delivered by large scale sector programs (social protection, education, ECD, health) to optimise reach and impact. Understand what it takes to scale up effective GT parenting program.



[www.promundoglobal.org](http://www.promundoglobal.org)



## Preventing violence against women and violence against children

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Promundo aims to prevent violence against women and violence against children by working to change the harmful norms that perpetuate these practices. We are establishing best practices for engaging men in the prevention of sexual and gender-based violence, and we have contributed to formative research, program development, and campaigns that promote nonviolent attitudes and behaviors related to gender. We use schools and the health sector as entry points to prevent violence against children and promote positive discipline, as well as working directly with parents. Below are some of our latest resources concerning relevant research, and programming to prevent violence in childhood as well as intimate partner violence.

### RESEARCH

#### **Breaking the Cycle of Intergenerational Violence: The Promise of Psychosocial Interventions to Address Children's Exposure to Violence**

Catherine Carlson, Carin Ikenberg, Laura Vargas

Exposure to violence in childhood can have severe physical, emotional, and mental health consequences and is intimately linked with the likelihood of perpetrating or experiencing intimate partner violence in adulthood. This process whereby violence in childhood is linked to violence in adulthood can be disrupted if children and adolescents are provided with quality, targeted interventions that meet their psychological and social support needs. In this new literature review commissioned by Promundo, the authors discuss psychosocial interventions that show promise in disrupting cycles of violence across many settings in high- and low-income countries, in individual and group/community settings, and by formally trained professionals as well as community-trained facilitators. Read the key findings [here](#).



#### **Gender-transformative Bandedereho couples' intervention to promote male engagement in reproductive and maternal health and violence prevention in Rwanda: Findings from a randomized controlled trial**

Kate Doyle, Ruti G. Levto, Gary Barker, Gautam G. Bastian, Jeffrey B. Bingenheimer, Shamsi Kazimbaya, Anicet Nzabonimpa, Julie Pulerwitz, Felix Sayinzoga, Vandana Sharma, Dominick Shattuck

Rigorous evidence of the effectiveness of male engagement interventions, particularly on how these interventions impact relationship power dynamics and women's decision-making, remains limited. This study assessed the impact of the Bandedereho gender-transformative couples' intervention on impact on multiple

behavioral and health-related outcomes including intimate partner violence and harsh discipline against children influenced by gender norms and power relations.

### **Care, Coping, and Connection under COVID-19: Insights on couple relationships from a follow-up to the Bandebereho randomized controlled trial in Rwanda**

Kate Doyle, Deboleena Rakshit, Ruti Levtoy, Shamsi Kazimbaya, Emmanuel Karamage, Fidele Rutayisire, Silas Ngayaboshya, Dr. Felix Sayinzoga

*The Care, Coping and Connection under COVID-19* report presents findings from a phone survey with 500 couples in Rwanda, examining the impact of the pandemic on stress, caregiving, and family relationships. The study builds on a randomized controlled trial of the Bandebereho intervention to examine the longer-term (five-year) impact of the intervention on participating families. The data suggest that while the pandemic has been hard on many families, Bandebereho participants have tended to fare better than those in the control group, suggesting long-lasting impacts of the intervention on key outcomes related to men's engagement in care work and on couple and family relations.



### **The Role of Fathers in Parenting for Gender Equality**

Clara Alemann, Aapta Garg, Kristina Vlahovicova

This paper presents an emerging body of evidence, which affirms that positive father engagement in the lives of their children – much like positive involvement of mothers and other significant caregivers – is associated with a series of early child development outcomes as well as improved quality of family environment and relationships and the prevention of violence. It presents constraints which stand in the way of realizing the potential of men as fully involved fathers and caregivers, such as: restrictive gender norms and a lack of policies and supportive enabling environment; shares emerging and promising fatherhood and parenting support interventions; and offers evidence-based recommendations on how to improve research, policies, and programs to promote men's active engagement as fathers.

## **GENDER TRANSFORMATIVE PROGRAMS**

### **Bandebereho Facilitator's Manual (2021)**

Promundo, RWAMREC, RBC

This manual was developed by RWAMREC and Promundo to support the scale-up of the Bandebereho couples' intervention through the health system in Rwanda. The manual is adapted from the original Bandebereho facilitators manual, inspired by Program P, that was developed as part of the MenCare+ project and evaluated through a randomized controlled trial. demonstrated the



impact of the intervention on a range of health and gender-related outcomes, including intimate partner violence, contraceptive use, women’s antenatal care attendance and men’s accompaniment, household decision-making, and violence against children.

This manual is designed for community health workers who are trained to recruit expectant or current parents of children under five years and facilitate small group sessions in their local communities. The manual includes 17 sessions with activities designed to engage men in maternal and newborn health, caregiving, violence prevention and healthier couple relations.

The manual was adapted for the transition-to-scale of within the Rwanda health system with financial support from the WOW Fund and Grand Challenges Canada.

## **GUIDELINES**

### **Promoting Men’s Engagement in Early Childhood Development: A Programming and Influencing Package**

Melanie Swan, Kate Doyle

This programming and influencing package includes resources developed for programs that aim to increase male engagement in nurturing care and early childhood development (ECD), as well as in maternal health and well-being.

It was developed as part of a partnership between Plan International and Promundo, in recognition that men’s engagement in ECD and maternal health is a crucial entry point for challenging gender inequality, norms and roles that are limiting and discriminatory, particularly for girls and women, but also for boys and men.

The document is informed by growing evidence that men’s positive engagement in nurturing care, unpaid care work and maternal health and well-being brings benefits for young children, women, families and men themselves. It is part of Plan International’s commitment to gender transformative Early Childhood Development work, which includes promotion of men’s engagement in the care and development of their young children.

For more information about the package, or to find out about training opportunities to support men’s engagement in ECD, please contact Plan International – [ECD@plan-international.org](mailto:ECD@plan-international.org)

The package is available below in English, French, and Spanish.

### **Key Takeaways/Lessons Learned from Prevention+: A five year multi country program to prevent GBV**

In 2016, Rutgers and partners Sonke Gender Justice, Promundo-US, and MenEngage Alliance started Prevention+: a five-year, multi-country program in Indonesia, Lebanon, Pakistan, Rwanda, and Uganda that sought to end gender-based violence (GBV). A first of its kind program, Prevention+ aimed to transform the harmful gender norms that drive GBV at the individual, community,

Key Takeaways/Lessons  
Learned from Prevention+

PREVENTION+



institutional, and governmental levels of society. The program targeted men as agents of change and used intersectional interventions to address the root causes of GBV and gender inequality.

An external evaluation of the program showed that it was impactful across all four levels of interventions. This document expands on five key takeaways or lessons learned, including: 1. Simultaneously working across socio-ecological levels was critical to the success of the program; 2. Participatory program design, where participants themselves were offered meaningful chances to shape and co-develop core program messages and elements, was exciting and impactful; 3. Working within, building on, or improving existing institutions can result in improved and more sustainable programmatic outcomes; 4. Multi-level, cross-sectoral relationship-building was key to ensuring collaboration, capacity-building, and accountability; and 5. Engaging men as part of the solution and promoting positive masculinities are key to preventing violence against women and girls.

### **The Global Boyhood Initiative**

The Global Boyhood Initiative (GBI), founded by Promundo and the Kering Foundation, aims to equip adults with the tools and resources to raise, teach, and coach boys (aged 4-13) to share emotions in healthy ways, accept and connect with others, stand up and speak out against inequality, and break free from stereotypes and restrictive gender norms that underpin gender inequality and can drive the use of violence against girls and women later in their lives. The initiative launched in the US and is currently being adapted in the UK, France, Italy and Mexico.

### **10 Ways Men Can Prevent Gender-Based Violence**

Ending gender-based discrimination and violence is a global priority that requires collective action. From November 25 to December 10, we are joining thousands of organizations around the world for the [16 Days of Activism Against Gender-Based Violence Campaign](#), advocating and acting against gender-based violence (GBV).



The 2020 Campaign sought to amplify the voices of women workers in the informal economy while continuing to call for the ratification of ILO Convention 190 and to end all forms of GBV in private and public spaces Promundo participated by sharing ways that men can help prevent gender-based violence and advance gender equality.