

Practitioner support guide

Practical tips for engaging men

PRACTITIONER REFLECTIONS VIDEO SERIES - CHAPTER 5

Purpose of the support guide

This is a support guide for the video *Men in focus: Practitioner reflections*, Chapter 5.

The guide includes:

1. Introduction to Chapter 5.
2. Further tips for engaging men and boys in the prevention of men's violence against women.
3. Additional activities and resources.
4. Supports available.



**Men in focus
evidence review**

ourwatch.org.au/change-the-story/men-in-focus

About Chapter 5

This video is relevant to anyone working with men and boys and seeking to challenge and transform masculinities in the prevention of men's violence against women.

Chapter 5 features practitioners offering practical actions that can help increase engagement with men and boys in prevention work.

Chapter 5 has three parts:

1. General tips on engaging men.
2. Tips on messaging.
3. Using positive role-models for change.

Tips for working with men and boys

#1 Have a targeted approach

#2 Use strengths-based approaches and values-based messaging

#3 Use positive role models for change

Tips for working with men and boys

#1 Have a targeted approach

- Be targeted and specific with which men and boys are being engaged, and tailor work in ways that acknowledge all aspects of their identities and experiences.

"It's really important that messaging is appropriate for the audience you're seeking to engage and work with. Young people can see it from a mile if it's being written for them by people who are not them."

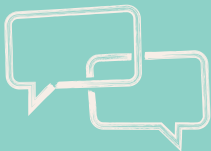
Shane Tas (he/him).

Principal Advisor – Masculinities, Our Watch.

- See 'Have a targeted approach' in Our Watch's *Men in focus practice guide: Addressing masculinities and working with men in the prevention of men's violence against women* on page 38.

Prompting question

Who are the men and boys your work aims to engage? How do their identities and experiences shape their perspectives on masculinity and men's violence against women? How can you tailor your work to engage with these perspectives ethically and effectively?



#2 Use strengths-based approaches and values-based messaging

- Strengths-based approaches are accessible, engaging and draw on men and boys' experiences, connecting with their positive values that can support the prevention of men's violence against women.

"In order to have challenging conversations about some of the stuff that we need to change we first need to establish a common ground. And I think a strengths-based approach that acknowledges what people's values are and what their hopes for themselves are, and their ideas about what makes a good society and a good family, I think that's a really great place to start."

Jackson Fairchild (they/them).

Primary Prevention Leader.

- Refer to page 113-117 of the *Men in focus practice guide* for a detailed discussion on messaging to engage men and address masculinity.
- See VicHealth's *Framing gender equality: Message guide* and *Framing masculinity: Message guide* for more information on value-based messaging.
- For more information on tailoring prevention messaging and language considerations, see:
 - Luke Pearson in Indigenous X, *Appropriate terminology for Aboriginal and Torres Strait Islander people – it's complicated*.
 - People with Disability Australia's *PWDA Language guide: A guide to language about disability*.
 - TransHub's *Language guide*.
 - Rainbow Health Australia's *Prevention Messaging Guide: A guide to support communications and engagement in primary prevention of family violence experienced by LGBTIQ communities*.

Prompting questions for individuals

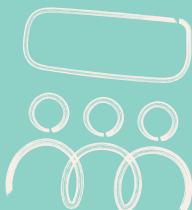
How do you build rapport with men and boys? What kind of language do you use that creates positive engagement?



Prompting questions for working with men at an organisational level

How do you establish strengths-based organisational structures that bring together male leaders and allies and hold them accountable to making change?

What communication mechanisms exist in organisations or settings where you can share positive visions and aspirations for this work, e.g., internal newsletters?



#3 Use positive role models for change

- Using role models can be a powerful, strengths-based way to connect with men and boys' aspirations and lived experiences. Research shows that most Australians want the men in their lives to be respectful, caring and loving rather than conform to outdated masculine stereotypes, such as being tough and self-sufficient. See VicHealth's *Framing masculinity: Message guide* page 10 for more information.

"I did go around and interview young boys about who their role models are... what was really beautiful is they started reflecting on the men in their families they looked up to, and the particular traits they loved in those men. And mostly they talked about those men being nurturing towards their families, so if we can harness that in society, I think that could be really good for men."

Hala Abdelnour (she/her).

CEO and Founder, Institute of non-violence.

Here are some resources from the *Men in focus practice guide* on using positive role models for change:

- Refer to page 47-48 for practitioners' reflections on the importance of role-modelling gender equality in co-facilitation.
- Refer to page 25 for participants' reflections on why male allies should role-model respectful, expansive ways to be a man.

See also *Engaging men from multicultural and faith-based communities in primary prevention* by the Multicultural Centre for Women's Health and Safe and Equal for more information.

Prompting questions

How can you work with role models who promote allyship and more inclusive, expansive ways to be a man? How can this be done in organisations, sports clubs and workplaces?



Support is available

Violence against women is widespread across our society and impacts the lives of many people.

If the content in these resources raises any issues for you, the following supports are available:

1800 RESPECT

☎ 1800 737 732 🕒 24-hours 📍 1800respect.org.au

Free national family and domestic violence telephone, online chat, and online video counselling services.

Australian Human Rights Commission National Information Service (NIS)

☎ 1300 656 419 or 02 9284 9888

📍 humanrights.gov.au/complaints

Information and referrals regarding workplace sexual harassment, for individuals and employers.

Men's Referral Service

☎ 1300 766 491 🕒 24-hours 📍 ntv.org.au/mrs

Information and referral for men who are concerned about their use of violent or abusive behaviour.

13 Yarn

☎ 13 92 76 🕒 24-hours 📍 13yarn.org.au

Crisis support for Aboriginal and Torres Strait Islander peoples.

QLife

☎ 1800 184 527

🕒 3pm-midnight, 7 days a week 📍 qlife.org.au

LGBTIQ+ peer support and referrals for people wanting to talk about a range of issues.

Find out more at ourwatch.org.au



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**Our
Watch**

Preventing violence
against women