

Men as Partners Program (MAP) (South Africa¹)

Target population:

South Africa: men 18-74 years old

Intervention description:

This initiative was started in 1998 as a collaboration between the New York-based EngenderHealth (formerly AVSC International) and Planned Parenthood Association of South Africa (PPASA). The program was triggered by the urgent need to address both gender-based violence and HIV/AIDS in South Africa. The South African MAP Network strives to create a society in which men and women can enjoy equitable, healthy, and happy relationships that contribute to the development of a just and democratic society. The MAP Network does this by encouraging men to:

- reduce their own risk-taking behaviors,
- take a stand against domestic and sexual violence, and
- become actively involved in reducing the spread and impact of HIV and AIDS.

To bring about change at all levels of society, the MAP Network uses the following strategies:

- conducting street outreach;
- holding workshops and engaging in community education;
- undertaking community mobilization activities;
- improving the quality and availability of HIV services for men;
- strengthening the organizational capacity of network members;
- promoting collaboration;
- working with national, provincial, and local government; and
- conducting ongoing research, monitoring, and evaluation.

One of the central elements of this program involves education workshops –usually a week long and often in a residential setting-- with male and mixed sex audiences. Workshops are implemented by male and female educators (ranging in age from 20 to 35) who are trained through a training-of-trainers model and take place in settings such as workplaces, trade unions, prisons, faith-based institutions, etc.

Based on the premise that gender inequity contributes to both AIDS and violence against women in South Africa, the MAP program focuses on promoting discussions of:

- gender issues,
- power dynamics, and
- gender stereotypes.

The MAP program is based on the following three principles, which recognize the importance of addressing the unequal balance of power between men and women:

¹ MAP has expanded to other countries as well, including Kenya and Nepal. However, the experience and data reported here is based on the implementation of the program in South Africa.

- 1) a recognition that contemporary gender roles confer on men the ability to influence and/or determine the reproductive choices made by their partners;
- 2) an understanding that current gender roles also compromise men's health by equating certain risky behaviors as a sign of being 'manly' and health seeking behaviors as a sign of weakness; and
- 3) an appreciation that men have a personal investment in challenging current gender roles both for their own health, and for the wellbeing of the women they care about.

Evaluation:

EngenderHealth has conducted two evaluation studies of MAP to date focusing on assessing the attitudes, knowledge and practices of workshop participants. They interviewed 200 male participants and a group of male controls about knowledge, attitudes and practices pre and post workshops, and 3 and 6 months after, as well as 50 female partners.

Compared to controls, a larger percentage of participants reported believing that women and men should have the same rights; that it was wrong to rape sex workers; and that it was wrong to beat their wives. Older men responded better to sessions of longer duration and adolescent boys appeared more open to changing their views of masculinity than older men.

Lessons learned:

- Present men as potential partners capable of playing a positive role in the health and well being of their partners, families and communities.
- Integrate a strong social justice emphasis into work with men and build coalitions with progressive social movements (such as civil rights and other social justice movements).
- Build organizational cultures that are committed to working with men.
- Develop a coherent, coordinated response by facilitating relationships between collaborative partners.
- Promote activities across the spectrum of prevention, including community education, individual change, advocacy, policy change and community mobilization.

Resources:**Men As Partners: A Program for Supplementing the Training of Life Skills Educators, 2nd Edition**

This manual is intended for use in working with men to address gender norms and issues related to gender and reproductive health to prevent HIV infection and gender-based violence. The manual is aimed primarily at:

- MAP master trainers, who train and supervise life skills educators who implement MAP activities with the public, and
- MAP life skills educators themselves.

It contains a variety of interactive educational activities on such topics as gender and sexuality, male and female sexual health, HIV and AIDS and other sexually transmitted infections, relationships, and violence, as well as general resources for facilitators, including tips for improving facilitation skills and sample introductory and icebreaker activities. Three sections are dedicated to various aspects of violence and one section addresses relationships, including controlling behaviors.

Though originally designed for use by MAP educators in South Africa, the manual and the activities have been used successfully by trainers around the world.

Available from:

<http://www.engenderhealth.org/pubs/gender/ppasa-manual.php>

Men As Partners Digital Story telling

In July 2005, the *Silence Speaks* (<http://www.silencespeaks.org/>) project of the Center for Digital Storytelling (<http://www.storycenter.org/>) travelled to South Africa to conduct two digital storytelling workshops with staff and volunteers from EngenderHealth's MAP Network. Participants in Johannesburg and Cape Town wrote and recorded first-person narratives about their lives; chose photos, still images, video clips, and music to illustrate their stories; and learned to edit these materials into the short digital videos presented here. These digital stories are being shown in trainings and public community screenings throughout South Africa, to promote the MAP Network's efforts to involve men in ending gender-based violence and preventing HIV and AIDS.

Available from:

<http://www.engenderhealth.org/our-work/gender/digital-stories-south-africa.php>

Men As Partners Programme: Promising Practices Guide

Prepared for EngenderHealth by Alan Greig and Dean Peacock, January 2005

An excellent resource with detailed and concrete lessons learned from the MAP initiative.

Available from:

<http://www.genderjustice.org.za/journal-articles-book-chapters/journal-articles-book-chapters/8.html>

Sources

Guedes, A. 2004. *Addressing gender-based violence from the reproductive health / HIV sector: A literature review and analysis*. Washington, DC: USAID, Bureau for Global Health.

EngenderHealth. 2002. *The Men as Partners Program in South Africa: Reaching men to end gender-based violence and promote HIV/STI prevention (a Men As Partners briefing paper)*. New York: EngenderHealth.

Men's work working with men, responding to AIDS: A case study collection. London: International HIV/AIDS Alliance. 2003.

Kruger, V. 2000. Evaluation Report: Men As Partners Program, Project Evaluation and Research Service, September 2000; EngenderHealth. 2003. MAP Evaluation Report, April 2003.

White V et al, 2003, *Men and Reproductive Health Programs: Influencing gender norms*. USAID, Washington, DC, USA

Ditlopo, P et al. 2007 "Testing the effectiveness of the Men as Partners program (MAP) in Soweto, South Africa," *FRONTIERS Final Report*. Washington, DC: Population Council.

http://www.popcouncil.org/frontiers/projects/afr/SouthAfrica_GBVMaleInvolve.htm