

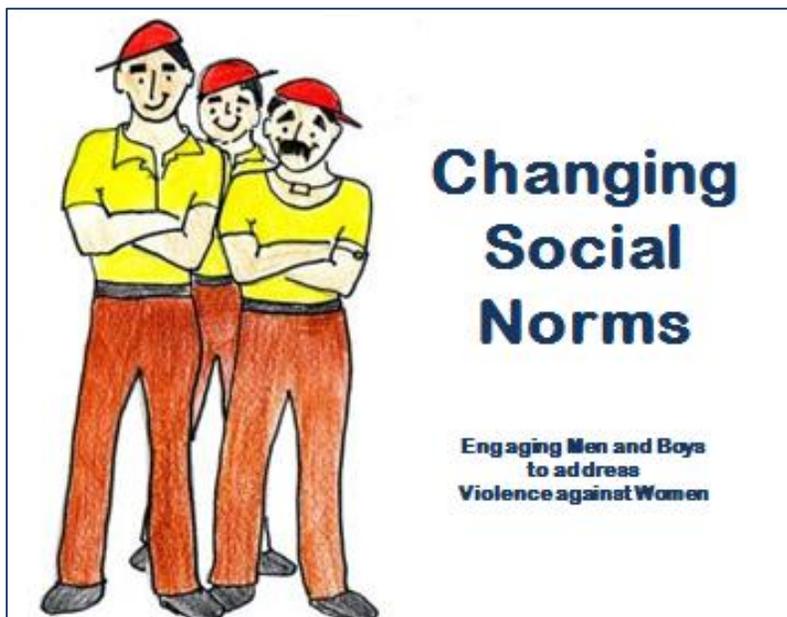
**Safe Cities Initiative**

Bhopal, Indore, Jabalpur, Gwalior

2013-2015

**Community-level Intervention 3- Working with men and boys****Rationale:**

Violence against women (VAW), particularly domestic violence, is associated with social norms, which privilege men's control over women's behavior and limit women's power both in private and public spheres. This is evidenced by the high acceptability of domestic violence, as a form of discipline for women who challenge male authority or fail to adequately fulfill their gender roles. Although work on transforming norms related to violence against women is relatively new, a growing body of evidence shows that targeting men and boys, in addition to women, to promote gender equality has an impact on reducing VAW. The objective under this intervention is to train community youth,



involve them in taking action to prevent violence against women and to promote gender equitable attitudes and practices.

**Intervention:**

This intervention will be delivered in 125 slums in four cities. Activities under this intervention include:

- *Forming youth groups* –Recognizing that transformative programs to change gender norms and attitudes work better with persons in younger age groups, groups of 15 boys and men volunteers in the 15-25 age group are formed in selected slums. These groups are then trained on issues relating to gender norms, masculinities and life skills, as well as engaged in a number of group activities such as sports activities, to promote solidarity and build a platform form for taking collective action.
- *Training youth ambassadors*- a youth ambassador is selected from this group and trained intensively to raise awareness among other youth group members on gender discrimination and masculinities and to encourage youth group members to be agents for change in their community by challenging gender inequalities, promote positive masculinities and to take action to reduce VAW.
- *Thematic meetings*- at the community level are interactive sessions, where the capacity of youth groups will be developed on a range of issues including gender and social inequalities, alcohol and substance abuse, anger management, responsible behavior towards women and girls, etc.
- *Events at city level*- involving youth groups to create awareness through inter-slum competitions and events to demonstrate action taken at the community level.