

# Welcome to our Learning Network Resource Webcast

## Best Practices in Engaging Male-Identified Students in Post-Secondary Sexual Violence Prevention Initiatives

**Date & Time:** Thursday, January 30, 2019 from 11:00 AM to 12:00 PM EASTERN STANDARD TIME

- All attendees are muted during the webcast.
- If you are experiencing issues, please type into the chat box.
- If you have a question for the webcast speaker, please type into the Q&A box and we will spend 15 mins near the end on Questions and Answers.
- There will be a link to an anonymous evaluation survey in the chat box at the end of the webcast, please fill out the survey as your feedback will guide our future webcasts.
- Once you complete the evaluation survey, you will be directed to a website where you will be prompted to enter your full name and email address. A certificate of attendance will be generated and emailed to you.
- The webcast recording will be posted on our website within the next few days:

<http://www.vawlearningnetwork.ca/ln-kh-webinars>



# Best Practices in Engaging Male-Identified Students in Post-Secondary Sexual Violence Prevention Initiatives

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**OUR FUTURE HAS NO VIOLENCE  
AGAINST WOMEN AND GIRLS**



# Today's Agenda

- **White Ribbon: who are we?**
- **Our work with the Draw The Line Campaign**
- **Important Considerations when Engaging Male-Identified Post-Secondary students**
- **Best Practices**
- **Metric on Sexual Violence Prevention**



# White Ribbon

We engage men and boys in the prevention of gender-based violence by **promoting equity and transforming social norms.**

We are committed to **support men and boys** to realize their potential to be part of the **solution to end gender-based violence.**



# Gender-Based Violence

Gender-based violence is an umbrella term used to emphasize that this violence occurs **as a result of gender norms and expectations** and **unequal power relationships between genders** in our society

## Gendered violence:

**Victims:** majority are women, girls and members of LGBTQ+ community

**Perpetrators:** overwhelming majority are men and boys

## Our approach:

Work with men and boys. Not through shame, through conversations about prevention, and non-violence



# Ontario Men's Survey (2012)

- Most men in Ontario are generally supportive of gender equity
- Gap between beliefs and behaviours



# Draw The Line Campaign

DTL Project initiatives aim to change attitudes, beliefs and behaviours that perpetuate sexual violence against women and girls and strengthen the capacity of the education system to prevent sexual violence and harassment



Ontario Coalition of Rape Crisis Centres



[whiteribbon.ca](http://whiteribbon.ca)

# Draw The Line: Workshop Outline

- **Introducing White Ribbon**
- **Unpacking Sexual Violence, definition and common myths**
- **How can gender expectations enable Sexual Violence? Manbox Activity**
- **Prevention: Allyship, Consent Education, Bystander Intervention**



# Draw The Line: Results

- 8 Post-Secondary Institutions. +900 Workshop Participants.
- +450 Post-Workshop Survey Respondents.
- On average 90.8% indicated “Agree” or “Strongly Agree” across project specific outcomes. These include:

*After this workshop, if I believed someone was at risk of being sexually assaulted or harassed, I would be more likely to do something to help.*

*After this workshop, I have a better understanding of what I can say or do to help end sexual violence in my school and/or community.*

*After this workshop, I have a better understanding of the role that men and boys can play in ending sexual violence.*



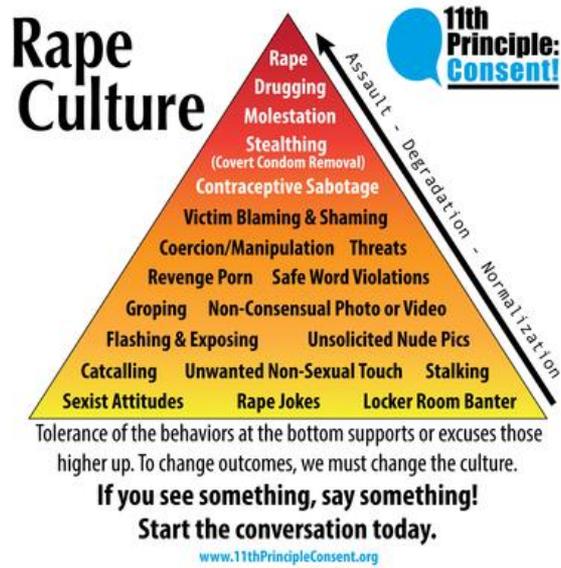
# Considerations When Working With Male-Identified Folks

- Unhealthy expectations on Masculinity and Sexual Violence are normalized
- Openness to the Topic is Varied, #MeToo as a Factor
- “Boomerang Effects” are common, studies link this outcome to Reactance Theory



# Unhealthy expectations on Masculinity and Sexual Violence are normalized

Fearless	Emotionless
Successful	Never cries
Tough	Angry
Dominant	Powerful
In control	Strong
Confident	Player
Aggressive	Provider



# Openness to the Topic is Varied, #MeToo as a Factor

- **#MeToo:**

- “Culture of fear”
- Less transforming conversations and less conversion. Lack of safe spaces to ask questions.

- **The “Manosphere”:**

- Vulnerability to online communities and trends leading to gender-based violence and misleading narratives



# “Boomerang Effects” and Reactance Theory

- *Sexual Assault interventions may be doing more harm than good with high-risk males.* Neil M. Malamuth, Mark Huppin, Daniel Linz. 2018.
- *Boomerang Effects of Sexual Violence Prevention Messages on College Men’s Attitudes.* Caitlin Spikes. Miglena Sternadori. 2018.



# “Boomerang Effects” and Reactance Theory

- **Boomerang Effect:** unintended consequences of an attempt to persuade resulting in the adoption of an opposing position instead

Causes of boomerang effects:

- *“Triggering of negative emotions, weak argumentation, large distance between communicator and listener’s position”*
- *“When ‘perceived behavioral freedoms are threatened or reduced’, the message receivers - especially adolescents and young adults - are more likely to engage in source derogation and rejection of the persuasive message”*



# “Boomerang Effects” and Reactance Theory

- **Reactance theory** : Someone’s perception that their freedom is being threatened and experiencing an unpleasant emotion called reactance.
- **Pennebaker and Sanders (1976):**

Two signs on college washrooms:

Sign #1: “Do not write on these walls under any circumstances”

Sign #2: “Please do not write on these walls”

**Results:** The washroom with Sign #2 had significantly less graffiti



# Implications of “Boomerang Effects” and Reactance Theory

- Workshops
- Campaigns
- Male-Identified groups
- Partnerships with athletics, male-dominated faculties

*“Where there is power, there is resistance, and yet, or rather consequently, this resistance is never in a position of exteriority in relation to power.”* Michel Foucault. *The History of Sexuality, Volume 1.*



# Best Practices in Engaging Male-Identified Students in Post-Secondary Sexual Violence Prevention Initiatives

- Representation and Empathy
- Understand the spectrum of hostility-openness in your audience
- Myth and Stereotype-Busting
- Being mindful of language
- Fostering authenticity, meaningful relationships, and leadership



# Representation and Empathy

- Audiences are a lot more receptive to a message when they feel represented by the speaker
- Empathy is important throughout all activities
- No othering, no shaming

## Strength-Based Approach

“Men respond better to being shown the “right” way to do things than being scolded about the ‘wrong’ ways, and often a starting point is locating and valuing what men are already doing right, and connecting it to positive outcomes that relate to the reduction and prevention of gender-based violence”

Fearless	Emotionless
Successful	Never cries
Tough	Angry
Dominant	Powerful
In control	Strong
Confident	Player
Aggressive	Provider



# Be aware of the audience hostility-openness spectrum

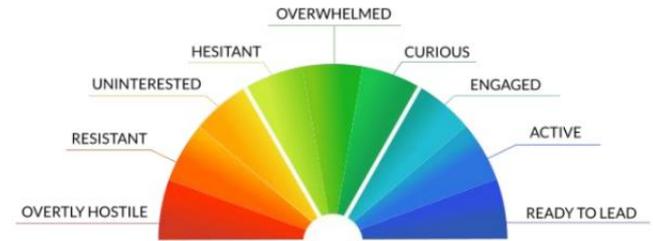
-Talking to some vs. talking to everyone

-Folks on the openness side of the spectrum:  
Make conversations permissible, act as role models

-Folks on the hostile side of the spectrum or 'high-risk' individuals:  
Part of the audience, receiving an unexpected message

*"We believe it would be better to gear interventions more to high-risk individuals but administer to all participants"*

Malamuth, et al. (2018)



*Rus Funk's Continuum of Male Engagement*



# Myth and Stereotype Busting

-Stereotypes, Myths, Conspiracy Theory narratives are widely spread about GBVP, Sexual Violence Prevention work, Gender Equity causing/reinforcing cognitive distortions and violent attitudes

Examples:

- Widespread hatred towards men
- Trope of the morally superior “Male Feminist”
- Radical need to destroy everything that is masculine
- Dating is impossible



# Language

## Do's

Relatable story telling

Make the conversation replicable

## Don't s

Men... “Must”, “Should”, “Have to”, “Need to”

In campaigns, avoid I statements, othering, and hero-ifications Ex. #HowIWillChange,



# Fostering authenticity, meaningful relationships, and leadership

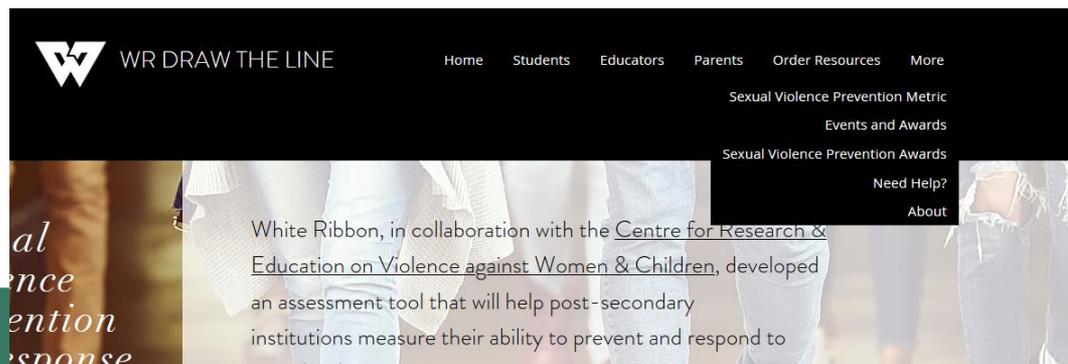
- The manbox alienates authenticity
- Romantic/Sexual relationships and friendships can be meaningful
- There is opportunity to make yourself and the ones you love better
- Accountability: Taking ownership over your life is powerful



# Metric on Sexual Violence Prevention

White Ribbon, in collaboration with the Centre for Research & Education on Violence against Women & Children, developed an assessment tool that will help post-secondary institutions measure their ability to prevent and respond to sexual violence.

- <https://www.dtl.whiteribbon.ca/sexual-violence-prevention-metric>



whiteribbon.ca

# We want to hear from you!

- Please, complete this survey

<https://www.surveymonkey.com/r/draw-the-line>

- Write a testimonial

- Keep in Touch! We are here to help  
[dgarzon@whiteribbon.ca](mailto:dgarzon@whiteribbon.ca)



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