

Exploring a National Evaluation Framework: Webinar Questions

1. How can “engagement” be operationalized?

This is a really significant question. From WR perspective we like to offer options for men and boys to promote gender equality in all spheres of their lives. Please visit <http://www.itstartswithyou.ca/> and <http://www.whiteribbon.ca/what-you-can-do/> to see the myriad of ways engagement can happen. The action and engagement piece needs to consider your specific target participants/age. This engagement can happen organically, and based upon participants own interest and experience. Arising from our partners programming, this included:

- Participation in GBV prevention focused events
- Being a role model to younger boys in promoting gender equality, consent and healthy relationships
- creating new awareness and action initiatives together with women and girls
- Creation of multi-media/videos to discuss consent, GBV and being an ally
- Male allies listening to diverse needs of women and girls survivors
- Men and boys challenging sexist language and comments- holding each other accountable

2. Recognizing that not only are male-identified folks at various stages of readiness, but also, the environments in which male-identified folks exist are at various stages of supporting (or not) men being engaged, have you found ways to help move the needle in terms of creating environments that support or encourage male engagement?

Another fabulous question. Some thoughts...

- Within a workshop environment: encourage ownership and holding one another accountable throughout the program. Foster safe spaces whereby men and boys can challenge sexism, practice listening/supporting survivors, ensure trust between facilitators/participants
- Working with male role models (athletes) help to create a new norm in terms of men and boys discussing gender-based violence and consent.
- Speaking about the benefits of gender equality with men and boys is also useful, and can chip away defensiveness (myth of zero sum game).

3. Why are so many of the White Ribbon projects being initiated by women and women's organizations? It seems as though males are missing in this equation.

It's critical that women help shape and guide male engagement processes, activities and evaluative efforts. It needs to be a collaboration versus men-only initiatives. Indeed many of the CoP partners represent women's organizations and have implemented cutting-edge and impactful male engagement programming. Many of these organizations included significant engagement of men in facilitating and coordinating roles within the delivery of the project.

4. There's a lot of pressure from donors to show "hard evidence" that our work engaging men "works". This evaluation framework is great, but from a research point of view, it appears only randomized control trials can "prove" that we are affecting change. Can you speak to what you've learned about the extent to which the findings of evaluation framework can be used to show "proof" of change?

Each of the 9 programs have profiled distinct results and outcomes arising. We are now in the process of gathering and synthesizing results, utilizing the national evaluation framework. I think really focusing on the target participants experience and reflections on the program is a great way to go. See one example from Students Commission of Canada, on their [Top Left Project](#) in terms of the impact the program has had.

For any evaluation, it captures a moment in time. However the program could potentially have lasting impacts on men and boys understanding and commitment to being an ally. Resources are needed to implement longer term follow up periods, and to help uncover any unexpected outcomes over time.