

A Year in Review 2022: Reflecting, Renewing, Reimagining

Our Mission & Vision



Equimundo works to achieve gender equality and social justice by transforming intergenerational patterns of harm and promoting patterns of care, empathy and accountability among boys and men throughout their lives. We envision all people living in a caring, nonviolent, and gender-equitable world.

We contribute to this goal by working with our partners through **three overlapping approaches: Research, Programs, and Advocacy.**

At a time when the need to address the pushback on feminist and social justice movements is urgent, we advocate, amplify, and advance approaches to gender equality not only to respond to the needs of our communities, but to reimagine and recreate a better world.

As bell hooks writes, “*What the world needs now is liberated men... 'men who are empathetic and strong, autonomous and connected, responsible to self, to family and friends, to society, and capable of understanding how those responsibilities are, ultimately, inseparable.' Men need feminist thinking. It is the theory that supports their spiritual evolution and their shift away from the patriarchal model. Patriarchy is destroying the well-being of men, taking their lives daily.*”

Equimundo is charting paths for men and boys as allies to break patterns of harm, violence, and inequality, and reimagine gender norms and realities.

Equimundo's team includes 21 full-time persons, half based in the US and half based around the world from Europe, India, sub-Saharan Africa, and Latin America, representing more than 10 nationalities. We also rely on a team of 13 Senior Fellows. These are thought leaders in the masculinities and gender equality space who support our full-time staff in research, training and advocacy globally. Our work is funded and supported by an array of international and national partners, including foundations, bilateral development agencies, UN agencies, multilateral development banks and international and national corporations.

“An innovative new name to reflect a deeper embarking with firm determination to make gender equality a reality...a name that reflects an evidence-based approach in making men accountable to social justice and fully engaged partners in ending violence against women and girls and fatherhood process round the globe.”

- Ghida Anani, Founder and Director of ABAAD
Resource Center for Gender Equality, Lebanon

A NEW PHASE



This year, Equipundo, formerly known as Promundo-US, rebranded itself as Equipundo: Center for Healthy Masculinities and Social Justice - a new name with renewed commitment to gender equality through an intersectional lens. We changed our name to center our approach to masculinities within and always in solidarity with a social justice framework. Building on our historic wins and latest research, our new name signifies an urgent call for equity and equality in the world. It is from this history and trajectory that we turned towards a new phase to disrupt harmful gender norms that have the power to transform the status quo and radically alter the course of life for boys, men, women, girls, and other gender diverse identities, to live healthier, violence free, and equitable lives.

We're doing this through a new five year (2022-2027) strategic plan that categorizes our core work under three pillars:

Equity of Care to achieve equitable distribution of care and promote caring versions of masculinities through advocacy, narrative shift and scaling up of evidence-based programming. Our flagship advocacy campaign in this pillar is MenCare, a global campaign started in 2011 that has nearly 100 NGO partners in 60 countries promoting policy change to achieve men's full engagement in unpaid care. See www.mencare.org

Gender Socialization to achieve environments that support boys and young men to live diverse, equitable and healthy masculinities. Our flagship campaign for this pillar is the Global Boyhood Initiative. In addition, our Manhood 2.0 evidence-based group education curriculum is currently being used in more than 20 countries and Equipundo staff currently support adaptations and scale up in more than 10 countries

Prevention of Violence to reduce violence carried out by men and boys and perpetuated by harmful versions of masculinity. In this pillar we promote training and adaptations of our evidence-based Program P gender transformative parent training adapted in more than 15 countries. Equipundo staff support implementations in more than 10 countries. We also support workplace training in sexual harassment, violence prevention and male allyship for women's empowerment in more than five countries.

Thought Lab is our pillar devoted to carrying out cutting edge research on emerging themes in masculinities. As an example, In 2022 we produced recommendations for engaging men in trauma support as a strategy to break cycles of violence and shared the resulting guidelines and insights with UN agencies, national governments and NGO partners globally

OUR 2022 WINS

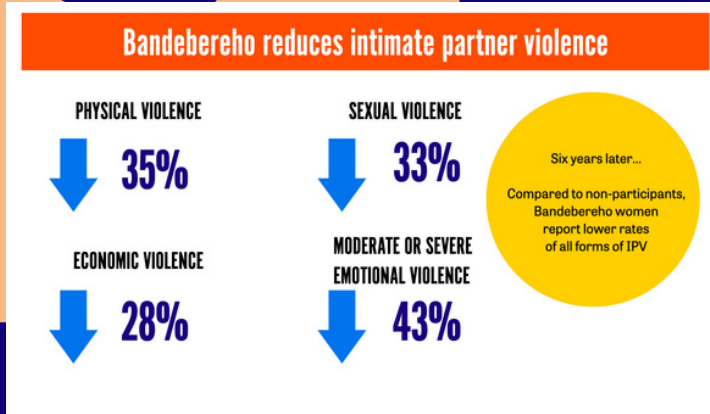


SCALING UP AND MEASURING IMPACT -

Bandebereho, an adaptation of our Program P, with our partners The Rwanda Men's Resource Centre (RWAMREC) in Rwanda. Program P provides concrete strategies and activities, based on evidence and a decade of adaptations in different settings, to engage men with their female partners in caring, equitable and non-violent fatherhood from their partner's pregnancies through their children's early years.

Developed by RWAMREC and Equipundo, Bandebereho (meaning "role model") is a couples' intervention implemented through the health system in Rwanda for couples who are expecting or current parents (aged 21-35) of children under five years. Through this program, trained community health workers reached nearly 15,000 parents with the gender-transformative group sessions with a fourth cycle of implementation. **In 2022, the Bandebereho Program reached 11,112 people (49.97% males, 50.03% females).**

Amplifying, one of RWAMREC's achievements from the past year is the results of a 6-year follow-up RCT of the Bandebereho program. The findings showed that the positive impacts of the programs on Intimate Partner Violence (IPV) reduction, the promotion of healthy relationships, positive health outcomes for Sexual and Reproductive Health and Rights (SRHR) and Maternal, Newborn and and Child Health (MNCH), gender equality, and positive parenting are sustained over time.



Nearly six years later, couples who participated in Bandebereho reported lower rates of all four forms of IPV and better health, gender and parenting outcomes. The dissemination of such impressive results, demonstrated that the intervention promotes long-lasting change that are instrumental in supporting the kick-off of at a national scale with the health systems in 2023, covering 1-2 more districts in the Northern Province.

Image credit: RWAMREC Annual Report, 2022



SHIFTING THE NARRATIVE ON CAREGIVING - This year Equimundo conducted research to deepen advocacy efforts that uplift the dignity of caregiving done by men. This past June, we launched a report with the Geena Davis Institute (GDI), *This Is Us? How TV Does and Doesn't Get Men's Caregiving*, that carefully examined television shows of the past decade and their depictions of male caregiving, knowing that what we see on TV both reflects the society it is based in, and what society might look like in the future.

One overall finding stuck out: While men are depicted doing hands-on caregiving at higher rates than in the past, they are too often shown as abusive, incompetent, and/or emotionally distant. These persistent tropes point to the need for more stories that show men as imperfect but connected, emotionally responsive, invested, and equitable caregivers. Given that television has the power to shape our culture, we hope that this report will inspire new and reimagined stories about what caregiving can look like for the next generation.



“While we agree that there is a toxic form of masculinity, the narrative that’s developed in our country tends to portray men in general and masculinity itself as toxic – a view that’s extreme and imbalanced – as if there’s not a healthy form of masculinity.”

Participant and leader on fatherhood and men’s caregiving in the US from *Who Cares About America's Male Caregivers?*



But it's not all bad news: there are more characters of color than ever shown in nuanced and positive ways, with shows like *This is Us*, *Blackish*, *Ted Lasso*, and *Sex Education* leading the way in terms of representing a healthier masculinity in caregiving. We were pleased to launch this report at the Ebell Center in Los Angeles, hosted by Geena Davis herself, amongst peers, partners, and Hollywood screenwriters.

In conjunction with our narrative shift, we also conducted a landscape study, *Who Cares About America's Male Caregivers? Laying the Groundwork for a National Strategy to Support Fathers.* This report asked: what is the current landscape of programs, approaches, and platforms for supporting fatherhood and men's caregiving in the US? We take a snapshot of this field as a step toward building greater coordination and collaboration across those working in fatherhood and male caregiving in the US. **As such, we proposed a national effort toward achieving healthy expressions of masculinity and greater equality and social justice in the US by focusing on men's capacity to give care, which often (but not exclusively) manifests in the practice of fatherhood in all its diversity**



We also launched the online indexed repository of all IMAGES questions, along with background documentation housed at

www.menandgendersonline.org. The website allows researchers to search by topic all IMAGES questions ever asked in any of the 33 country studies included in the systematization process. It includes guidance on standard analysis, background information on each of the studies, and also allows researchers to request access to the datasets if they wish to conduct their own national or regional analyses with IMAGES data.

To support the quality and uptake of future IMAGES studies, we also created a manual and an advocacy-focused Research-to-Action toolkit. **The manual is a hands-on guide for 12 replicating the quantitative survey in an IMAGES study while the advocacy toolkit includes strategies for disseminating key messages and findings from IMAGES data for policy advocacy and program design.**



15 Years of The International Men & Gender Equality Survey (IMAGES) - With more than 33 countries IMAGES data optimized, Equimundo was commissioned to develop a status report on the trends emerging from the global dataset to show where men and women stand on gender equality and their lived experiences of violence. **This status report is a landmark publication with data on over 60,000 men and women globally presented in the form of infographics for wide and varied audiences. To shed light on some vital question around gender equality, our study revealed 15 years of data from IMAGES, one of the most comprehensive global study investigating men's attitudes and practices, with the aim of identifying pathways to achieving gender equality and ending violence against women and girls.**



Building the Evidence Base around the Global Boyhood Initiative - A first-of-its-kind initiative to promote healthy and equitable masculinities starting from an early age, GBI uses approaches specifically developed to engage boys and the adults in their lives and leverages media to inform and mobilize the communities and systems that influence and shape what it means to be a boy. From education and achievement to mental health and well-being to violence and aggression, the 'state of boys' has long been a feature of educational, societal and political debate globally.

Against this backdrop, a raft of evidence-based research has not only contested the notion of a singular 'state' of boys, but also complicated the category of 'boy' and, therefore, what it means to be a boy today. As a result, there is a need for more nuanced conversations about how to positively engage boys for gender equality, as allies in racial justice, for individuals of all cross-gender affiliations and for their own well-being. Discourses about toxic and 'backlash' masculinities have also become increasingly prominent in popular culture in recent years, including #MeToo and debates about incel culture.

Understanding the multiple ways that boys, boyhoods, and masculinities are constructed and produced in contemporary societies, and how these relate to other gender formations, is fundamental if we are to support and respond meaningfully to the diverse experiences of boys.



Through critical analysis of the UK and international data relating to the state of boys aged 4-13, alongside interviews with experts in the field, **we launched the State of UK Boys report that reconsiders how we can better hold these conversations and promote healthy masculinities and gender equality. How do we address harmful masculine norms among UK boys and promote more positive and inclusive social norms? To continue breaking down harmful norms, participatory, creative and open-ended approaches are needed that engage and respect young people. Addressing these norms must start early, given gender socialization is a process that begins before birth. Perhaps most importantly, we must note the potential gains for all young people when we work in gender-just and gender-transformative ways.**



Across the globe, we're rising to address the demands of the current moments. The moment is now and urgent to reimagine and double down on our commitment to gender and social justice. We invite you to join us in disrupting the status quo for a caring and more equal world.