



Men and Boys Role Models in WASH

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DISCLAIMER

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I. CONTEXT

RANOWASH aims to provide equitable and sustainable access to water, sanitation and hygiene services in rural areas of Madagascar in order to enhance health and nutrition and protect the environment in 6 regions of intervention: Alaotra Mangoro, Atsinanana, Vatovavy Fitovinany, Vakinankaratra, Matsiatra Ambony, and Amoron'i Mania.

The project relies on its gender equity and social inclusion components to achieve its goal. The gender and social inclusion mainstreaming objective of RANOWASH is to identify opportunities and points of entry for gender integration into all program activities.

As part of the 2021 16 Days of Activism campaign, the Ministry of Population, Social Protection and Promotion of Women, with the support of all its partners, launched the Campaign to End Violence against Women under the theme: «Empowered woman, far from violence».

The international theme of the 2021 campaign is «Orange the World: End Violence Against Women Now!» To speak to this theme, RANO WASH has been promoting one of its gender transformative approaches: «Men's engagement for women's empowerment» for more than two years held in the field. It is an approach used to reduce gender inequalities through interactive discussions, which convey the importance of complementarity between men and women and their roles assigned by society. These discussions and re-evaluation of social and gender norms lead to the adoption of healthy behaviors in water, sanitation, and hygiene.

Different frameworks are used by the project to integrate gender and social inclusion dimensions into its interventions. These are:

- Women's empowerment framework for promoting gender equality. This was developed by CARE International and is based on three main themes: build agency to focus on an individual's self-confidence, knowledge, aspirations and skills; change relationships between women and men; and transform structures as social norms and policies;
- Strengthening the WASH system developed by WaterAid which aims to provide at least a basic level of water, sanitation and hygiene service to all people, forever by considering its nine main building blocks;
- Stages of change of engaged men starting from personal change, to influencing family and peers, to becoming an actor of social change, affecting not only the relationship between women and men, but influencing the social norms that promote gender inequalities.

This document synthesizes the main results of the exchanges carried out in Manakara from December 7-8 2021 by the 21 "men champions" in the water, sanitation and hygiene sector that are supported by RANO WASH, and allowed the development of the fact sheet it. The participants came from the six regions of intervention of the project, in front of 10 women, authorities from the Ministries of Population, Social Protection and Promotion of Women, the Ministry of Water, Sanitation and Hygiene, and representatives of the Governor of the region. These results will be shared, and the approach will be adopted by the Ministries' partners and scaled up.

¹ Men, young men: mayors, Fokontany chiefs, fathers, VSLA members, local promoters, local masons, local seamstresses, traditional leaders, village chiefs, accompanying technicians, heads of associations, members of the focal points of the Vatovavy Fitovinany region, representatives of central and regional ministries.

2. FRAMEWORK USED ON GENDER EQUALITY, MEN AND BOYS ENGAGED THROUGH WASH STRENGTHENING SYSTEM

These figures summarize the above frameworks:

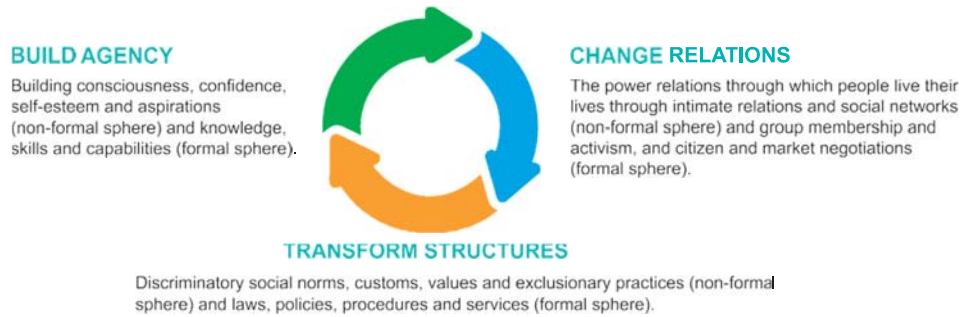


Figure 1: Gender Equality for Women’s Empowerment



Figure 2: Building blocks for a strong WASH system

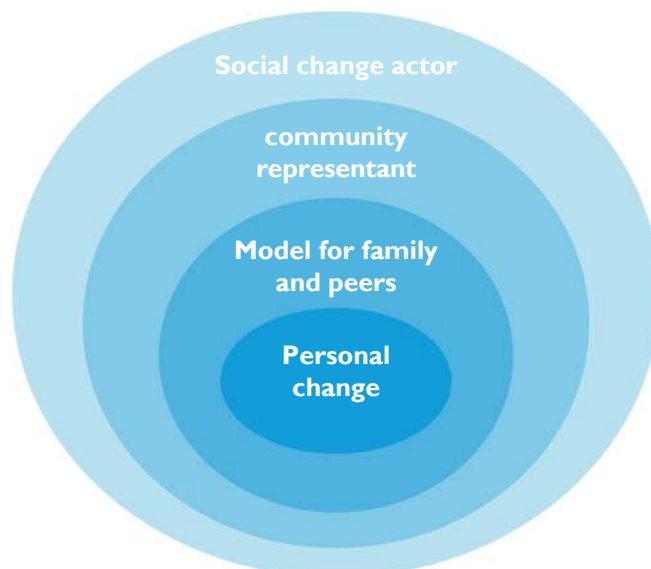


Figure 3: Change stages of men engaged

3. MEN AND BOY ROLE MODEL IN WATER SANITATION AND HYGIENE IN RANO WASH PROJECT

Level	Who are they?	Building Blocks	What are their roles as men and boy models in WASH ?
Family level	<ul style="list-style-type: none"> - Father of the family - Grandfather of the family - Male of young couple - Young men - Boys 	<ul style="list-style-type: none"> * Joint decision making * Household chores * Financing 	<p>« Supporting, helping role within the family »</p> <ul style="list-style-type: none"> - Consult his wife for decision making - Help the wife, mother and sister with household chores - Encourage their peers to help their wife and daughters with water chores - Allocate budget to address specific hygiene needs of women and girls
Peer level	<ul style="list-style-type: none"> - Members of the VSLA group - young schoolchildren - youth associations - youth groups - local masons' network - network of local men seamstresses 	<ul style="list-style-type: none"> * Service delivery * Co-ordination and integration * Gender and social inclusion 	<p>« Model role at friends and peer level »</p> <ul style="list-style-type: none"> - Enabling women to access spheres of influence and decision making - Combat the abuse of women, girls and marginalized people - Carry out activities that contribute to women and girls' empowerment - Respecting young girls during their menstrual period, not mocking them - Provide sanitation and hygiene products and services that are appropriate for women and girls - Enabling women and young women to access business skills and financing for business