



Men's engagement in the WASH sector

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1. Background

As part of its behavior change strategy, RANO WASH has identified social norms, dynamics and decision-making at the household level as a key entry point for its “Grow Up Sticker” behavior change campaign. The "Men's Engagement for Women's Empowerment" approach was adopted to involve men and boys as equal partners with women and girls in order to change social structures and rules and address power imbalances that limit the full enjoyment of rights and opportunities.

2. Why engage men and boys for gender equality, including WASH?

The rationale for engaging men and boys is multifold:

- Most water and sanitation chores are assigned to women, while decision-making is mostly done by men.
- Women in both urban and rural areas are disproportionately affected by poverty and social injustice
- Traditional values and lack of resources and education often place women and girls among vulnerable groups.
- By engaging men and boys, we seek lasting social change by:
- Transforming the lives of men themselves and of other family members and communities so that there is more balance in the enjoyment of human rights.
- Providing positive male role models in households and communities to inspire others and act as agents of change.

This approach will target:

- Individuals (adult men, young men and boys) who have the will and commitment to change norms and practices (motivated by their identities and had a past experiences).
- Partners of women participating in RANO WASH programs, including VSLA group members.

3. Methodology:

The approach used the following methodology:

I. Geographical coverage:

- 19 municipalities
- 19 districts for the 6 regions
- 19 Accompanying technicians including 15men, and 4women

II. Training :

- Remote learning followed by sharing of mobile-adapted training materials and reporting support via CommCare. The project's Gender and social inclusion advisor developed the module and facilitated the session through group phone calls. The training materials are transferred by CommCare to field agents.

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III. Tools :

- “Daily routine”¹ and “ideal partners”² ;
- Separate focus groups for men and women to allow for smoother and freer communication between a homogeneous group.
- Session to share out the discussions from each focus group
- Discussion on expectations from men and women as well as expression and negotiation of commitments made by each.

IV. Total

- 38 interactive discussions conducted, which involved 352 people, including 162 men and young men, and 190 women and young women
- Duration: around one and a half hours per discussion



Focus group men/ young boys



Focus group women/young girls



Gender Sharing and Negotiation Session of commitments made by men and women

¹ The daily calendar describes how men and women respectively spend their time on a typical day.

² The ideal partner allows women and men to share what an ideal partner for each of them means for the harmony of family life.

4. Results Achieved

- Some of the results included:
- Men/young men and boys agreed to help women/girls with household chores.
 - Successful awareness-raising among men and women on the importance of adopting positive and gender-sensitive behaviours and helping each other to better practice these behaviours.
 - Power relations between men and women are changing rapidly and gender roles and responsibilities are being discussed and redefined.
 - More open communication with equitable, non-violent, supportive and trusting relationships.
 - Existence of spaces for reflection among men on masculinity, gender, and power
 - Intergenerational dialogue on masculinity and power

Key achievements:

- 57 couples volunteered to initiate consensual behaviors during interactive discussions.
- 57 men/young men engaged in the search for a balance of power within the household
- Words and commitments by men and young boys to ensure intra-household power balance



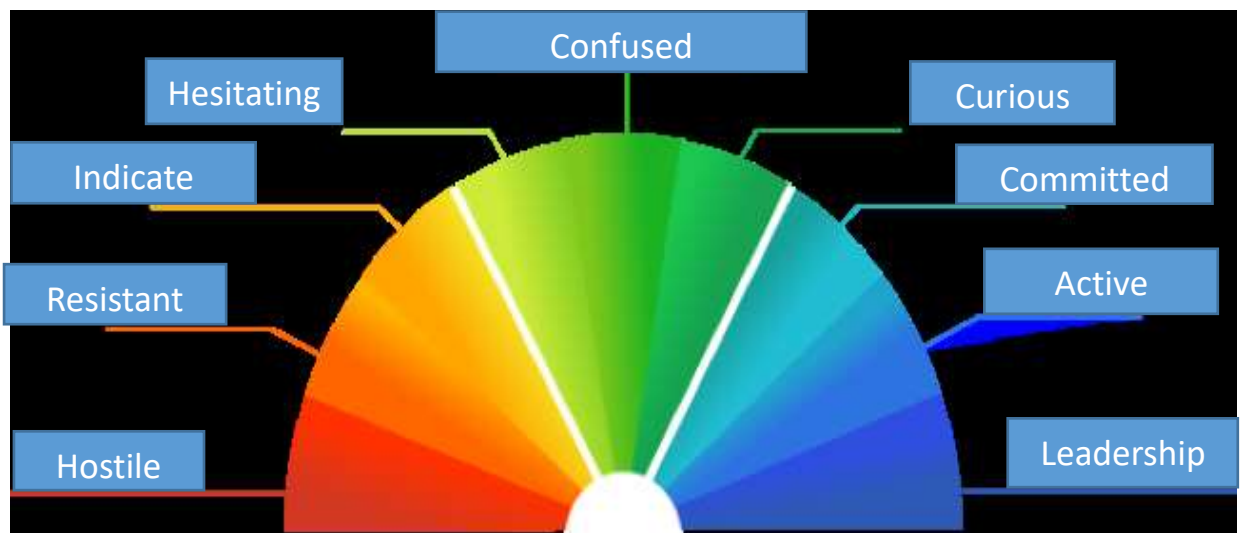
Voluntary couples ready to change social structures and rules through small actions jointly agreed between them.



Men in action to support households to ease household chores and create latrines for the family

5. Challenges and prospects

- RANO-WASH will seek to scale up the “Men and Boy’s Engagement” approach for wider coverage and involve traditional leaders, and village councilors, who have significant influence in their communities and are the duty bearers for upholding human rights and social justice.
- As we seek to scale this approach, the team will continue to raise awareness that this approach taps into men and boys as allies for social change and correct misconceptions that perceive this approach as simply using men to achieve women's empowerment goals.
- Continue to test approaches and tools, including CARE’s Social and Analysis and Action and adapt it to the WASH sector.
- Strengthen frameworks of mutual support by acting on a “Continuum of Men Engagement” through the establishment of support groups, prevention and management committees for gender-based violence. See figure below.



Continuum of Men engagement