

NATIONAL COMMUNITY OF PRACTICE TOOLKIT



Brothers Resisting All Violence Everyday (B.R.A.V.E),
Broadway Neighbourhood Centre
Case Study



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About the organization

The Broadway Neighbourhood Centre (BNC), Inc. is a nonprofit organization committed to providing the highest quality recreational, social, health, educational, and employment training programs and services. An integral part of the community throughout the years, the Centre has continually worked to change alongside the emerging needs of our community. The Centre revises and updates its programs on an ongoing basis as the needs of the community are expressed to us. The Centre's diverse programs and service partnerships support youth, adults, and families in areas of education, prevention, recreation, culture, and life skills development.

Program Location and Timeframe

B.R.A.V.E took place at the BNC office, in Winnipeg, MB, and other surrounding local areas for group outings.

B.R.A.V.E. program ran from January 2013 up until January 2015 (Monday and Wednesday evenings from 4pm-8pm)

Overview

Broadway Neighbourhood Centre provided a safe space which was critical for meaningful and active participation throughout the B.R.A.V.E program. The overall goal of the program was to raise awareness on the topics of gender based violence, gender equality, healthy relationships, and healthy vs. unhealthy masculinity. BNC and the B.R.A.V.E team engaged a core group of young men to share what they've learned with the greater community and their peers over a three phase project.

Utilizing a Healthy Masculinity Action Plan, including the following activities:

- **"The Real Man and Unhealthy Masculinity"** - six Images of males in pop culture/ or leading male roles (3 vs. 3) to be compared against each other and open a discussion on who is the real man in terms of what they represent.
- **"Myth or Fact"** - profiling current local statistics on gender-based violence prevalence (Statistic trends from 2013 Measuring violence against Women). A worksheet was created on the realities and challenging myths regarding violence in Winnipeg. This helped to open up discussion on certain misconceptions amongst the group and gain knowledge on the realities of the prevalence and different forms of violence women and girls experience.

B.R.A.V.E Creations:

- **Break the Silence on Violence against Women**- a video project created by the Just TV Program run out of the Broadway Neighborhood Centre and funded by Status of Women.
- **Saturday Night Live skit: 'red flags'** - this assisted us lead our participants into discussion about healthy and unhealthy relationships and warning signs to look out for.
- **The B.R.A.V.E Game Show**- a backdrop created with Jeopardy like game show with debate discussions on: healthy relationship, music that glorifies violence against women and stereotyped gender roles

PIC

Campaign Initiative included:

- The Collaboration with the Just TV Program in creation of two video Projects with male participants
 - Video 1- Featuring a local Winnipeg Hip Hop Artist and his personal views and experiences
 - Video 2- Featuring a Local Dance/ breakdance Studio and local pedestrians and their thoughts and views on GBV and the correlation between Hip Hop Music and how women are portrayed through the media.
- **The Power Point Presentation** was then delivered by the Male Participants as a means to further their experience in the project as well as spreading their knowledge to their peers. **A script** was also developed to guide male participants in their presentations.

The approach to the B.R.A.V.E program was to utilize numerous different methods, including outings, information presentations, videos, speakers and discussions.

The B.R.A.V.E. project can be considered in three phases:

Phase 1: Recruitment initiative, program restructuring, education and awareness on gender-based violence, healthy vs. unhealthy relationships and healthy masculinity

Phase 2: Filming & editing for awareness video production, continuous delivery of education and awareness programming, outreach to community organizations

Phase 3: Campaign delivery to established contacts within local high schools and community organizations, campaign presentation included; PPT with participants as speakers, videos, group discussion, and distribution of resource and education hand bills

The use of multimedia to engage B.R.A.V.E participants and broader audiences was a successful approach. Partnerships were a crucial component to the project, and included: Ma Mawi Wi Chi Itata Centre Inc.; Onashowewin, Elmwood Youth Resource Centre, St. James Collegiate, Children of the earth School, Local Immigration Settlement Worker, Studio 393 Graffiti Art Gallery Satellite Site, Just TV- Broadway Neighbourhood Centre, Featured Local Artist- Charlie Stumblz (stage name), W.A.S.A.C.- Winnipeg Aboriginal Sports Achievement Centre, Manitoba Status of Women

What the participants of B.R.A.V.E are saying about the project:

“After helping out with the presentations and campaign I view my attitude towards women and relationships differently. I am more aware of how to talk to my girlfriend and how I should be in my relationship. Being in this program helped open my eyes”.

“All women of all races and of all ages should be respected. They make the world go round. Without them, where would we be as men?”

“They should be empowered because it’s their right to be empowered, go for their dreams and be whatever they may want to be in life, instead of just letting their environment define them and selling themselves short.”

“Society tells us that men are supposed to be masculine and females feminine, I grew up believing this and it wasn’t good for me”

“I think young females may not feel valued because of their environment, family life and culture.”

Overall the following outcomes were achieved:

- Project participants have an increased awareness and understanding of issues relating to violence against women and girls, and greater ability to respond to these situations.
- Project participants have gained skills to identify and respond to issues relating to violence against women and girls in their communities
- Men and boys will actively engage and take on leadership roles to address these pressing issues in their communities
- Community members will have increased their awareness of issues relating to gender based violence. 5) Community members and organizations will be more directly engaged with existing issues and beginning to work collaboratively to end gender based violence.

Once a larger core group (10 – 12 individuals) were recruited continual efforts were made to have the individuals more fully engaged. Several strategies and actions were successfully undertaken, including:

- A consistent staff team who were trusted and liked by participants and who acted as strong role models
- Having several strong and confident young men participating who were capable of supporting others who were less engaged
- A wide and diverse range of activities and outings that made participation interesting and fun. Activities also worked to build the group into a team unto themselves.
- Most participants clearly stated that their time as a member of the project was important to them. They alternately saw the group as their community or family; Solid and meaningful discussions flowing from the trust that existed with the staff and within the group.
- Having a high level of trust enabled the discussions to 'get real' and supported individuals to personally invest in the topics and the issues. This level of **emotional ownership** facilitated a higher degree of awareness and the desire to learn and understand more.
- All of the participants at the end of the project term also noted that they felt more capable of responding to gender-based violence issues by ensuring that they would keep up this conversation, specifically on the positive and supportive roles men and boys can play
- Previous B.R.A.V.E program participants are now guest presenters to other local programs which enables them to continue in their growth, knowledge and being an advocate for violence prevention

Overall the B.R.A.V.E program resulted in increased knowledge levels necessary to enable young men to respond to different forms of gender-based violence. Given that several participants indicated that they would like to continue to be involved in discussions and support presentations, the project has obviously moved their consciousness to a place where they see the need to respond. Capacity to actually respond relates to, not only knowledge, but also to personal strength and confidence to do so.

To learn more about the B.R.A.V.E Project, contact:

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