

Engagement Strategy Selection Report

Project YT12601 - Engaging Yukon Men and Boys in Ending
Gender-Based Violence: Watson Lake, Whitehorse and
Dawson City, Yukon

April 4, 2014

Prepared by: Scott Carlson, Project Coordinator



Contents

1. Introduction:	3
2.1. Overview of the Engaging Men Project.....	4
3.1. Research	4
3.2. Needs Assessment.....	4
3.3. Steering Committees	5
5.1. Major Successes	6
5.2. Challenges and constraints:.....	7
6.1. Engage community, community organizations & leadership in making enduring commitments to engaging with men & boys in violence prevention	11
6.2. Develop locally relevant resources & toolkits for community member & service providers, and deliver train-the-trainer workshops on implementing them	12
8.1. Culturally-based initiatives focused on aboriginal men and boys	15
8.2. Toolkits and Resources for Men and Service Providers	15
9.1. Reducing funding for women's programs and services.....	17
9.2. Weakening the feminist orientation of the work.....	17
9.3. Silencing women & Taking over the campaign.....	17
9.4. Colluding with violent men	18
9.5. Gaining more praise	18
9.6. Failing to earn women's trust.....	18
9. Conclusion:	18
10. Appendix A: Recommendations and Project Responses	21

1. Introduction:

The Engagement Strategy undertaken by the Project has so far been, and will continue to be, a highly iterative process. We have sought to be community-based, thus, our work and strategies have been dependent on community input and engagement. Our research and experience working in Yukon have made it extremely clear that any strategy must be genuinely community-based at every stage of the planning and implementation processes. It is an old story in the Yukon that outsiders will roll into communities with lots of ideas on how to solve local issues with a brief project, and attempt to push or impose their ideas. This paternalism is not only ineffective, but alienating, colonialist, and often harmful.

For this reason, the project has sought to be highly flexible and responsive to input from community members, rather than just seeking a stamp of approval on a foregone conclusion. As a result, the focus of the project has significantly shifted. While the initial focus of the project was framed around men in male-dominated workplaces and activities, the focus has now been shifted to mobilizing sustainable leadership around the issue, to supporting aboriginal cultural methods of addressing the issue, and finding long-term supports to continue the work. There is still a component of engaging with workplaces, but this is now secondary to engaging the community-level support and leadership.

A Needs Assessment of the existing situation in Whitehorse, Watson Lake and Dawson city has shown that there is currently very little infrastructure or leadership in place to engage with men and boys in preventing violence. There is, furthermore, a distinctive lack of related programming targeted specifically towards men and boys—including substance abuse, healthy relationships, challenging of gender norms, etc. Where there is programming, it is generally short-lived and without systematic supports or delivery. The Project Strategy is intended to outline some first steps this project can take to addressing these gaps.

A fundamental problem in the prevention of men's violence is that the roots of the issue are deeply systemic, interrelated and vast. Literature on the issue consistently stresses the need for sweeping systemic change—a call that is thoroughly justified, but makes limited on-the-ground project work, such as this project, difficult to situate.

It is for both these reasons that the fundamental goal of mobilizing community-based leadership is pursued in this engagement strategy selection report.

2.1. Overview of the Engaging Men Project

Engaging Yukon Men and Boys in Ending Violence Against Women and Girls (the Project) is a project of Les EssentiElles, the Yukon's francophone women's organization, funded by Status of Women Canada.

The project funding began in April 2013, and a project coordinator was hired in May of 2014.

5 key objectives have been identified for the project:

1. To develop and strengthen the skills of men and boys, working in partnership with women and girls, to identify and respond to issues of gender-based violence in their communities.
2. To increase project participants' understanding and knowledge of issues relating to violence against women and girls
3. To motivate men and boys to take specific action in ending violence against women and girls through realistic and concrete methods
4. To enhance the skills of men and boys to develop healthy relationships and to understand gender equality.
5. Long-term, to reduce gender based violence in Yukon.

The project is broken into 5 key activities, provided by Status of Women Canada:

- Activity A) Engagement of community partners
- Activity B) Develop a needs assessment
- Activity C) Develop or adapt an engagement strategy
- Activity D) Implementation
- Activity E) Evaluation

2. Approach to the Engagement Strategy

3.1. Research

The first step to selecting an engagement strategy involved a review of the literature relevant to the engagement of men and boys in preventing gender based violence, including theory grounding practice, examples and evidence for promising approaches, with an eye to strategies relevant to the Yukon Context.

3.2. Needs Assessment

The needs assessment was conducted to evaluate the current situation of violence against women and girls and the engagement of men in prevention initiatives in Whitehorse, Watson Lake and Dawson. The needs assessment is being used to calculate the gaps between the current situation and the desired outcome of the elimination of violence against women and girls in the territory, to help plan the most effective trajectory for the

project, and is vital to the engagement strategy selection.

Planning and preliminary work on needs assessment was completed in June-July of 2013. A literature review of available relevant data was begun in August 2013, and completed in January 2014 (with the exception of some relevant documents released later than that date). Informal data gathering for the Needs Assessment through meetings with community members and service providers took place between July and October 2013. Information gathered from preliminary meetings was used to identify key informants, and to develop interview questions. Interviews from this second phase were completed in January-March 2014, and data analysis was completed in March 2014.

The views of local women and girls, boys and men, have been gathered, to gain their insight into factors, gaps between existing and desired resources, and into hopeful strategies for engaging men and boys in ending violence against women and girls. These contributions inform the conclusions and recommendations at the close of this document, that in turn contribute to effective planning of the engagement model and allocation of resources as the project enters its second year.

3.3. Steering Committees

Two steering committees were engaged to guide the selection of an engagement strategy:

- NGO Steering Committee:
 - o White Ribbon Yukon –hYukon’s non-profit organization of men and boys working to end violence against women and girls
 - o Victoria Faulkner Women’s Centre
 - o Les EssentiElles Executive Director
- Steering Committee of men from Male Dominated workplaces:
 - o Michael Simpson –iRCMP
 - o Cpl. Jeffrey Myke –yRCMP NOC C Watch
 - o Ed Bergeron –dWelding Instructor, Yukon College
 - o Yves Paradis –aHardware Store Employee
 - o Doug Gilday –iFounder & President, Narrow Gauge Construction
 - o Tom Luxemburger –uFirefighter & Youth Detention Centre Worker

The NGO steering committee operated mainly by email communication, and separate meetings with the project coordinator, due to scheduling differences.

The men’s steering committee met twice:

- o September 19, 2013
- o January 24, 2014

Additionally, input was sought on best engagement strategy from the Yukon Women's Coalition, a group of 19 women's organizations from across the territory, on three occasions:

- o March 25th, 2014
- o February 25th, 2014
- o December 3rd, 2013

The input from these meetings has been incorporated into the engagement strategy.

3. Results from the Needs Assessment

The needs assessment identified a number of key issues, factors, and recommendations relevant to the selection of the engagement strategy. That document is being submitted separately.

Recommendations from the Needs Assessment can be found below in Appendix A: Recommendations and Project Response, which outlines the way that the recommendations have influenced the selection of the project strategy recommendation-by-recommendation.

4. Current Status of Project Engagement:

A more comprehensive overview of project activities to date, and the current status of men's engagement can be found in the Project Midterm Report, submitted separately. A brief overview, drawn from that report, follows:

5.1. Major Successes

The major successes so far have been:

- Formed partnerships with a range of key organizations from all 3 communities. In particular, collaborated on activities to share costs on Project implementation activities (See section 6.1.4 above for details)
- Engaged a group of male leaders to form the core organization of White Ribbon Yukon
- Held a White Ribbon Campaign, led by over 30 volunteers, in all 3 communities reaching more than 2000 men.
- Identified and engaged a core of male allies in all 3 communities, including:
 - The Mayor and council member in Dawson City
 - The Kaska Brotherhood, a group of First Nation Men in Watson Lake
- Trained 16 men engaged by the Project in several different key skill areas:
 - Engaging men in conversations on consent (5 men)
 - Delivering workshops to youth on sexual assault and consent (5 men)
- Jackson Katz's Bystander Intervention Approach to Engaging Men & Boys, at CTF & YTA Symposium (6 men)
- Developed promising pilot methods to use in engaging men and boys with partner organizations:

- MOVE! Youth Helping Youth End Violence Workshop Series – BYTE
- Train the Trainer Consent Workshops – VFWC & BYTE
- White Ribbon Campaign – Engaging & Training Volunteer Methods – White Ribbon Yukon
- Completed a Needs Assessment of the issue of engaging men and boys in ending violence against women and girls, to be shared with all partners for the future use of educators and others in prevention efforts to engage men and boys
- Completed a Strategy Selection Report, based on the Needs Assessment, and on input and review from community members, women’s groups and partner organizations.

5.2. Challenges and constraints:

The Midterm Report identifies the following general challenges and constraints relevant to project implementation (P. 27-28):

- Lack of continued resources to ensure long-term project viability
 - o **Description of challenge:** Both research into the issue, and consultations with partners, conclude that any kind of meaningful violence prevention effort require long-term solutions and efforts. Additionally, partner organizations and individuals in communities have very clearly expressed that there is a long history of short-term project and initiatives coming to these communities, and community partners are not interested in yet another short-term effort. Developing relationships and trust with community members is known to be a slow, gradual process, and partners have expressed concern in putting time or effort into a project with a two-year life.
 - o **Project response:** The Project is focused on seeking measures that will enable long-term follow-up and support, through connecting the project efforts to local leaders and local organizations—particularly White Ribbon Yukon.
- Lack of local expertise on engaging men and boys.
 - o **Overview:** There is currently very little local expertise specifically in engaging men and boys in ending violence against women and girls that can assist in project delivery. The Project must either generate its own content and use its own staff for all training, or seek resources out of territory to deliver expertise. However, the Project does not have sufficient resources to bring in trainers and support from outside the territory.
 - o **Project response:** The Project is seeking partnerships to provide funding to bring in trainers from outside the territory. Specifically, partnerships have already been formed for this purpose with: Yukon Aboriginal Women’s Council, Yukon Teacher’s Association, Health Promotions Yukon and Tr’ondëk Hwëch’in First Nation. Additional partnerships will be sought in 2014-2015 with Yukon Education Department and Kwanlin Dun First Nation.

The following challenges were also identified, in relationship to working with project partners (p.13):

- **Connecting with partners in rural communities in Summer/fall:** for Watson Lake and Dawson City, it was difficult to connect with some partners from First Nations organizations in the summer or fall. This was mostly due to these organizations spending time away from town or office, out on the land—either in camps or hunting.
- **Liard First Nation:** In Fall of 2013, Liard First Nation (in Watson Lake) was very busy in the leadup to their December election. In December of 2013, a newly elected council temporarily suspended all staff, citing financial issues. As of March 2014, the staff are still suspended. As a result, the Project has not yet been able to engage with LFN as a partner.
- **Male-dominated workplaces:** With the exception of the RCMP and Fire Marshal of Yukon, the Project has not yet successfully engaged as planned with male-dominated workplaces or unions at the leadership or organizational level. So far, we have succeeded mainly with engaging individuals from workplaces like Mines, construction, and justice system (prisons).

5. Engagement Strategy:

Based on the literature review, Needs Assessment, and consultation on engagement strategies with project partners, it is more important for the engagement of men and boys to be long-term, sustainable, and systemically directed, than to try to reach as many men and boys as possible within the project life. For this reason, in our engagement strategy, we have focused on creating the structures, leadership base, and capacity within individuals and organizations necessary to create lasting efforts to engage with men and boys in Whitehorse, Watson Lake and Dawson City.

In a 2012 Issue brief, the White Ribbon Campaign laid out a useful spectrum of interventions with men and boys, as developed by Dr. Michael Flood:

1. **Strengthening Individual Knowledge and Skills.** Education, skills building and awareness raising at an individual level.
2. **Promoting Community Education.** Group efforts, social marketing and communications, media strategies.
3. **Educating Professionals and Service Providers.** Training teachers, police officers, coaches, or doctors for example to do primary prevention work in their specific target communities.
4. **Engaging and Mobilizing Communities.** Building coalitions and networks, identifying and building capacity of male leaders, awareness events, White Ribbon Campaigns.

5. Changing Organizational Practices. Challenging and changing entrenched practices that tolerate or provide impunity for gender-based violence.
6. Influencing Policy and Legislation. Legal and policy reform (Minerson et al, 25).

The level of engagement selected by the Project is level 4: Engaging and Mobilizing communities, with some overlap with level 3: Educating Professionals and Service Providers. The Needs Assessment identified that there are significant existing efforts in Yukon to promote community education, particularly through social media and poster campaigns. There have also are some educational efforts at the individual level, particularly in school contexts, but these efforts have tended to be disconnected, short-lived, and depend on the efforts of specific individuals.

The approach of engaging and mobilizing communities, particularly through identifying and mobilizing male leaders, is a way to build on these existing strengths, and a first step towards long-term efforts.

More specifically, our engagement strategy will seek out the male allies we have already identified, use these men to reach out to others, and provide training and support for these men to develop a locally-relevant intervention. As Dr. Michael Kaufman argues that “men should be involved at the program development level, using images of men/boys who are like them...Engaging men at this stage and in this way also builds a sense of ownership and personal investment in the issue and programme or intervention” (Minerson et al, 27).

Engaging men to take leadership at the community level also allows us to locate the issue of men’s violence within its specific context. The cultural context within a rural Yukon community is vastly different from that of downtown Toronto, and the solutions for one may not be appropriate for another.

Based on the Needs Assessment, it is vital to support, in particular, Aboriginal and culturally-based programming. Colonialism, historical and ongoing, has systematically attacked, ignored, and devalued Aboriginal culture and cultural practices. By supporting culturally-based practices of positive male engagement, led by local aboriginal leaders, the Project can take small steps towards challenging some of these colonial attitudes.

The engagement strategy will, in brief, seek to find, mobilize and support local male leadership on this issue to organize around engaging men and boys, with a focus on culturally relevant aboriginal activities, and a secondary focus on male-dominated workplaces and activities. It will support these efforts by providing training and resources to both community members and service providers, beginning in May and following up at least twice in the year to follow.

In rough terms, the idea is to mobilize grassroots support, begin adapting effective, locally relevant tools to engage with men and boys, and use the success of these pilot efforts towards

creating long-term buy-in from leadership. There are two prongs to the engagement strategy (Laid out in greater detail below):

1. Engage community, community organizations & leadership in making enduring commitments to engaging with men & boys in violence prevention
2. Develop locally relevant resources & toolkits for community leaders & service providers, and deliver train-the-trainer workshops on implementing them

In an issue paper reviewing strategies engaging men and boys in preventing gender-based violence, Bob Pease identifies 3 key conditions that will influence the likely success of engaging with men and boys:

1. Involvement of a core group of men who support gender equality and social justice,
2. support and commitment from men in leadership positions,
3. Inclusion of feminist women who are prepared to form alliances with men (Pease, 9).

Thus far, our engagement strategy has begun successful work on all three fronts. A weak point is support and commitment from men in leadership positions: political leaders including the Mayor of Whitehorse and Dawson City, all the male Members of the Legislative Assembly, and the Member of Parliament for Yukon have worn ribbons in White Ribbon Campaigns, but made little in the way of substantive commitments. This will be a key next step in our engagement work, after having mobilized community-based leadership and solutions.

In the sections below, an overview of the implementation plan for these activities is presented, followed by a brief explanation of the models being created and adapted for this strategy. Next, a timeline of the engagement strategy follows, and finally, the report will end with an overview of some dangers identified in engaging with men and boys in ending violence against women and girls.

6.1. Engage community, community organizations & leadership in making enduring commitments to engaging with men & boys in violence prevention

1. Goals:

- a. Support the creation of local, aboriginal-led, culturally focused new programming or events based on the I Am a Kind Man template.
- b. Build local commitment and develop local leadership in engaging men and boys
- c. Create opportunity for community-based initiatives
- d. Multiple levels of engagement and opportunities for involvement:
 - i. Leadership in creating programs
 - ii. Facilitator/mentor role (leading workshops, etc.)
 - iii. Volunteer (making & handing out ribbons, etc.)
 - iv. Participant (e.g. wear a ribbon)
- e. Grow membership of White Ribbon Yukon

2. Target Groups: Aboriginal men and boys, men in leadership positions , sports teams and coaches, men from male dominated workplaces

3. Activities:

- a. Hold Capacity-building workshop series in May-June, 2014 for community members & service providers on aboriginal culturally-based men's and boy's groups, based on the model of I Am a Kind Man.
 - i. A partnership with Yukon Aboriginal Women's Council.
 - ii. Additional partnerships are being negotiated with:
 1. Kwanlin Dun First Nation
 2. Trondek H'wechin First Nation
 3. Liard First Nation
 4. Liard Aboriginal Women's Society
 - iii. Trainings will be co-designed and led by First Nations facilitators engaged by the project
 - iv. The Project will focus on leveraging existing local network of engaged men and project partners to recruit men and boys for these trainings.
- b. Support long-term community leadership and follow-up after trainings:
 - i. Local leaders will be identified to lead follow-up activities out of the trainings.
 - ii. The project and partners will provide resources for those leaders to support follow-up efforts.
- c. Expanded White Ribbon Campaign Efforts:
 - i. Leaders and community individuals who attend May capacity building workshops will be identified as contacts for November White Ribbon Campaign, and connected with White Ribbon Yukon.

- ii. Engaged volunteers will focus on White Ribbon Campaign efforts in male-dominated activities and events. Specifically, we will seek to engage the following organizations to implement the White Ribbon Campaign:
 - 1. Construction Companies:
 - a. Narrow Gauge Construction (Whitehorse)
 - b. Pelly Construction (Whitehorse)
 - c. Hougen, Odin Construction (Watson Lake)
 - d. Han Construction (Dawson)
 - 2. Mines:
 - a. Wolverine Mine, Yukon
 - b. Cantung Mine, Yukon
 - 3. Sports:
 - a. Whitehorse Mustangs
 - b. Whitehorse Minor hockey
 - c. Dawson City Minor Hockey
 - d. Watson Lake Minor Hockey

6.2. Develop locally relevant resources & toolkits for community member & service providers, and deliver train-the-trainer workshops on implementing them

1. Objectives:

- a. Build capacity of service providers to deliver content to boys on preventing violence against women and girls
- b. Provide tools to support the now-established efforts of men in the community
- c. Repeat key messages from community activities and events within educational contexts

2. Target Groups: Teachers, youth community service providers, and potential male community role models

3. Activities:

- a. Train the Trainer workshops and toolkits are being developed by BYTE, adapted from pilot projects in year 1 of the project (MOVE! Youth Helping Youth End Violence workshops).
- b. The following project partners are being engaged to participate in training:
 - i. Community men identified in Phase 1 of the project
 - ii. Trondek H'Wechin First Nation
 - iii. Liard Aboriginal Women's Society
 - iv. Kwanlin Dun First Nation
 - v. Skookum Jim Friendship Centre
 - vi. Watson Lake, Dawson City and Whitehorse high schools

vii. Watson Lake Youth Centre, Dawson Youth Centre, BYTE facilitation
Team, Boys and Girls Club Yukon

- c. Toolkits will be adaptable to local-led initiatives, but based on the MOVE! model. Toolkits will be adapted from promising methods identified during year 1 of the Project, in MOVE! workshops.
- d. Toolkits will include workshop outlines to fit into existing school curriculum, along with existing PLOs, as well as guides to longer-term programs.
- e. Will work alongside partner organization's messaging & poster campaigns
- f. Identified areas of focus for content:
 - i. Promotion of FN traditional values (to be developed in partnership with local FNs, based on I Am A Kind Man toolkits)
 - ii. sexual assault prevention/consent promotion, especially in context of alcohol

6. Engagement Timeline:

April: Engage/continue to engage existing organizations & community leaders to identify sustainable ways of supporting project, & prepare May workshops.

May: Capacity building interactive workshops, with a focus on positive support of aboriginal culture, for entire community on working with men & boys, developed in partnership with First Nations partners from each community, with space for developing own community-based plans for programs & initiatives. We will also use this opportunity to connect individuals and organizations with White Ribbon Yukon.

June-August: Develop locally relevant toolkits in partnership with local First Nations and other organizations, focused on engaging men & boys. Support for follow-up events or meetings from May trainings.

September: Training on toolkits developed, Evaluate existing/prior efforts. Focus here especially on engaging schools in taking on systematic violence prevention programming.

October- hold capacity-building trainings on toolkits in Watson Lake & Dawson City, paired with follow up visits & workshops to support program implementation.

November-December: Support engaged community partners in expanded White Ribbon Campaign efforts, support program implementations, follow & evaluate program implementations.

January-March: Implement post-project sustainability measures: support orgs in seeking funding, etc.

March: Project end, evaluation, final follow-ups

7. Promising Strategies Being adapted & Created

8.1. Culturally-based initiatives focused on aboriginal men and boys

The Needs assessment has made it clear that a first priority for the project should be engaging with aboriginal men and boys in a way that acknowledges violence experienced at the hands of colonialism, residential school, poverty and racism. In the first year of the project, strong partnerships were formed with Yukon Aboriginal Women's Council (YAWC). In partnership with the project, YAWC organized a symposium for aboriginal men and boys working in partnership with women and girls. Part of this initiative was to identify priorities and best practices engaging aboriginal men and boys (report is forthcoming in April, 2014).

Another part of the symposium was to identify and engage aboriginal leaders from communities. YAWC formed a partnership with the Project to connect these leaders with White Ribbon Yukon, and are in early stages to conduct follow-ups with men engaged through these efforts.

A highly promising method identified in the symposium was:

Kizhaay Anishinaabe Niin (I am a Kind Man) – Canada

Kizhaay Anishinaabe Niin is an Ontario-wide initiative developed by the Ontario Federation of Indian Friendship Centres and the White Ribbon Campaign that utilizes primary, secondary and tertiary prevention strategies. As stated in the program website, the main objective of the initiative is to “engage men of our communities to speak out against all forms of abuse towards Aboriginal women.” The initiative offers a safe place for Aboriginal men and youth to learn their roles and responsibilities and reconnect to their traditional roles within families and communities in order to address violence against Aboriginal young girls and women. This supportive model incorporates an understanding of the challenges faced by Aboriginal youth and men and incorporates community healing. Currently there are over 30 sites in Ontario running a variety of programs as part of this initiative. These include poster and public awareness efforts, a website, youth and adult mentoring programs, youth and adult workshops and an educator toolkit (Wells et al, 61).

Trainers from Kizhaay Anishinaabe Niin presented at the symposium and provided options and toolkits that can be adapted to local context. The project plan is to adapt this method, in partnership with local aboriginal groups, to local cultural contexts, and hire aboriginal facilitators to deliver the trainings. Facilitators from Kizhaay Anishinaabe Niin are being consulted on how to adapt this approach to the Yukon Context.

8.2. Toolkits and Resources for Men and Service Providers

Youth were identified more than any other demographic as promising target groups for engagement in all three Yukon communities, with a particular focus on schools as strong venues

for program delivery. The project is working on a train-the-trainer level with youth service providers and teachers to adapt tools to the community context, with inclusion of culturally relevant lessons. There are a range of best practices and toolkits that have been identified.

The Project has been working with BYTE to create and pilot a series of workshops that engage youth as peer leaders in ending violence, with a strong focus on ending gender-based violence and gender-specific breakout segments. The project is described in a promotional pamphlet as follows:

“MOVE! is a youth led and run movement to end violence in the Yukon. It is a group of youth leaders who understand how violence affects their community and are moving to create change by sharing their own talents, skills, and knowledge in – art, music, sports, writing and film.

MOVE! is a multimedia and role model program for school going youth who want to make a difference in their community and work with other youth to end violence. This project is being coordinated by BYTE.

MOVE! training in multimedia and violence prevention will take place over 5 workshops. These workshops will include the following topics: Leadership and Anti-oppression, Gender and Equality, Healthy Relationships, Bystander Intervention, Sexuality and Consent and multimedia. Through this program, youth will learn the skills needed to apply this thinking to the real world, and become role models for other young men and women.”

This program outline is being adapted into a toolkit that will permit local community partners to deliver this training within their own communities, or to adapt it according to their own programming.

The workshop content is adapting best practices for building effective partnerships with schools and youth services as part of gender-based violence prevention, that indicate that they are "effective when they are comprehensive, intensive, relevant and employ positive messages" as well as being participatory, interactive and sustained over time (Berkowitz et al, 14).

Similar to the aboriginal-specific components of the project, all aspects of the delivery will seek to situate them in their specific context of masculinity, which intersects inseparably with identities based on class, sexual orientation, and race (Kaufman, 8).

Berkowitz emphasizes the importance of developing a comprehensive program, not just one-time presentations, and cites evidence in favor of this (8). These should include "collaborations between advocates, educators and law enforcement officials" (8). The “train the trainer” level workshops in October will seek to forge these connections.

It’s also crucial to build long-term relationships with individual teachers and other programs, i.e., things related to violence like substance abuse, mental health, and use them to learn how

to build from piecemeal to comprehensive programming; hence, this is why the Train-the-Trainer workshops are being offered community wide. If efforts are successful, they can be combined with the local core of engaged leadership to build this into a group/guiding committee that guides school violence prevention efforts.

8. Challenges and Dangers of Engaging Men and Boys in preventing gender-based violence:

Addressing the issue of violence against women and girls is a delicate process, and careful attention must be paid to avoid detrimental side-effects. A brief overview of some key dangers are outlined below, along with mitigation strategies to address them:

9.1. Reducing funding for women's programs and services

As men and male-led organizations begin to develop programs and services, they may enter into competition for funding with under-funded women's groups that depend on these resources to exist. Not only does this potentially undo the net benefit of male-led work, it may significantly damage women's groups, create conflict and competition between groups, reduce credibility of men's work, and reinforce patriarchy by using men's social capital to re-direct funding towards men.

Mitigation Strategy: Rather than using male privilege to compete with women's groups, men engaged through the Project will be encouraged to seek alternative funding opportunities, and to share them with women's groups. Wherever possible, partnerships with women's groups should be sought, so that women can take the lead in the work, and men can provide a supportive role.

White Ribbon Yukon, a partner organization in the Project, has already made a stated commitment to avoid seeking any funding in conflict with women's groups unless in collaboration with these groups. A conversation has been opened with the Yukon Women's Coalition on this topic, and the approach will continue to evolve.

9.2. Weakening the feminist orientation of the work

A strong feminist orientation remains unfortunately rare, particularly among men. Men's anti-violence efforts run the risk of losing this crucial element.

Mitigation Strategy: Feminist perspectives will be maintained through maintaining our strong partnerships with women's groups, openness to criticism, and explicit commitment to maintaining a feminist perspective, including self-critical approaches.

9.3. Silencing women & Taking over the campaign

Pease asks, "when men speak for gender equality, do we perpetuate male dominance?" (P. 9). A symptom of gender inequality is that women's voices are underrepresented, and under-

respected. Men can play a crucial role in bringing the message of gender equality into new spaces, as we do so, we risk reinforcing male privilege.

Mitigation Strategy: Wherever possible, men engaged in gender equality work should seek to share space and spotlight with women, to follow the lead of women, and to acknowledge the accomplishments of women. This includes, whenever possible, leading workshops and presentations alongside women, and role-modelling respect and deference to women and their expertise.

9.4. Colluding with violent men

Men who have been and continue to be violent may attempt to use a men's anti-violence movement for their own purposes, including advancing their own credibility. This seems to be a common phenomenon: in the short history of men's engagement work in Yukon, there have been several instances of violent men seeking to get involved. While there should be space for perpetrators to make amends, it is crucial that men who continue to be violent, and may have victims in the community, are not given a venue to present themselves as anti-violent. If men's movements are coopted in this way, they lose all legitimacy, and risk re-victimizing women.

Mitigation strategy: Screening processes will be put in place for men who wish to get involved in the movement, particularly in leadership or public presentation roles. This will go beyond a criminal record check, as most instances of violence never enter the criminal justice system. A conversation has already been opened with women's groups in Yukon about this issue, and women's groups will continue to be consulted as men join the movement.

9.5. Gaining more praise

Women have been working to prevent violence, and continue to do so, on a scale far greater than men. However, men, when they do get involved, tend to get a higher degree of recognition by the media and the public.

Mitigation Strategy: When men's efforts are being acknowledged, they will ensure that women are also being acknowledged. See 9.1.3 above.

9.6. Failing to earn women's trust

Any of the above dangers, if inadequately addressed, may undermine the possibility of gaining women's trust.

Mitigation Strategy: Maintaining strong, open partnerships with women's groups, along with public engagement and dialogue with women across the territory.

9. Conclusion:

The preceding report has provided an overview for the engagement strategy of project YT12601: Engaging Yukon Men and Boys in Ending Violence Against Women and Girls.

Addressing this issue is challenging and complex, but overwhelmingly, the response from the community has been that it is worth trying, even if efforts are not perfect. The response from men and boys so far has been strong and extremely positive. Success, at this point, depends crucially on whether the project can create long-term, community-led, sustainable measures. Hopefully, this engagement strategy will provide the pathway to achieving this outcome.

Works Cited:

Berkowitz, Alan; Jaffe, Peter; Peacock, Dean; Rosenbluth, Barry; Sousa, Carol. "Young Men as Effective Allies in Preventing Violence and Abuse: Building Effective Partnerships with Schools." Appendix: The Social Norms Approach to Violence Prevention

Kaufman, Michael. "Addressing and Involving Men and Boys To Promote Gender Equality and End Gender Discrimination and Violence." Michael Kaufman

<http://www.michaelkaufman.com/wp-content/uploads/2009/01/kaufman-the-aim-framework.pdf>

Wells et al. Engaging Men and Boys in Domestic Violence Prevention: Opportunities and Promising Approaches. SHIFT: 2013. <http://www.calgaryunitedway.org/socialvoice/wp-content/uploads/2013/03/Shift-Engaging-Men-and-Boys.pdf>

Minerson et al- "Issue Brief: Engaging Men and Boys to Reduce And Prevent Gender Based Violence." The White Ribbon Campaign, 2012 www.whiteribbon.ca

2014-03-31 Project Midterm Report_FINAL (submitted separately)

2014-04-04 YT12601 Needs Assessment Report_FINAL (Submitted separately)

10. Appendix A: Recommendations and Project Responses

Needs assessment Recommendations:	Project Responses:
<p>Structure of the engagement:</p> <ul style="list-style-type: none"> • Efforts to engage men and boys should be long-term. • Engagement efforts should be driven by the community, and activities should be locally led whenever possible. • Ways of ensuring that activities engaging men and boys will continue in the long term should be secured early in the project, to help ensure buy-in from community members. • Multiple levels of involvement should be provided men to engage with. • There should be regular activities sustained over time • Central messages should be repeated consistently across different venues. For example: positive messages about aboriginal men’s traditional roles should be relayed both in community events, and within schools 	<ul style="list-style-type: none"> • Longevity of the project activities are being sought through a combination of: <ul style="list-style-type: none"> ○ Establishing the organization White Ribbon Yukon to continue long-term follow-up, including at minimum yearly White Ribbon Campaigns ○ Building capacity through training and toolkit for project community and organizational partners to continue the work, and ○ Seeking funding opportunities from Yukon Government, and through budgets of project partners. • Men and boys are being provided with opportunities to get involved in: <ul style="list-style-type: none"> ○ Program leadership and development ○ Mentorship and leadership of boys ○ Participants in groups or campaigns • Community leaders are being trained and supported to hold regular follow-up activities in the form of culturally-focused men’s groups. • Messages and lessons imparted through culturally relevant, locally led men’s groups are being included in the Toolkit and trainings to be delivered to youth service providers, to ensure message continuity and regularity.

<p>Participants:</p> <ul style="list-style-type: none"> • Aboriginal men and boys are a priority to engage with. • Youth are a priority group to engage with. <ul style="list-style-type: none"> ○ Men in general from the community should be provided with tools and resources to support their mentorship and leadership of boys. • Male leaders from male-dominated workplaces need to be engaged to take systematic action at work, particularly on harassment and sexism. • Men who have been violent should be engaged, but in ways that do not result in harm to victims. Women’s groups should be carefully included to ensure this is done sensitively. 	<ul style="list-style-type: none"> • The Project is partnering with aboriginal organizations and adapting the models of I Am A Kind Man to develop culturally focused, aboriginal led activities, in the form of men’s groups. • The Project will provide train-the-trainer level support and toolkits to a combination of men and youth service providers for working with youth. • Male-dominated workplaces are being engaged through the White Ribbon Campaign, with minimal investment of project resources. • Women’s groups, in particular the women’s coalition, are serving as project allies, and are providing input on the appropriate inclusion of men.
<p>Venues:</p> <ul style="list-style-type: none"> • Schools were repeatedly identified as promising venues, particularly in Watson Lake and Dawson. • Sports were also identified as an important engagement venue for both men and boys, and should be a priority • The following were also identified, and should be engaged with: <ul style="list-style-type: none"> ○ Extra-curricular groups, such as: Dawson Rangers, youth camps, after-school programming for boys ○ First Nations culturally based camps on the land ○ Music festivals ○ Men working at mines 	<ul style="list-style-type: none"> • Teachers from schools, sports coaches, and leaders of boy’s groups are being invited to both phases, with a focus on phase 2: train-the-trainer workshops.

<ul style="list-style-type: none"> ○ Work safety organizations, such as worker’s compensation board and Northern Safety Network 	
<p>Partnerships:</p> <ul style="list-style-type: none"> • Community service providers, especially in rural communities, should receive capacity-building trainings on engaging with men and boys. • Formal partnerships should be made between organizations conducting violence prevention work across Yukon, and if possible, across similar northern regions (NWT, Nunavut, Alaska, Northern B.C., Northern Alberta, etc.. • Strong partnerships with First Nations should be formed, and First Nations must be central to project planning and delivery • Men and boys working on this issue should maintain open, close communication with women’s groups • Feminist women should be given leadership roles in project planning and implementation • A core of men who support gender equality and social justice should be involved in project delivery and post-project follow-up • Organizations working on this issue should work together to align messaging campaigns and direct delivery components, to give the engagement efforts consistency and breadth. 	<ul style="list-style-type: none"> • Capacity building workshops are planned for October 2014, along with toolkits. The workshops planned for May 2014 will also have content useful to community service providers. • An extensive network of partners has already been engaged. In 2014, the project will seek to formalize the involvement of partners involved in implementation through Memorandums of Understanding, and the formation of the “Men’s and Boy’s Engagement Network”. At this time, networks are not planned beyond Yukon. • Strong partnerships have been formed with Trondek H’wechin and Liard Aboriginal Women’s Society. A first step in April 2014 is to pursue a stronger partnership with Kwanlin Dun First Nation. • Strong partnerships have been formed with Yukon Women’s Coalition and women’s shelters in each of the three communities. Local women are being consulted and included at all points. • White Ribbon Yukon, an organization of men dedicated to ending violence against women, is involved, established, and sustainable. • A communications strategy meeting between community agencies working on prevention of violence against women is planned in 2014, through Kaushee’s Place Women’s Shelter

<p>Content:</p> <ul style="list-style-type: none">• The project must meaningfully address systemic and structural violence, for both men and women.• Violence should be framed as a community issue.• The use of alcohol as a weapon in sexual assault should be specifically addressed.• Positive, concrete ways of challenging ongoing colonialism should be built into all aspects of men’s engagement work• Aboriginal Culture and cultural activities should be promoted and supported.• Community histories and ongoing lived experiences of trauma, residential schools and abuse should be acknowledged in project activities• Men’s own experiences of violence and victimization should be acknowledged and addressed	<ul style="list-style-type: none">• The Project is prioritizing the promotion of First Nations cultures as a positive, proactive measure of challenging colonialism. This is being done by partnering with aboriginal groups to form culturally-based men’s activities/groups.• Groups, activities, and toolkits will be developed to identify participant’s own varied experiences of violence, using participatory facilitation techniques. They will validate experiences and promote solutions based on lived experiences of participants.• Best practices for engaging with aboriginal populations will be implemented with all project activities, including involvement of elders, including food, opening and closing with a prayer, and others as identified by partners from aboriginal groups (for some examples, see section in Needs Assessment on Engaging with Aboriginal Groups.)
--	---