

Engaging Arab Male Youth as Advocates Against Intimate Partner Violence



What is ABAAD?

- A non-profit, non-political, non-religious civil society organization working toward gender equality as an essential condition to sustainable social & economic development in the MENA region
- A dynamic team of activists, lawyers, social workers, researchers
- A leading resource center on gender equality & GBV in the region



Why engage Arab male youth?

- Arab men are rising to the challenge as advocates against violence – in society & at home
- Their voices are the STRONGEST for prevention
- This effort promoted men's role in eliminating violence through creative audio-visual material
- Men & boys are not only the subject matter & target audience, they are the producers
- Messages are more likely to resonate *with* men if they are created *by* men



What were the dimensions of our strategy?

- Participants who expressed interest in using media for equality applied for the training & were selected through a competitive process
- 16 young men: 8 Lebanese men & 8 Iraqi men refugees living in Lebanon



- Underlying strategic purpose: encouraging Iraqi & Lebanese men to work together for a shared cause served to bridge a divide in a historically-fragmented society
- Participants developed both the skill & the will to address violence against women – regardless of their origins



How did we do it?

- Training on gender equality, masculinities, & human rights = foundation for an understanding of GBV
- Training on the various dimensions of film-making: how to operate a camera, storyboards, lighting, sound, etc.
- Participants were paired – 1 Lebanese & 1 Iraqi
- Pairs created storyboards for 30-second television spots to address GBV, using men in Lebanon as the target demographic



- Young men produced & acted in advertisements
- Aired on Lebanese national television throughout the 16 Days of Activism as part of a nationwide campaign of various multi-dimensional outreach activities



What is significant about this strategy?

- Power of this campaign was not just in the messaging, but also in the messenger
- Using men to craft & deliver a message targeted towards other men is the only way to ensure effective delivery - for men in Lebanon, by men in Lebanon



- Case study in social messaging for prevention, changing social norms, & engaging a challenging group in violence-prevention
- Resulted in increased interest & engagement from male youth – not just in Lebanon but across the Arab region



Why is it important to emphasize positive dimensions?

- Innovative use of a multi-dimensional strategy using positive psychology to address men in Lebanon
- In line with ABAAD's philosophy to inspire change & instigate action
- Raising awareness for social justice & respect for human rights for ALL
- Message resonates with men who might otherwise not be listening
- Engaging men as partners, champions, supporters is the most effective way to



VIDEO: Hanging

- <http://www.youtube.com/watch?v=eNaDTtx4nuU>



VIDEO: Bad Boys

- <http://www.youtube.com/watch?v=Y5HEAuABEFI>



VIDEO: Slap

- <http://www.youtube.com/watch?v=iz3v4e30eBc>



VIDEO: Divorce

- <http://www.youtube.com/watch?v=L6AfE-g98pY>



Beating is...



THANK YOU!

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**... Expanding dimensions of gender equality
& ending GBV!**

