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Engaging Youth in Violence Prevention: Results from the Young Men Initiative (YMI) in Prishtina, Kosovo

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**SVRI Forum, Bangkok, Thailand
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Overview



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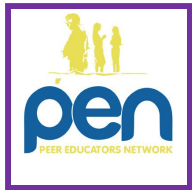
1. What is the project?
2. How did we design the evaluation?
3. Does it work?
4. How does it work?
5. How can we build on what we've learned?

1. What is the project?



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YMI: Engaging boys in the Western Balkans to promote gender equitable, non-violent & healthy lifestyles



1. What is the project?



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- *How it works:*

- Classroom based educational workshops using adapted Program H manual (all students)
- + extended retreats (voluntary opt-in)
- + "Be a Man" clubs (voluntary opt-in)

"Those of us that grew up in Prishtina, it was tough to grow up in these streets. As soon as you went on the street at school, they are there and they start fighting with you. Once, twice, and then on the third time, you punch them back. What can you do."

2. How did we design the evaluation?



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Quantitative data collection

- Quasi-experimental cohort design (2 sites)
- Self-administered survey conducted at baseline (Oct 2012) and endline (May 2013)

**short time frame!*

- attrition ~20%, final analytic sample n=561

Qualitative data collection at endline

- 2 FGDs with boys (1 from each site)
- 1 FGDs with teachers (intervention site only)
- 2 IDI w/ boys (intervention site only)

3. Does it work?



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INDEX	<i>Illustrative questions from GEM scale:</i>
Gender Roles Index	A woman's most important role is to take care of home and cook for family <i>[...4 items included]</i>
Gender Norms Index (masculinity)	The most important quality for a man is physical strength and power <i>[... 3 items included]</i>
Homophobia Index	I would never have a gay friend <i>[... 3 items included]</i>
VAW Index	It is OKAY for a man to hit his wife if she refuses to have sex <i>[... 4 items included]</i>

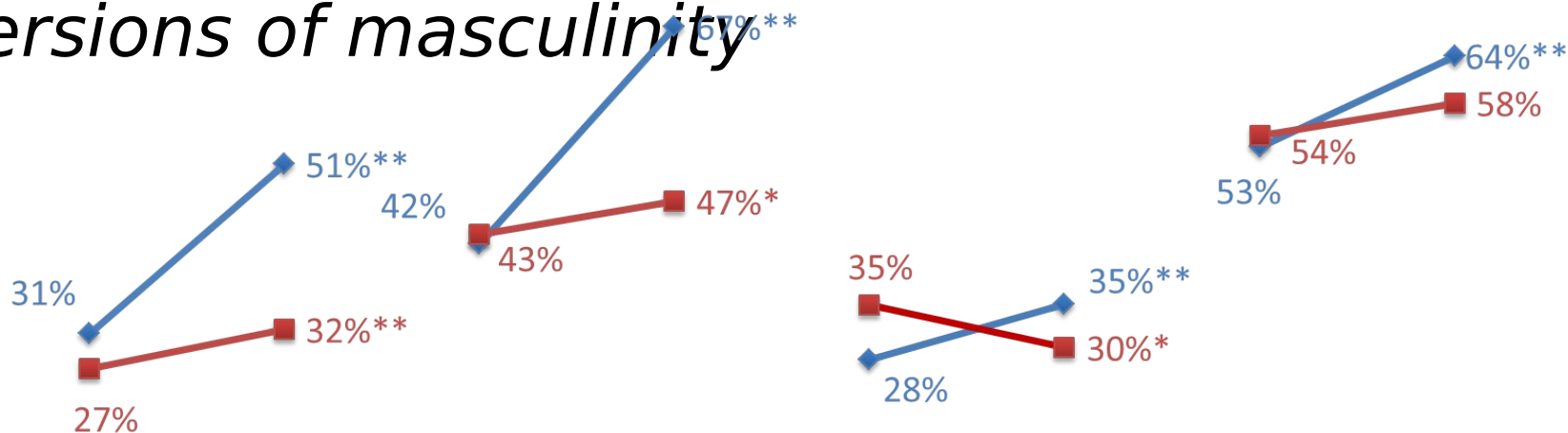
3. Does it work?



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Trend data suggests improvements in attitudes related to gender roles & violent, homophobic versions of masculinity

Scores of Gender Attitudes: Prishtina



Baseline	Endline	Baseline	Endline	Baseline	Endline	Baseline	Endline
Gender Roles Index ✓		Gender Norms Index ✓		Homophobia Index ✓		VAW Index ✓	

◆ Intervention ■ Control

** p<.05 *p<.10 ✓ significant difference between intervention & control at p < .05

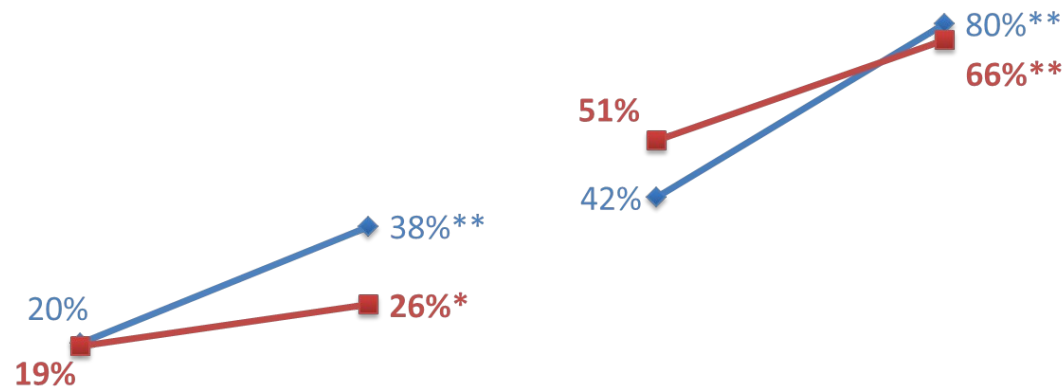
3. Does it work?



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Results suggest stronger intentions to remain non-violent & increased reports of positive interventions

Positive Intentions & Intervention: Prishtina



Baseline	Endline	Baseline	Endline
Disagrees: I should join in a fight if someone is disrespecting my family/friends ✓		Intervened to stop physical fight in the last 3 months	
◆ Intervention ■ Control			

** p<.05 *p<.10 ✓ significant difference between intervention & control at p < .05

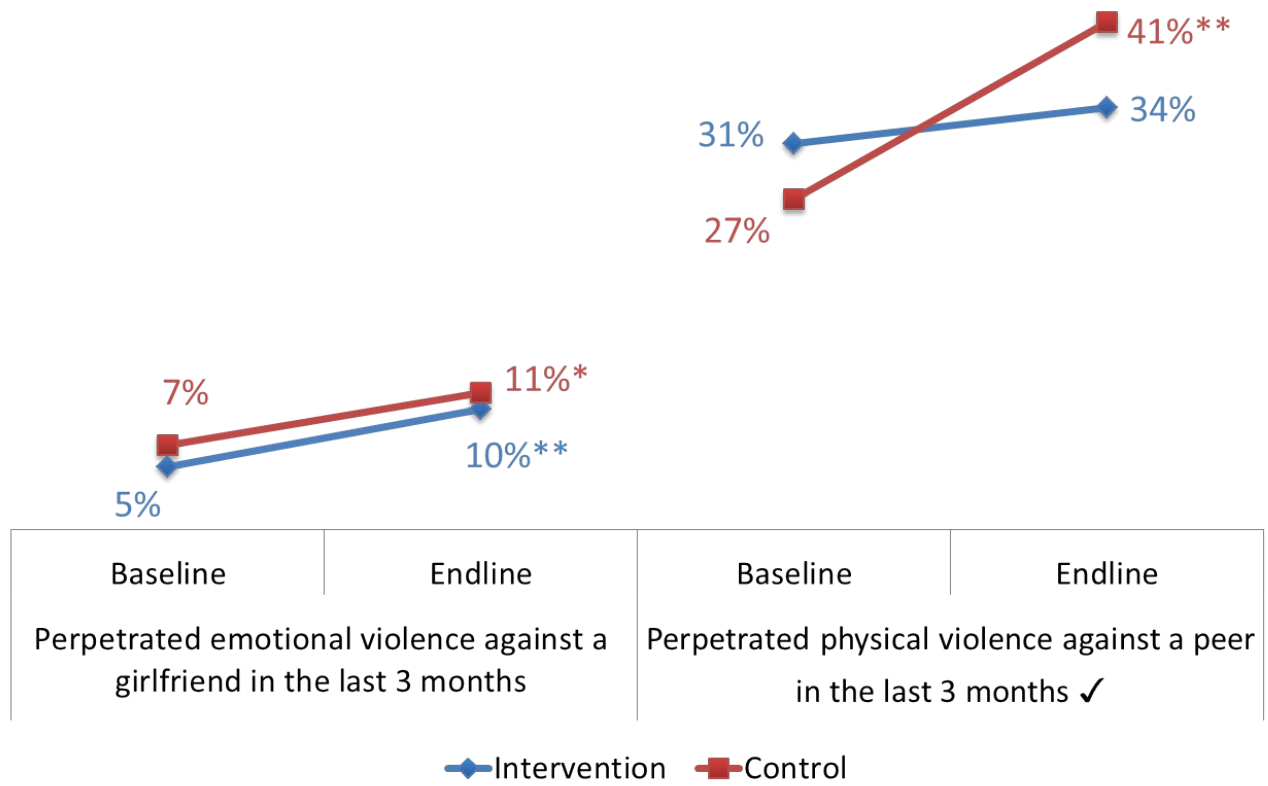
3. Does it work?



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Little evidence of effect on reducing violence behaviors (against a peer or intimate partner) in the short term.

Violence Against IP (emotional) & Peers (physical)



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3. Does it work?



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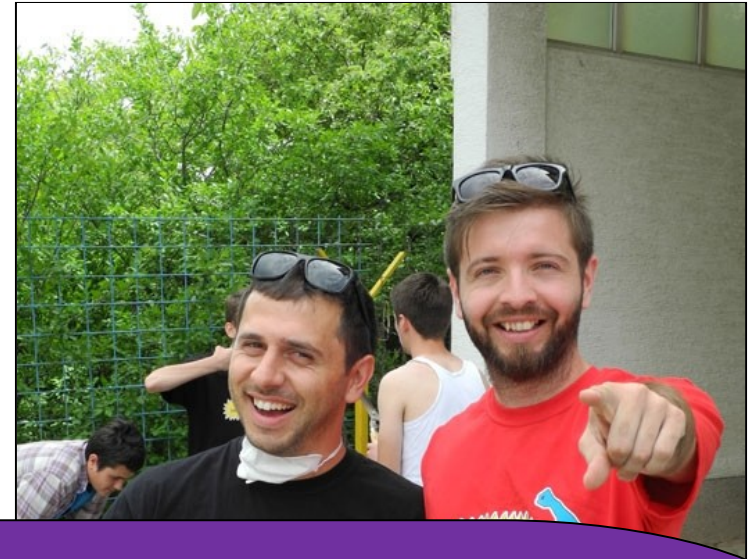
“To become a man here in our country, we smoke cigarettes, we drink alcohol... Now [I realize] all the smoking and alcoholic drinks do not make a man, but the opposite of a man ... I changed my opinion through these trainings ... Those values which we discussed have changed all the rules.”

“It happened due to listening and others explaining these things , what is a good man... He [peer educator] said if you put yourself in your mother’s place and see her doing work, and does not get any help, it is bad ... you should

help, these are things that make a man a good man.”

4. How does it work?

- Explicit aspects of the program acknowledged and valued by participating boys:
 - Peer education approach



“With them you can really talk, because they are not some professors... they are not the kind of people that you have to watch how you express yourself, and so on. You can freely address them informally

*engagement... and talk
facilitators & about anything ”*

4. How can we build on what we've learned?



- Promising results - school-based approach (with residential trainings) can help move the needle on inequitable gender norms & promote non-violent, responsible versions of masculinity

... but we have yet to observe consistent changes on violent behaviors....

- How to move forward??
 - Longer term programming & evaluation (ideally includes measurement of community level change)
 - Intensified focus on core outcomes

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Promundo

Gary Barker

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THANK YOU!!



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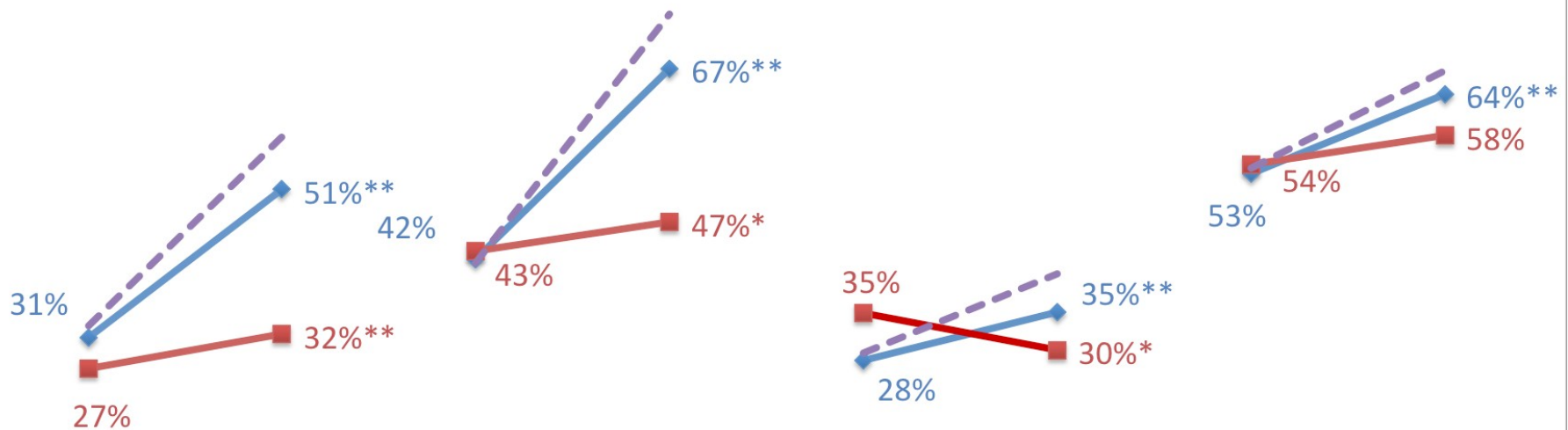
**** Funding from Government of Norway**

3. Does it work?



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Scores on Gender Attitudes: Prishtina



Baseline	Endline	Baseline	Endline	Baseline	Endline	Baseline	Endline
Gender Roles Index ✓		Gender Norms Index ✓		Homophobia Index ✓		VAW Index ✓	

— Intervention — Control - - Level 2

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