

Case study

Men's Travelling Conference, Kenya

Gender, targeting and social inclusion



Case studies illustrate the kinds of interventions (from IFAD and other development agencies) that have used household methodologies effectively, highlighting the way each methodology has worked in a particular context.

The **case studies** are “living” documents and will be updated periodically based on new experiences and feedback. If you have any comments or suggestions, please contact the originators.

Originator

Clare Bishop-Sambrook

Lead Technical Specialist, Gender and Social Inclusion
Policy and Technical Advisory Division, IFAD
E-mail: gender@ifad.org

Prepared by

Philip E. Otieno

Executive Director
Men for Gender Equality Now, Kenya
E-mail: executivedirector@megen.org

October 2014

Men's Travelling Conference, Kenya

Section 1: Overview of the methodology

Name of the methodology	Men's Travelling Conference (MTC)
Country/ region of implementation	The methodology is implemented in Kenya, during the 16 days of activism against gender-based violence (GBV). At least five of the eight regions in the country are covered each year.
Start/end date	MTC started in 2003 and is an annual event.
Lead organization sponsoring the development and implementation of the methodology	<p>Men for Gender Equality Now (MEGEN) is a membership-based organization that works through its members to reach out to the wider society with messages on gender equality and the prevention of and response to sexual and gender-based violence (SGBV). MEGEN is funded by various organizations. Currently, We Effect (formerly the Swedish Cooperative Centre) funds most of MEGEN's operations and activities, including the MTC. We Effect receives its funding mainly from Sida/Civil Society Support Modalities (CIVSAM).</p> <p>MEGEN itself implements activities and also offers technical backstopping to other institutions on gender, HIV and AIDS, and sexual and reproductive health issues.</p>
Purpose of the methodology	The purpose of MTC is to reach out to men and boys at the grass-roots level in order to promote gender justice and curb SGBV.
Contribution of the methodology to wider organizational/ project goals	The organization We Effect strives to contribute to the development of a society where males and females are valued equally. MTC helps the organization to bring about social justice by reaching out to men, boys and institutions, so as to mitigate SGBV in communities, create awareness and advocate for policy formulation to help prevent and respond to SGBV issues. Men are seen to be allies in combatting GBV and MTC mobilizes a critical mass of men and boys who believe in gender equality and can help achieve this goal.
Target group	<p>The principal target group are men and boys but MTC also engages with women and institutions (private and public).</p> <p>MTC reaches out to communities on a needs basis and sometimes when requested by communities. Donor preferences can also influence the communities visited by MTC.</p>

Section 2: Implementation arrangements

Implementing partners	Some partners provide resources and technical support for the implementation of MTC, while others provide referral services that may not be directly provided by MEGEN.
Selection of facilitators/mentors	MEGEN encourages its members, both men and women, to become facilitators, There are three levels of facilitators: lead facilitator, support facilitator and associate facilitator. An individual rises through the ranks based on experience and the ability to plan, undertake training and compile a report.
Training of facilitators	<p>All the facilitators are members of MEGEN and must undertake extensive training of trainers (TOT) before being allowed to conduct any training. The training sessions are conducted by renowned international trainers.</p> <p>Sensitization training sessions can last one to three days, after which the trainee moves to the next level of TOT, which lasts for one week. After these trainings, the facilitators go through different levels of facilitation before finally becoming lead trainers/facilitators.</p>

Section 3: MTC in the community

Steps of the facilitation cycle	<p>The idea of MTC is to involve men in an activity that would be stimulating and participatory, using a wide range of skills and talents. The choice of the MTC approach is also motivated by the need to reach out to and involve thousands of men, young and old, who would not be reached through conventional conferences.</p> <p>The MTC is characterized by songs, dance and drama, as well as the distribution of posters, T-shirts, caps, stickers and leaflets. Thousands of people see the messages on the banners that are hung on the MTC buses as the buses travel to their destinations. The MTC makes stopovers in major towns to engage audiences in discussions and to deliver messages. At times, the conference participants split into smaller groups to get views from their audiences and give brief talks on their mission.</p> <p>Key steps to implementing MTC are the following:</p> <ul style="list-style-type: none"> ▪ MEGEN members are sent to different communities to identify the problems that are prevalent, working closely with the communities. Follow -up training sessions are organized based on the need of a particular community. ▪ Target groups are identified depending on the type of intervention to be rolled out based on the problems/needs identified. For instance, in Homa Bay County, HIV prevalence is escalating against the backdrop of SGBV. The reason behind this is the “fish for sex” phenomenon, in which fishermen engage in sex with women and offer them fish in return. The intervention in this area thus targets the fishermen and the fishmongers, creating awareness of the dangers of the practice and providing training for sustainability.
--	---

Stimulating interest through facilitation	<ul style="list-style-type: none"> ▪ Facilitating community participation from the outset. Communities identify their most pressing need with regard to a particular problem; for example, women's access to and control over land, which is mainly due to unequal power relations between women and men, coupled with cultural issues. ▪ Building capacity. Facilitators provide capacity-building, including formal training, on: project management; lobbying and advocacy skills; communication and awareness creation skills; and practical training using different training methods. Topics include: key concepts used in gender and development; social construction of gender; SGBV; HIV and AIDS; sexual and reproductive health; human rights and social justice; and governance issues. ▪ Taking action. MEGEN's team of trainers/facilitators engages with diverse communities on different issues and works with them to develop practical interventions that suit their context. Of utmost importance is the ability to equally participate in the interventions and share in the benefits. In this way, participants will want to become part of the process of bringing about positive change in their community. ▪ Promoting interconnectedness. There is need to provide space for different sets of facilitators (i.e. MEGEN facilitators and community facilitators) to share experiences, while at the same time learning from one another. This enhances facilitation skills and promotes linkages with diverse communities, which, in turn, helps to develop programmes that respond to the needs of people in a given context.
Other methods used during the conference	<ul style="list-style-type: none"> ▪ Individual interaction with members of the public ▪ Explanation of the messages in the posters, stickers and flyers ▪ Sharing experiences in small groups ▪ Drama and skits, songs and dance ▪ Performances/exhibitions by local musicians, artists and drama groups.
Average length of the implementation cycle	<ul style="list-style-type: none"> ▪ A project cycle runs for about one to two years.

Section 4: Monitoring and indicators

Monitoring process	<p>Facilitators conduct periodic impact assessments. Pre- and post-activity evaluations are conducted to determine any changes observed since the first contact with individuals and/or communities.</p> <p>Benchmarks are set for all MEGEN projects and MEGEN looks at the kind of changes that have taken place since the beginning of the project. Questions asked are:</p> <ol style="list-style-type: none"> 1. What are the common forms of SGBV in this community? 2. Who are the main perpetrators of SGBV? 3. What are the strategies put in place to address SGBV? 4. What are the intervention gaps that have been identified? 5. What are the main challenges you face in addressing SGBV issues?
---------------------------	---

	<ol style="list-style-type: none"> 6. What suggestions and recommendations do you have for improving the interventions? 7. What are the capacity-building needs in your community to address SGBV issues? 8. How long have you taken part in the MEGEN project? 9. What are the benefits of your involvement? <p>Perceptions are also monitored at the beginning and at the end of the project to ascertain the level of change in knowledge, attitude and practice, especially with regard to SGBV.</p> <p>Other questions for discussion:</p> <ul style="list-style-type: none"> ▪ What are the gender differences with regards to roles and societal expectations in the community? ▪ Are there differences between religious, ethnic or socio-economic segments of the target population on the attainment of gender equality? ▪ Are there special risk groups/vulnerable groups with regards to SGBV, HIV and AIDS?
Indicators	<p>Both qualitative and quantitative indicators are used and are developed specifically for each group targeted. Examples include:</p> <ul style="list-style-type: none"> ▪ SGBV referral linkages established at all levels ▪ Number of behaviour change communication materials and booklets published and disseminated ▪ Number of inter-gender dialogue sessions held on SGBV, HIV and AIDS ▪ Number of follow-up and feedback forums held ▪ Increased knowledge and skills related to SGBV and natural resource management.

Section 5: Results

Number of beneficiaries reached/ planned to be reached	<p>MTC reaches close to 20,000 people annually in up to 30 counties. During the year, at least two follow-up awareness and sensitization sessions, inter-gender dialogues and school dialogues are held in about 10 counties, with about 40 people attending each session.</p>
Main changes that can be attributed to the methodology	<p>The implementation of MTC has resulted in:</p> <ul style="list-style-type: none"> ▪ A reduction in the number of SGBV cases ▪ Women reporting an improved relationship with their husbands ▪ Testimonies from men who have changed their behaviour

Key success factors and strengths of the methodology	<p>The use of men as allies in the struggle to combat SGBV has proven to be very powerful since men are able to engage with fellow men to openly discuss cultural barriers and the unhealthy stereotypes attached to women.</p> <ul style="list-style-type: none"> ▪ Men are the custodians of culture and religious norms and practices, many of which subjugate women. They hold key decision-making positions and, thus, can promote or violate social justice. In most societies in the world, men remain the majority of perpetrators of SGBV and other forms of violence. As such, they must be part of the solution. In order to change, men must also see that change is possible and that it is something over which they have choice.
Challenges	<p>The main challenges are:</p> <ul style="list-style-type: none"> ▪ The high expectations of MEGEN's members and the communities being served ▪ Apprehension and prosecution of perpetrators of violence. This still remains elusive – owing to the extremely complex legal process in Kenya, lack of evidence or bribes ▪ Overcoming myths, beliefs and misconceptions around gender issues ▪ Resource constraints that often curtail coordination of follow-up activities <p>All of these challenges are outweighed by the opportunities to address the needs of the communities to tackle SGBV, if supported by increased funding.</p>
The way forward: potential improvements	<p>MEGEN proposes that follow-up capacity-building and advocacy initiatives be developed to empower the communities to address issues of concern to them. This calls for elaborate programming and resources expressly allocated to engage with community members on gender justice work.</p>
Sustainability	<p>To ensure sustainability, activities should be anchored with the already existing structures in the community. This can also be used as an exit strategy. MTC as an outreach event is not sustainable unless measures are put in place for follow-up and in-depth programmes designed to tackle the issues that emerge during the event.</p>

Section 6: Resources

Budget	<p>In 2013, a total of US\$40,000 covered the costs of MTC during 16 days of activism, including production of multimedia materials (brochures, stickers, caps, posters, etc.) and costs related to the travelling conference (hire of transport, meals, participants' accommodation, debriefs, etc.).</p>
Resources	<p>A training manual is currently under development.</p>



International Fund for Agricultural Development


Via Paolo di Dono, 44 - 00142 Rome, Italy


Tel: +39 06 54591 - Fax: +39 06 5043463

E-mail: ifad@ifad.org


www.ifad.org


www.ruralpovertyportal.org

 ifad-un.blogspot.com

 www.facebook.com/ifad

 [instagram.com/ifadnews](https://www.instagram.com/ifadnews)

 www.twitter.com/ifadnews

 www.youtube.com/user/ifadTV