



What is the One Man Can Campaign?



The One Man Can Campaign supports men and boys to take action to end domestic and sexual violence and to promote healthy, equitable relationships that men and women can enjoy - passionately, respectfully and fully.

The One Man Can Campaign promotes the idea that each one of us has a role to play, that each one of us can create a better, more equitable and more just world. At the same time, the campaign encourages men to work together with other men and with women to take action—to build a movement, to demand justice, to claim our rights and to change the world.

Campaign Partners:

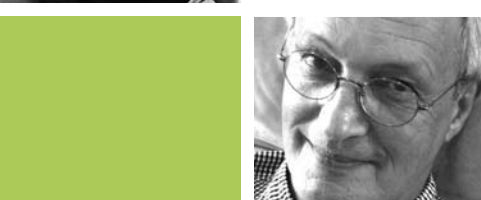
The One Man Can Action Kit has been developed by the Sonke Gender Justice Network with support from the Western Cape Office of the Premier, Directorate Social Dialogues and Human Rights; the Western Cape Department of Housing and Local Government; UNICEF; the South African Development Fund and the International Organization on Migration.

The Campaign is a partnership between Sonke Gender Justice and many different local, national and international organisations.

In South Africa campaign partners include: the Office on the Status of Women within the Presidency; the National Department of Health; the National Department of Provincial and Local Government, the Treatment Action Campaign; Soul City, People Opposed to Woman Abuse; The South African Football Players Union; the Ecumenical Services for Socio Economic Transformation (ESSET); the HSRC's Fatherhood Project, Matchboxology; Men's Trust; Targeted AIDS Intervention, Hope Worldwide and PPASA.

International partners include the Commonwealth Secretariat; the Family Violence Prevention Fund; UCLA's Program in Global Health; Instituto Promundo; Stop AIDS Now!; Men's Resources International, the White Ribbon Campaign, EngenderHealth, Men Can Stop Rape and the International Organisation on Migration.





Campaign Research:

Sonke Gender Justice used a range of research methods to determine the content and design of the campaign. To decide on the content of the various “action sheets” Sonke Gender Justice staff conducted literature reviews to identify similar materials that had been developed elsewhere and then many focus group discussions with survivors of violence, faith based leaders, teachers, coaches and young and adult men.

The team also carried out a number of street surveys stopping men in shopping malls, restaurants, barber shops and bus stations to find out how they understood the problem of men’s violence against women and what they would be willing to do about it. .

To come up with the look and feel of the campaign, we worked with a youth advisory team and then tested different logos on the streets of Cape Town and Johannesburg with 120 men and women until we arrived at our final logo.

Campaign philosophy and approach:

Our research showed us that many men and boys are concerned about widespread domestic and sexual violence and want it to stop.

We heard that men and boys do worry about the safety of women and girls — their partners, sisters, mothers, girlfriends, wives, co-workers, neighbours, classmates and fellow congregants—and want to play a role in creating a safer and more just world.

The One Man Can Action Kit provides men with resources to act on their concerns about domestic and sexual violence. It will be useful for any man concerned about these issues, as well as for representatives from government, NGOs, CBOs and community groups who work with men and women to address issues of gender-based violence and HIV/AIDS.

The One Man Can Action Kit includes materials such as:

- Stickers
- Music
- Clothing
- Video clips
- Posters
- Fact Sheets

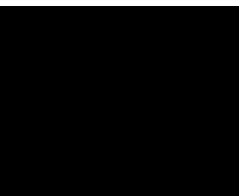
In addition, the One Man Can Action Kit provides information and strategies on how men can:

- Support a survivor
- Use the law to demand justice
- Educate children early and often
- Challenge other men to take action
- Make schools safer for girls and boys
- Raise awareness in places of worship
- Build a human rights culture
- Promote democracy

How can you use this Action Kit?

There are several ways in which you can use this Action Kit:

- Wear the **t-shirt** and talk to people about the message when they ask about it.
- Copy the **information sheets** and share them with friends, family, colleagues, team-mates and classmates.
- Put the **posters** up where as many different people as possible will see them – at work, at church, in your community centre, at clinics.
- Use the **information sheets and posters** to give presentations at community events.
- Watch the **DVDs** and listen to the **CD** in a workshop setting and use the discussion guidelines afterwards to talk about what happened, what you heard and how you might take action.
- Carry out the **workshop activities** to educate your community about gender, relationships and violence.



What are the issues?

Violence against women in South Africa: A betrayal of our new democracy and a violation of women's human rights

South Africa has amongst the highest levels of domestic violence and rape of any country in the world. Research conducted by the Medical Research Council in 2004 shows that every six hours, a woman is killed by her intimate partner. This is the highest rate recorded anywhere in the world.

Even though domestic and sexual violence are so widespread, arrest and conviction rates for perpetrators are amongst the worst in the world. In South Africa, only 10% of rapes are actually reported and less than 10% of reported rapes lead to conviction.

This violence and the unequal power it reflects between men and women is one of the root causes of the rapid spread of HIV in South Africa. Almost one-third of sexually experienced women (31%) reported that they did not want to have their first sexual encounter and that they were coerced into sex. As a result, young women in South Africa are much more likely to be infected than men and make up 77% of the 10% of South African youth between the ages of 15-24 who are infected with HIV/AIDS.

These levels of violence are a threat to our new democracy and undermine our ability to enjoy the rights enshrined in our widely respected Constitution, especially Section 12, subsection 2 of the Bill of Rights which makes clear that "Everyone has the right to bodily and psychological integrity, which includes the right (a) to make decisions concerning reproduction; and (b) to security in and control over their body".

Men and violence

Undeniably, it is men who commit the majority of all acts of domestic and sexual violence. However, many men and boys are strongly opposed to this violence and feel that it has no place in a new democratic South Africa. They recognise that it is a fundamental violation of women's human rights.

Men are, of course, negatively affected by domestic violence and rape as well. Boys who live in homes where their fathers abuse their mothers are often terrified by their fathers and the violence they commit; as a result they can experience problems with depression, anxiety and aggression that interfere with their ability to pay attention at school. Similarly, all men are affected when women they care about are raped or assaulted.

Men's violence against women does not occur because men lose their temper or because they have no impulse control. Men who use violence do so because they equate manhood with aggression, dominance over women and with sexual conquest. Often they are afraid that they will be viewed as less than a "real" man if they apologise, compromise or share power. So instead of finding ways to resolve conflict, they resort to violence.

These definitions of manhood are a recipe for disaster. They lead to high levels of violence against women and they also contribute to extremely high levels of men's violence against other men. South Africa's National Injury Mortality Surveillance System tells us that the rate at which South African men kill each other is amongst the highest in the world.

What can men and boys do to prevent violence against women and promote gender equality?

Our research tells us that although many men are deeply concerned about our sky-high rates of violence, they often do not know what to do about it.

Our research also tells us that many men are beginning to live more gender equitable lives with their partners and with their families. As gender roles continue to change in South Africa, a growing number of men are realising that relationships based on equality and mutual respect are far more satisfying than those based on fear and domination.

The One Man Can Campaign is intended to support men to act on their convictions that violence against women is wrong and must be stopped. The action sheets and materials provided here will help men to take action in their own lives and in their communities to promote healthy relationships based on a commitment to gender equality and to supporting women to achieve their rights to health, happiness and dignity.

Sonke Gender Justice Network

The Sonke Gender Justice Network strives to build a Southern Africa in which men, women, youth and children can enjoy equitable, healthy and happy relationships that contribute to the development of just and democratic societies. To achieve this, Sonke Gender Justice works to build government, civil society and citizen capacity to achieve gender equality, prevent gender-based violence and reduce the spread of HIV and the impact of AIDS.

Thanks to the Family Violence Prevention Fund's Coaching Boys into Men CampaignSM for providing much of the text of the action sheets in this Kit. www.endabuse.org.



Acknowledgements:

Raoul Swart, Azola Goqwana and Eleanor McNab conducted literature reviews, ran focus groups and developed the action sheets and written documents. Katherine de Tolly and Helen Alexander coordinated logistics and managed the development of the website. LimeBlue Design provided creative direction. Sonke Gender Justice board members Thoko Budaza, Nkonzo Khanyile, Sisonke Msimang and Kumi Naidoo reviewed materials and provided feedback. Sally-Jean Shackleton at Women'sNet, Christine Ricardo at Instituto Promundo, Rachel Jewkes and Naeema Abrahams at the Medical Research Council and Rob Morrell at UKZN also provided invaluable input. Oscar Gutierrez provided us with most of the images. Donald Ambe and Pascal Akimana field tested the logo in Johannesburg. Barbara Blom, Azola Goqwana, Patrick Godana and Thoko Budaza translated the materials into Afrikaans and Xhosa. Wessel van den Berg and choir members from Ubuntu Amadoda produced the CD. Liz Fish produced the DVD. Jeremy Gans, Andre Daniels and Community Health Media Trust were extremely generous with their video footage. Pat September in the Western Cape Office of the Premier funded the campaign and provided us with ongoing support.

The Action Kit is dedicated to the memory of Reuben Mokae, a committed activist with the Men as Partners Network who died in June, 2005 of AIDS related illnesses.



Sonke Gender Justice Network
HIV/AIDS, Gender Equality, Human Rights

For more information about One Man Can contact Sonke Gender Justice on:

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