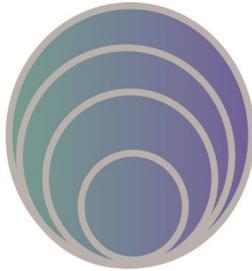


# 8 Strategies that Can Help Mobilize Campus Men

## INFORMATION SHEET

**CAMPUS**  
Technical Assistance  
and Resource Project



### Supporting Campus Men

Young men need support making their way to healthy masculinity. They need it from adults in their lives and they need it from peers. If your sustainable mobilizing men programs reflect the core strategies listed below, campus men will have a supportive, healthier

environment to practice healthy masculinity—one they can count on.

#### #1: MEET CAMPUS MEN WHERE THEY ARE

In doing this work we want men to grow their awareness of the issues and their commitment to prevent gender-based violence. However, we cannot let our vision of where we want them to go obscure our sense of where they are in their struggles with unhealthy masculinity. It is also valuable to think of and be sensitive to different masculinities present in any group by letting the men we work with teach us about where they are.

#### #2: FOCUS ON STORIES

Young men live every day with unhealthy pressures and expectations tied to masculinity, and if we share stories of our own struggles, and the struggles of men we have known, it opens the door for them to share their own struggles and move toward healthy masculinity. Also, recognizing that everyone has a story to share helps to build the ability to empathize.

#### #3: PUT MASCULINITY AT THE CENTER

Even though every single young man grows up faced with the pressures of masculinity, its effects on them and the worlds they live in are still largely invisible. In the world of the university, starting to make masculinity more visible can be very abstract; it can be easy to stay theoretical and academic. But if we are going to understand how unhealthy and healthy masculinity applies to us as men, we have to examine our lives and practices.

#### #4: STAY POSITIVE:

Many men will assume they are going to be blamed for gender-based violence, so they need to hear repeatedly that they have an important and valuable role to play in preventing it. And they need to understand how gender-based violence affects them.

#### #5: CHECK YOUR OWN ASSUMPTIONS

We cannot afford to believe we are completely free of stereotypes, especially when colleges are rife with different social groups of men. Be aware of whether men from particular social groups seem to trigger strong emotions in you. Use your response as an opportunity both to reach past social divisions and assumptions, as well as investigate your own reactions.

#### #6: BELIEVE IN THE PROCESS

It is important to trust the process of engagement to work its course, even if slowly. At times we have to teach, but by creating space for the hard discussions to take place, and for campus men to work out tough issues through collective discussion, we give them the chance to feel ownership over their conclusions. The learning takes place less as a result of the information we give and more because of the experience of young men sharing and working with each other.

#### #7: BUILD TRUST

If part of our goal is to teach young men about the importance of trust and respect in their relationships, it is necessary that we model trust and respect in our own relationships with them and encourage it with others doing this work.

#### #8: WAIT ON THE TOUGH ISSUES

Do not feel like you have to deal with the hard topics right away. Give yourself time to build relationships with the young men before you dive into some of the issues you think will be the biggest struggle. Start with unhealthy and healthy masculinity before you tackle some of the tough topics.

To learn more about changing campus culture to prevent gender-based violence, visit the Office on Violence Against Women's Center for Changing Our Campus Culture at: <http://www.changingourcampus.org/>

**MEN CAN**  
CREATING CULTURES FREE FROM VIOLENCE  
**STOP RAPE**®