

THE HEALTHY MASCULINITY AND CAMPUS ATHLETIC PROJECT (HMCAP) LOGIC MODEL

RESOURCES

- Funding for launching HMCAP
- Fifteen selected college campuses
- Young men in campus athletic programs
- Administrators and staff from athletic departments
- Campus and community prevention professionals
- Location(s) for Healthy Masculinity Athletics Leadership Team Institute
- Consultants with expertise in athletics
- Training manual used to educate Leadership Team Institute participants
- Healthy Masculinity Game Plan outlining possible actions during year of HMCAP
- Possible promotional HMCAP products
- Webinars, teleconferences, and phone calls for technical assistance

Learning about Unhealthy Dominant Stories and Masculinity

- Describe purpose, structure of HMCAP to engage college athletics in gender-based violence prevention and in role modeling healthy masculinity
- Describe how society defines masculinity and femininity
- Describe how different aspects of our society, including sports, become gendered and symbolize masculinity and femininity
- Identify unhealthy dominant stories of masculinity in athletics
- Identify cultural traits that are associated with unhealthy notions of masculinity
- Discuss unhealthy dominant stories of masculinity traits that HMCAP participants recognize in themselves and society
- Describe unhealthy ways in which men prove manhood to other men and to women
- Discuss the consequences of unhealthy dominant stories of masculinity for men, women, children, communities, and sports

Learning about Counter Stories and Healthy Masculinity

- Discuss the power of collective effort and shared strength in sports
- Describe the strength in being able to reflect on one's experience and offer constructive feedback
- Define a healthy counter story of masculinity based on shared and personal strength
- Describe the value and importance of paying attention to social-emotional learning as part of counter stories and healthy masculinity
- Discuss how healthy counter stories of masculinity benefit campus athletics
- Discuss personal and cultural obstacles to challenging the unhealthy dominant stories of masculinity in campus athletics
- Creation of masculine identities in campus athletics based on healthy masculinity core values

Counter Stories, Healthy Masculinity, and Campus Athletics preventing GBV

- Define sexual assault, dating violence, domestic violence, trafficking, and more generally, gender-based violence
- Discuss how gender-based violence affects men/boys as well as women/girls, campus athletics, and communities
- Describe cultural attitudes and behaviors that support the unhealthy dominant stories of masculinity and contribute to gender-based violence
- Describe how healthy counter stories of masculinity play a positive role in preventing gender-based violence
- Discuss societal and personal strategies for challenging the unhealthy dominant stories of masculinity in campus athletics and preventing gender-based violence
- Discuss the importance of making healthy masculinity a core component of college athletic team culture
- Discuss the value of college athletes as campus and community leaders in GBV prevention.

SHORT-TERM OUTCOMES

- Increased awareness in college athletics of the connections between unhealthy masculinity and gender-based violence
- Increased awareness of the unhealthy effects for men of “proving manhood”
- Ability of college athletes to identify traits of healthy masculinity
- Participants from all 15 campuses will attend the Healthy Masculinity Athletics Leadership Team Institute
- Increased awareness in college athletes and campus communities of the benefits of healthy masculinity.
- Increased discussion in college athletic programs and campus communities about unhealthy and healthy masculinity
- Increased awareness in college athletic programs and campus communities of gender-based violence as a men's issue
- Identifying core values associated with healthy masculinity.

MID-TERM OUTCOMES

- Increased rejection of unhealthy dominant stories of masculinity
- Increased belief that campus athletics can make a difference in gender-based violence in their campus communities
- Increased desire to live according a healthy masculinity lifestyle
- Increased connections to other men and women in campus athletics and the campus community through healthy masculinity
- Increased desire to encourage other men in campus athletics and the campus community to live a healthy masculinity lifestyle
- Participate in planning and implementing HMCAP Game Plan
- Display public support of healthy masculinity and prevention of gender-based violence
- Recruitment of other participants for HMCAP Game Plan

LONG-TERM OUTCOMES

- Demonstrate in relationships, athletics, and campus communities sustained action and commitment to prevent all forms of gender-based violence through healthy masculinity
- Campus athletics become leaders in role modeling and promoting healthy masculinity on their campuses and in their communities
- Sustained involvement in components of HMCAP
- Reduce incidence of violence and harrassment toward women on college campuses and surrounding communities

SHORT-TERM IMPACT

- HMCAP participants see themselves as critical agents of social change in role modeling healthy masculinity and ending gender-based violence
- Some HMCAP participants act as campus and community leaders
- Some HMCAP participants are viewed as Campus and community leaders by their peers and other observers

LONG-TERM IMPACT

- Increased safety for everyone on college campuses and in surrounding communities
- Improved physical and mental health for HMCAP participants