

Kamba de Verdade

Piloting a Campaign for Positive Male Role Models in the fight against SGBV in Luanda

Final Evaluation

April 2014

Karl Frederick Paul
Country Director
kpaul@sfcg.org

Simão André
DM&E Coordinator and Lead Evaluator
sandre@sfcg.org

Search For Common Ground in Angola
Bairro Capolo II, Kilamba-Kiayi
B15, Rua B2
Bairro Capolo II, Kilamba-Kiayi
Telephone: 244 912963771
angola@sfcg.org

*We gratefully acknowledge the United State Agency for International
Development (USAID) funding for this evaluation.*



Contents

1. Executive Summary	4
2. Program Overview	9
3. Evaluation Methodology	11
4. Findings and Analysis	17
5. Results of Project Indicators	30
6. Conclusions and Recommendation	39

Disclaimer

This document has been produced with financial assistance from the United States Agency for International Development (USAID). The views expressed herein can in no way be taken to reflect the official opinion of USAID.

This publication may be reproduced in whole or in part and in any form for educational or non-profit purposes without special permission from Search for Common Ground, provided the reproduction includes this Copyright notice and the Disclaimer notice below. Search for Common Ground would appreciate receiving a copy of any publication that uses this publication as a source. No use of this publication may be made for resale or for any other commercial purpose whatsoever without prior permission in writing from the Search for Common Ground.

Search for Common Ground shall have no responsibility or liability whatsoever in respects of any information in any external website or in any document mentioned in this report. The present material is for information only, and the reader relies upon it at his/her own responsibility.

1. Executive Summary

This report presents the result of an internal evaluation of the Project “Kamba de Verdade” Piloting a Campaign to promote Positive Male Role models in the fight against sexual and gender based violence in the Luanda Province and its peri-urban areas piloted between November 2013 and April 2014.

Angola, according to United Nation is one of the most dangerous places in the world to be a woman, because as some countries in Africa, violence against women is a manifestation of historically unequal power relations between men and women. This has led to domination over and discrimination against women by men. This has prevented the full advancement of women, and that violence against women is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men. One part of this uneven power dynamic is reflected in the social values that are attributed to having multiple partners. In Angola, as in many societies, men are encouraged and valorized for having multiple partners, while faithfulness is a virtue and a mandate primarily for women. At the same time, this value system and enshrined inequality both encourages Sexual Gender based Violence (SGBV), but also encourages men to engage in risky sexual behavior that risk exposing them to HIV/AIDS.

Domestic, sexual and gender-based violence is a problem that concerns all Angolans, not only those in war-affected regions of the country. Sexual Gender based Violence (SGBV) affects communities throughout Angola, and most Angolans know victims, their friends, and relatives. Throughout Angola, sexual violence is prevalent in institutions that should ordinarily provide a nurturing environment for women to advance their futures: in schools, universities and in the workplace. In major cities, public attitudes justify sexual violence by blaming women for “inappropriate outfits” by girls and women who are seen as being too “modern” or too “open to the outside world”.

Therefore under the name “Kamba de Verdade” (“Good Friend” originated from Kimbundo - local language and Portuguese) the project proposed a campaign aimed to mobilizing young men and celebrating positive values and behaviors. With optimistic tone, empowering and engaging, rather than criticizing negative behaviors, the program aimed to highlight positive examples of men engaging in true partnerships with the women in their lives, and demonstrating healthy practices instead of risky behaviors. In so doing, we aimed to begin a process that will shift what it means to be a “kamba de verdade”.

Based on the project, the objectives of this evaluation will be used for organizational learning, improvement of the program and public information to ensure high standards in accountability to program participants and beneficiaries as well as donors, collect the end-of -project output and outcome indicators, contribute to the ever-growing body of knowledge on supporting inclusive decision-making, identify resonance and reach of the project’s media productions.

SFCG evaluation approach is grounded in the guiding principles of our work: committed to building capacity; culturally sensitive; participatory; affirming and positive while honest and productively critical and valuing knowledge and approaches from within the context.

Methodologies and tools used in the evaluation process are: Audience surveys using Rape Supportive Attitude Scale (RSAS) and focus group discussions. The purpose of using the Rape Supportive Attitude Scale is to measure attitudes that are hostile to rape victims, including false beliefs about rape and rapists and focus-group discussions based on Rape Supportive Attitude Scale (RSAS) and spot videos

Key findings

a) Generalities

- The activities have created a new set *of effective methodologies and tools available to the entire set of organizations working to prevent SGBV in Angola*, not only for SFCG, ASCAM, and the television stations but also for the other partners involved in this program. In ASCAM is now using this technique as part of their own sensitization and discussion strategies, and we will actively encourage this;
- The activities have *started a cultural shift in regard to how men see themselves and their relationships with others*. This change is regarded to have a lasting effect on the Angolan people, extending, consequently the lifecycle of the project;
- The tools elaborated under the scope of this project had *a transformative effect upon the participants in the activities, lasting with them and their social networks*;
- Close coordination with ASCAM and repeated testing and evaluation of discussion sessions, having continual feedback, and *activities corresponds the address communities' needs and views particularly in the communities* that are financially challenged;
- Close collaboration with the *ministry of health and the HIV AIDS institute (INLS) was an important factor but non-essential* factor in the implementation of this project;

b) Viewers vs. non-viewers

- 75% of respondents' **viewer** of Kamba de Verdade *totally disagrees* and only 1% of respondent's viewer *agrees if a women wants to be intimate and things go out of hand, then it's her fault*. While only 28% of respondents' **non-viewer** totally disagrees and 27% of respondents' **non-viewer** agrees if a woman wants to be intimate and things go out of hand, then it's her fault.
- 66% of respondents' **viewer** of Kamba de Verdade *completely disagrees* and only 4% agree with the use *of force and sexual intercourse without the consent of the partner*. While only 55 % of respondents' **non-viewer** of Kamba de Verdade *completely disagree* with the use of force and sexual intercourse without the consent of the partner and 6 % agree to use force.
- 19% of respondents' **viewer** of Kamba de Verdade totally disagrees and 39% of respondent's viewer agrees that *Condom use by men is still considered a taboo subject*. While 34 % of respondents' **non-viewer** of Kamba de Verdade *completely disagrees* and 17% of respondents' agrees *Condom use by men is still considered a taboo subject*.

- 43% of respondents' **viewer** of Kamba de Verdade **strongly disagrees** and 16% of respondent's viewer agrees that **Cultural values affect the way men treat women**. While 32 % of respondents' **non-viewer** of Kamba de Verdade **totally disagree** and 33% of respondents' agrees **Cultural values affect the way men treat women**.
- The viewers of Kamba de Verdade have a **positive perception about masculinity** because **66 percent of respondents completely disagree with the use of force during sexual intercourse without the consent of the partner** and only 4 percent agree to use force. Regarding the respondents who did not have contact with the Kamba de Verdade **55 percent of respondents completely disagree with the use of force and sexual intercourse without the consent of the partner**, but 6 percent agree to use force.
- Masculinity is not only culturally defined but is also influenced by lack of education by women and economic roles played by men. The survey result demonstrate that **44 percent of men against 45 % of women completely disagree to this statement**, while **20 % of men against 14 % agrees that cultural values can affect the way man treat woman**

c) Behavior Change

- 32 percent of respondent strongly agree and 32% agree respectively with this affirmation that the project Kamba de Verdade, its video clips and the related screenings and other activities, **have positively impacted the behavior change of men** in relation to sexually-based and gender-based violence;
- 23% of man against 22 % woman strongly agrees that the project **have change and still has the potential to positively change the male attitude** in regard to positive masculinity;
- 23 % of male beneficiaries and 22 % female beneficiaries strongly agrees that the attitudes of Kamba de Verdade **in the videos have change positively men's attitude** this campaign had a positive impact;
- 32 % of beneficiaries strongly agree that the video clips of Kamba de Verdade positively impacted the behavior change;
- 36 % of beneficiaries agree and 34 strongly agree respectively that the videos clips **have positively influence the shift of the in the way that man treat women**;
- 54 percent of men respondent strongly agree and 51 percent agrees with minimum gender variation that the project Kamba de Verdade **have positively influenced the attitude of men who disrespect their partners**;
- 20 % of male beneficiaries strongly agree and 20 % female beneficiaries that the project and its activities have positively changed change the attitudes from those who uses alcohol excessively;

- 24 % of women comparing to 22 % of men strongly agree that Kamba videos and project *activities actually tends to positively impact the attitudes of men who say that condom use still a taboo;*
- 23 percent of men strongly agree and 24 % of women strongly agree that *Kamba de Verdade campaign have positively influenced social norms and attitudes of people who had contact with the campaign.*

Conclusions and recommendations

- **Recommendation 1:** Scale up interventions that empower women and men to protect themselves against HIV by transforming harmful gender attitudes and behaviour, and challenge the acceptability of gender-based violence.
- **Recommendation 2:** Provide interventions to transform harmful gender attitudes and behaviour as part of programming of the roll-out of male circumcision as an HIV prevention
- **Recommendation 3:** Promote initiatives that aim to accord women the same economic rights as men and in so doing improve women's property and inheritance rights.
- **Recommendation 4:** Expand economic empowerment initiatives targeting women and combine them with interventions on gender norms and relations and HIV risk reduction.
- **Recommendation 5:** Support initiatives to promote higher levels of educational attainment, particularly those targeting girls, and to improve the overall quality of education.
- **Recommendation 6:** Integrate comprehensive gender and sexuality education into primary and secondary curricula, with adequate training and support for teachers and administrators.
- **Recommendation 7:** Expand 'safer schools' initiatives with the Jango project

Additionally, the research has deemed important to recommend

- A validated curriculum that includes a manual series and educational videos for promoting attitude and behaviour change among men;
- A lifestyle social marketing campaign for promoting changes in community or social norms related to what it means to be a man;
- A research-action methodology for reducing barriers to young men's use of clinic services; and
- A culturally relevant validated evaluation model for measuring changes in attitudes and social norms around manhood has been developed to measure outcomes of the initiative.

These components will need to identify important programmatic implications:

- The need to offer young men opportunities to interact with gender-equitable role models in their own community setting; and
- The need to promote more gender-equitable attitudes in small group settings and in the greater community.

Our research has confirmed the need to intervene:

- At the level of individual attitude and behaviour change; and

- At the level of social or community norms, including among parents, service providers and others that influence these individual attitudes and behaviours.

Finally, we recommend the following considerations:

- The uses of Rape Supportive Attitude Scale was a new tool for SFCG Angola but it a delicate one to handle and not easily translatable into monitoring and evaluation work. We recommend continuing using into similar context and/or studies.
- Negotiation process with national broadcast television to air the video spot was not an easy process due to its bureaucratic administrative management but we were patient and persistent with help of the video producer we were able to overcome it.
- As for the video screening methodology we recommend the partner to review it and introduce more debates about the video content taking into account the group age and the gender.
- As the project was implemented in a very short period of time but according to survey respondents and focus group participants it have a positive impact to the beneficiaries; we give the following recommendation:

2. Program Overview

In Angola the rate of gender-based violence (GBV) is not known, circumstantial evidence due to cultural background shows that it is common and that victims do not receive support from the authorities or civil society. In line with Search For Common Ground (SFCG) programming strategy to support the fight against sexual and gender-based violence and in line with SFCG Angola's program strategy to strengthen women's leadership, in partnership with local civil society organization *Associação de Solidariedade Cristã & Ajuda Mútua (ASCAM)* we proposed to implement a month project with the overall goal of promoting healthy attitudes among Angolan men related to SGBV and HIV/AIDS. This overall goal was supported by two specific objectives: Promote positive attitudes among men aimed at shifting social norms about SGBV; and Increase awareness of HIV/AIDS and its relationship to positive male behavior on Luanda province.

Presently, when domestic violence arises, it is difficult to file criminal charges, which are often underestimated by the local authorities. There are few forensic scientists and social workers qualified in GBV, which adds to the challenges of building credible legal cases, especially related to sexual abuse or rape. The social systems in Angola (families, churches, and traditional leaders) are not supportive of criminal charges or divorce in the case of such types of violence; the aim is usually to try to keep couples united. Nevertheless the Angolan National Assembly, however, has recently passed a law against GBV, although how it will be implemented remains to be seen.

Therefore, there is an increasing recognition of the need to engage men in prevention efforts to prevent sexual and gender based violence, and other risky sexual behaviors that lead to the spread of HIV/AIDS and disenfranchise women within society. In the context where many men feel criticized, accused, and discouraged by sensitization campaigns, there is an opportunity for a new approach – one that is positive, empowering, and that encourages positive attitudes and beliefs among men.

The project proposed an innovative strategic communications campaign that combines international best practices with in-depth local knowledge and authenticity, in order to develop a new approach to mobilizing men in Angola. Under the name “Kamba de Verdade” (“Good Friend” originated from Kimbundo - local language and Portuguese) the campaign aimed at mobilizing young men and celebrating positive values and behaviors. We used a series of comic books, videos and radio spots, and posters, developed based upon barrier analysis research which aimed to identify at what level, either psychological, social or cultural the community behaviors act as obstacles towards enhanced positive masculinity. The main findings of the barrier analysis research were:

- *Perception of susceptibility:* Excessive use of alcohol by men, lack of dialogue, education as well as adequate general information on HIV-AIDS and absence of HIV-AIDS related information in local languages.
- *Perception of severity:* Cultural values and religious beliefs represent important factors in the perception of women. One of the main points raised was the acceptance of certain cultural traditions related to marriage, such as dowry, that allows negative perceptions of woman-ownership.

- *Perception of action efficacy:* Men's perception that women would take advantage of men's positive change in attitude and behavior.
- *Perception of social acceptability:* With regards to the perception of family's involvement with the use of contraceptives within the couples, both men and women discussants agreed that the family would be involved if the couple was not married or too young.
- *Perception of self-efficacy:* The issues raised by both male and female focus groups regarding general lack of acceptance, ignorance and particularly sex being a taboo topic would continue to make any open dialogue heard to establish within the communities.
- *Perception for cue of action:* Few men correlate respect of women with their level of education. Men overall link LGBT to negative attitudes, diseases, prostitution and deprecation.
- *Perception of Divine will:* Overall belief consistent with men considering themselves superior to women because it is God's will. To a lesser extent, HIV-AIDS is a punishment of God for those who do not respect its commandments.
- *Pros & Cons of preventive actions:* The main barrier identified was the reduction of sexual pleasure experienced with the use of condoms.

Changing attitudes and behavior among Angolan men can have a tremendous impact. In Angola, men play the dominant role in articulating social attitudes towards sexual behavior, and propagating the norm of risky and often predatory behavior among their peers. Yet, it is possible to draw out positive lessons and values within Angolan culture and practice, celebrating positive masculinity: men, who respect women, care for the women in their lives, and who recognize the value of a relationship as a partnership into which both men and women bring value and support.

The principle partner in the project is the **Associação Cristã de Solidariedade & Ajuda Mútua (ASCAM)**, a national, Christian faith-based organization with a long track record and strong credibility in working at the community level across Angola since 1989. Faith-based organizations remain the most respected non-state actors capable of speaking with moral authority. ASCAM is one of the most recognized organizations in the country; among other things, it chaired the National Elections Observation effort led by SFCG and NDI in Angola, and can call on a range of human resources, including both respected elders and youth with a range of linguistic backgrounds. ASCAM has particular experience and skills in working with male populations at particular risk of exposure to HIV/AIDS. This includes groups including truck drivers, clients of commercial sex workers, and other groups. Beyond its communication work, ASCAM provides psychosocial support to people living with HIV/AIDS and is playing an active role in advocacy and national policymaking on HIV/AIDS

There were no major external issues that affected the project except the usual traffic jam of Luanda, the lack of timeliness of the participants of the activities, the house chores of the participants, unjustified absence of the confirmed participants and other negligible logistics set back.

3. Evaluation Methodology

SFCG's evaluation approach is grounded in the guiding principles of our work: committed to building capacity; culturally sensitive; participatory; affirming and positive while honest and productively critical and valuing knowledge and approaches from within the context

Methodologies and tools used in the evaluation process are: Audience surveys using Rape Supportive Attitude Scale (RSAS) and focus group discussions. The purpose of the Rape Supportive Attitude Scale is to measure attitudes that are hostile to rape victims, including false beliefs about rape and rapists. Seven beliefs measured by this scale are (a) women enjoy sexual violence, (b) women are responsible for rape prevention, (c) sex rather than power is the primary motivation for rape, (d) rape happens only to certain kinds of women, (e) a woman is less desirable after she has been raped, (f) women falsely report many rape claims, and (g) rape is justified in some situations. In order words, using the Rape Supportive Attitude Scale is to measure attitudes that are hostile to rape victims, including false beliefs about rape and rapists. In Angola, we implemented this scale using facilitated focus-group discussions based on Rape Supportive Attitude Scale (RSAS) and spot videos.

This commonly-used evaluation methodology for SGBV programs aimed to identifying specific attitudes and beliefs serve as a proxy indicator for the propensity to either engage in sexual violence, or to tolerate it.

The target populations of this evaluation are teachers, students, community leaders and population in general from the seven municipalities of Luanda (*Belas; Cacuaco; Cazenga; Icolo-bengo; Kissama; Luanda and Viana*) where the project was implemented.

Evaluation Team and Responsibilities':

Individual	Title	Responsibilities
Simão Andre	Design Monitoring and Evaluation Coordinator	Designing evaluation methodology and its tools; Coordination of the evaluation implementation; Hire data entry personnel; Analyzing the data and writing first draft of the report.
Karl Paul	Country Director	Participate actively on all the process; Leading the Communication and Reporting Process
Charline Burton	Africa Design Monitoring and Evaluation Specialist	Participate actively given comments, inputs and recommendations during the entire process
ASCAM	Enumerators of the Main Partner ASCAM	Conducting the survey, Identifying and Organizing the groups for FGDs
Mbo João Domingos	Program Officer	Participate actively during the focus group discussions and Analyzing the data

The evaluation activities planned to be undertaken to achieve the outcomes are individual survey and focus group discussions, during this process the following end-of-project indicators was collected.

The data collection took place in the month of February-March 2014 with the collaboration of the enumerators of the ASCAM partners. In terms of time in each location, 3-4 days were spent in each of the municipality covered by the evaluation. As for the focus groups, some focus group took place simultaneously in different municipalities with the assistance of several teams made of SFCG staff and enumerators from the partner ASCAM

Outputs indicators:

- # People reached by community-level intervention that explicitly addresses gender-based violence and coercion related to HIV/AIDS
- # People reached by community-level intervention or service that explicitly addresses norms about masculinity related to HIV/AIDS
- % Of target population estimated to have been reached by channel (radio or TV)

Outcomes indicators:

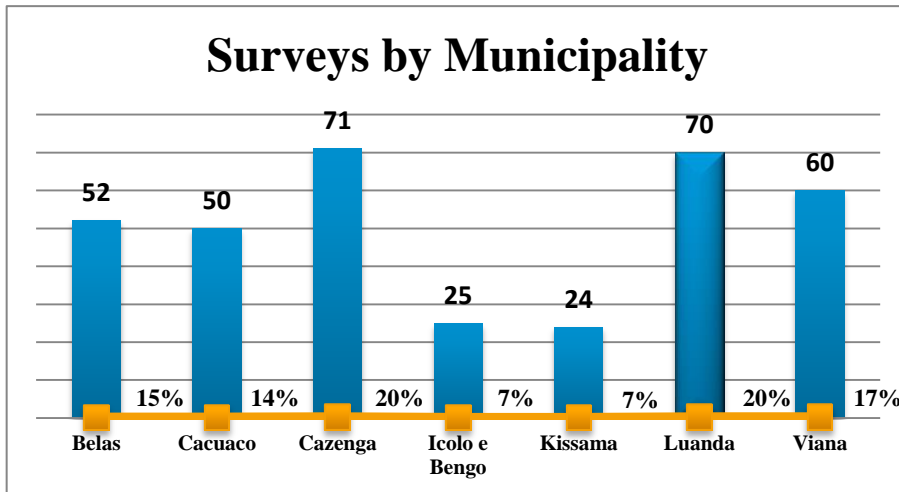
- # of success story examples of changes in attitude and behavior related to SGBV and HIV/AIDS
- % of population who recall hearing or seeing at least two specific messages.

To collect the desired data we used the following methods:

→ Surveys

Audience survey was administered in all seven municipalities of Luanda targeting the general population, a total of 352 surveys were divided per municipality as the graphic demonstrate and distributed as follows: Belas 52; Cacuaco50; Cazenga 71; Icolobengo25; Kissama 24; Luanda 70 and Viana 60. The sampling was established proportionally to the population of the different municipalities according to the official data provided by the ministry of territorial administration of Angola. As we know that the ministry data is not absolutely accurate, we consider, therefore, our sampling to be approximate as well in terms of numbers.

For the answering of the questions, the enumerators provided by ASCAM, approached people on the street or in venue pre-selected by the partners and asked the persons if would have time and if they were willing to answer some questions. If the person refused or was less than 18 years old, then the interviewer stopped, thanked and continued with another individual with the willingness of participating.



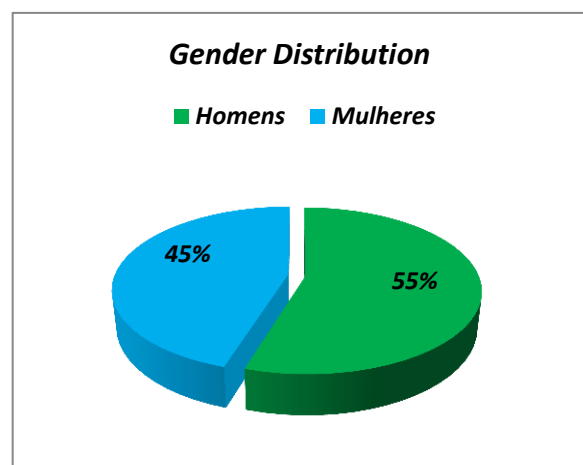
The Survey form consisted of a combination of approximately 20 multiple choice questions aimed at measuring the different attitudes, knowledge, and behaviors. At beginning it had specific questions to capture if the

interviewees have watched the video clips, have participated into the public screening, listened to radio spot, or seen the posters. The survey was tested with several groups of individuals reflecting the target group and some minor modifications were made to the survey form upon results of those testings. The testing revealed the survey form could be completed in a maximum of 15 minutes or less if the interviewee was familiar with the topic and/or the project and its activities.

- Those who answered **YES** to specific questions covering those topics *were asked to continue to answer all the subsequent questions* in the different sections of the form.
- To those who answered **NO** to the question *were re-directed to a section of the questionnaire addressing the attitude that are hostile to rape victims*, including false beliefs about rape and rapists.

Angola is an country with diversity of cultural background barriers that needs to be taken into consideration specifically when talking about sexual gender based violence due to the very strong cultural habits and the historically unequal power relations between men and women, a fact which has led to domination over and discrimination against women by men.

Taking in to account the demographic factor, the survey had given a special and methodological attention to gender balance as to insure that the women point of view be included avoiding, therefore, data that might be biased as it would be only based on a male perspective. Also, having a gender balance will foster both the participation of both men and women across a social challenge which is the sexual violence against women and girls which has differential effects on different segments of the population.



Systematic discrimination of women and girls continues to be both a pervasive cause as well as a result of power inequality that drives violence. While the focus of this project is aimed at shifting male identities, the primary audience includes both men and women.

The program aims to shift societies' expectations of how men behave in their relationships with women. We recognize the influencing role that mothers and sisters can have in shaping the way in which men grow to treat women.

We also recognize the need to shift expectations that women have of what constitutes legitimate male behavior. This is particularly the case when addressed with age and power disequilibria – for example young girls who are exploited by authority figures, or women who feel that they have little control of their bodies when in a relationship. It is not only about shifting the way in which males influence their peers, but in the way that the entire society comes to view masculinity and sexuality

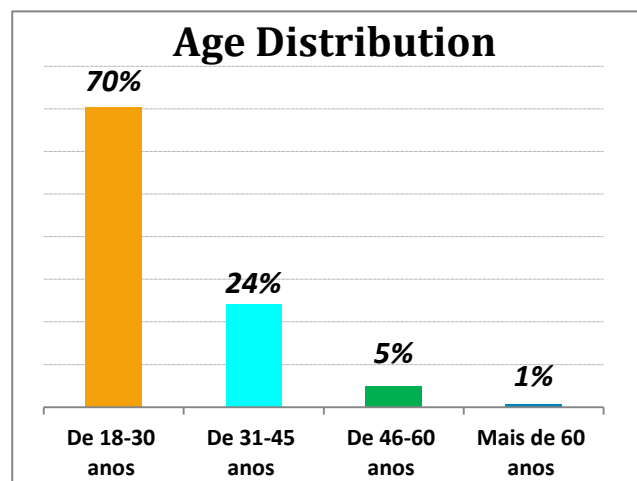
- 193 respondents were men representing 55 percent of respondents overall,
- 159 respondents were women representing 45 percent of respondents overall.

In terms of age group the survey result demonstrate the following,

- The age group 18-30 had 248 respondents representing 70%,
- The age group of 31-45 had 85 respondents representing 24 %,
- The age group of 46-60 had 17 respondents representing 5%,
- The age group while more than 60 years had 2 respondents corresponds to 1%,.

The results of these age groups show the following consideration

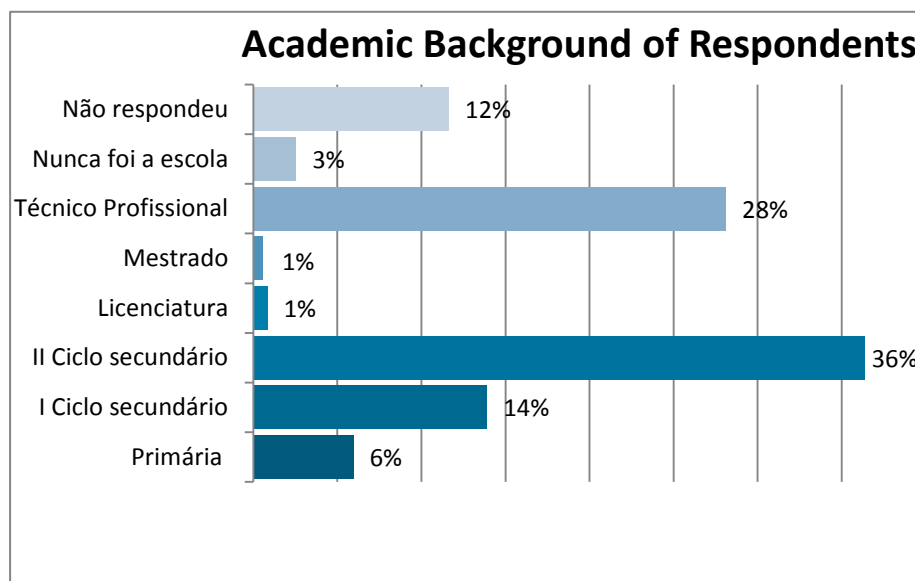
- The project Kamba de Verdade has appealed to the younger section of the adult society targeted by the activities, therefore, fulfilling its objective
- Positive masculinity has shown to be of high importance for the youth and therefore more work ought to be invested into the dissemination of this notion among this group age.
- The results shown that the format used (short video clips with a some modern storyline) can be of attraction to the youth also to the older group particularly of the



The survey took into account *the different academic levels*, which is an essential factor for the equilibrium level of knowledge of respondents and which can certainly affect the quality of the answers providers by the persons participating in the survey.

Therefore, we have the following results:

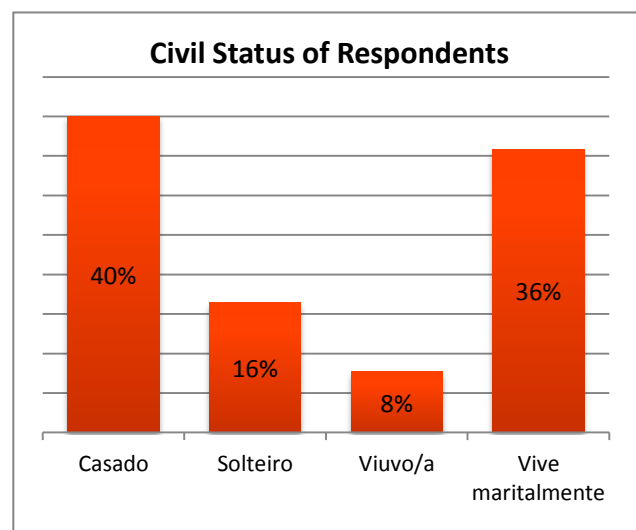
- 3 % of respondents were people never went to school
- 1 % of respondents were people with master and bachelor degrees respectively,
- 36% from higher secondary school and 28% respectively had technical education only.
- 12% of the respondents declined to answer the question regarding their academic level or background



As sexual and gender-based violence is a problem that concerns all Angolans, the methodology focused to reach all marital status. Although though there were no ways to certify the marital status of the respondents, they were free to provide information on their marital status to surveyor by answering a question designed for this.

As a result 40 % of the respondents were married,

- 36% of the respondents are couple who live together but are not officially married (concubine)
- 16% of the respondents were single
- 8% of the respondents were widowers or widows



Focus group discussions

We had a total of 7 focus groups discussions, one per municipality, (one focus group was composed by women and men in general and from this group we have asked and separate kamba de verdade viewer and no viewer in a different place). Each focus group last maximum 1.5 hour, with ten to fifteen persons and was led by two facilitators and two note takers.

The main field activities of this project were the video screenings; this was implemented on the rural and urban areas of Luanda during the raining season and it was extremely difficult to move around during this season. Consequently, it had a repercussion on the overall data collection and report production affecting, therefore, its delivery date. We recommend for the similar activities on the future to take into consideration when planning such activity. Also it was difficult to access some rural areas for the focus group. Nevertheless, we are pleased to mention that the local authorities always facilitated our work and never impeached it or took action that might have hinder on the proper implementation of the activities.

In terms of the focus group discussions questions and topics, it was felt that, although the questions were quite simple and straightforward, it was challenging for some participants to grasp the nature of the topics addressed. This is, in our opinion, normal, as the notion of “positive masculinity” is totally new to Angola and is also an abstract notion.

4. Findings and Analysis

The focus of this final evaluation report is to *analyse the effectiveness of Kamba de Verdade project in achieving its objectives as specified in the PMEPP*. One of the main objectives was to change attitudes and behaviors by promoting positive male models in the fight against sexual gender based violence. Such analyses have taken into consideration the *gender disaggregation* as well as the *viewer and non-viewer* of the kamba de verdade project.

- The first section of this findings and analysis focuses on general data collected during the survey of the final evaluation.
- The second section perception is about the masculinity which was introduced in the final evaluation as a qualitative resulting from the focus group discussions.
- The third section includes the Perception of SGBV and Result of Rape Supportive Attitude Scale (RSAS).
- The fourth section includes the quantitative data of Perception on the Kamba de Verdade campaign.
- Finally, the fifth and last part is the project indicators

1. Perception about masculinity

This chapter discuss the perception about masculinity from men and women, viewer and non-viewer of video spot kamba de verdade, as it plays an important role in men lifestyles and health behaviors, although very little is known about the meaning of masculinity associate with combination of traditional and non-traditional norms, the data collected from seven focus group with an average of 17 participants per focus from different municipalities on which the project was implemented and survey interviews from 352 respondents reveal the following.

1.1 Perception of viewer of Kamba de Verdade VS non-viewers on masculinity

Given the purpose of this final evaluation and according to the theoretical assumption that socio-economic status and cultural background affect the way men and women behavior, the methodology criteria used during the focus group discussion take in to consideration the opinion and perception of viewer and non-viewer of video kamba de verdade using the interview guide and survey form from which we going to highlight some key questions.

→ **IF A WOMAN WANTS TO BE INTIMATE AND THINGS GO OUT OF HAND, THEN IT'S HER FAULT?**

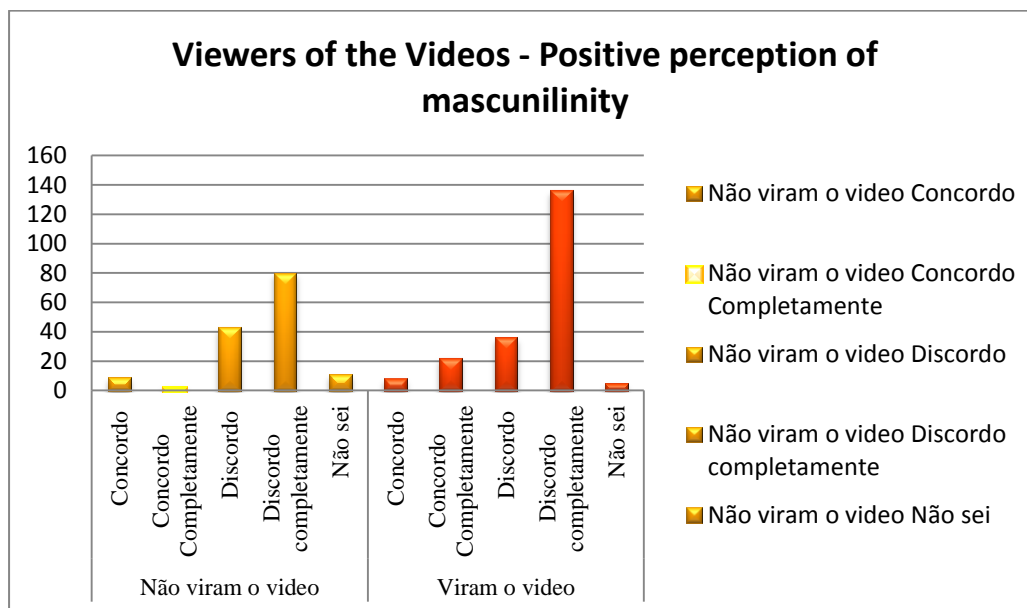
a) Perception of viewer of Kamba de Verdade:

On this chapter we will focus only on the perception of the participants' viewer of Kamba de Verdade video during the focus group discussion. During the seven focus group discussions only 17 from the total participants *were of the opinion that a that if a woman has sex against her will then it is her fault*. While the rest a total of 102 participants totally disagree with this statement, according to them *no one should be forced to have sexual intercourse whoever acting so will be committing a crime, its violence against women's right*.

b) Perception of non-viewer of Kamba de Verdade:

Now we will focus only on the perception of the participants' no-viewer of Kamba de Verdade video during the focus group discussion. During the focus group discussion session there were a total balance in the diversity of opinions of participants and approximately 50 participants were the opinion *that if a woman allows caresses it will excites the man forcing the woman to have sex, because women most of the time pretend not to want sex while they do want*. The remaining approximately 60 participants from different focal groups *did not corroborate the same opinion stating that it is crimes to have someone try sexual intercourse without consent and man should respect woman overall*. And about 10 of the participants were *undecided in this case will not agree or disagree with the matter*.

Regarding the results of the survey, the perception of a positive masculinity in relation to people who saw the video Kamba de Verdade and those who have not seen show that people who saw the Kamba de Verdade **HAVE A POSITIVE PERCEPTION ABOUT MASCULINITY** because *66 percent of respondents completely disagree with the use of force and sexual intercourse without the consent of the partner* and *only 4 percent agree to use force*. Regarding the respondents who did not have contact with the Kamba de Verdade 55 percent of respondents *completely disagree with the use of force and sexual intercourse without the consent of the partner*, but *6 percent agree to use force*, as shown in the graph below.



c) Perceptions of women vs. men on masculinity

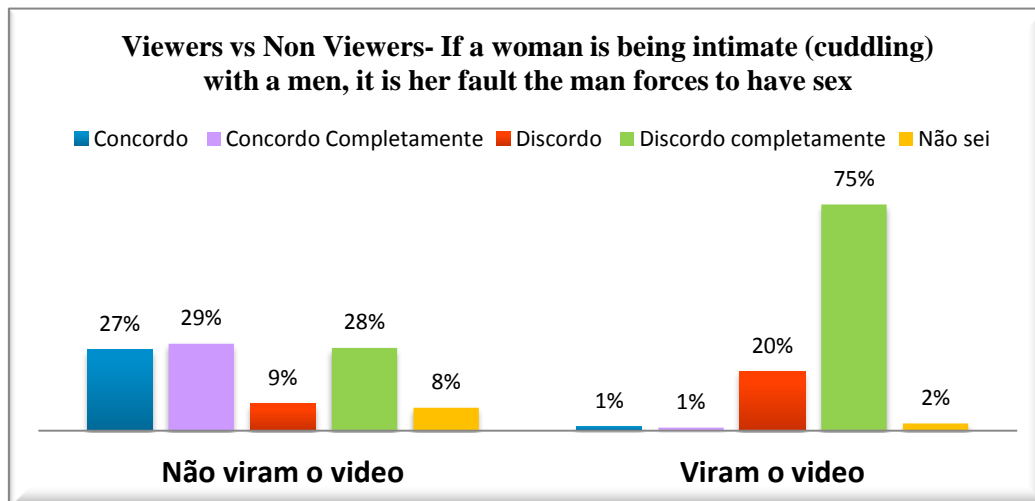
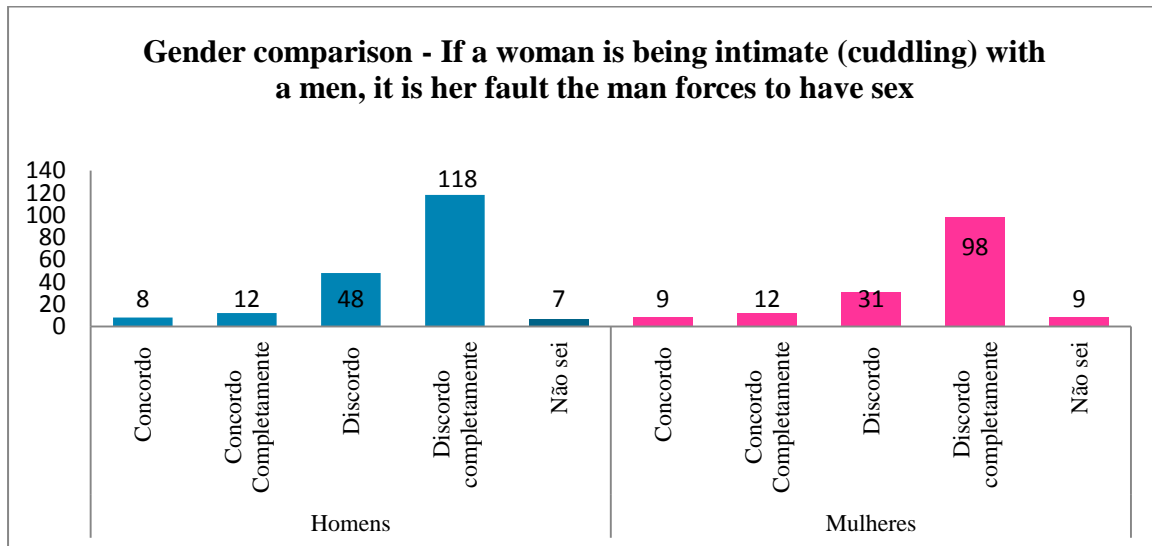
In Angola as in many countries, violence against women is a manifestation of historically unequal power relations between men and women. The problem of violence against women and girls is further exacerbated by its widespread cultural acceptance; this has led to domination over and discrimination against women by men.

Our survey captured male and female perceptions towards masculinity, taking into consideration that masculinity plays an important and crucial role in men lifestyles and health behaviors, our study focused on *understanding men's perceptions on masculinity as well as*

compare to what women think as victims of domination over by and discrimination perpetrated by men.

The survey result show that 61 percent of male respondents completely disagree that if a girl engages in cuddling and she lets things get out of hand then it is her fault if her partner forces sex on her, while 4 percent of male respondent agree with the above statement.

Comparing to female 62 percent completely disagree while 6 percent agree that if a girl engages in cuddling and she lets things get out of hand, it is her fault if her partner forces sex on her.

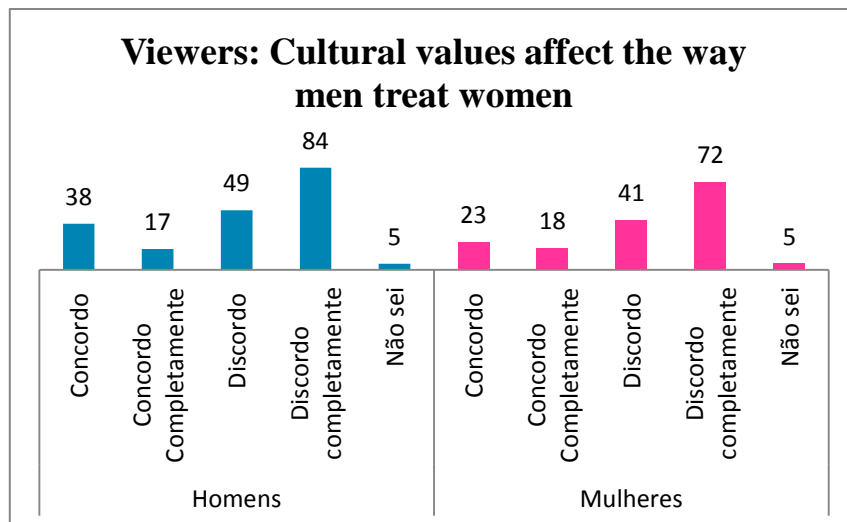
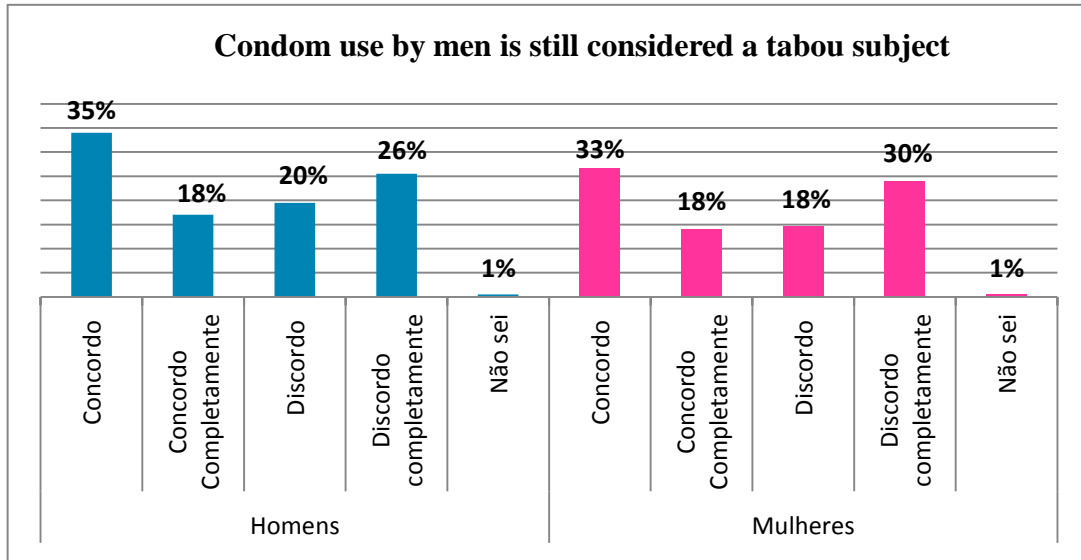


Our survey captured data from about 15 questions to measure perception of masculinity from both men and women; masculinity is not only culturally defined but is also influenced by lack of education by women and economic roles played by men. The survey result demonstrate that 44 percent of men against 45 % of women completely disagree to this statement, while 20 % of men against 14 % agrees that cultural values can affect the way man treat woman,

In terms of condom use being a taboo practice in Angola, the result shown that

- 35% of male agree to this statement whilst 33% of female also agree
- 18% of male completely agree to this statement whilst 18% of female completely also agree

- 26% of male completely disagree to this statement whilst 30% of female also completely disagree to this statement
- Equal percentage of male and female (1% each, did not know what to answer to this question)



d) Perception of SGBV and Result of Rape Supportive Attitude Scale (RSAS)

The purpose of the *Rape Supportive Attitude Scale* is to measure attitudes that are *hostile to rape victims, including false beliefs about rape and rapists from both viewer and non-viewer of Kamba de Verdade project.*

There are 4 beliefs measured by this scale are

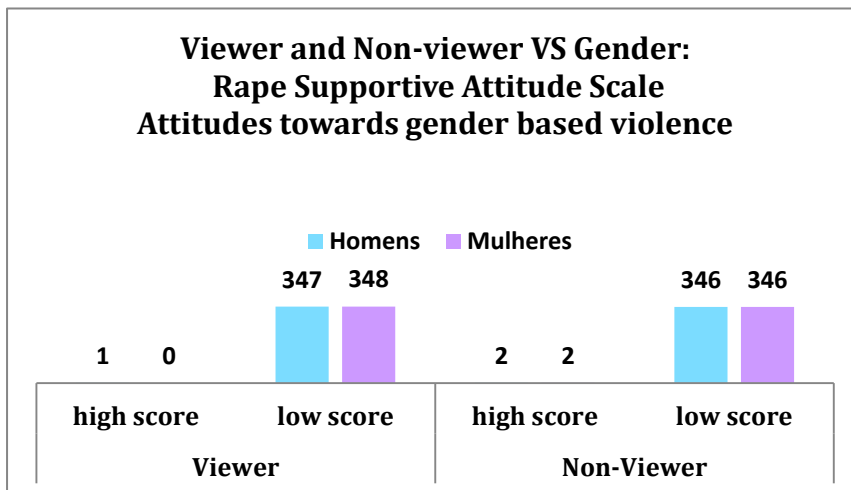
1. Women are responsible for rape prevention,
2. Use of force rather than consensual agreement is the primary motivation for rape,
3. Rape happens only to certain kinds of women, and
4. Rape is justified in some situations.

This survey includes a range of measures *assessing people’s attitudes towards rape and rapists as well as general attitudes towards sexual violence.* Below is a 5-item scale designed to assess respondent’s attitudes toward rape. Each respondent answered the 15 questions to accurately reflect its attitude.

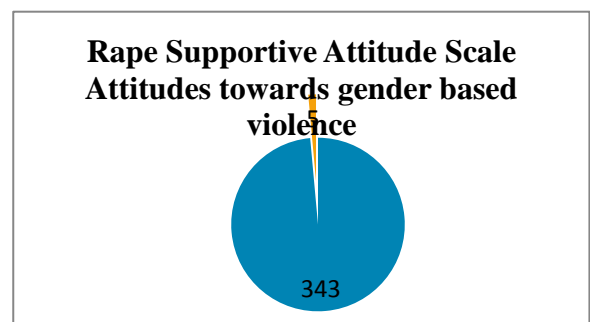
Response choices range from:

- 1 = strongly disagree;
- 2 = disagree;
- 3 = agree;
- 4 = strongly agree;
- 5 = don’t know

A total of **348 respondents** freely agreed to answer the 15 questions to assess their attitude toward rape; as a result the score of **343 respondents were low**, while the score from the **5 respondents were high**.



Lower Score	↔	Higher Score
15	45	75
343		5



Viewers Exposed of the Program Material: Are Women are responsible for rape prevention?

The results shown that the following attitudes would result in rape if:

- Women are more likely to be raped if she dresses short and sexy cloth
- Women are more likely to be raped if she receives gifts or any kind of payment
- Women are more likely to be raped if she goes to a men's bedroom

Viewers Exposed of the Program Material: Is the use of force rather than consensual agreement the primary motivation for rape?

The results shown that force is used and therefore force lead to rape if:

- Women can be raped by someone she had sexual relation in the past
- It's ok for a man to force women to have sex with him even if she says no

Viewers Exposed of the Program Material: Do Rape happens only to certain kinds of women?

Results:

- Women generally are of the opinion that saying no to sex (with a man) actually means that they want to and then it is allowable for the partner to force her to have intercourse although with or without volition

Viewers Exposed of the Program Material: Is Rape is justified in some situations?

Results:

- A woman cannot be raped by someone she is in a sexual relationship with
- A woman can be raped if the victim is heavily affected by alcohol or drugs
- A woman can be raped if the offender is heavily affected by alcohol or drugs

d) Perception about the Kamba de Verdade campaign

During focus group discussion participants expressed their perception about *Kamba de Verdade* as they consider it very *useful and educative video*, the video teaches about very *important positive attitudes manners we should all consider*, not only for man but for the *family in general*, as some viewers has expressed that will change their attitude concerning the use of alcohol, sexual life style, and behavior.

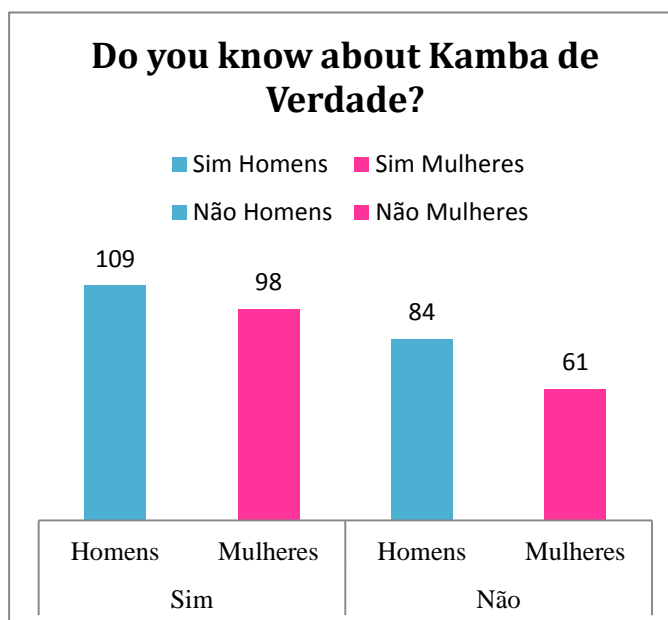
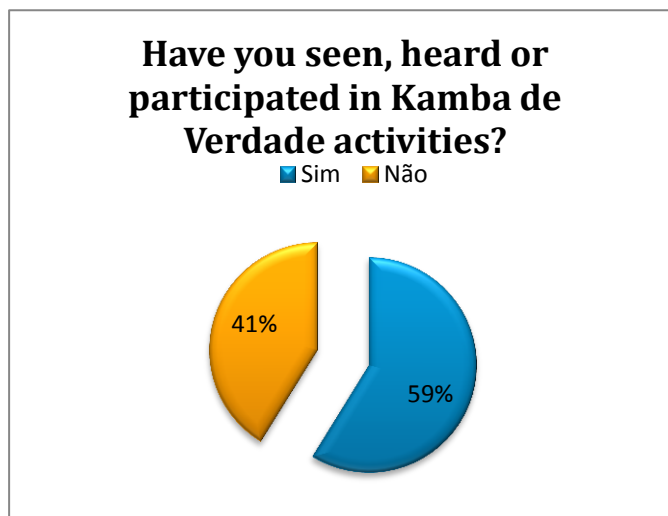
1.3 Reach of the KdV campaign

During the focus group discussion participant's 81% of the viewers of *Kamba de Verdade* campaign have expressed that Kamba de Verdade campaign is very interested and important for our society.

It was an objective of the project to reach a wide audience. The survey asked a question for a comparative analysis between those who did know and those who did not know about the campaign by TV, listening to the radio, watching the mobile cinema and see the posters; as a result 59 percent of the respondents confirm to have been in touch by one or more of the sources, while 41 percent did not know about the campaign.

Comparing by gender from those **WHO KNEW and WHO DID NOT KNOW about the campaign** we have the following results:

- Those ***who knew the campaign***, 53 percent is male and 47 percent is female;
- Those ***who did not know*** the campaign 58 percent are male and 42 percent are female.

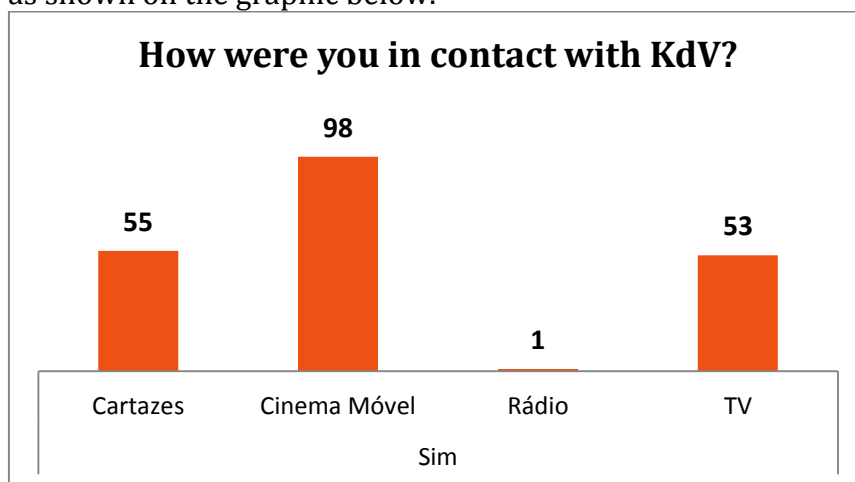


a) Population estimated to have reached by Channel (radio or TV) as one of project indicators target.

In general our survey result demonstrate that main source citizen used to know the campaign are mobile cinema with 47 percent of the respondent followed by poster and TV with 27 and 26 percent respectively.

During project implementation one of the main challenges faced was the negotiation of the air space on the national broadcast television, the national broadcast television (TPA). Also the timing of airing/broadcasting was not the best although the timing was also not the worst possible (6pm on Friday evening and noon on Mondays).

We believe that is why on the survey result only 26 percent was the source of the respondent, as shown on the graphic below.

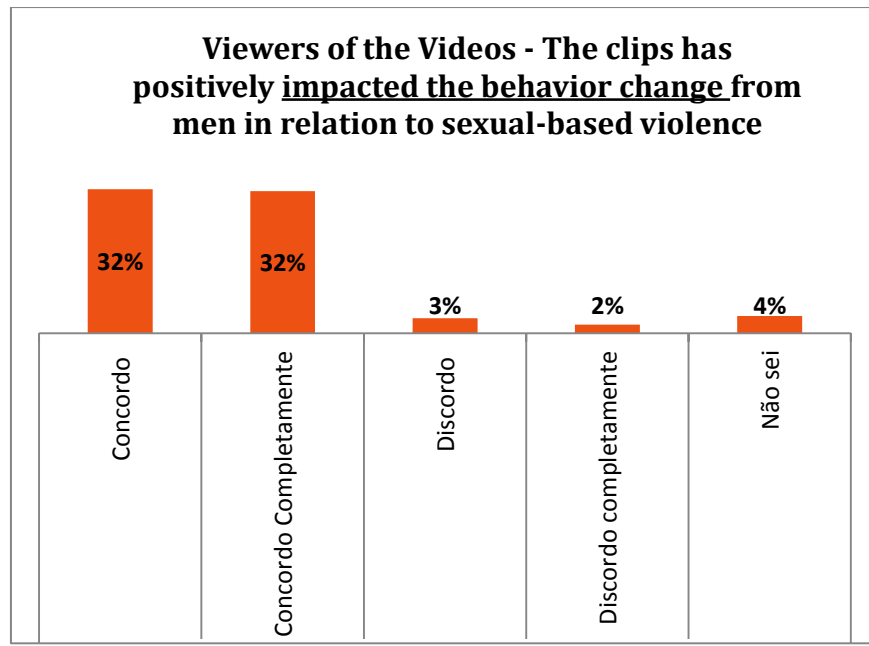


b) Resonance of the KdV

The project was designed based on the posit that popular culture can have an enormous impact in changing mass attitudes; these include attitude toward sexual violence, the use of condom and HIV prevention, cultural value background, and sexual gender based violence. Messages were explicitly to all levels of our society to help improving their attitude. Thus, the main goal of the campaign is to promote Positive Male Role models in the fight against sexual and gender based violence.

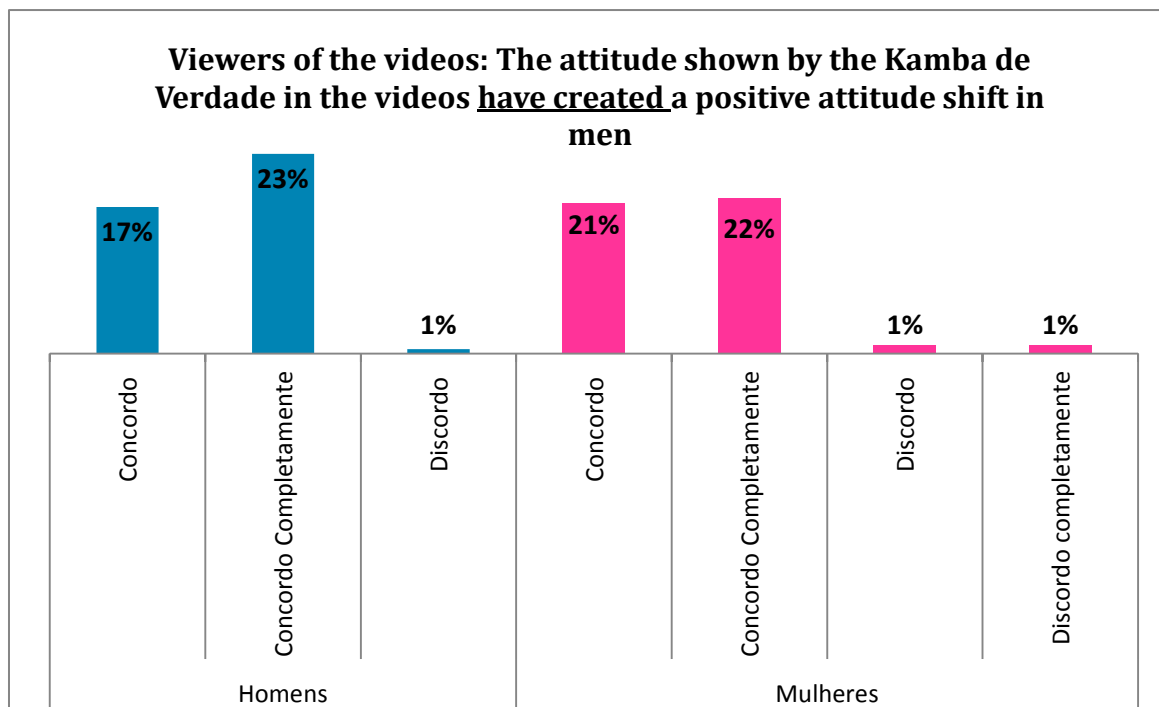
When asked survey respondent viewer of *Kamba de Verdade* if the “**ATTITUDE OF KAMBA DE VERDADE IN THE VIDEO HAVE CHANGE POSITIVELY MEN ATTITUDE**”, the result demonstrate that, this campaign had a positive impact. As the graphic result shows 23 percent of man against 22 percent woman strongly agrees.

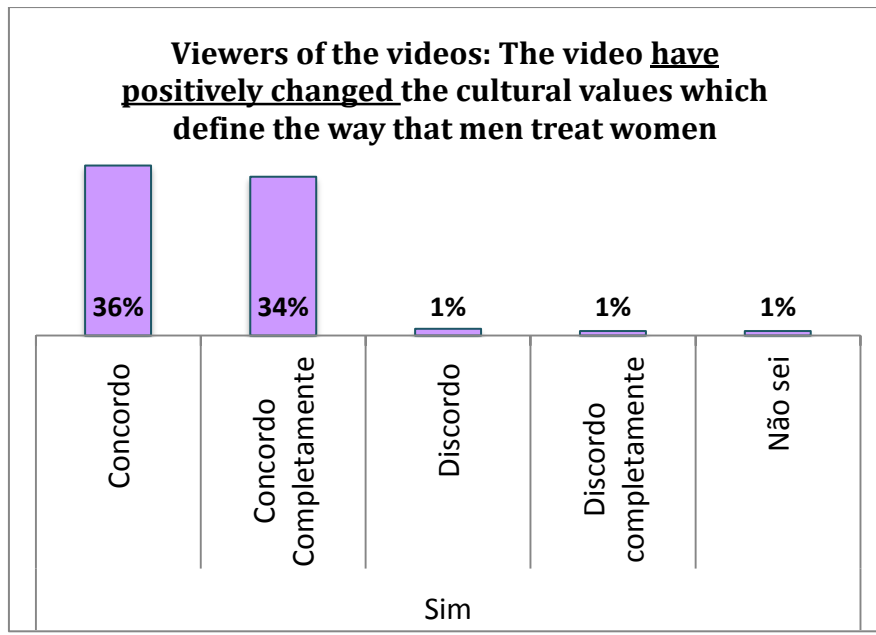
Viewer of *Kamba de Verdade* agrees that “**VIDEO KAMBA DE VERDADE POSITIVELY IMPACTED THE BEHAVIOR CHANGE FROM MEN IN RELATION TO SEXUAL-BASED VIOLENCE**” as it shows on the graph below 32 percent of respondent strongly agree and agree respectively with this affirmation.



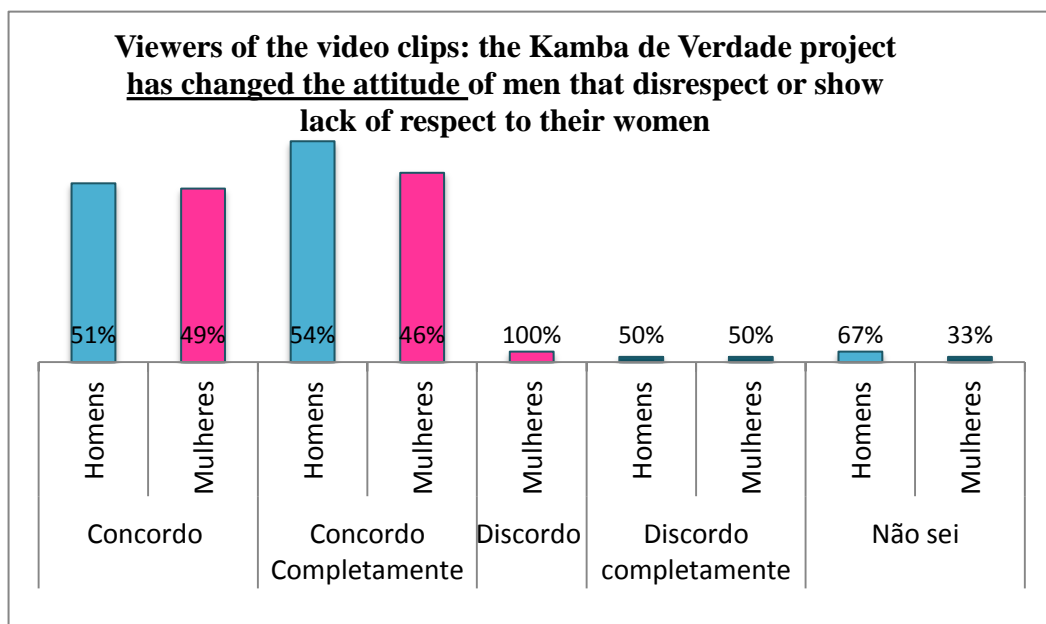
Perception of people who watched the video Kamba de Verdade –

THE VIDEOS HAVE INFLUENCED INFLUENCE THE CULTURAL VALUES THAT AFFECT THE WAY MEN SHOULD TREAT WOMEN” as it shows on the graph below 36 percent of respondent agree and 34 strongly agree respectively.

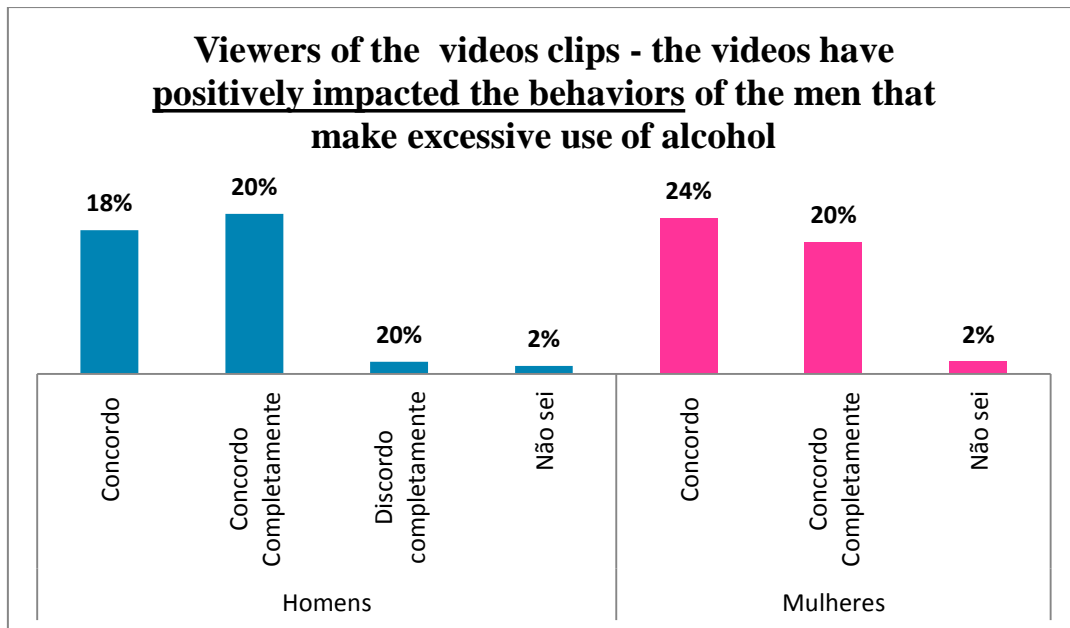




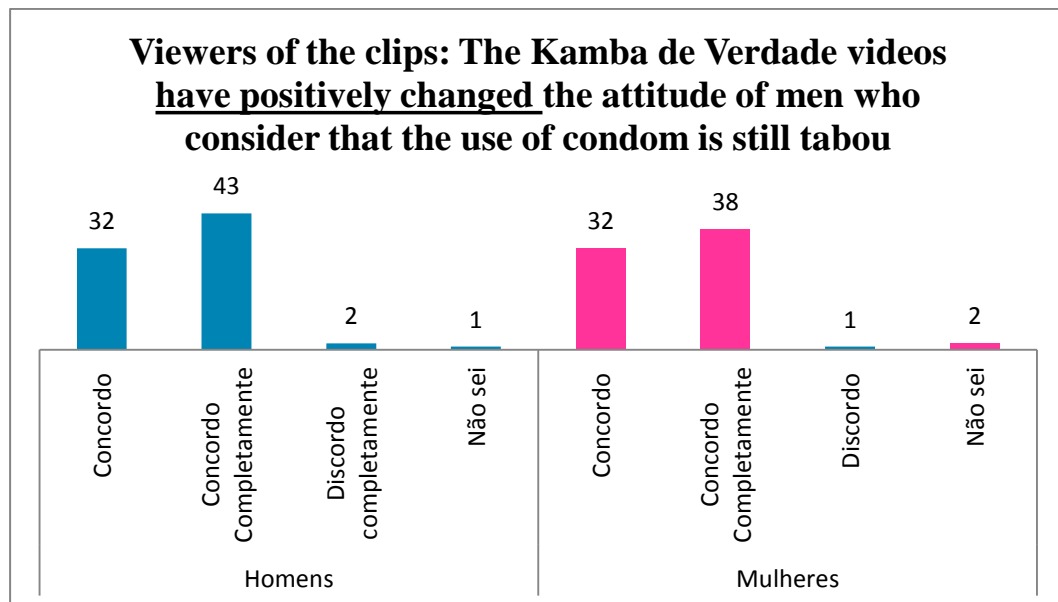
Viewer of Kamba de Verdade agrees that **“PROJECT KAMBA DE VERDADE HAVE INFLUENCED ATTITUDES OF MEN WHO DISRESPECT THEIR PARTNERS”** as it shows on the graph below 54 percent of men respondent strongly agree and 51 percent agrees with this affirmation with minimum gender variation.



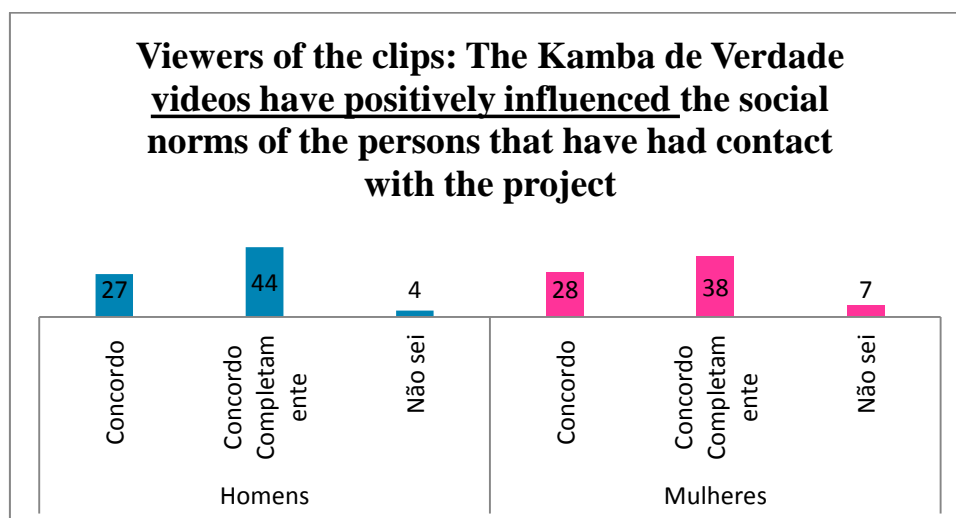
Viewer of Kamba de Verdade agrees that Kamba de Verdade project **HAS CHANGE THE ATTITUDE FROM THOSE WHO USES ALCOHOL EXCESSIVELY”** as it shows on the graph below 20 percent of men respondent strongly agree and 18 percent agrees with this affirmation with minimum gender variation.



Kamba de Verdade viewer respondent demonstrate that the use of condom is still been a problems among Angolan men as survey result demonstrate that 24 percent of women comparing to 22 percent of men strongly agree that Kamba video actually tends to change the attitudes of some men who say that condom use still a taboo with minimum gender variation.



Social norms are prescriptions for behavior. The concept of social norm corresponds to social expectations about what is appropriate or correct behavior. The interaction between individuals does not conform to chance; is in social norms which are the necessary basis for the interaction and the general human social action. Respondent viewer of Kamba de Verdade campaign has agreed that **KAMBA DE VERDADE CAMPAIGN HAVE POSITIVELY INFLUENCED SOCIAL NORMS AND ATTITUDES OF PEOPLE** who had contact with the same campaign the result shows that 24 percent of women and 23 percent of men strongly agree with the statement.



Success story examples of changes in attitude and behavior related to SGBV and HIV/AIDS

During the focus group discussion, participants were freely open to share their experience about what change Kamba de Verdade campaign have brought in their life. So we were able to capture some interesting success story from the participants who were very happy with the campaign and the changes it brought to members of their community. We will transcript three of the success story we find interesting:

One lady said, from today on I take decision to stop consuming alcohol. I consumed too much alcohol and sometimes my husband sexually abused me because I could not realize what was happening. So I got pregnant twice but did abortions. After I have contact with Kamba de Verdade campaign now I see that excessive consumption of alcohol is negative for my health, it exposes me to unnecessary risks of sexual violence and sexual abuse. Since I stopped consuming alcohol, my husband respects me more and has a normal sex life and consensual.

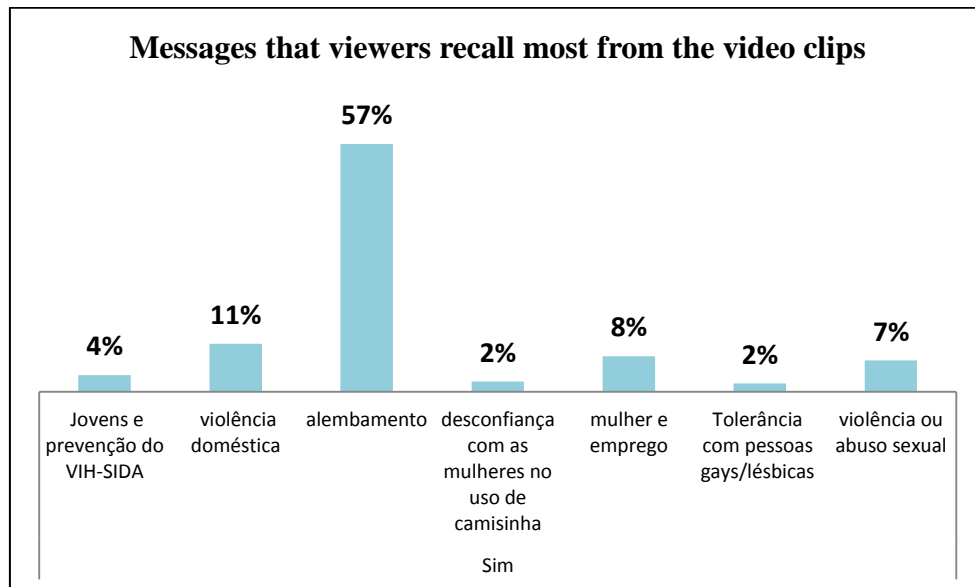
I was at a party and I saw a woman dressed in sexy clothes. I went behind her and I convinced her to have sexual intercourse. She agreed to have sex and as I like sex natural (meat to meat), I did not make use of condom. With the Kamba de Verdade video, after I have watched the video of Kamba de Verdade the messages of the importance of using condom helped me to change my behavior towards women. Although women may be dressed in flamboyant and sexually attractive way, it does not mean they are sexual objects and also the videos educated me in the sense that I can control my base instincts and respect women. I must say that the way women dress, does not, in any way, be the cause of the rape that is done to them and does not justify the behaviors that men has toward women in these situations in particular.

A lady confirmed that the Kamba de Verdade campaign helped to understand things and teach others how to behave. She managed to stop his nephew's excessive use of alcohol for focus on the bricklayer work. Also, she spoke with nephew and he confirmed that does not beat his girlfriend / wife because he realized that violence is not a solution to the

difficulties of home and will no longer be. According to his nephew, the videos helped him fulfill his role as a family man and now help his wife with child care and in the kitchen too.

Percentage of population who recall hearing or seeing at least 2 specific messages

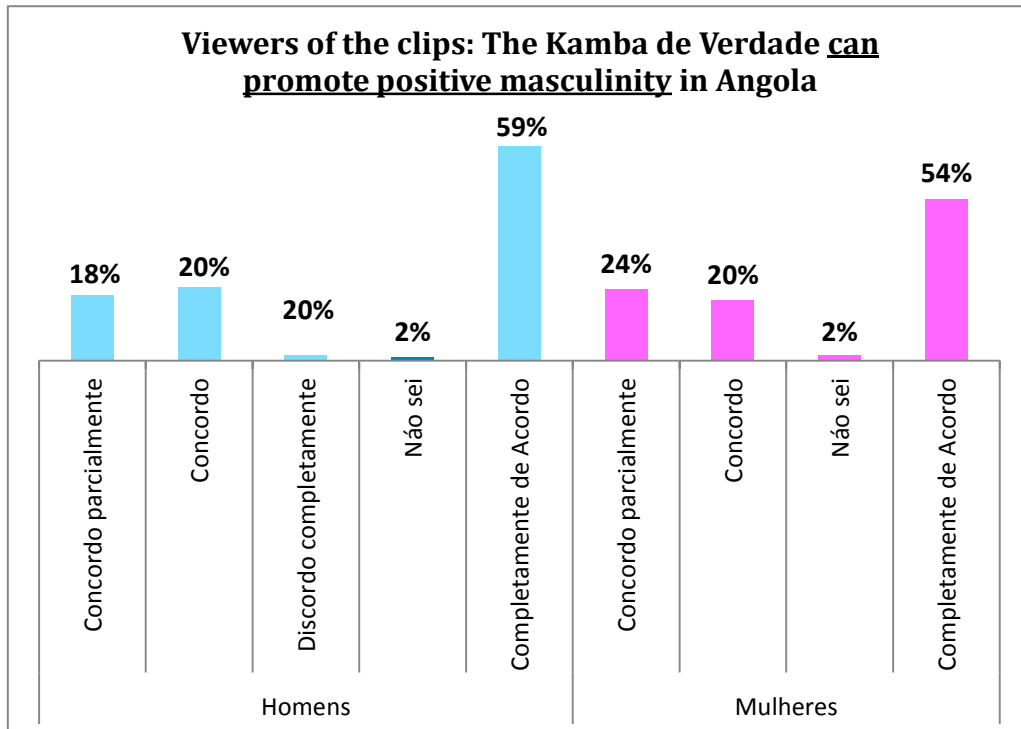
As the project indicator “PERCENTAGE OF POPULATION WHO RECALL HEARING OR SEEING AT LEAST 2 SPECIFIC MESSAGES” the message that most of the viewer of Kamba de Verdade remember as shown on the graphic is the Alembamento 57 percent followed by domestic violence with 11 percent



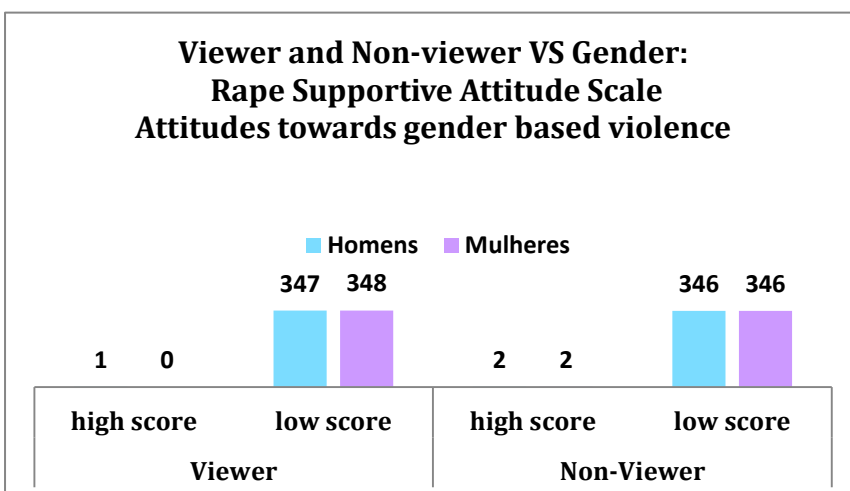
5.Results of Project Indicators

GOAL: PROMOTE HEALTHY ATTITUDES AMONG ANGOLAN MEN RELATED TO SGBV AND HIV/AIDS

- New, effective, communications tools exist to promote positive masculinity in Angola:
 - % of focus group discussions of project participants in which consensus emerges of the relevance and effectiveness of the project.



- **Objective 1:** Exemplify Positive Behavior in Men to Shift the Social Norm regarding Sexual or Gender-Based Violence
Outcome 1: Contribute to the increase of positive masculinity among men

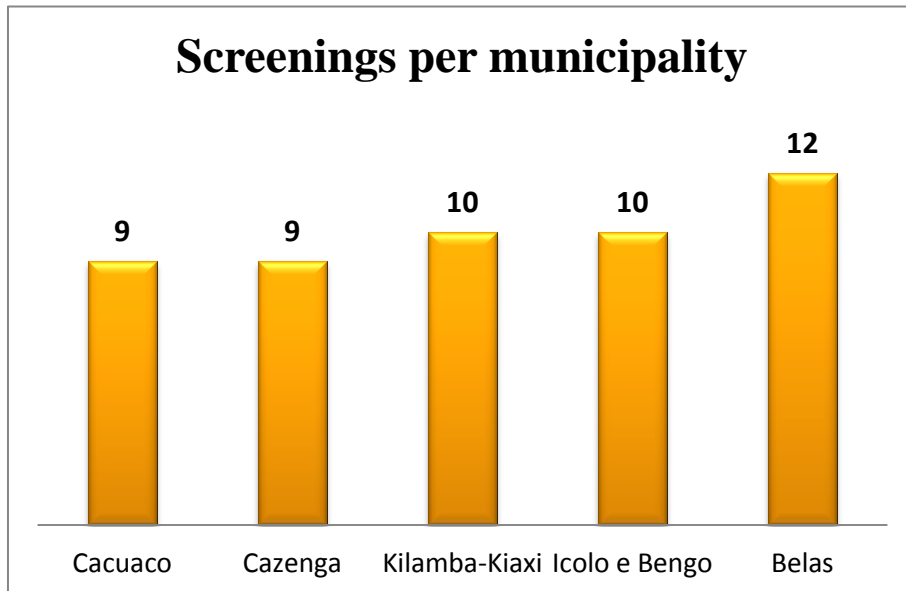
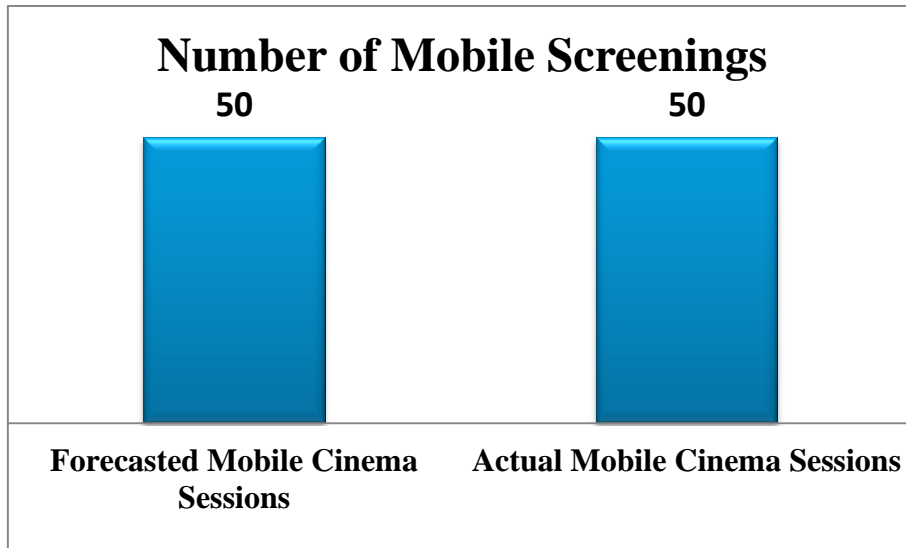


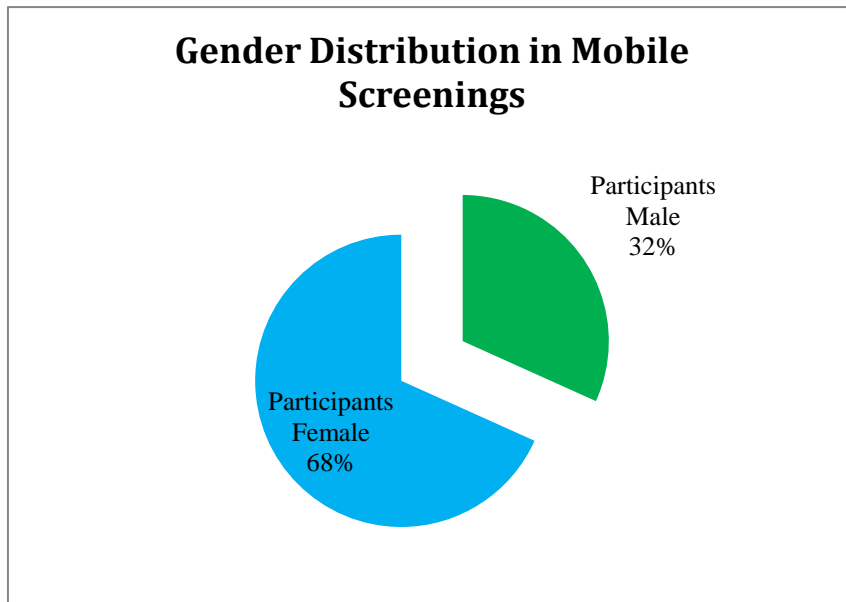
Lower Score	↔	Higher Score
15	45	75
343		5

Output 1.1

Community-based video discussions engage men and women to promote positive masculinity

- # of USG Program interventions providing community-based awareness activities intended to reduce rates of gender-based violence (3.1.7-31)

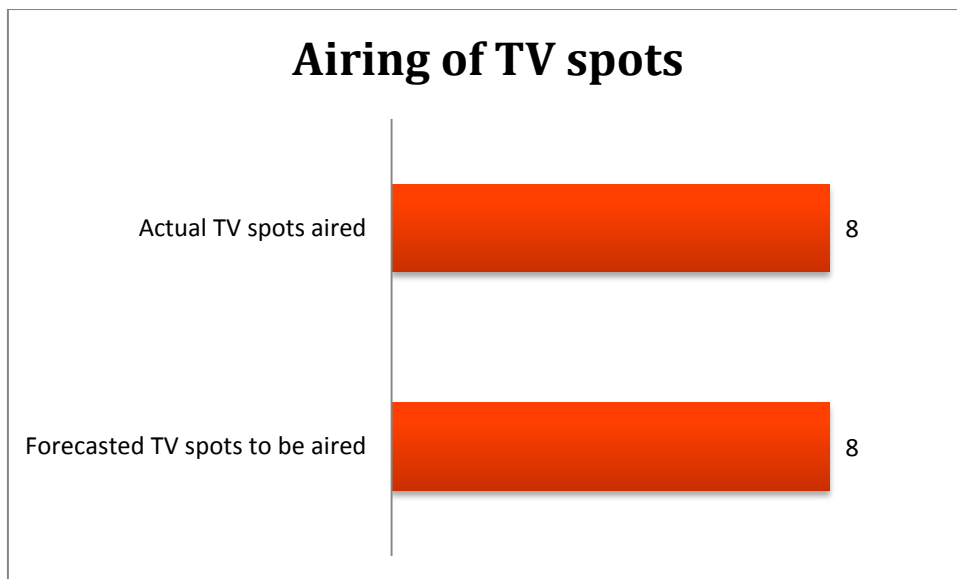




Output 1.2

Media programs and tools increase the general public’s access

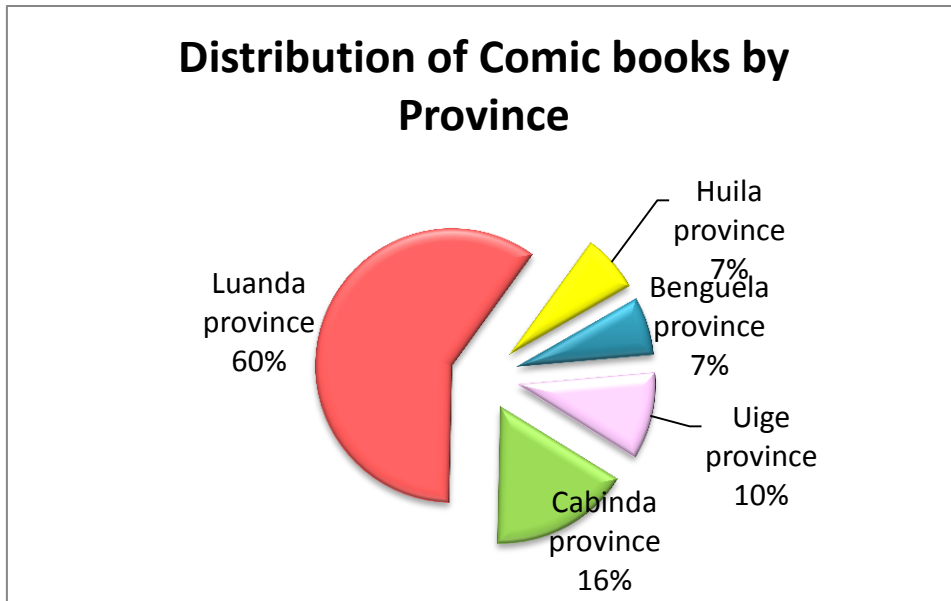
- # of TV and radio spots aired
- # of comics and posters distributed



Distribution of Comic Books

Locations	Quantity	Percentage
Luanda province	10,924	60%
1. Cacuaco	2,780	15%
2. Luanda	1,653	9%
3. Viana	1,742	10%
4. Belas	1,689	9%
5. Icolo e Bengo	1,493	8%
6. Cazenga	1,567	9%
Huila province	1,237	7%
1. Lubango sede	586	3%
2. Chibia	423	2%
3. Humpata	228	1%
Benguela province	1,256	7%
1. Benguela sede	569	3%
2. Lobito	687	4%
Cabinda province	3,022	17%
1. Cabinda sede	1,555	8%
2. Belize	874	5%
3. Buco Zau	593	3%
Uige province	1,874	10%
1. Uige sede	1,874	10%
Total	18,313	100%

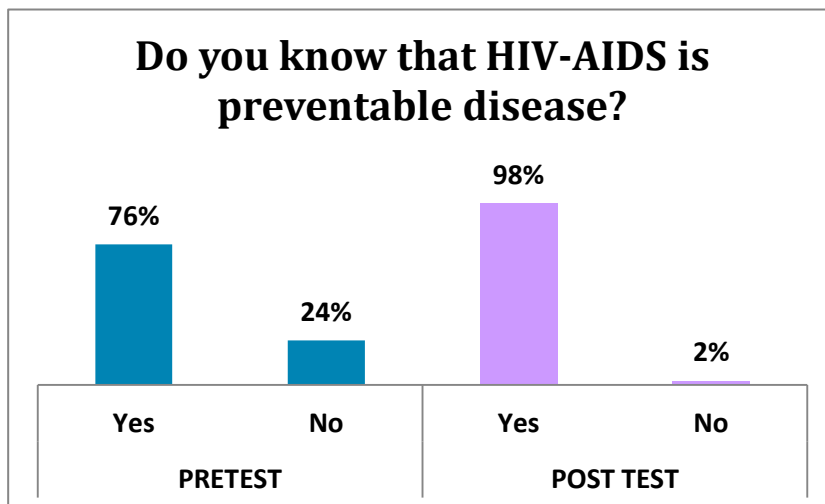
Locations	Percentage
Huila province	7%
Benguela province	7%
Uige province	10%
Cabinda province	17%
Luanda province	60%
Total	100%

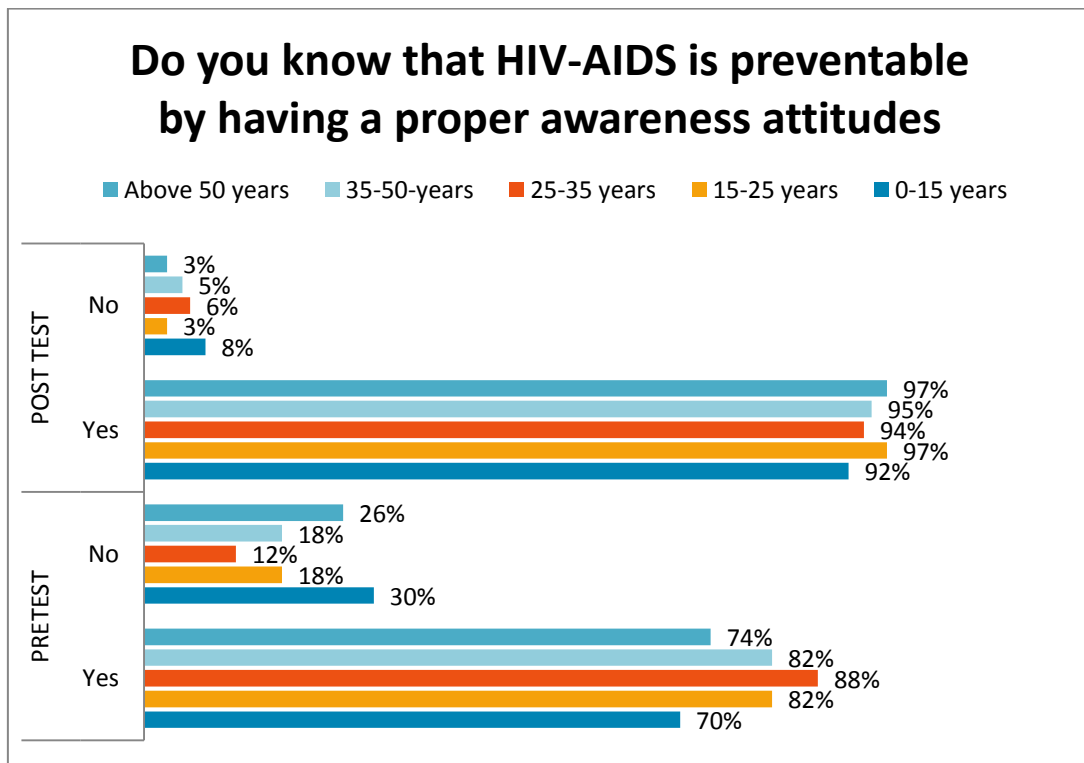
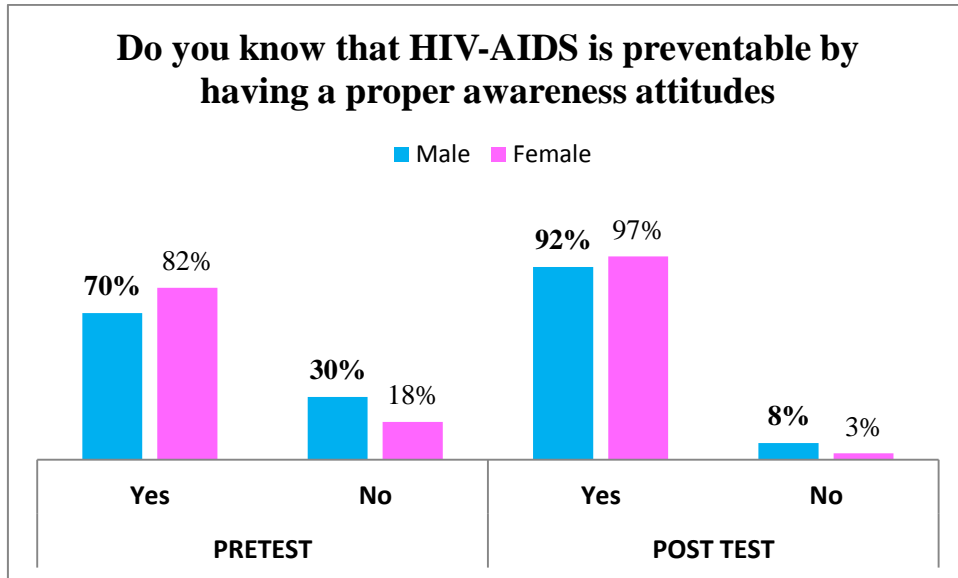


OBJECTIVE 2: INCREASE AWARENESS OF HIV/AIDS AND ITS RELATIONSHIP TO POSITIVE MALE BEHAVIOR

Outcome 2: Men and women recognize risky behaviors for HIV/AIDS and chart alternatives

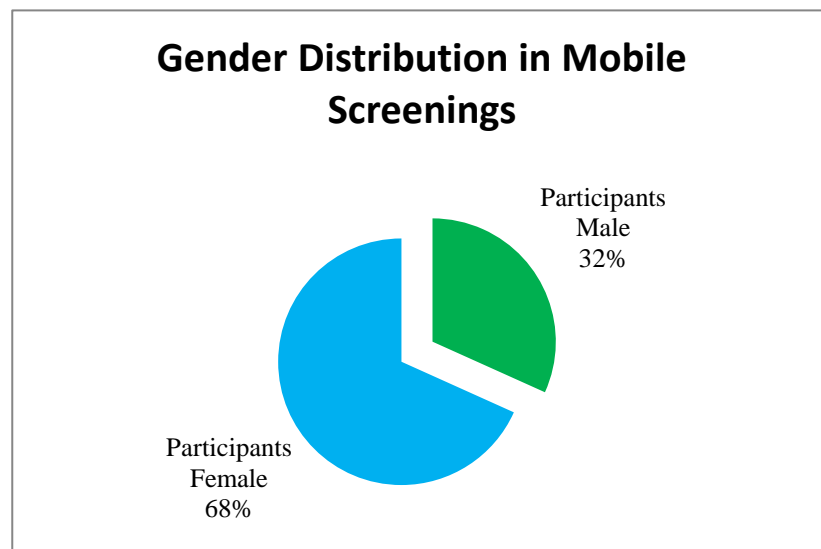
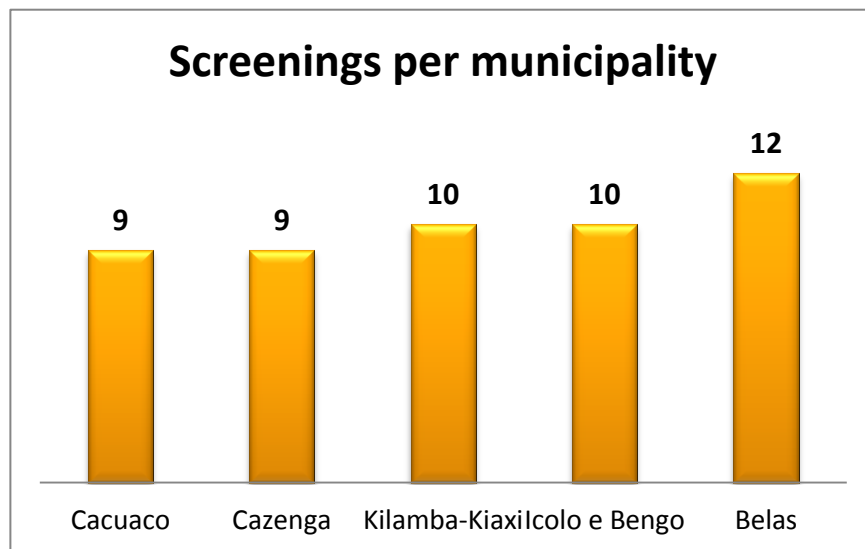
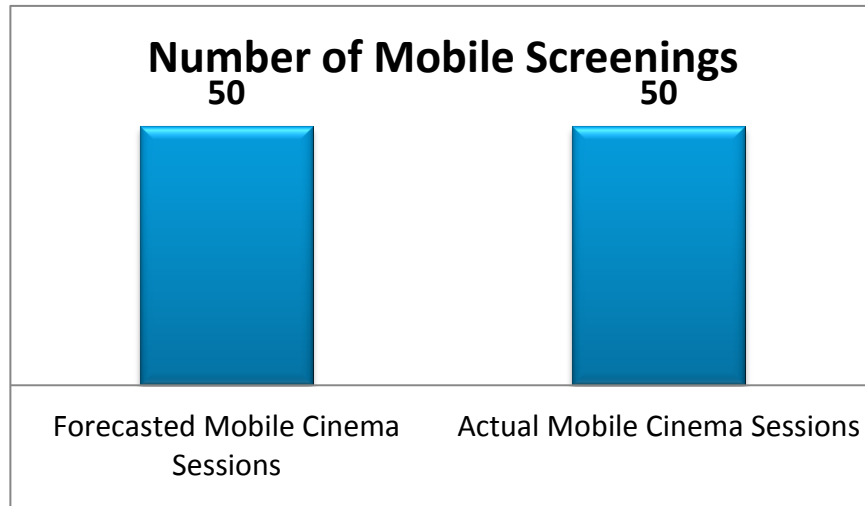
- % of men and women, who cite HIV/AIDS or other sexually transmitted diseases to sexual behaviors





Output 2.1: Young men and women participate in discussion sessions aimed at preventing HIV/AIDS

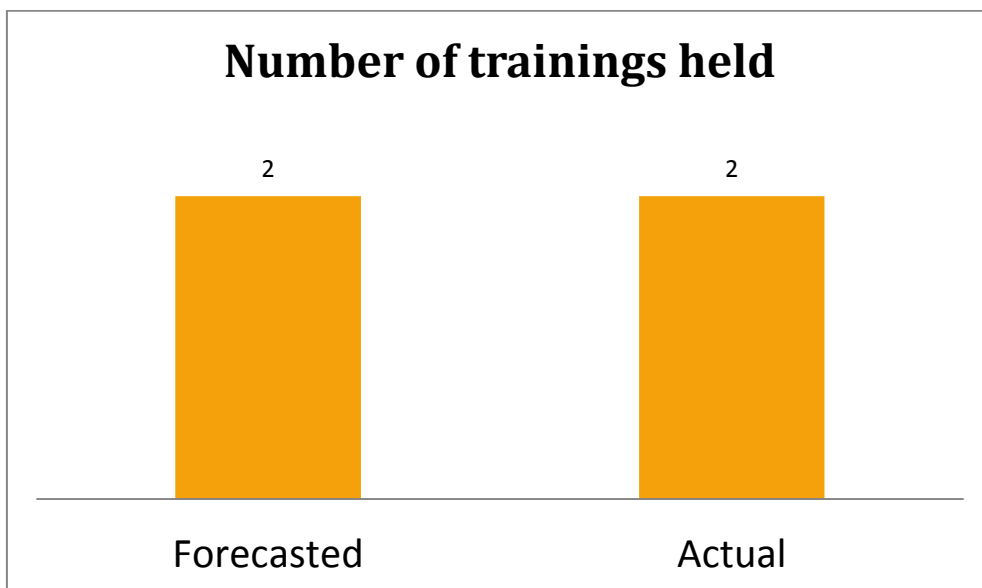
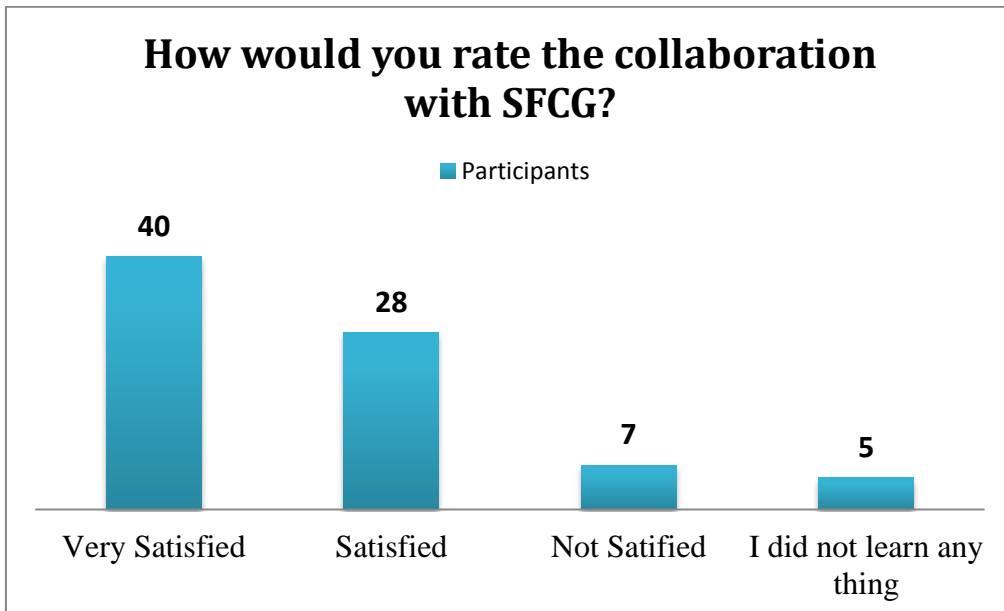
of the targeted population reached with individual and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards required 3.1.1-66)



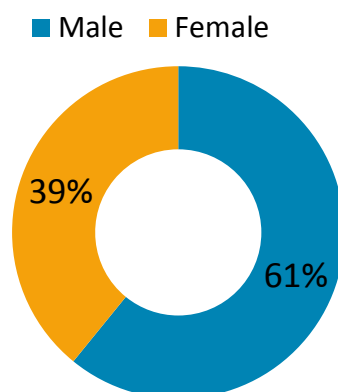
Cross Cutting Objective: Build Capacity of Local Partners

Outcome 1: Local partner organizations have enhanced technical capacity in engaging in prevention of SGBV and HIV prevention/awareness work.

- % of training participants and partner organizations reporting that they are “satisfied” or “very satisfied” with skills transferred via their collaboration with SFCG



People trained in SGBV prevention and management



People trained in SGBV prevention and management	Participants
Male	28
Female	18
TOTAL	46

6. Conclusions and Recommendation

INTERVENTIONS AT AN INDIVIDUAL AND COMMUNITY LEVEL TO CHANGE IDEALS OF MASCULINITY AND FEMININITY AND REDUCE GENDER-BASED VIOLENCE

Community-based work with men and boys, as well as with women and girls, which promotes new ideals of manhood based on respect for women, responsible sexual behaviour and the non-use of gender-based violence, as well as greater involvement in HIV-related caring, is essential. This project of interventions with men and boys that have been evaluated has shown to be successful. Our evaluation and review, found evidence that at least a quarter were effective in transforming harmful gender attitudes and behaviour, and many of the others were regarded as promising.

A good example of this kind of intervention is to have a program , a participatory HIV prevention program that aims to improve sexual health through building stronger, more gender-equitable relationships. The evidence suggests that such program may have been particularly effective as an HIV preventive intervention because it addressed gender norms and provided communication skills that could be used to build better relationships, which was seen as a valued outcome by both men and women.

Kamba de Verdade project also highlighted the role of interventions with women and girls that empower them with relationship skills and challenge the acceptability of gender-based violence, and help them navigate a safer route between ideals of femininity predicated on subservience to men and empowered femininities that celebrate having multiple partners and engaging in transactional sex, which entail considerable risk of acquiring HIV.

In the communities, where the project Kamba de Verdade was implemented, there are several examples of programmes in which condom promotion has been used as an important opportunity to educate men about sexual violence and challenge widespread misconceptions about what constitutes sexual consent. It is important to fund and replicate such interventions such as PSI Angola that use condom education as a vehicle to educate and empower men to take a stand against sexual violence.

- **RECOMMENDATION 1:** Scale up interventions that empower women and men to protect themselves against HIV by transforming harmful gender attitudes and behaviour, and challenge the acceptability of gender-based violence.
- **RECOMMENDATION 2:** Provide interventions to transform harmful gender attitudes and behaviour as part of programming of the roll-out of male circumcision as an HIV prevention

ECONOMIC EMPOWERMENT OF WOMEN

Poverty and gender interact in devastating ways to increase vulnerability to HIV infection and the impacts of AIDS. Women produce two-thirds of the food in the developing world but own less than 15% of land worldwide. In the many societies where women are denied the right to own, buy or inherit land and other economic assets, they often lose their homes, inheritance, possessions and livelihoods when their husbands die. When women's property and inheritance rights are upheld, women acting as heads or primary caregivers of HIV-affected households are better able to mitigate the negative economic and social consequences of AIDS.

The internal evaluation and focus groups discussion have also revealed that there is also a growing recognition of the need for legislative and policy change securing women's rights in terms of credit access, property ownership and inheritance rights in order to reduce their vulnerability to HIV and its impacts. This is critical as economic empowerment of women reduces their risk of HIV, and economic protection is important in mitigating the impact of death on widows and orphans ..

It is also critical that legal and human rights education and monitoring be undertaken to ensure that women are able to claim their economic rights and that such claims are enforced by legal authorities (customary and statutory). Further investment is needed in Angola on this topic. Suggestions are to train community paralegals, village chiefs and members of land boards and tribunals about women's property, inheritance and legal rights, as well as helping women navigate the legal process.

Women's lack of economic rights and consequent economic dependency on men can also increase their risk of HIV infection. In Luanda (Cacuaco) was found that women's economic independence was more strongly related to women's negotiating power in their sexual relationships than any other variable explored. The research also revealed that poorer women are more likely to have experienced early sexual debut, a non-consensual first sexual encounter and higher rates of physically forced sex or having exchanged sex for money, goods, or favours – all significant risk factors for HIV. These women also had more sexual partners and were less likely to use condoms. There is some research to suggest that women who have access to, ownership of and control over land and other assets are better able to avoid relationships in which they may be more vulnerable to HIV and the impact of AIDS.

Improving women's access to credit and marketable skills is recommended in order to help them secure a degree of economic independence. Evidence for the effectiveness of microfinance initiatives in accomplishing this goal remains mixed, and experience suggests that for the very poor, microfinance is simply not enough, and may risk getting people into debt they cannot repay. When such initiatives have been carefully designed and targeted, however, there are some indications that they can play a role in enabling female-headed households to mitigate the impacts of AIDS. Having a program that combines HIV/AIDS education with the provision of microfinance to groups of 20–30 women through community banking programmes is recommended. Our research found

that the women showed greater economic resilience, higher levels of HIV awareness and prevention behaviours, improved educational attainment among their children, and better nutrition within their families.

For women's economic empowerment initiatives to have an impact on their vulnerability to HIV and its impacts they must combine a range of empowerment options (including microfinance, vocational training, legal rights training, income-generating activities) with interventions on gender norms and relations and HIV risk reduction.

- **RECOMMENDATION 3:** Promote initiatives that aim to accord women the same economic rights as men and in so doing improve women's property and inheritance rights.
- **RECOMMENDATION 4:** Expand economic empowerment initiatives targeting women and combine them with interventions on gender norms and relations and HIV risk reduction.

ACCESS TO QUALITY EDUCATION

Research suggests that education lowers women's risk of HIV infection and the prevalence of risky sexual behaviours, and increases their ability to discuss HIV with a partner, ask for condom use, negotiate sex with a spouse or leave abusive relationships. In our research, women with 8 or more years of schooling were less likely to have sex before the age of 18 years than women with no schooling. A systematic review of educational attainment and infection in serial prevalence studies in developing countries found a lower HIV prevalence among people with more education. Education can play a crucial role in reducing women's vulnerability to gender-based violence, with particular protection found among those who have attained some form of post-school qualifications.

More generally, education is a cornerstone of gender equity and empowerment of women. Education provides a basis for economic empowerment, access to political power, access to information about HIV, and knowledge and ideas that can be used to change attitudes and make independent life decisions. There is also evidence that the power advantage of women's education is transmitted through generations such that children of more educated mothers are themselves relatively more empowered. However, in Angola, the quality of education may be very variable, and life skills and sex education are still often not taught, or inappropriately focus on abstinence at the expense of other HIV risk-reduction approaches. Schools are often a setting in which sexual harassment of female students by teachers and other learners is rife. Here too, political will is needed to ensure the provision of high quality education in a safe school environment.

Evidence points to the importance of life skills education, with a clear focus on gender and sexuality, in reducing young people’s vulnerability to HIV. Providing comprehensive sexuality education can both delay sexual debut and increase the practice of safer sex . Studies found that young people exposed to such education were more likely to use condoms than those who were not. The more years they were involved in life skills education, the higher the rate of condom use.

Gender education for young men within the school curriculum, through communities’ initiatives has shown some promise with regard to changing harmful gender attitudes among young men that are associated with young women’s HIV risk. There are, however, also examples of school programmes being constrained in their ability to discuss and demonstrate key HIV prevention approaches, especially condoms, which have had potentially important consequences in terms of intervention effectiveness . Political leadership is required to ensure the roll-out of curricula that comprehensively address sexual and reproductive health and HIV prevention, including aspects of gender and sexuality across all schooling systems..

Given the acknowledged relationship between violence against women and their vulnerability to HIV, investment in ‘safer schools’ initiatives, such as the Jango project financed by BP-Angola, is a clear priority. Within such work, building a general climate that is respectful of human rights is crucial and there is need for an explicit focus on gender. This should ensure that male learners and teachers not only do not perpetrate such violence, but that they get involved, as active ‘bystanders’, in working with young women and young men to stop the violence. Inspiring examples, such as the Safe Dates programme, which was effective in reducing dating violence within US schools, provide a foundation on which such work can be built.

- **RECOMMENDATION 5:** Support initiatives to promote higher levels of educational attainment, particularly those targeting girls, and to improve the overall quality of education.
- **RECOMMENDATION 6:** Integrate comprehensive gender and sexuality education into primary and secondary curricula, with adequate training and support for teachers and administrators.
- **RECOMMENDATION 7:** Expand ‘safer schools’ initiatives with the Jango project

SUGGESTED INTERVENTIONS

This research and direct experience working with men under this project, led to the following suggestion as to engage with young men for the promotion of health and gender equity.

Although, theoretically based, SFCG program has aimed to positively influence attitudes related to gender, including greater sensitivity to issues of gender-based violence,

increased intention to use condoms, improved partner negotiation skills, increased attention to health needs and desire to be more involved as fathers (for those young men who are already fathers).

The program is recommended to continuing to focus on helping young men question traditional norms related to manhood. It consists of four components:

- A validated curriculum that includes a manual series and educational videos for promoting attitude and behaviour change among men;
- A lifestyle social marketing campaign for promoting changes in community or social norms related to what it means to be a man;
- A research-action methodology for reducing barriers to young men’s use of clinic services; and
- A culturally relevant validated evaluation model for measuring changes in attitudes and social norms around manhood has been developed to measure outcomes of the initiative.

These components will need to identify important programmatic implications:

- The need to offer young men opportunities to interact with gender-equitable role models in their own community setting; and
- The need to promote more gender-equitable attitudes in small group settings and in the greater community.

Our research has confirmed the need to intervene:

- At the level of individual attitude and behaviour change; and
- At the level of social or community norms, including among parents, service providers and others that influence these individual attitudes and behaviours.

It is suggested that SFCG develops a manual series to work in a same-sex group setting, and generally with men as facilitators who can also serve as more gender-equitable role models for the young men. The activities will consist of role plays, brainstorming exercises, discussion sessions and individual reflections about how boys and men are socialized, positive and negative aspects of this socialization, and the benefits of changing certain behaviours. The themes in the manuals need to be selected based on a review of literature on the health and development of boys, and an international survey of programs working with young men.

The activities in the manuals will reinforce each other and make appropriate links between specific activities and themes. The themes of the manuals can be focus one:

- violence and violence prevention (including gender-based violence prevention);;
- sexual and reproductive health;

- reasons and emotions, which focuses on mental health issues and young men, particularly communication skills, dialogue, emotional intelligence and substance use;
- fatherhood and caregiving, which encourages young men to reconsider their roles in caregiving in the family, including caring for children;
- HIV/AIDS, including both prevention and caregiving.

It is recommended that the manuals be accompanied by a no-words cartoon video which can tell the story of a young man from early childhood through adolescence to early adulthood. Scenes can include:

- the young man witnessing violence in his home, interactions with his male peer group,
- social pressures to behave in certain ways to be seen as a “real man,” his first unprotected sexual experience,
- having a sexually transmitted infection (STI) and
- Facing an unplanned pregnancy.

The video needs to be developed in workshop processes with young men in diverse settings in Angola. By being a cartoon video, it quickly engages young men and transfers easily across different contexts. And by having no words, the facilitators can work with young men to create dialogue and to project their personal stories into the video. The video can use a pencil, which erases certain behaviours or thoughts, as a metaphor for gender socialization. Following viewing of the video, young men can discuss how they were socialized or raised to act as men, and ways they can question some negative aspects of that socialization.