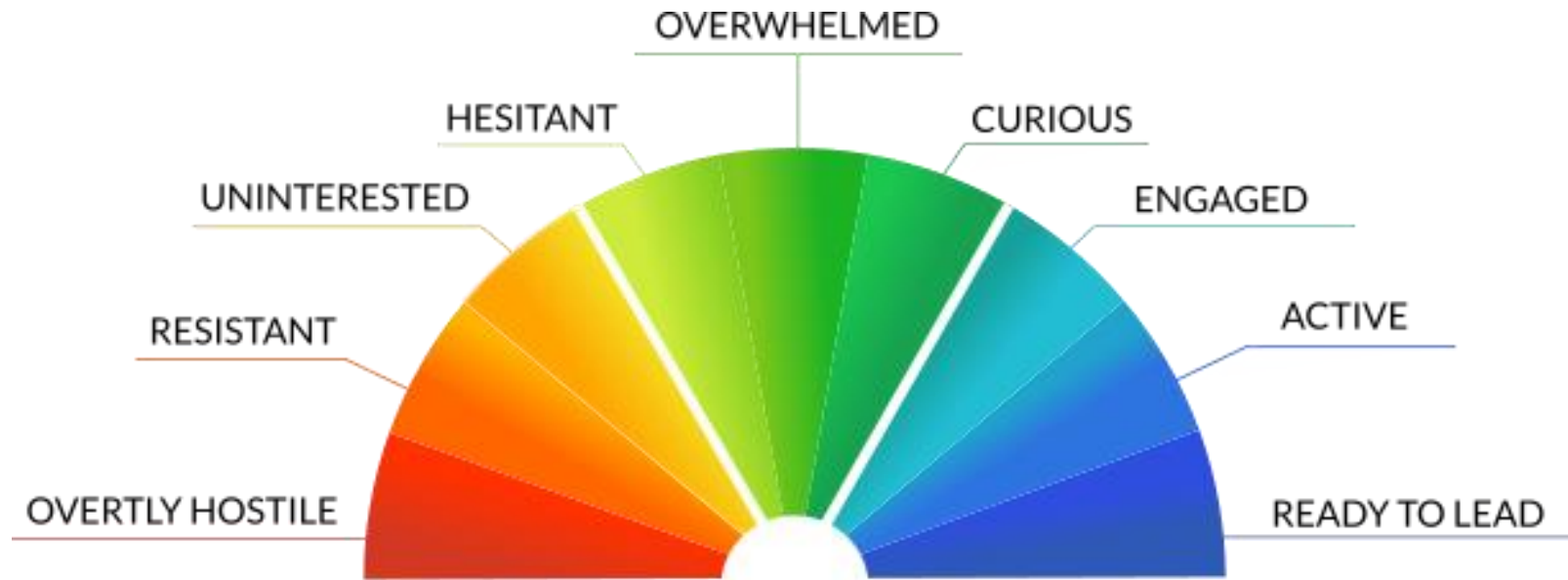# Rus Funk
Consulting

CONTINUUM OF MEN'S ENGAGEMENT

Men are differently positioned in the degree to which they are willing and able to become engaged in efforts to prevent gender-based violence or promote gender equality. Effectively engaging men suggests that first, the focus is on those men who are most willing to be engaged. Rather than trying to convince those men that they need to take gender-based violence seriously or that they should care (such as men who are "hostile, resistant or uninterested"), efforts are more effective that focus on those men who are willing to be engaged and strategically designing initiatives and efforts that are meant to meet them at their point of engage-ability.

The categories above are provided as examples to clarify the process, rather than offered as specific sub-groups of men. Designing efforts, programs or initiatives are most effective consider which of these groups of men they seek to engage, their level of access to the men who fit in this level, and what it is that they'd like for the men, once engaged, to do. For example, developing an engagement initiative for men who are overwhelmed is a different strategy, requiring different kinds of methods and activities, then engaging men who are "engaged."

Although this is presented as a continuum, men's engagement is not a linear process. They may, and often will, move through various levels as they step forward and backward in the process of becoming increasingly engaged.   In addition, men can become more deeply

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engaged at one particularly level of engagement (i.e., a curious man may continue to be curious, while becoming more deeply involved), or they may move from one level of engagement to the next (i.e., a man who was curious, has become engaged as a way to settle his curiosity and becomes "engaged").

Engaging men is most effective if it is part of a specific activity rather than a workshop or lecture series. Little evidence suggests that it's effective to educate men into engagement or activism. Rather, developing efforts that focus on inviting men to be actively engaged in some kind of concrete action and then while they are engaged in the organizing and implementation of this action, provide educational opportunities appears to be significantly more effective in engaging men, than providing workshops or presentations and then asking them to be engaged as a part of workshops or presentations.

For more information about this continuum, and additional resources related to engaging men and boys in this effort, visit www.rusfunk.me.

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