

Challenging Norms of Masculinity to Reach Gender Equality

Experiences from Swedish Municipalities and Regions

The Swedish Association of Local Authorities and Regions (SALAR)

Main task: advocating local self governance

Represents Sweden's 290 municipalities
and 20 regions, as

- employer's organisation, and by
- defending and promoting the interests of our members.

Some 400 employees in Stockholm office



Municipal-Regional Responsibilities

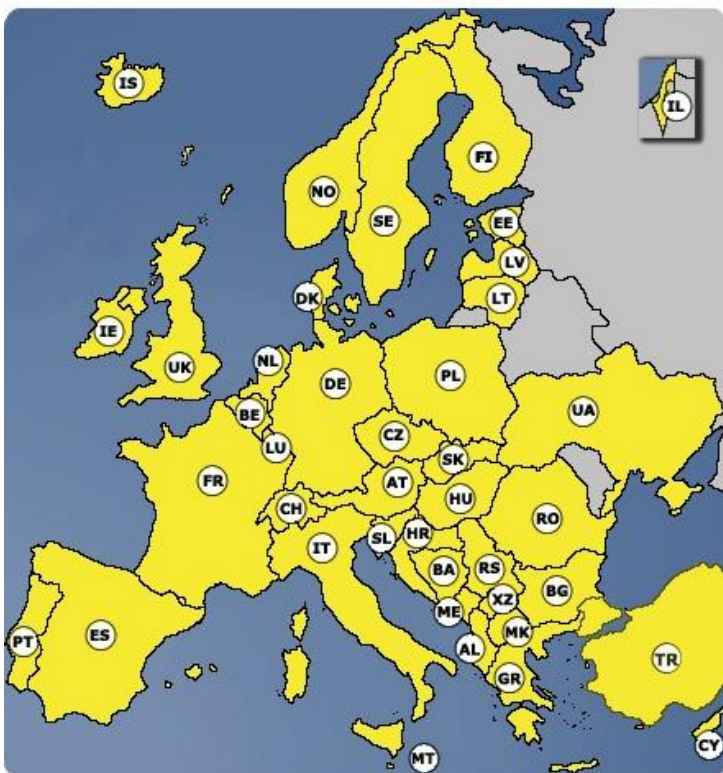
290 municipalities

- Preschools and schools
- Social care, elderly care, disability care
- Housing and urban planning
- Waste management, environmental protection
- Culture, leisure, sports
- Emergency

20 regions

- Healthcare
- Dental care
- Public transport
- Regional development

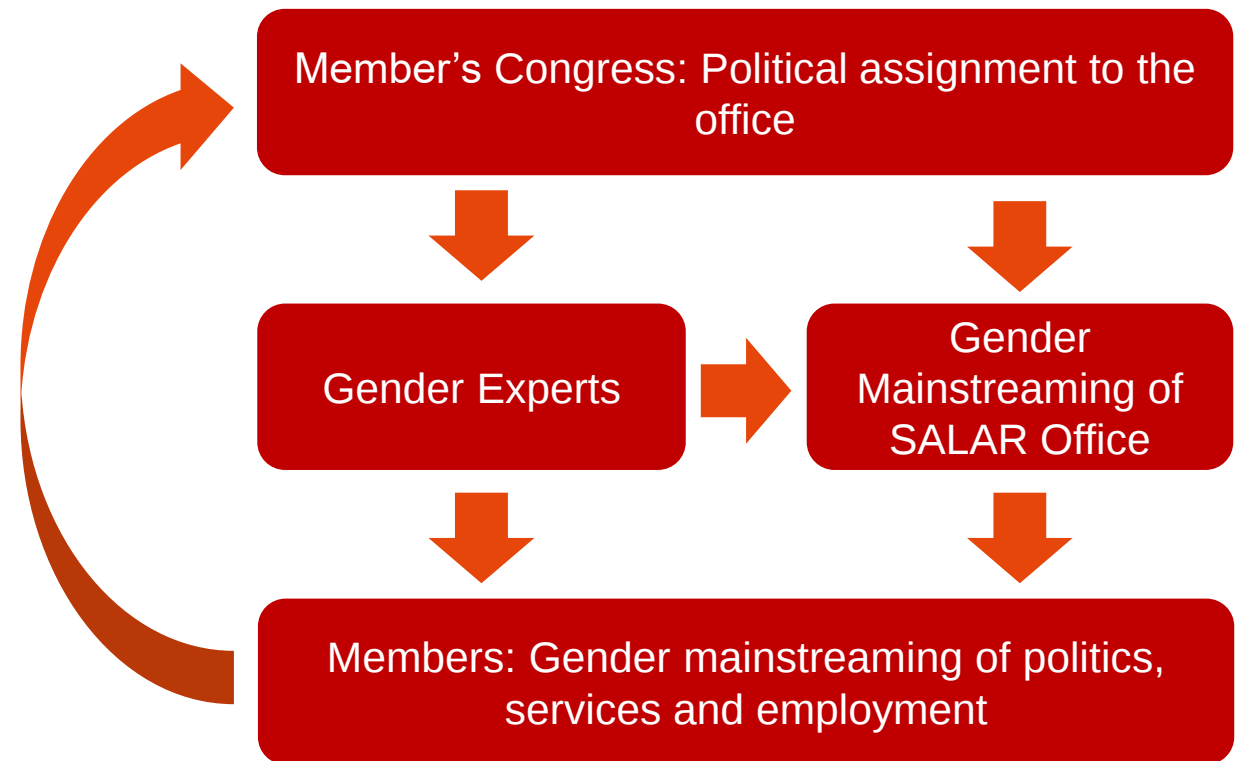
The European Charter for Equality of Women and Men in Local Life



- CEMR – Council of European Municipalities and Regions
- “As the spheres of governance closest to the people, local and regional authorities represent the levels best placed to combat the persistence and the reproduction of inequalities, and to promote a truly egalitarian society.”
- 30 articles regarding politics, employer, service provider
- 104 Swedish municipalities and 19 regions
- SALAR signed the charter in 2006

SALAR Support to Gender Equality Work

- Networks for gender equality and gender-based violence
- Training Programs
- Tools and materials, videos
- Web portal Includegender.org
- Reports and special projects
- Gender Mainstreaming of SALAR Office



The Man, the Myth...



Vilhelm Moberg (1898-1973),
dramatist, journalist and author of
The Emigrants series

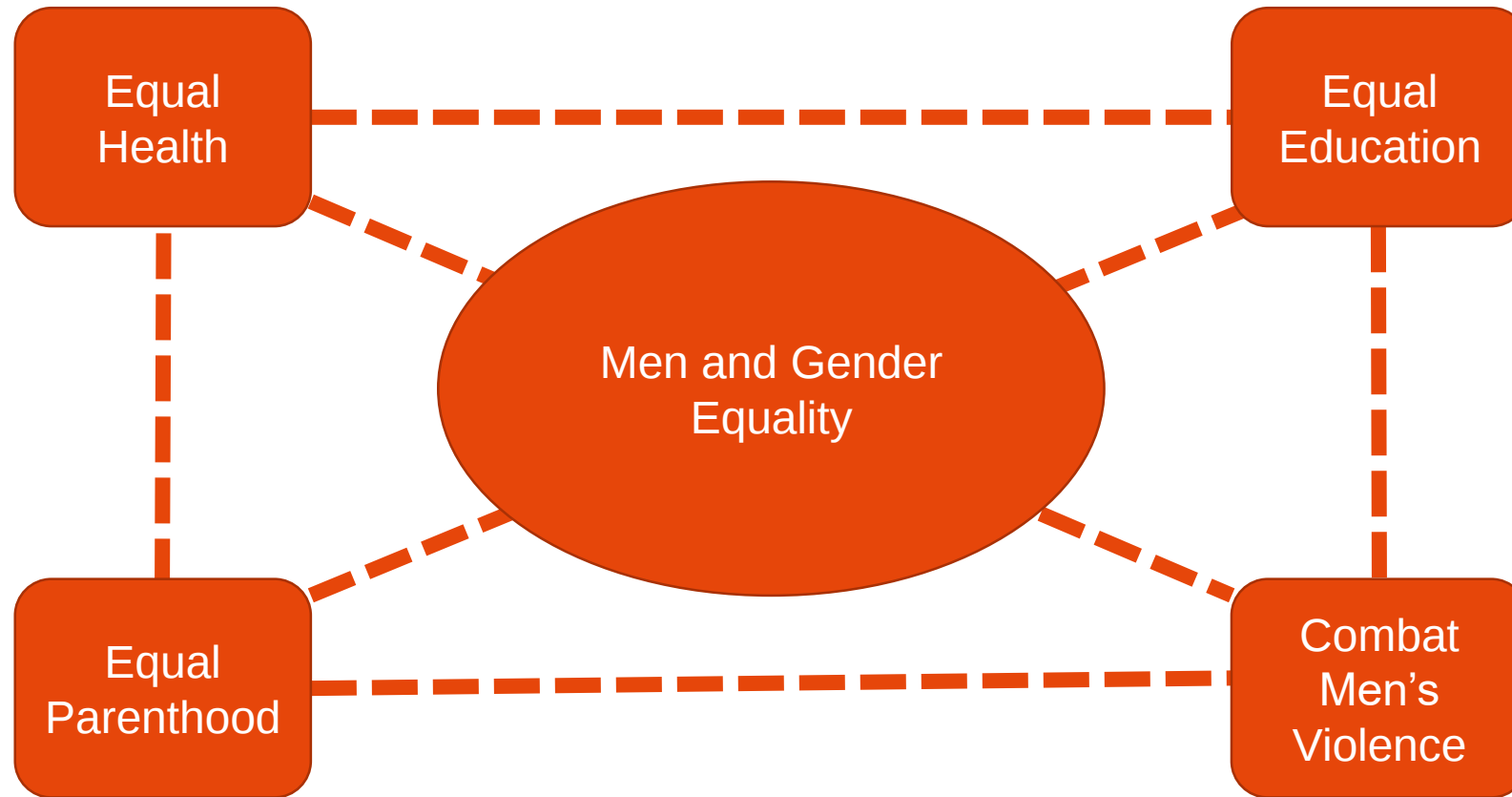


Eva Moberg (1932-2011), author
and creator of Swedish gender
equality-term.

2014 Government Report on Men and Gender Equality

- Masculinity norms affect both women's and men's mental, physical and sexual health, and is a risk factor in terms of health.
- Men's participation is a prerequisite for gender equality
- A gender equal life style promotes good health, relations and parenthood
- Successful work against violence is distinguished by men's participation and questioning of destructive norms of masculinity

One Project – Four Focus Areas



2016 outcome: Much Interest – Little Knowledge

Activities: Mapping, workshops, learning examples, regional conferences, video series

Development needs found:

- Structure and long-term approach
- Boy's and men's involvement
- Knowledge and working methods



In 2017 It's About Communication

Activities:

- Develop and distribute knowledge support
- Spread learning examples
- Integrate into SALAR organisation and political leadership
- Co-operation with new Gender Equality Agency

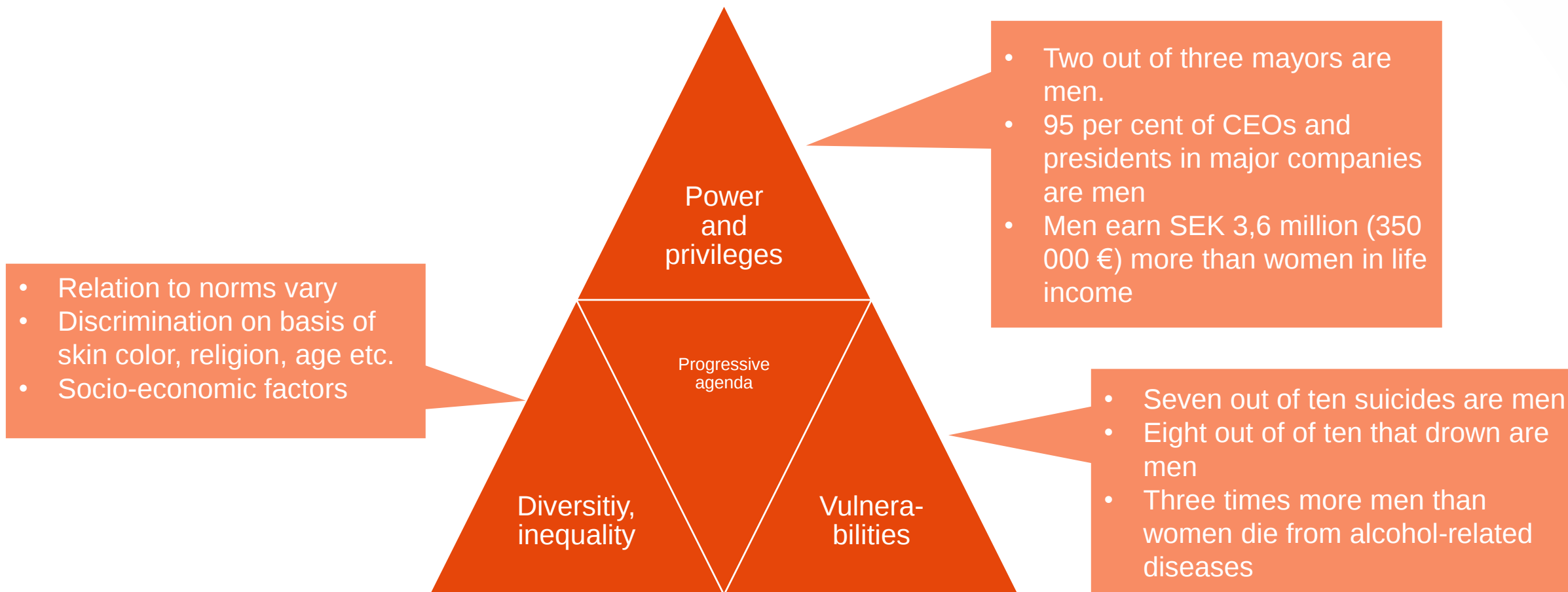
Goals:

- Strengthen conditions to increase boy's and men's involvement in gender equality work.
- Bring masculinity norms and living conditions for boys and men into gender equality work.



A film about norms for boys and men

A Progressive Agenda for Change



Target Group Analysis

Target Groups

Politicians

Managers

Strategists

Communication needs

Why?

What?

How?

Primary tools

Videos

Fact Sheets

Reports

Core messages of #normreform

A change in masculinity
norms generates benefits
for society for generations
to come.



Normreform for better health

Narrow notions of masculinity have a negative impact on both men's and women's wellbeing. With a normreform we counteract mental and physical suffering, and contribute to healthier individuals and a more equal health.



Clinic for Young Men in Gothenburg

- Increase accessibility for men
- Open two days a week, 2 000 visitors each year
- Provides testing for STD's and counseling
- Group therapy – "I felt I wasn't entitled to my own emotions"



Normreform in the classroom

Stereotyped expectations on boys and girls in school generates insecurity and skewed study results. With a normreform we promote a gender equal classroom where all students reach their goals and have a chance to realize their full potential.



Norm Critical Work in School

- Start with training for all staff, awareness of gender norms in education
- Zero tolerance for fighting among students
- Involvement of students council
- Increased comprehensive sexuality education
- Annual norm critical kick off



Normreform in the family

Traditional notions about family life impedes development of society and leads to illness among men, women and children. With a normreform we challenge narrow gender roles and create better conditions for an equal parenthood. This will increase the freedom for parents and children alike to shape their own lives.



Private Counseling for New Dads

- Child care service offers private counseling for dads
- Strengthen fathers in their role as parent
- Confidentiality – the child, the family, health, being a parent
- Promote equal parenthood – reduce pressure on working mothers



Normreform to combat violence

Men's violence hurts women, men and children, both physically and mentally. A normreform works against harmful norms of masculinity, which reduce the suffering and the costs of violence.



Förändringsarbete med
våldsutövande män

STRATEGIER FÖR KVALITETSUTVECKLING

Anti-Violence Program in School

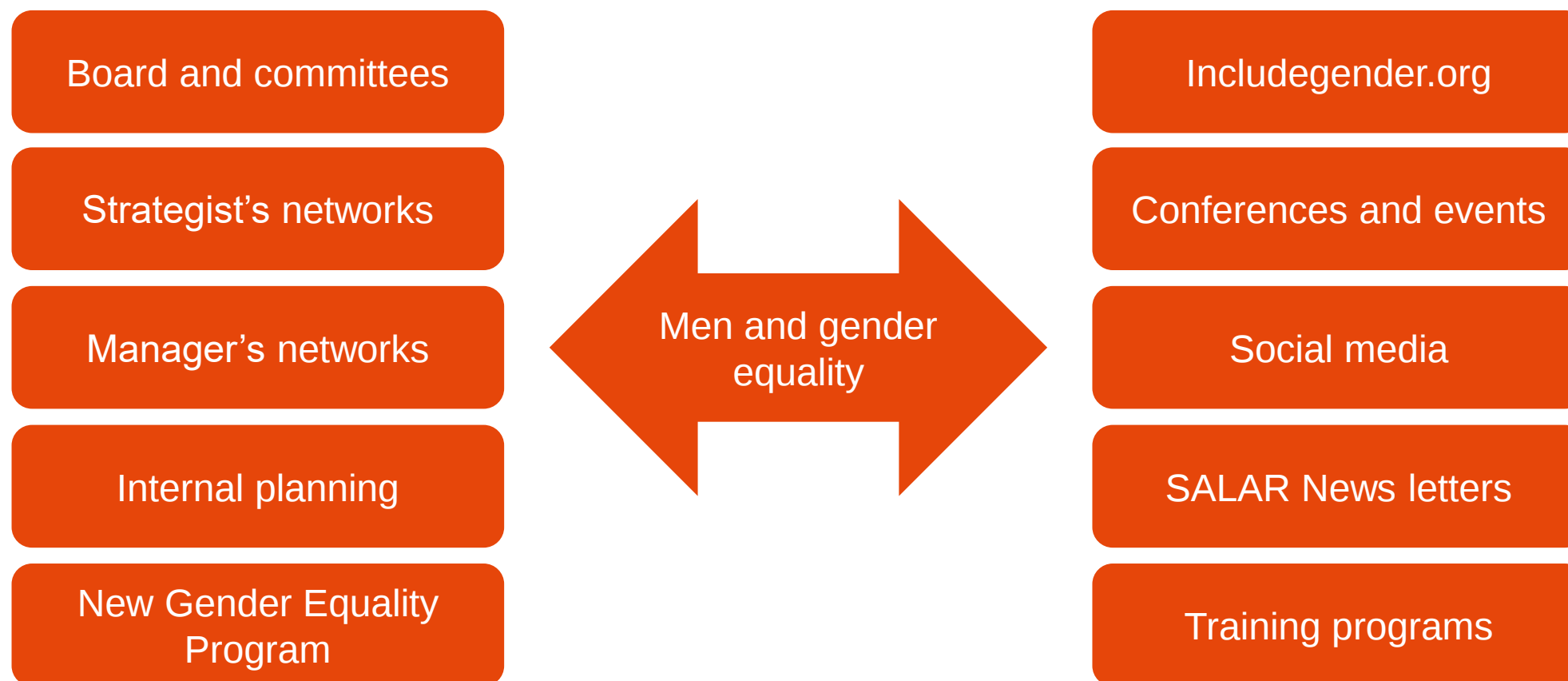
- Mentors In Violence Prevention (MVP)
- Bystander approach
- Learn to recognize different forms of violence
- Intervene before escalation
- Students 12–15 years



Strongest Impact with Combined Strategies

- Training programs targeting groups of men or mixed groups
- Activities targeting individual men, boys or couples
- General activities, advocacy campaigns
- WHO review conclusion: largest potential for change with a combined approach

In 2018 It's all about distribution



Want to know more?

- Youtube for videos with English subtitles
- SALAR web shop for reports in English
- Contact: magnus.jacobson@skl.se