

Expanding our Experience and
Expertise: Implementing Effective
Teenage Pregnancy Prevention
Programs

Baltimore, MD

March 12-14, 2012



Let Every Child Shine

www.truechild.org



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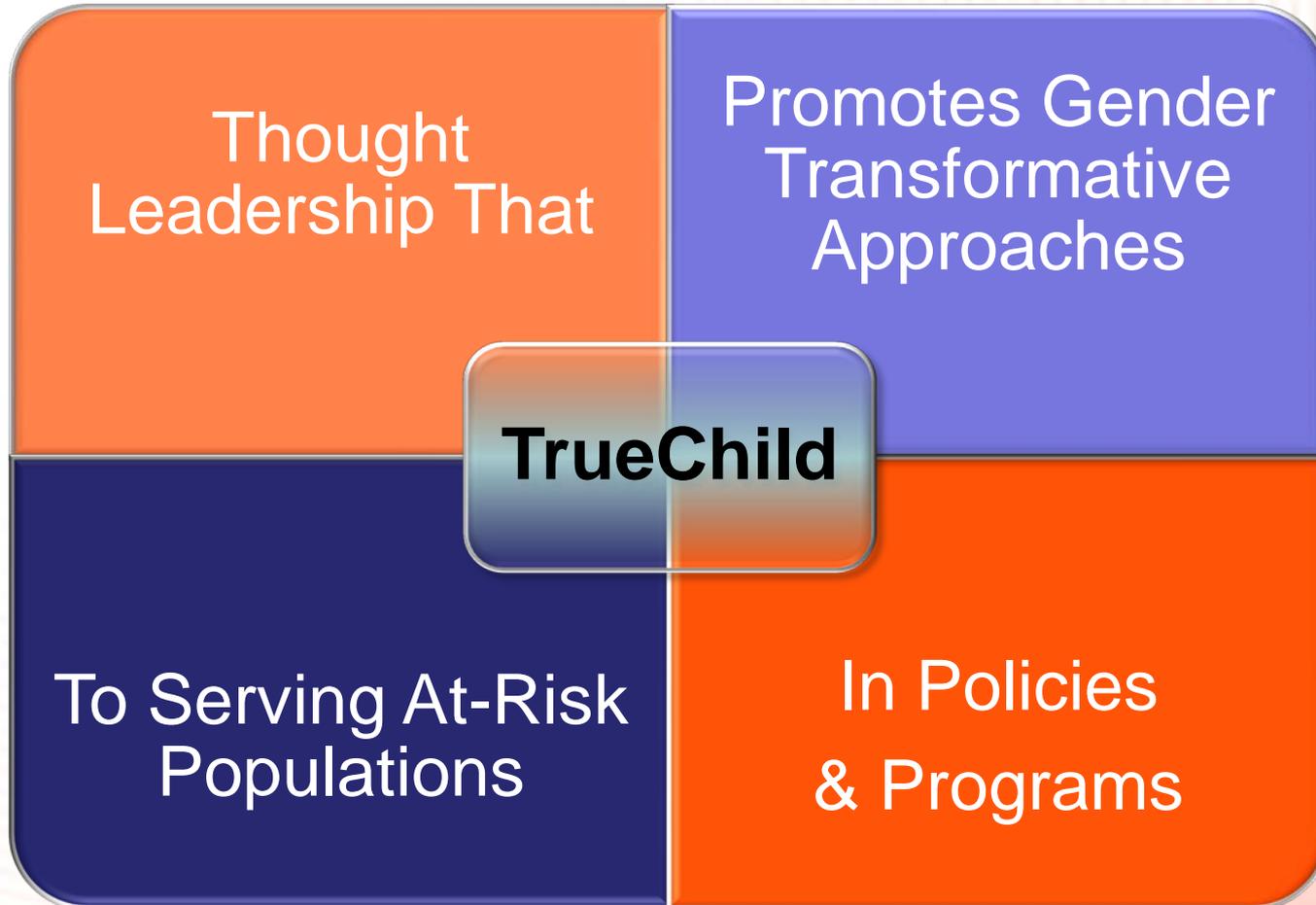


Gender Norms

**The Key to Improving Reproductive Health
Outcomes for At-Risk Populations**



What We Do



Thought Leadership:

1. Develop & Disseminate Model Programs
2. Bring Experts & Practitioners Together
3. Conduct Trainings & Briefings
4. Create white paper reports





About Riki Wilchins, M.A.

Today's Presenter

- 25 years advocating gender justice for at-risk youth
- 3 books on gender theory and politics of gender
- Founding Exec. Dir. of GenderPAC





6 Degrees of Gender

Gender Expression

Expressing being masculine or feminine through clothing & behavior

Gender Identity

Inner sense of being male or female

Gender As Sex

Courts often using “gender” when they mean biological sex

Gender Traits

Characteristics of looks or behavior considered masculine or feminine





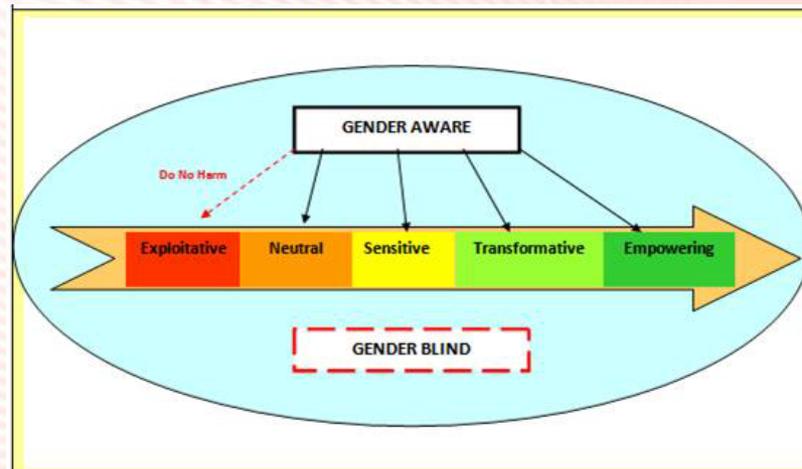
Terminology

Gender Norms

Socially-constructed ideals, scripts, expectations for manhood/womanhood; in sex (and Gender-based Violence) who does what, to whom, when, how and for what reason

Gender Transformative

Programs/policies that highlight, challenge and change harmful masc/fem gender norms



Geeta Rao Gupta



Common Disagreements

Boys born with certain amount of testosterone

No straight line relationship between testosterone and normative beliefs

Boys will be boys

Most will want to be masculine, but what constitutes masculinity

It's Nature, not nurture

Why such variation across cultures and societies – clearly learning part of it





Masculine Norms

“We’re in this box, and in order to be in that box, you have to be strong, you have to be tough, you have to have lots of girls, you gotta have money, you have to be a player or a pimp, you gotta to be in control, you have to dominate other men, and if you are not any of those things, then people call you soft or weak or a p***y or a chump or a f****t and nobody wants to be any of those things.

So everybody stays inside the box.”

HIP-HOP:
Beyond Beats & Rhymes





Gender Norms Are Learned

Esp important during 'gender intensification' period

- Late adolescence through early teens
- Interest in gender norms accelerates
- Belief solidifies

Girls lose interest in science, math

Boys drop outs increase / GPAs nosedive





Gender Norms Take Practice





Masculinity & Sex

- Earlier sex and more partners
- Less intimate relationships/sex as adversarial
- More likely to view sexual prowess as proof of manhood
- Stronger belief in pregnancy as validating manhood
- Weaker belief in male responsibility prevent pregnancy
- Stronger belief in force to control female partner
- More likely to engage in bullying, homophobic violence

Masculinity Ideology: Its Impact on Adolescent Males' Heterosexual Relationships. J. Pleck, F. Sonenstein, L. Ku. *Journal of Social Issues*, 49 (3), 11–29, 1993.





Feminine Norms

Machista codes of Femininity among Latinas

- Modest, maternal, obedient, naïve & virginal
- Less likely to carry condoms
- Less likely to learn -- or talk -- about sex (esp w boys!)
- Less likely to have skills/confidence/knowledge to negotiate
- More likely to defer to male sexual prerogatives
- More likely to tolerate male infidelity
- More likely to submit to partner violence

“Gender, Culture, Power: Barriers to HIV-Prevention for Women. Gomez, C. and Marin, B. Journal of Sex Research, Vol. 33, 1996

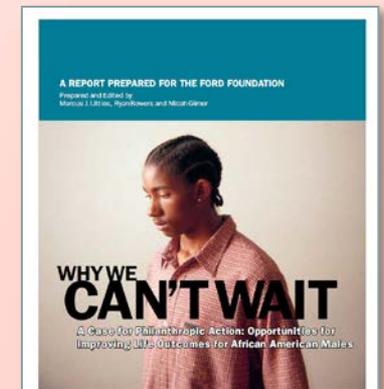




Under-Resourced Environments

- Codes especially narrow
- Strong peer pressure on “the street”
- Harsh punishment for transgression
- Fewer avenues for constructively displaying masculinity or femininity

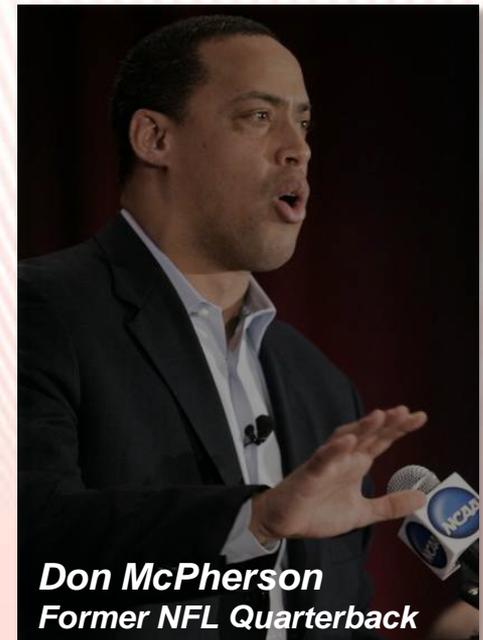
Why We Can't Wait: A Case for Philanthropic Action – Opportunities for Improving Life Outcomes for African American Males
Ford Foundation 2005





Under-Resourced Environments

- **Throw the ball**
- **Have lots of girls**
- **Get lots of money**



“We don’t teach our boys to be men we teach them not be women or homosexual.”

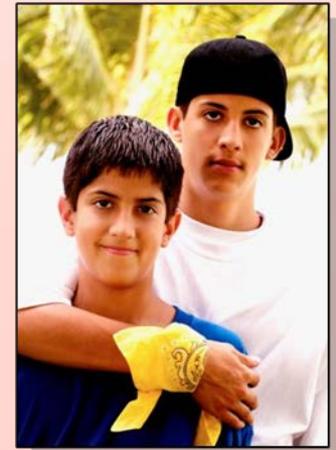
Don McPherson



Gateway Belief System

Not only Reproductive Health but also...

- ✓ Educational Under-Achievement & Drop Outs
- ✓ Male-on-Male and Gang Violence
- ✓ Substance Abuse
- ✓ Girlfriend Abuse
- ✓ Health care access
- ✓ Homo & transphobic violence
- ✓ Juvenile Justice System





So It's All Gender?

No...complex multifaceted problems.

One way to think about it:

Not the “biggest dog in the fight” ...but

The biggest dog NOT in the fight





Strong Research Base

Google scholar masculinity hiv prevention

Scholar Articles and patents anytime

[Love, sex, and power: Considering women's realities in](#)
H Amaro - American Psychologist, 1995 - psycnet.apa.org
... to re- duce their risk of infection has not received serious con
is evident in the pre- ponderance of HIV sexual risk reduction ef
indicates that **masculinity** ideology guides young men's sexual
[Cited by 765](#) - [Related articles](#) - [All 9 versions](#)

[Peer education, gender and the development of critica](#)
[by South African youth](#)
C Campbell... - Social Science & Medicine, 2002 - Elsevier
... Young peoples' sexual encounters were negotiated within a
of **masculinity** portrayed young men as conquering heroes and
in the possibility of changing gender norms as an **HIV preventio**
[Cited by 195](#) - [Related articles](#) - [BL Direct](#) - [All 18 versions](#)

[HIV prevention in the Hispanic community: Sex, cul](#)
BV Marin - Journal of Transcultural Nursing, 2003 - tcn.sagepub
... The need to prove their **masculinity** (and women's expected
men's desires) sets up two oppressive forces: homophobia and
HIV PREVENTION IN THE HISPANIC COMMUNITY 187 ...
[Cited by 84](#) - [Related articles](#) - [BL Direct](#) - [All 5 versions](#)

[HIV prevention research: Are we meeting the needs](#)
[men?](#)
VM Mays, SD Cochran... - Journal of Black Psychology, 2004 - j
... Definitions of identity, **masculinity**, manhood, and sexuality o
and position are potential areas for research exploration in the d
for African American MSM (Dube & Savin-Williams, 1999; Green
[Cited by 99](#) - [Related articles](#) - [BL Direct](#) - [All 9 versions](#)

[... HIV infection, risk behaviors, and perceptions of ris](#)
[opportunities for advancing HIV prevention in the thir](#)
DA MacKellar, LA Valleroy, GM Secura... - JAIDS Journal of ...
... Epidemiology and Social Science. Unrecognized HIV Infection,
Perceptions of Risk Among Young Men Who Have Sex With Men
Advancing **HIV Prevention** in the Third Decade of HIV/AIDS. ...
[Cited by 126](#) - [Related articles](#) - [All 14 versions](#)

[Beyond the biomedical and behavioural: towards an in](#)
[Southern African mining industry* 1](#)
C Campbell... - Social science & medicine, 1999 - Elsevier
... Using DOI Copyright © 1999 Elsevier Science Ltd. All rights res
& Reprints. Beyond the biomedical and behavioural: towards an
to **HIV prevention** in the Southern African mining industry*1. ...
[Cited by 64](#) - [Related articles](#) - [BL Direct](#) - [All 14 versions](#)

[Black men who have sex with men and the HIV epide](#)
DJ Malebranche - American Journal of Public Health, 2003 - ajph
... However, relationships between the social construct of Black
and sexual behavior decisionmaking have not been ... health, mo
increased awareness of **HIV risk**, and improved access to **HIV p**
[Cited by 66](#) - [Related articles](#) - [BL Direct](#) - [All 9 versions](#)

[Structural approaches to HIV prevention](#)

Google scholar femininity hiv

Scholar Articles and patents anytime

[Demonising women in the era of AIDS: On the relationship between cultural constructions of both](#)
[HIV/AIDS and femininity](#)
S Lealerc-Madlala - Society in transition, 2001 - mendeley.com
Results from an ethnographic study carried out in a community within the Durban area concerning
the meaning and symbolic representations given to sexual activities and to **HIV/AIDS** are presented
in this article. The interpretation of the fieldwork material draws on the literatures of the ...
[Cited by 30](#) - [Related articles](#) - [Cached](#) - [BL Direct](#) - [All 2 versions](#)

[Who is epidemiologically fathomable in the HIV/AIDS epidemic? Gender, sexuality, and](#)
[intersectionality in public health](#)
SL Dworkin - Culture, health & sexuality, 2005 - informaworld.com
... Researchers interested in women's vulnerability to **HIV/AIDS** privilege the above assumptions
that are contained in the logic of a sex/gender system not only when studying women, **femininity**,
and **HIV/AIDS**, but also when studying men, **masculinity**, and **HIV/AIDS**. ...
[Cited by 31](#) - [Related articles](#) - [BL Direct](#) - [All 6 versions](#)

[Risking it: Young heterosexual femininities in South African context of HIV/AIDS](#)
S Reddy... - Sexualities, 2007 - sex.sagepub.com
... disease; future marriage and family. It highlights the fragility and ambiguity in the
processes of identity construction and performance of heterosexual **femininity** in an
HIV/AIDS environment. Significantly, the dominant discourses of ...
[Cited by 20](#) - [Related articles](#) - [BL Direct](#) - [All 5 versions](#)

[Condoms, coercion and control: heterosexuality and the limits to HIV/AIDS education](#)
T Wilton... - AIDS: Responses, interventions and care, 1991 - books.google.com
... oppressed, and straight men will in turn be obliged to deny that **HIV**, historically constructed in
the West as a consequence of homosexuality (Weeks, 1985; Watney, 1989), has any relevance
to them. Similarly, as long as **masculinity** is defined in opposition to **femininity**, a social ...
[Cited by 52](#) - [Related articles](#) - [All 2 versions](#)

[CITATION] Gendered Representations of **HIV/AIDS** and the Reproduction of Hegemonic Discourses on
Femininity in Media Images
T Shefer - Draft paper submitted to the International Workshop on ..., 2004
[Cited by 3](#) - [Related articles](#)

[Gender, sexuality and HIV: making a difference in the lives of young women in developing countries](#)
E Weiss, D Whelan... - Sexual and Relationship ..., 2000 - informaworld.com
... broader context are needed. In addition to face-to-face education, the mass media
can play an important role in modifying concepts of **masculinity** and **femininity** and
their relation to sexuality and **HIV risk**. These tools should be ...
[Cited by 57](#) - [Related articles](#) - [BL Direct](#) - [All 4 versions](#)

[CITATION] Dilemmas of desire: performances of **femininity** within the context of **HIV/AIDS**
S Reddy... - Seventh Oxford International Conference on ..., 2003
[Cited by 2](#) - [Related articles](#)

[CITATION] The construction of **masculinity** and **femininity** within the Caribbean context: Relations to
Family, Gender and HIV/AIDS
L Norman - Department of Sociology, Psychology and Social Work, ..., 2003
[Cited by 2](#) - [Related articles](#)

[PDF] [Gender and sexuality: emerging perspectives from the heterosexual epidemic in South Africa and](#)
[implications for HIV risk and prevention](#)
R Jewkes... - Journal of the International AIDS Societv, 2010 - biomedcentral.com

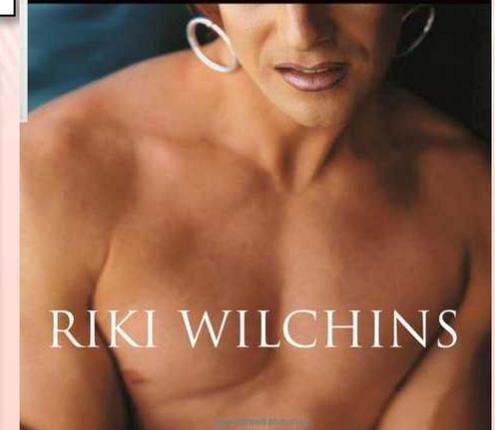
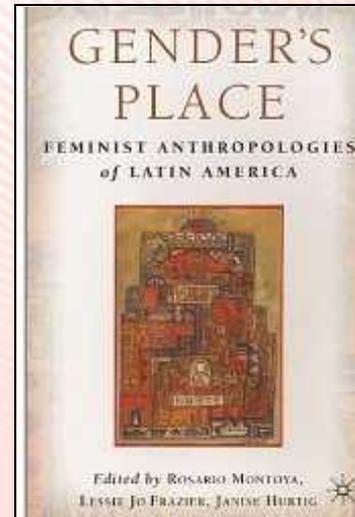
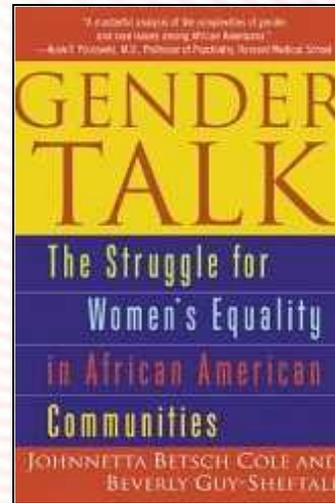
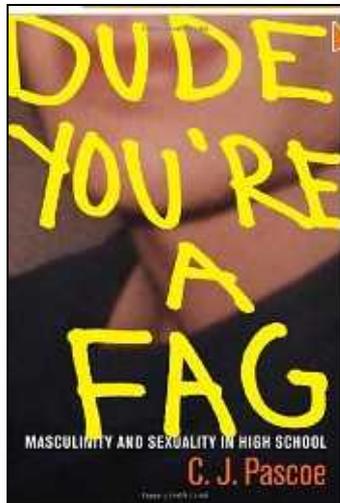
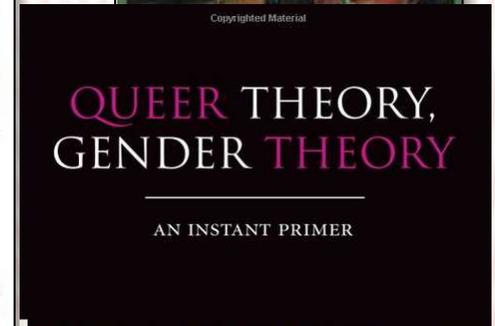
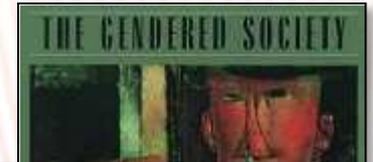
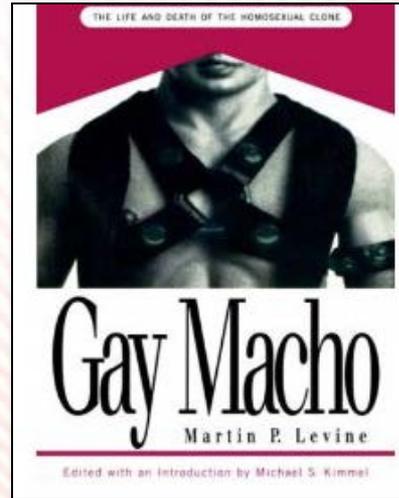
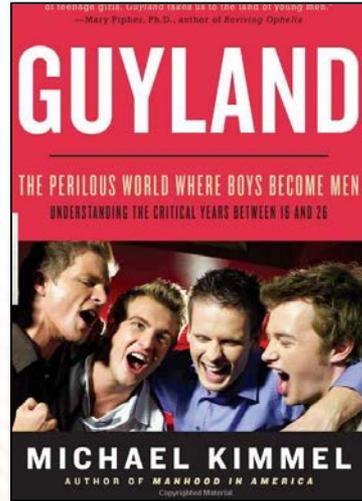
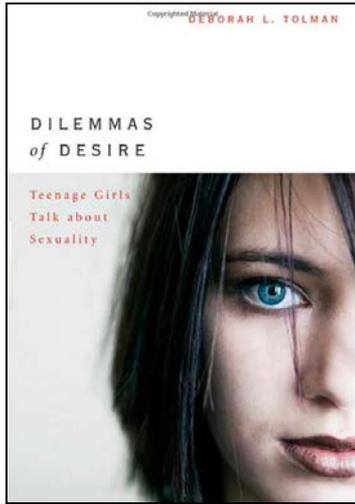


Strong Research Base

<p>Google scholar violence women masculinity</p> <p>Scholar Articles and patents anytime include citations</p> <p>[CITATION] The construction of masculinity and the triad of men's violence M Kaufman - ... by men on pleasure, power, and ... 1987 - Oxford University Press Cited by 163 - Related articles - All 2 versions</p> <p>Masculinity, violence and schooling: challenging/poisonous pedagogies J Kenway... - Gender and Education, 1997 - Taylor & Francis ... To women violence represents an emotion and not coping rather than an exercise literature also suggests that men and women have different orientations to intimate that men who subscribe to traditional versions of masculinity and intimacy territory Cited by 203 - Related articles - BL Direct - All 7 versions</p> <p>Mapping the margins: Intersectionality, identity politics, and violence K Crenshaw - Stanford Law Review, 1991 - JSTOR ... This politicization in turn has transformed the way we understand violence against Moreover, ignoring difference within groups contributes to tension among groups, a problem of identity politics that bears on efforts to politicize violence against women Cited by 2408 - Related articles - BL Direct - All 7 versions</p> <p>book Sex, violence and power in sports: Rethinking masculinity MA Messner... - 1994 - getcited.org ... Sex, violence & power in sports: Rethinking masculinity. Post a Comment. CO SUBJECT(S): Sports; Masculinity; Violence in sports; Gay athletes; Power (Soci Sociological aspects; Psychological aspects. DISCIPLINE: No discipline assigned. ... Cited by 225 - Related articles - Cached - Library Search - All 3 versions</p> <p>When bodies are weapons: Masculinity and violence in sport MA Messner - International Review for the Sociology of Sport, 1990 - irs.sagepub.com ... draws on an emergent critical/feminist literature which theoretically and historically violence as a practice which helps to construct hegemonic masculinity. ... sports larger social construction of masculinities and men's power relations with women Cited by 129 - Related articles - All 6 versions</p> <p>book Boys will be boys: Breaking the link between masculinity and violence M Miedzian - 2002 - books.google.com ... as to how the socialization of boys might be changed in order to decrease violence considerably more difficult for men to question the masculine mystique than for women chapter deals with the view that giving up traditional standards of masculinity is Cited by 237 - Related articles - Library Search - All 3 versions</p> <p>Learning to kill? Masculinity, the family and violence in Natal C Campbell - Journal of Southern African Studies, 1992 - JSTOR ... and assert their masculinity in a range of other ways - reference has already been strategies of investing energies with other women, or drinking heavily, for example to the concerns of this paper, I argue that the behavioural option of violence is a ... Cited by 109 - Related articles - BL Direct - All 3 versions</p> <p>Violence against women LL Heise - Violence against women, 1998 - vaw.sagepub.com ... status/unemployment o Isolation of woman and family o Delinquent peer association system o Male entitlement/ownership of women o Masculinity linked to aggression o Rigid gender roles o Acceptance of interpersonal violence o Acceptance of ... Cited by 123 - Related articles - BL Direct</p> <p>Reconstructing masculinity in the locker room: The mentors in violence J Katz - Harvard Educational Review, 1995 - HEPR ... mandatory at the high school or middle school level, programming committees at the country have historically found it difficult to attract men to programs about men</p>	<p>Google scholar violence homophobia masculinity Search Advanced Scholar Search</p> <p>Scholar Articles and patents anytime include citations Create email alert</p> <p>17,400. (0.83 sec)</p> <p>Adolescent masculinity, homophobia, and violence MS Kimmel... - American Behavioral Scientist, 2003 - abs.sagepub.com Since 1982, there have been 28 cases of random school shootings in American high schools and middle schools. The authors find (a) that the shootings were not a national problem but a series of local problems that occurred in "red states" or counties (places that voted ... Cited by 148 - Related articles - BL Direct - All 12 versions</p> <p>17 Gender Treachery: Homophobia, Masculinity, and Threatened Identities Patrick D. Hopkins PD Hopkins - Race, class, gender, and sexuality: the big ..., 1998 - books.google.com ... of attacks on gay men were made by women. 31 Homophobic violence seems to be predominantly a male activity. What is the relationship between homophobia and masculinity? Is the man who attacks gay men affirming or ... Cited by 36 - Related articles - All 3 versions</p> <p>Masculinity as homophobia: Fear, shame, and silence in the construction of gender identity MS Kimmel - Race, class and gender in the United States: An ..., 2004 - books.google.com ... Page 109. 8 Kimmel/Masculinity as Homophobia 89 not a sissy. (And what will his father or older brothers tell him if he chooses to run home crying?) It will be some time before he regains any sense of self-respect. Violence is often the single most evident marker of manhood. ... Cited by 692 - Related articles - Library Search - All 3 versions</p> <p>book One of the boys: Masculinity, homophobia, and modern manhood D Plummer - 1999 - books.google.com ... Studies from around the world have shown that homophobic violence frequently follows well-documented patterns and that ... homophobia comes about and why it exists, with tracing the meanings that homophobia invokes, and with defining its relationship with masculinity. ... Cited by 146 - Related articles - All 3 versions</p> <p>book The spectacle of violence: Homophobia, gender and knowledge G Mason - 2002 - books.google.com ... THE SPECTACLE OF VIOLENCE Homophobia, gender and knowledge Gail Mason London and New York ... The Sydney Lesbian and Gay Anti-Violence Project is responsible for bringing the issue of homophobia-related violence to public attention in many parts of Australia. ... Cited by 77 - Related articles - Library Search - All 3 versions</p> <p>The quest for modern manhood: masculine stereotypes, peer culture and the social significance of homophobia DC Plummer - Journal of Adolescence, 2001 - Elsevier ... 10. GM Herek and KT Berrill Hate Crimes: Confronting Violence Against Lesbians and Gay Men, Sage, London (1992). 11. ... 16. D. Plummer One of the Boys: Masculinity, Homophobia and Modern Manhood, Haworth Press, New York (1999). 17. ... Cited by 102 - Related articles - BL Direct - All 11 versions</p> <p>Masculinity, violence and schooling: challenging/poisonous pedagogies J Kenway... - Gender and Education, 1997 - Taylor & Francis ... and adult male to child physical and "sexual violence and such matters as masculinity, marginality, sexuality ... As people have become more aware of the extent and consequences of domestic violence, childhood sexual abuse, sexual harassment, homophobia and racial ... Cited by 203 - Related articles - BL Direct - All 7 versions</p> <p>[CITATION] The gender of racial politics and violence in America: Lynching, prison rape, & the crisis of masculinity W Pinar - 2001 - Peter Lang Pub Inc</p>
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Extensive Literature Base





Strong Program Base



Gender norms are “central to improving both individual and societal R/H”

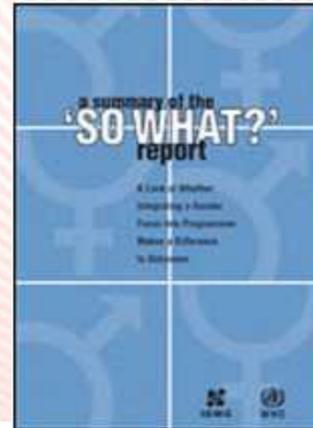
THE UNITED STATES PRESIDENT'S EMERGENCY PLAN FOR AIDS RELIEF
PEPFAR Gender Special Initiative: Male Gender Norms Initiative



USAID
FROM THE AMERICAN PEOPLE

Gender norms “key to effective HIV prevention for MSMs

Promoting New Models of Masculinity to Prevent HIV among MSM in Nicaragua



“Deconstructing masculinity with young men 13-19” to eliminate violence against women and girls





US: The Disconnect

“Gender roles and norms influence, if not define, the behavior of men and women and the interpersonal relationships in which sexual behavior occurs.”

“[We] are ignoring social & contextual factors central to understanding sexuality, HIV risk” and gender violence.”

“Astounding as it may seem, the central role of gender roles in has been largely ignored...

...we are studying sex in a gender vacuum.”

*“Love, sex, and power. Considering women's realities in HIV prevention.” H Amaro . Am Psychol. 1995 Jun;50(6):437-47, **1995** .*





US Disconnect: Programs

1. AIDS Prevention for Adolescents in School
2. Get Real about AIDS
3. Postponing Sexual Involvement (Augmenting a Five-Session Human Sexuality Curriculum)
4. Postponing Sexual Involvement: Human Sexuality & Health Screening
5. Reach for Health Community Youth Service
6. Reducing the Risk
7. Safer Choices
8. School / Community Program for Sexual Risk Reduction among Teens
9. Seattle Social Development Project

10. Self Center (School-Linked Reproductive Health Care)
11. Teen Outreach Program
12. Abecedarian Project
13. Adolescents Living Safely: AIDS Awareness, Attitudes & Actions
14. Be Proud! Be Responsible!
15. Becoming a Responsible Teen
16. California's Adolescent Sibling Pregnancy Prevention Project
17. Children's Aid Society - Carrera Program
18. Community-level HIV Prevention for Adolescents in Low-Income Developments

19. ¡Cuidate!
20. Making Proud Choices!
21. Poder Latino: Community AIDS Prevention Program for Inner-City Latino Youth
22. HIV Risk Reduction for African American & Latina Adolescent Women
23. Project SAFE: Sexual Awareness for Everyone
24. SiHLE
25. Tailoring Family Planning Services to the Special Needs of Adolescents
26. TLC: Together Learning Choices

Not one CDC evidence-based programs is gender transformative...





US Disconnect: Guidelines

Characteristics of Effective Sexuality and HIV Education Programs

Print Version 

The curricula of the most effective programs share characteristics. These programs:

- ▶ Focus on reducing one or more sexual behaviors that lead to unintended pregnancy or sexually transmitted infections, including HIV.
- ▶ Deliver and consistently reinforce a clear message about abstaining from sexual activity and/or using condoms or other forms of contraception. This appears to be one of the more important characteristics distinguishing effective from ineffective programs.
- ▶ Provide basic, accurate information about the risks of teen sexual activity and about ways to avoid intercourse or to use methods of protection against pregnancy and sexually transmitted infections.
- ▶ Include activities that address social pressures that influence sexual behavior.

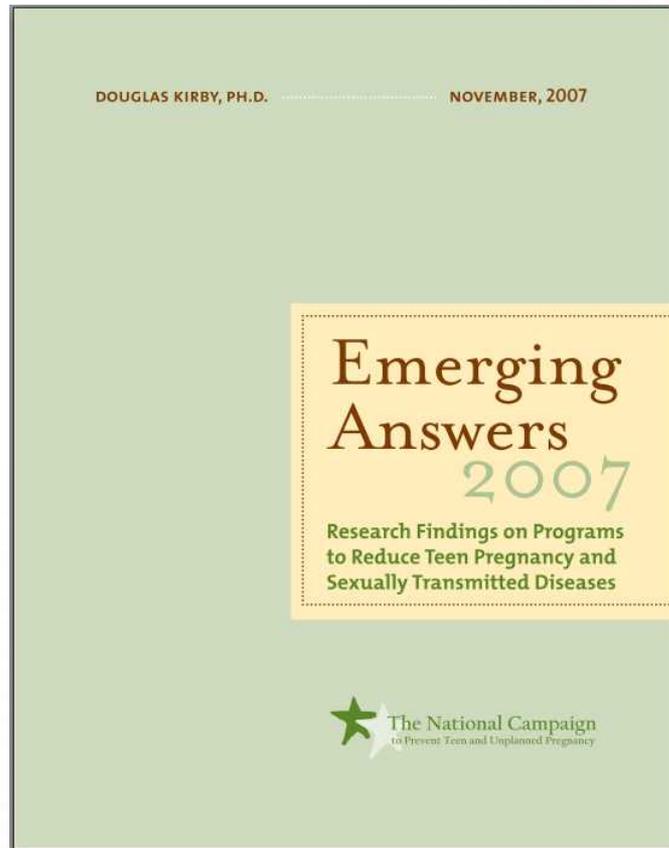
- ▶ Provide examples of and practice with communication, negotiation, and refusal skills.
- ▶ Incorporate behavioral goals, teaching methods, and materials that are appropriate to the age, sexual experience, and culture of the students.
- ▶ Employ teaching methods designed to involve participants and have participants personalize the information.
- ▶ Are based on theoretical approaches that have been demonstrated to influence other health-related behaviors and identify specific important sexual antecedents to be targeted.
- ▶ Select teachers or peer leaders who believe in the program and then provide them with adequate training.
- ▶ Last a sufficient length of time (i.e., more than a few hours).

10 guidelines for effective programs from CDC ignore masculinity and femininity...





US Disconnect: Policy



295. Pleck, J. H., Sonenstein, F. L., & Ku, L. C. (1993). **Masculinity** ideology: Its impact on adolescent males' heterosexual relationships. *Journal of Social Issues*, 49(3), 11-29.

Main prevention guide mentions masculinity (not femininity) in single footnote..



The US Reconnect!

IPPF From choice, a world of possibilities

Men are changing

Case study evidence on work with men and boys to promote gender equality and positive masculinities

Population Council
RESEARCH THAT MAKES A DIFFERENCE

IT'S ALL ONE CURRICULUM

GUIDELINES AND ACTIVITIES FOR A UNIFIED APPROACH TO...
GUIDELINES AND ACTIVITIES FOR A UNIFIED APPROACH TO...

EngenderHealth
for a better life

Synchronizing Gender Strategies
A Collaborative Model for Improving Reproductive Health and Transforming Gender Relations

Gender Synchronization: A New Approach

The new "gender synchronization" strategy takes gender programming to the next level. It makes the case for working with men and women, boys and girls, together in an intentional and mutually reinforcing way that challenges gender norms in the pursuit of improved health and gender equality.

The new publication by the IGWG provides a definition for the concept and gives examples of synchronized approaches in existing interventions and programs to watch.

ICRW



NATIONAL COUNCIL on GENDER

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SIECUS
Population Council
Overbrook Foundation
CDC – Violence Prevention
St Johns University
Ctr for Health & Gender Equity
Ms. Foundation
Ittleson Foundation
Community Education Group
HHS Office of AIDS Policy
Natl Latina Institute for Reproductive Health



California Council on Gender





TrueChild's Reconnect

womenshealth.gov
The Federal Government Source for Women's Health Information



Office of National AIDS Policy



HIV and AIDS Resource Center



colorofchange.org
changing the color of democracy



The Leadership
Conference



CENTER for
COMMUNITY CHANGE



Iris House



Community Education Group
Building Stronger Communities — One Project at a Time





How We Help



Sample partnership with YWCA of Watsonville, CA



Working with an EBP

Cuidate / SiHLE



Program M



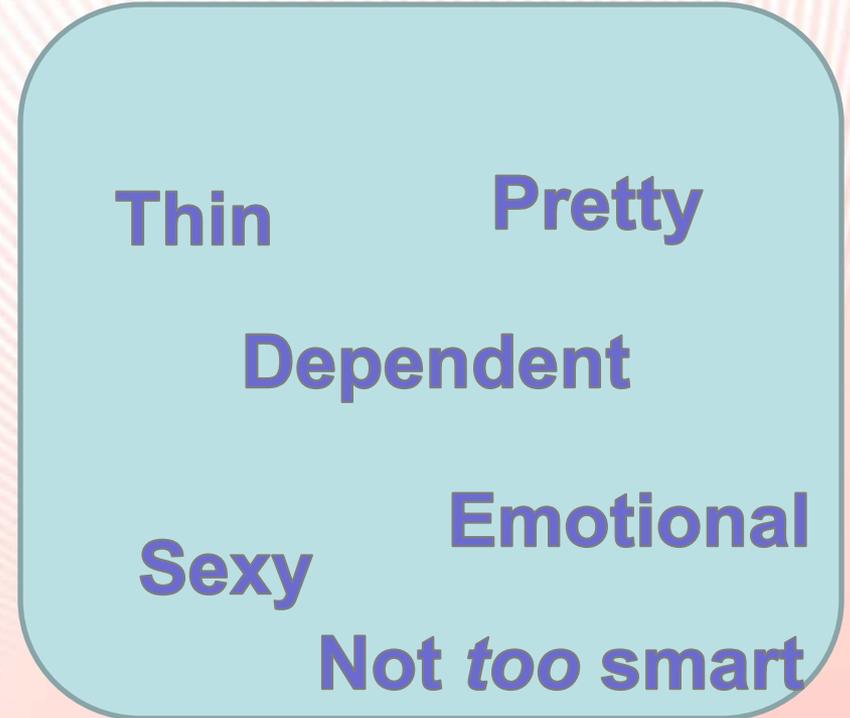
Sample Exercise #1

The “Girl Box/Boy Box”

Man Box



Woman Box





Sample Exercise #2

“What Are You Called?”

Male

Dork

Queer

Cooties

Bitch

Sissy Like a Girl

Fag

Female

Bitch

Ho

Dyke

Skank

Butch

Stacked

Queer

Freak

Cow

Chickenhead

Uglified



Sample Exercise #3

“What Do REAL Men/Women Do?”

Male

Many Girlfriends

Expert

Lots of Sex

Early Sex

Get Girls Pregnant

Emotionally Cool

Controls Girl

Female

Lots of Boyfriends

Not a Virgin..but not
too experienced

Expert but
not too expert

Defer to Guys

Thin/Pretty

Hot



Let Every Child Shine

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