



Programming Principlesⁱ

The Mission of Own It is
*to invite, engage and equip men to speak out and step up to
prevent gender-based violence*

1) Do no harm

As an initiative focusing on working with men and boys, Own It seriously considers any messages, efforts or imagery and how it may unintentionally reinforce negative stereotypes that contribute to gender based violence.

2) Prioritize the rights and needs of survivors of violence

Addressing the needs and human rights of the women and men who experience gender based violence is prioritized over male engagement efforts.

3) Engage with men's interests in promoting positive masculinities

We recognize that there are different conceptions of what it means to be a man, and that different cultural influences impact how masculinity is experienced and projected. Our efforts to promote healthy masculinity links healthy, nonviolent masculinities with culturally compelling gender identities for men.

4) Hold men and male-dominated institutions accountable

While we recognize that not all men perpetrate violence, we also appreciate that all men do need to hold themselves and be held accountable for our personal and political actions, including the ways we condone sexism or violence (at times unintentionally). We also strive to hold institutions accountable for the ways in which institutional action or inaction can maintain harmful norms of masculinity and encourage gender based violence. (See below for our "Principles of Accountability").

5) Address men's vulnerabilities

We recognize men also face discrimination, inequalities and oppression. We strive to recognize and address the ways in which men also experience injustice, including many forms of violence that can also be understood as "gender based." Our work on healthy masculinity is integrated in efforts to overcome sexism, social inclusion, homophobia, racism and other forms of domination and oppression.

6) Recognize sexual diversity and sexual rights

We recognize that not all men are heterosexual, do not necessarily define as "men" or were not born male, and that men express their masculinity in many varied ways. We ground our work in ways that strive to recognize this diversity and promote the rights of all to express their sexuality openly and honestly.

7) Employ positive messages and multiple strategies

We focus on the positive messages of men's involvement and engagement. We strive to create spaces where men can: learn more about the issues related to masculinity, sexism and violence from their diverse beliefs and attitudes without being judged; participate without feeling threatened; and reflect on their own attitudes about women and violence.

Principles of Accountabilityⁱⁱ

- 1) We maintain the safety of women and girls as a primary consideration and women's rights and empowerment should remain central
- 2) We strive to promote and support women's leadership in our efforts to engage men
- 3) We support and work to preserve and support protect women only spaces
- 4) We work to continually evaluate to ensure the perspectives of people of all sexualities and genders, with particular attention to the perspectives of those who are most directly impacted by sexual and intimate partner violence, and
- 5) We strive to create programs that go beyond small scale educational interventions targeting individual change and focus on mobilizing men's support for wider societal change.

ⁱ Adopted from *Working with Men and Boys to End violence Against Women and Girls: Approaches, Challenges and Lessons* (US AID, 2015); and the Core Principle developed by the Global MenEngage Alliance.

ⁱⁱ From *A Practical Guide on Community Programming on Violence Against Women and Girls* (Department for International Development, 2012)