



— UNESCO CHAIR —
**Global Health
& Education**

Education for Positive Masculinity and Violence Prevention
Pr. Didier Jourdan – 27 January 2025

Five ideas to be shared

1. Contributing to influencing social norms through education

2. A comprehensive approach to the determinants of gender-based violence

3. Positive masculinity education: not just for but with boys!



4. Schools are key places for reshaping social norms, but what does this mean in practice?

5. Educating girls and boys, two sides of the same coin: A Call to Action



Contributing to influencing social norms through education



- Harmful norms contribute to gender-based violence, physical and mental health issues, and societal inequality.
- Contributing to influencing social norms through education
- Developing the capacities of all children and young people: a question of citizenship
- Positive masculinity promotes empathy, non-violence, and gender equality while challenging harmful stereotypes.

Contributing to influencing social norms through education

Where do young men learn the social norms of masculinity?

Families, friends, peers

Communities
(Associations, Sports clubs, Faith communities ...)

School system

Mass media, media on demand, social media

Cultural system: museums, libraries...

Primary care system

...


Formal
Informal
Non-formal





A comprehensive approach to the determinants of gender-based violence

- Tackling gender-based violence requires a comprehensive, multi-sectoral approach that addresses its root causes, provides support for victims, and ensures accountability for perpetrators.
- Education and Awareness:
 - Promote a culture of human rights that challenges discrimination and fosters respect for dignity and equality.
 - Educate communities about gender-based violence, its forms, and its impact. This includes teaching young people about consent, healthy relationships, and gender equality.
 - Challenge harmful gender roles and stereotypes through campaigns, training, and peer-to-peer education.
 - Combat victim-blaming attitudes by raising awareness about the societal impact of GBV and supporting victims.



Positive masculinity education: not just for but with boys!

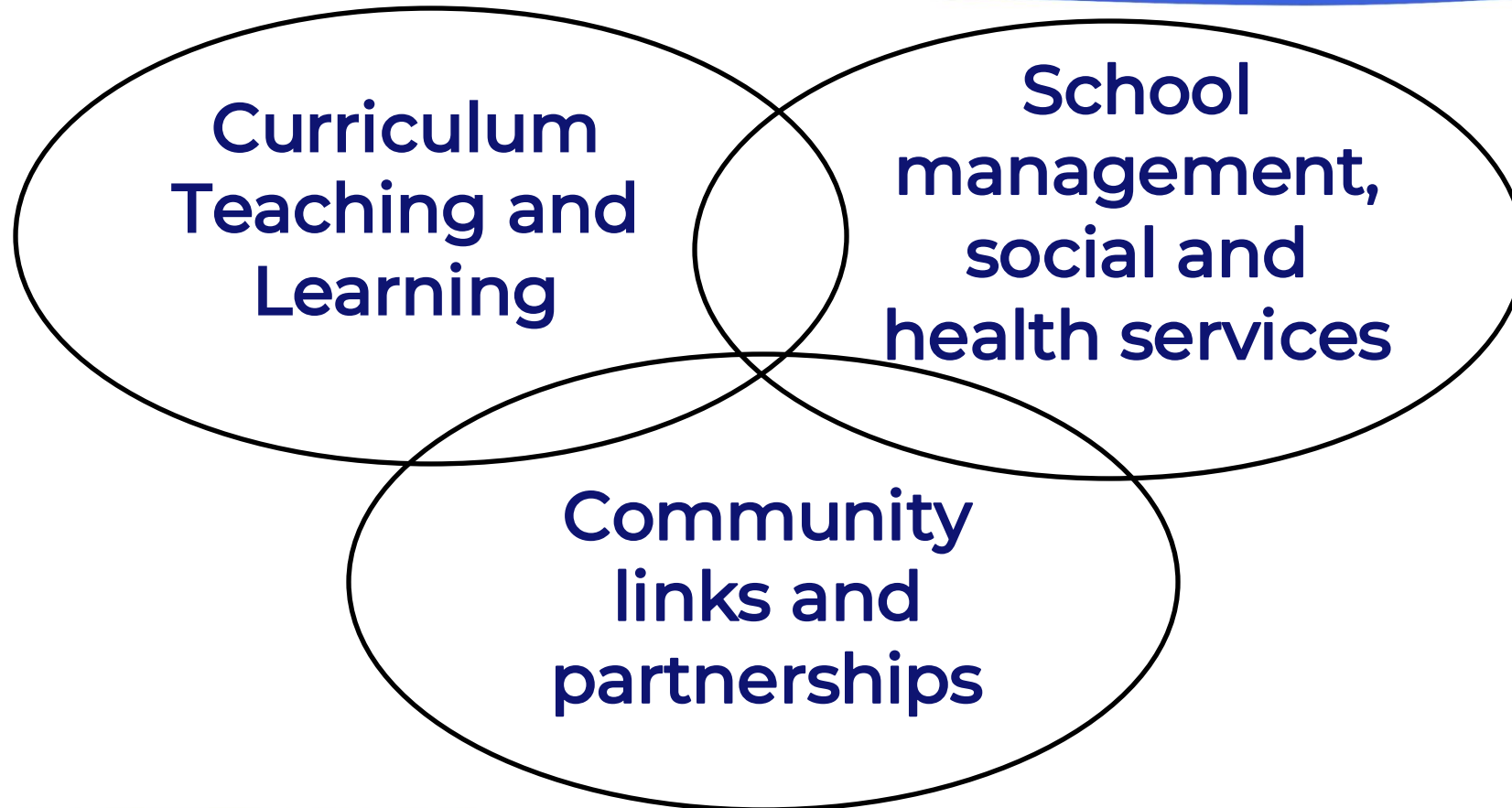
- Work with boys and men in reshaping societal norms. No one of them left behind...
- The social pressure...
- Involve men and boys as allies to challenge toxic masculinity and promote positive gender norms.
- Implement programs encouraging men to take active roles in preventing violence and supporting equality.



Approaches that emphasizes collaboration rather than exclusion, fostering a shared responsibility for gender equality



Schools are key places for reshaping social norms, but what does this mean in practice?





Schools are key places for reshaping social norms, but what does this mean in practice?

- Schools have a Transformative Power, but they are not magic wands.
- Schools to develop a structured and systematic plan to act on violence determinants in three ways:

Action on the **living conditions** that influence the school climate

Education of students (media education, stereotypes...),

Access to health and social services



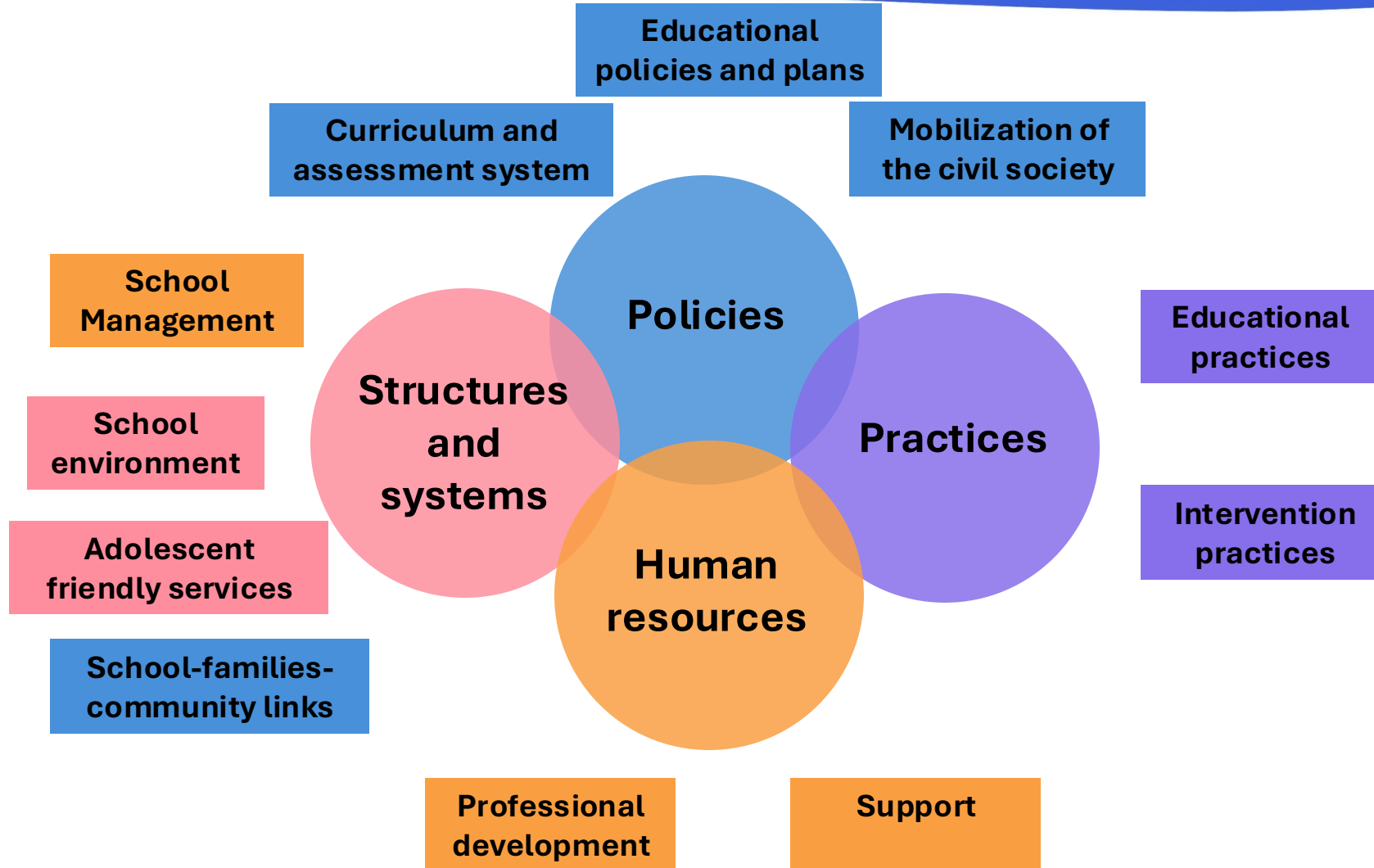
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A need for coherence



Training, Support, Resources, Social and Technological innovation

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A call to action

- Education is pivotal in transforming harmful norms into positive expressions of masculinity and now is the time to take action.
 - What positive role models are we offering boys?
 - What kind of future are we offering boys?
- Educating girls and boys: two sides of the same coin.
- Promoting remarkable initiatives such as Transforming MEN'talities , teensLIVE.AM ...
- Invest in comprehensive educational programs promoting respect and empathy.
- Foster partnerships between schools, communities, and policymakers.



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