



Engaging Men and Boys in Domestic Violence Prevention through sport: Opportunities and Promising Approaches

The main purpose of this report is to enhance the capacity of policy makers, systems leaders, clinicians, service providers and the community at large to significantly reduce the rates of domestic violence through sport. Following the goal of “CORE” project to raise public attention on decreasing violence against women and girls, promote gender equity, healthy relationships and a new vision of masculinity, to conduct a literature review and a scan of promising practices, we will highlight promising policies, programs, practices and citizen - led initiatives aimed at engaging men and/or boys in prevention of domestic violence.

Many of the good practices, mentioned in this research can be implemented and used in EU countries and based on the experience of non-EU countries, can be improved the current high level of domestic violation.

The rationale for involving men and boys in violence prevention are:

- The majority of men do not use violence nor condone it, domestic violence is still largely perpetrated by men;
- Constructions of male identity and masculinity play a crucial role in shaping some men’s perpetration of physical and sexual assault;
- Men have a positive role to play in helping to end men’s violence and men and boys shape and send powerful messages about relationships, violence, and power.
- Men often have greater access to resources and opportunities to influence large social structures and institutions and can therefore play a critical role in preventing domestic violence.

The Role of Sports and Recreation in Domestic Violence Prevention

Some of the earliest initiatives to engage men and boys in the prevention of violence and promotion of gender equality recognized the influence and importance of sports and athletics. Sports and recreation are a gathering point for men and boys and a space where masculine norms are formed and enforced. Given the influence of athletes and coaches on men and boys, these norms can be far reaching in the construction of masculinity. Research and practice literature make connections between sports, violence, sexual assault myths and violence perpetration. Engaging men and boys through sports and recreation presents both Opportunities and challenges. In terms of opportunities, sports and recreation provide institutionalized locations where men and boys are present and where teaching and



mentoring are part of relationship development. Research from Futures Without Violence (formerly Family Violence Prevention Fund) in the United States purports that sports and recreation are areas where adult men have expressed a willingness to work towards ending violence. By engaging men as coaches and young men and boys as participants, these venues can address several stages of the life - cycle approach; there are multiple positive roles involved, including engaging men as bystanders, peer influencers and mentors. Strategies can be adapted and made relevant to many different kinds of sports and recreation. As exemplified by global campaigns hosted by the White Ribbon Campaigns in various nations, athletes, both famous and non-famous, can be positive messengers and norm-shapers. The work to engage men and boys in violence prevention through sports and recreation also contains a number of challenges. This was highlighted in a small qualitative study by Lyndon, Dufy, Smith and White (2011), where 11 male highschool coaches were asked for their perspectives on the roles they could play in preventing sexual violence. All respondents felt they had the capacity to influence their athletes and almost all coaches felt that part of their role was to offer support in areas that impacted their players' academic lives or their game. However, the coaches did not identify prevention of sexual violence as an area for their involvement and some expressed their own views of blaming the victim and minimized sexual violence as a problem. In addition, implementing violence prevention initiatives through sports and recreation can be complex and challenging due to the hundreds of sports governing bodies based on region, sport type and competitive levels. Also, the amount of sanctioned violence in some professional sports can create a paradox between what may be taught at amateur levels and what is enacted at professional levels. There are also numerous men and boys who do not participate in sports culture. Developing violence - prevention strategies that connect with men and boys in alternative cultural settings, such as arts and sciences, is another route to be further explored.

Examples of Sports & Recreational Initiatives

Eight promising initiatives were identified, including one policy, five programs/projects, and two citizen-based initiatives. The research identified a focus on behaviour-change programs, community awareness efforts and approaches that promote institutional change of sport organizations and cultures. Efforts reflect multiple intersections of masculinity, homophobia, peer influences, sexual assault, harassment and violence. Coaches, athletes and others involved in sport culture, such as parents, are target populations for programs, policies and initiatives related to this entry point. Mentors in Violence Prevention (MVP) in the United States is an example of a well-established and highly evaluated program focused on men and boys that equips coaches and athletes with information and tools to engage effectively as bystanders in violence prevention and also better comprehend their roles in gender equality. One evaluation of MVP comprises both qualitative and quantitative data derived from 475 participants. The results indicated an increase in norms that promote gender equity, a reduction in rape-supporting beliefs, and an indication from most participants that they would support a female friend who discloses that she is in an abusive relationship. Coaching Boys Into Men is another example of an evaluated program that



uses multiple strategies to engage men and boys in violence prevention including a media campaign and the training of coaches and athletes. This approach was evaluated using a randomized controlled trial with 2,000 student athletes and 120 coaches. The results showed an increase in knowledge about abusive behaviours and gender-equitable attitudes and an increase in intention to intervene on the part of participating coaches. An evaluation of the media campaign indicated that men who saw the public service announcement were more likely to identify violence against women as an important problem than those who did not. Canada's Respect in Sport is another example of a promising initiative that has both policy and practice implications. This initiative worked with Hockey Canada to establish a Respect in Sport (RIS) certification requirement for coaches and parents that underscores a zero-tolerance for violence and places an emphasis on healthy relationships. Similar collaborations include the Whitemud West Bantam Coach Training program, which is working in partnership with the Alberta Council of Women's Shelters. Other co-ed sports and recreation initiatives also hold promise as approaches in this area and connect with the peer relationships entry point. An evaluation of a co-ed program called Bringing in the Bystander was conducted using a pre-and post-test design administered to a participant group of 53 athletes and a control group of 86 who did not participate in the program. Results showed an increase in bystander confidence and an increase in participants' intentions to engage in positive bystander behaviours to disrupt incidents of sexual and partner violence the Australian Football League provides an example of an organizational policy initiative: it implemented a sexual assault prevention policy that includes awareness and education, as well as measures and regulations to address sexual harassment and discrimination within the league. This policy is currently used by the Australian National Plan to Reduce Violence Against Women and Their Children "to work with sporting codes to develop and implement respectful relationships education for players"

THE ROLE OF SPORTS AND RECREATION IN DOMESTIC VIOLENCE PREVENTION

A. Sports and Recreation: Policies and Policy Recommendations Primary Prevention

The research could not identify any relevant government policies specifically around the use of sports, coaching and recreation to engage men on gender equality and violence prevention. Hockey Calgary's adoption of the Respect in Sport (RIS) certification is an organizational policy that is part of a larger initiative. Details on this approach are provided in the Practices and Programming section.

Secondary/Tertiary Prevention - Respect and Responsibility Policy – Australia

In terms of policy interventions, the Australian Football League's (AFL) Respect and Responsibility Policy (AFL, 2005) is an example of a response to allegations of sexual violence. The AFL commissioned LaTrobe University and Victorian Health Promotion Foundation to develop a training curriculum and resources for the 16-team league in



response to allegations of gang rape and widespread sexual harassment of women in 2004 and 2005 (AFL, 2005; Mewett & Toffoletti, 2008). This included sexual harassment and discrimination policies, changes to the “code of conduct”, as well as a public education campaign (Dyson & Flood, 2008). Currently, this approach, now titled the Respect and Responsibility Policy Program has expanded to become a national program, and includes many clubs beyond the AFL. A focus on education and prevention through implementation of training and public awareness as well as policy development is a primary prevention approach. The Respect and Responsibility Policy Program overlaps with the section on Workplace approaches included in this paper.

B. Sports and Recreation: Practices and Programming

Primary Prevention Mentors in Violence Prevention – USA

With origins as far back as 1993, Mentors in Violence Prevention (MVP) is one of the earliest primary prevention projects to engage men and boys in violence prevention through sports. MVP views sports and athletics as venues to resist the normalization of violence and places where there is opportunity to affect change. Athletes, and student athletes in particular, are identified as gatekeepers of establishing and perpetuating healthy or harmful masculinities. They are viewed as key agents of change, particularly on college campuses where this project originated (Katz, 2011). MVP uses a bystander approach intended to provide men and boys, athletes and coaches the tools and skills to more effectively intervene to prevent and address situations of violence. It also challenges men and boys to understand their roles in an inequitable system that disproportionately harms women and girls. The heart of the training consists of role-plays intended to allow students to construct and practice viable options in response to incidents of harassment, abuse, or violence before, during, or after the fact. Students learn that there is not simply ‘one way’ to confront violence, but that each individual can learn valuable skills to build their personal resolve and to act when faced with difficult or threatening life situations”

1). The program has also been adapted for use in the military, high schools and sports associations (see Whitemud-West Minor Hockey Association below). The Mentors in Violence Prevention (MVP) model, also used in schools to prevent gender-based violence and bullying, encourages young people to become leaders in their schools and communities. MVP has been implemented among student athletes as well as general student populations in high schools and post -secondary institutions (Katz, 2011). The MVP Program has been formally evaluated on several occasions, and results have subsequently helped strengthen the program design (Katz, 2011).“ Extensive research has proven MVP to be highly effective in creating positive and significant changes in students’ knowledge, attitudes and behaviours regarding gender violence. An in-depth program evaluation conducted from 1999 – 2002 collected qualitative and quantitative data from 475 student leaders from 20 different urban, suburban, and rural high schools”



2). A majority of participants expressed interest in getting involved in preventing violence; most indicated they would support a female friend in an abusive relationship and would intervene in situations where their male peers are verbally abusive to women. The results also indicated an overall reduction in rape-supporting beliefs coupled with an increase in gender equitable norms. This approach overlaps as a promising practice within the Peer - Relationship section of this paper. Whitemud West Bantam Coach Training – Canada Whitemud West Bantam Coach Training is a collaborative project between Alberta Council of Women’s Shelters (ACWS) and the Whitemud - West Minor Hockey Association (WWMHA). The goal is to build a sustainable program in the WWMHA that trains and supports coaches to integrate information and intervention practices to address violence. The proposed outcomes are attitude and behaviour change of coaches and players towards violence against women, as well as improved responsiveness to situations of violence in the minor hockey setting. The first stage of this approach involved a training session with educator Jackson Katz, based on the MVP program outlined in the above section. The Goals for Life Off the Ice Playbook (ACWS) was created, giving coaches a tool with themes, teachable moments and talking points for use with players. Coaches were contacted at different stages in the project to answer questions and provide support for difficult real-life scenarios with players/athletes (ACWS, 2010). To date, coaches participated in a project evaluation through post- training questionnaires and individual follow - up interviews. The preliminary evaluation results demonstrated an increased awareness among coaches about the issue of violence against women, including its prevalence and how it impacts men. Coaches also recognized that they had a role to play in changing attitudes about violence against women and agreed the project helped them learn new strategies to address this with their players/athletes. The coaches further commented that the project should represent a first step in a larger initiative focused on preventing gender-based violence, with this work becoming an integrated part of the coaching role. The post-project interviews also highlighted the challenges of introducing this approach into a hockey setting (ACWS, 2011).

Grassroots Soccer – South Africa and Global Grassroots Soccer programs

Grassroots Soccer – South Africa and Global Grassroots Soccer programs focus on long - term engagement through sports that promote attitude and behaviour change around health and risk and the primary prevention of HIV/AIDS. The program “operates flagship sites in South Africa, Zambia and Zimbabwe and has helped design and launch sustainable projects in Botswana, Ethiopia, Kenya, Lesotho, Malawi, Namibia, Sudan, Tanzania, Guatemala and the Dominican Republic” (Grassroots Soccer, 2012a, para.1). The program includes comprehensive resources for coaches and a public awareness effort through popular media. Celebrity soccer stars are also utilized as messengers of campaign priorities (Grassroots Soccer, 2012b). South Africa’s Grassroots Soccer has built an integrated skills curriculum that focuses on developing basic life skills to help boys and girls adopt healthy behaviours. Approximately 10 evaluations were conducted to assess the impact of the Grassroots Soccer program (Grassroots Soccer, 2012b). Although most studies focused on participant



knowledge about HIV/AIDS and their use of condoms (e.g., Botcheva & Huffman, 2004; Bor, 2006), several reports identified a need to increase healthy behaviour and attitudes to prevent HIV/AIDS. For example, project stakeholders from health, academic, governmental and non-governmental organizations in Africa emphasized “ respect for girls and women” as a necessary element in reducing the spread of sexually transmitted infections (Fuller et al., 2010, p.547). Overall, most program evaluations indicated a positive impact on knowledge, attitudes and communication skills of participants related to sexual health. For instance, a 2008 behavioral survey found that two –five years after the program intervention, participants in Zimbabwe were nearly six times less likely than their matched peers to report sexual debut between 12-15 years, four times less likely to report sexual activity in the last year, and eight-times less likely to report ever having had more than one sexual partner. (Rosenbauer & Kaufman, 2009, p. 6) The program demonstrated impact in preventing risk-taking behaviour and increasing knowledge Grassroots Soccer, 2012b).

Coaching Boys Into Men (CBIM) –USA

Coaching Boys Into Men (CBIM) –USA - a U.S.-based campaign by Futures Without Violence. “ CBIM’s core goal is to inspire men to teach boys the importance of respecting women and that violence never equals strength” (Futures Without Violence, 2012, para.1). CBIM was launched in 2001 as a media awareness campaign and is currently one of the oldest public awareness campaigns focused on men and boys. The campaign evolved significantly since its origins and today focuses on equipping sports coaches with strategies, scenarios and resources needed to promote healthier attitudes and behaviours. CBIM also centres on preventing harassment, sexual assault and violence in relationships. Internationally, the campaign has been adapted into Spanish and French and has been used in India with cricket as the foundational sport (Futures Without Violence, 2012). A cluster-randomized trial completed in 2011 with 2,006 male high school students from 16 schools examined the effectiveness of CBIM approach. Athletes who attended the program indicated higher levels of engaged bystander behaviours and bystander intentions (intentions to intervene positively), as compared to the study’s control group. The trial group also reported a greater recognition of abusive behaviours (Miller et al., 2012).

Respect Group Inc. – Canada

Respect Group Inc. promotes several educational programs including Respect in Sport for both coaches and parents, Respect in School and Respect in the Workplace. These programs address abuse, harassment, bullying and neglect. Information is also provided on hazing, discrimination, power imbalances and emotional and physical development. The Respect in Sport program provides coaches, referees and camp counsellors with tools to identify, respond and report cases of abuse, bullying, harassment and neglect. Hockey Calgary has made the Respect in Sport (RIS) certification a requirement for coaches and all parents who want to register their children (Hockey Calgary, 2012). The certification is an



online course that takes one hour to complete, and the initiative includes numerous resources, information and training. The purpose of RIS is to create a safe sporting environment where participation and fun are priorities and abuse and harassment are not acceptable. The Respect in the Workplace program focuses on workplace rights and responsibilities of employees and managers, appropriate behaviour, how to intervene in workplace bullying, and discrimination and harassment. Respect in School focuses on appropriate and inappropriate behaviours in an adult to child relationship, with a special emphasis on the school environment. This program targets all individuals in a learning environment, including administrators, teachers, custodians, school bus drivers and parent volunteers (Respect Group Inc., 2009). Respect Group Inc. overlaps with the Workplace entry point. C. Sports, Coaching, and Recreation:

Community and Citizenled Initiatives

Primary Prevention White Ribbon Campaign

Canada and Global White Ribbon Campaigns have used amateur and professional sports as a venue for raising awareness, engaging men in violence prevention, and community mobilization in numerous countries such as Canada, Italy, UK, Australia, Scotland, Denmark and the U.S. The campaign involves leveraging men's interests in the area of sports to conduct awareness and mobilization efforts. These campaigns range from single game events to season - long initiatives. They involve sports as diverse as hockey, soccer, cricket, rugby, swimming and Australian Rules football (WRC, 2012c). In Denmark, the National soccer team promoted an awareness campaign called, "Give a Red Card To Violence Against Women" in partnership with the Ministry of Equality in September 2011 (Inside World Soccer, 2011). In Alberta, the Grand Prairie Storm, an Alberta Junior Hockey League Team, used the White Ribbon Campaign as an awareness-raising effort, and dozens of communities across Canada have done the same (Grand Prairie Storm, 2011).

NFL Dads Dedicated to Daughters – USA

NFL Dads Dedicated to Daughters is an initiative of A Call To Men (ACT Men), a U.S.-based organization working with men to challenge and change traditional male stereotypes and engage men in violence prevention (A Call to Men, 2010). In 2009, ACT Men partnered with the National Football League (NFL) on a book project and awareness campaign entitled NFL Dads Dedicated to Daughters. This project engaged prominent NFL players with daughters to pose for pictures and reflect on different issues including fatherhood, gender equality, masculinities and healthy relationships. The book highlighted the relationship constructs of teacher-student, provider-protector, friend-confidant and fan-champion. Several NFL players were recruited as spokespersons for both ACT Men and the campaign for media and public speaking activities.



Secondary/Tertiary Prevention

No promising practices and programming were located in this area.

THE ROLE OF THE WORKPLACE IN DOMESTIC VIOLENCE PREVENTION

A. Workplace: Policies and Policy Recommendations

Primary Prevention Occupational Health and Safety Act – Canada

In 2010, Ontario amended its Occupational Health and Safety Act (2011) to address workplace harassment and strengthen protections for workers from workplace violence. The amendments include the requirement that employers must have a policy on workplace violence that addresses violence from all possible sources, including domestic partners, and take reasonable precautions to protect workers when domestic violence“ follows them” to the workplace. To assist employers in creating sound workplace policy around domestic violence, both the Occupational Health and Safety Council of Ontario and the University of Western Ontario’s Centre for Research and Education on Violence against Women and Children have developed comprehensive resources for employers.

Workplace Safety and Health Regulations – Canada.

In 2011, the Province of Manitoba amended its Workplace Safety and Health Regulations to require all workplaces involved in public services to develop and implement violence prevention policies. Employers must also provide training for their workers on the policy and ensure that all employers follow and comply with the stipulations of the policy (CPI, 2011).

B. Workplace: Practices and Programming Primary Prevention

Male Champions of Change – Australia

Male Champions of Change (MCC) is a corporate initiative composed of business and institutional leaders convened by the Australian Human Rights Commission. MCC has a broad mandate of promoting and inspiring women’s leadership in the workplace but includes a specific objective to address violence in the workplace. The initiative includes CEOs and board members from corporations who are leading efforts to address women’s equality in the workplace. MCC highlights three incremental steps in achieving gender equality in the workplace:

- Promote organizational interest and work to remove barriers and challenges;
- Shift from policy to practice and implementation, ensuring commitment and buy-in across all levels of leadership and front line;



- Be a driving force for true culture change within an organization where a culture of inclusive leadership is emphasized (Australian Human Rights Commission, 2011). This initiative helps to advance the point that men and women can work together to promote greater equality and safety in the workplace and in society.

Secondary/Tertiary Prevention

Taking a Stand/Family-Business Connect –Canada

“The Alberta Council of Women’s Shelters (ACWS) is a province-wide organization supporting women’s shelters and their partners through education, research and services for the benefit of abused women and their children” (ACWS, 2012a, para.1). ACWS implemented Taking A Stand, a five-year project focused on working with men and boys in preventing and responding to domestic violence. Workplace engagement initiatives within this project include Breakfast with the Guys and the Domestic Violence & Your Workplace project. The goal of this initiative is to raise general awareness about violence and discrimination and challenge attitudes that contribute to the use of violence. In partnership with ACWS, Edmonton Mayor Stephen Mandel promoted the Family-Business Connect initiative, designed to foster partnerships “between major businesses and ACWS aimed at raising awareness of domestic violence and its impact on the workplace, the family and the community” (ACWS, 2012b, para.1). ACWS’s contributions to the partnership include providing participating businesses “with the tools and information to educate and engage employees in the workplace and in the community in efforts to end domestic violence” (ACWS, 2012b, para.2). The ACWS Domestic Violence & Your Workplace Toolkit incorporates several resources, including:

- A binder for employers with information resources;
- A framework for developing a response to domestic violence in the workplace;
- A curriculum to support the implementation of the toolkit; and evaluation tools.

ACWS provides employers with facilitation, consultation, and training to assist them with all aspects of implementation of the workplace toolkit. Evaluation of the toolkit is still in its planning state at the time of writing this report.

Corporate Alliance to End Partner Violence – USA

The Corporate Alliance to End Partner Violence is a U.S.-based coalition of approximately 60 corporations with a commitment to address the impact of violence in the workplace and end domestic violence in the community. Alliance members exchange information, collaborate on projects and promote change within the corporate world and in society at large. The Alliance supports and promotes various initiatives aimed at ending domestic violence through its corporate members.

Examples include:

- webinar series on domestic violence;



- local and national conferences on workplace and violence;
- business exchanges on workplace policies and practices;
- research on attitudes about domestic violence;
- resources focused on preventing domestic violence in different contexts for the workplace (Corporate Alliance to End Partner Violence).

C. Workplace Approaches: Community and Citizen-led Initiatives

No promising practices and programming were located in this area.

The Role of Sports & Recreation in Domestic Violence Prevention				
Name	Policies & Policy Recommendations	Practices & Programming	Community & Citizen-led Initiatives	Country
Respect & Responsibility Policy	X			Australia
Mentors in Violence Prevention		X		USA
Whitemud West Bantam Coach Training		X		Canada
Grassroots Soccer		X		South Africa / Global
Coaching Boys Into Men		X		USA
Respect Group Inc		X		Canada
White Ribbon Campaign			X	Canada / Global
NFL Dads Dedicated to Daughters			X	USA

Research developed by: Project team, coordinated by Yoanna Dochevska, Bulgarian sports development association

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