



2012

annual report

promundo

Created in 1997, Promundo is a Brazilian non-governmental organization with offices in Rio de Janeiro - Brazil, Washington, DC – United States of America and in Kigali - Rwanda.

Promundo's mission is to promote caring, non-violent and equitable masculinities and gender relations in Brazil and internationally.

While separately registered as independent NGOs in each of their respective countries, the three Promundo offices operate as one organization with a shared mission statement, objectives, communications and advocacy.

What we do:

- ▶ Conduct research to build the knowledge base on masculinities and gender equality;
- ▶ Develop, evaluate and scale up gender transformative interventions and policies;
- ▶ Carry out national and international advocacy to achieve gender equality and social justice.

Editorial

By Gary Barker, International Director, Promundo-US

2012 was marked by the expansion of Promundo's activities to new contexts and by our growing specialization in the methodologies and research that we have worked on since Promundo was founded.

Thanks to the work developed in 2012, the MenCare Global Fatherhood Campaign is taking root in the vulnerable area of tea plantations in the center of Sri Lanka, where teachers, women, men and children have reported the reduction of violent incidents and the rise of school attendance as a result of the involvement of fathers in children's education. Just one year after its launch, the campaign and its activities have been implemented in seven other countries.

Our initial efforts to transform masculinities through gender equality work in Africa's Great Lakes Region are also beginning to produce results. Stories of change have come from men in Rwanda who participated in "Journeys of Transformation," the CARE-Promundo initiative to engage men as allies in women's economic empowerment. One man said, "I used to treat my wife like an animal before. I acted like a lion, in charge of everything. Today I realize how I treated my wife back then and the harm I have caused her. Now that we share decisions, our life is better." He even mentioned that their sex life had improved, causing his audience to laugh.

In Brazil, our growing specialization in the use of sports to reach men with messages on gender equality has generated interest from embassies, companies, and the UN during the preparations for the 2014 World Cup and the 2016 Olympic Games. Years of advocacy work with the Ministry of Health have also been key to Promundo's successes, and have helped the Brazilian government to embrace Program P, our new intervention to promote involved fatherhood through the health sector, as well as the MenCare campaign in Brazil, "You are my father" (Você é meu pai).

Our multi-country study IMAGES (The International Men and Gender Equality Survey) has been implemented in partnership with the International Center for Research on Women and Sonke Gender Justice Network in several sub-Saharan Africa contexts and has been recognized as a model study on masculinities and gender equality.

Promundo ended 2012 with a great challenge: conducting IMAGES research in Goma, Democratic Republic of Congo, together with Sonke Gender Justice Network, in the middle of a wave of conflict that left thousands of people without shelter and triggered the occupation of Goma by M23, the armed group supported by Uganda and Rwanda. Promundo was only able to meet the 55 researchers from the Mental Health Institute of Goma and partner organizations Heal Africa, Women for Women International, amongst others to discuss the use of the research findings two weeks after the departure of M23 from Goma. Amidst energy breaks, concern about their families and the potential escalation of the conflict, they insisted that it was necessary to bring the findings to the international humanitarian community and demonstrate how toxic the conflict has been for gender relations, family life and violence against children, women and men. It was a moment of affirmation of our joint cause and our work. To some extent we believe that Promundo brought a different energy to Goma.

We have no doubt that in 2012 Promundo made significant progress in its work towards social and gender justice.



PROGRAMMATIC AREA

TrAnSf0Rming gender n0Rms

sEnStitizAtion workshops on GendER, sEXuAlity and health

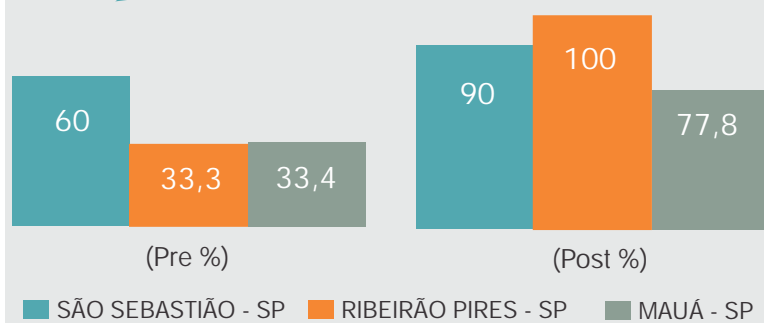
The project "Sensitization Workshops on Gender, Sexuality and Health" developed by Promundo-Brazil, with funding from Petrobras, was concluded in March 2012. 68 workshops were conducted in 36 cities of 13 Brazilian states, reaching over 1,800 people.

Developed during 2011 and the beginning of 2012, the project provided tools to work on the promotion of gender equality and sexual and reproductive health with adolescents and youths, using the techniques developed by Programs H and M. It involved health, education and social work professionals, residents and community leaders in a space of reflection and action planning.

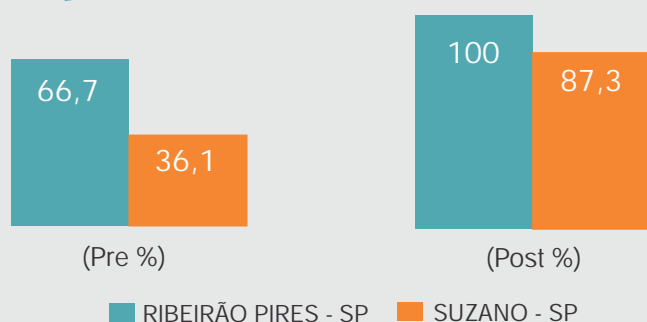
In 2012, Promundo launched the publication "Sensibilização sobre Gênero, Sexualidade e Saúde: ideias e experiências" ["Awareness raising workshops on Gender, Sexuality and Health: ideas and experiences," in English] and a documentary film systematizing the project's process, the participants' action plans and attitude changes.

"I think I changed the way of raising my boy. I no longer think that boys should be aggressive and ruder and that girls have to be sweeter. I think that we can and should raise our boys to be caring and in a caring way." São Roque do Paraguaçu (Maragogipe), Bahia.

"MEN NEED MORE SEX THAN WOMEN" - disagree



"BOYS CAN PLAY WITH DOLLS" - agree



OTHER STORIES: THE PARTICIPATION OF CHILDREN IN THE PREVENTION OF PHYSICAL AND HUMILIATING PUNISHMENT

In 2012, Promundo-Brazil developed the project “Outras Histórias: a participação de crianças na prevenção de castigos físico e humilhantes” [“Other Stories: the participation of children in the prevention of physical and humiliating punishment,” in English], together with children and adolescents of the Fio Cruz project “Esporte, Cultura e Cidadania” [“Sports, Culture and Citizenship,” in English], in Rio de Janeiro, and funded by Save the Children. In addition to providing a listening space for children, the project promoted a debate on the relationships between parents and children based on respect and dialogue.

The participatory methodology stimulated children and adolescents to communicate their views, and to reflect upon attitudes and ways of negotiating their desires and obligations. One of the outputs of the project was the children's book “Vento no Rosto,” a tool to encourage dialogue between fathers and children on caregiving, based on respect, and to assist the recognition of children as bearers of rights. The children contributed to the book in a playful way, by constructing the characters and the plot through games, sketching, and role playing. The book was launched in May 2013 with a debate on the Bill on the Prevention of Physical and Humiliating Punishment of Children.



SHARING the Power

In June 2012, during Rio+20 events, Promundo-Brazil addressed the theme of sustainability and developed a soccer tournament that mixed gender sensitization workshops and environmental awareness. The activity gathered about 80 boys and girls between 13 and 18 years old, over the span of three days of workshops in Morro dos Prazeres in Rio de Janeiro.

The project “Sharing the Power” was held in partnership with the American organization Uncharted Play, creator of Soccket, a soccer ball that generates up to three hours of electricity after only 30 minutes of play.

“Sharing the Power” aimed to promote a discussion with young people about social norms that naturalize attitudes that may be harmful for men, women, children and also to the environment. After morning conversations and debates, the youth divided into four teams of boys and girls and competed in a soccer tournament. On the last day, mixed soccer teams of both boys and girls played together and interacted while also using the themes discussed in the workshops and respecting differences of all those who participated.

The Teacher Training Portal on Gender Equality

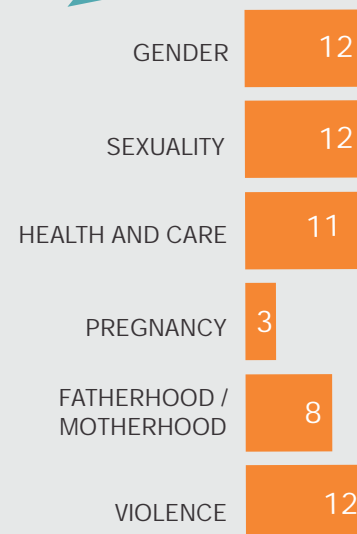
The e-learning course of the Teacher Training Portal on Gender Equality (iGEP) was a hit in 2012.

In August, the first-ever class graduated with an event organized in partnership with the State Secretary of Education of Salvador entitled, “Encontro Portal Equidade de Gênero na Escola: experiências e possibilidades de atuação” [“iGEP in schools: experiences and opportunities for action”, in English]. The meeting brought together 30 trainees and professionals from the Instituto Anísio Teixeira (Bahia's State Education Office) and presented the findings of the impact assessment conducted with the female and male students.

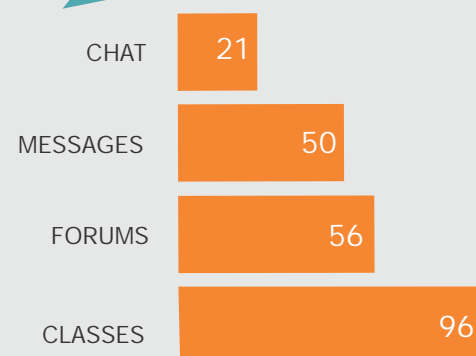
In partnership with the Municipal Education Office of Rio das Ostras, Rio de Janeiro, a new class of 55 public education professionals, including police officers who patrol the schools, began in 2012. Additionally, 100 education professionals of the São Paulo's Programa Escola da Família/Ações Preventivas na Escola [“Family School Program/Prevention Initiatives in Schools,” in English] began the e-learning training. The professionals are program monitors, teachers, pedagogical coordinators and school directors of several municipalities of the State of São Paulo.

“I have never taken a course like this. Images and videos are useful and creative and the interactive resources provide current suggestions and further documentation. This kind of approach has enabled a much more pleasant learning process.” iGEP Student, Salvador

THEMES CONSIDERED MOST INTERESTING (%)



TOOLS CONSIDERED VERY USEFUL (%)



“I really like the fact that I can bring my baby with me to the workshops. If it wasn't for this, probably I wouldn't be able to participate in the activities.” Female participant

Practicing Sports, being a winner in life!

In 2012 the three-year project “Praticando Esporte, Vencendo na Vida!” [“Practicing sports, being a winner in life,” in English] funded by Comic Relief developed activities in the communities of Escondidinho, Rio de Janeiro. The project provided school support activities, English classes, sport activities (volleyball and football) and gender and sexuality debate sessions for 30 children and young men and women between 11 and 24 years old.

The project uses sports as a tool to encourage the education of children and youths, pregnant women and young fathers and mothers and others who abandoned school. It also aims to promote the inclusion of people with disabilities. In order to promote reflection and the deconstruction of rigid gender norms, the project also promotes debate sessions with boys and girls.



Gender Equality in The Working Environment Campaign

With funding from GIZ, Promundo-Brazil developed a campaign to promote gender equality in the working environment in the IEComperj, a Petrobras development undertaking in Itaboraí, Rio de Janeiro. The campaign "Isso é Coisa de Homem. Isso é coisa de mulher" ["This is men stuff. This is women stuff," in English] reached nearly one thousand Petrobras employees.

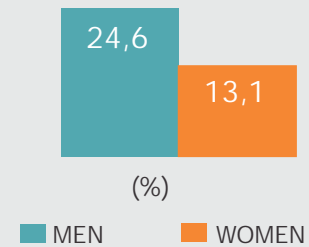
The two-week campaign had two phases: the first one was comprised of teaser plays which aimed to provoke reflection and questioning, while the second one disclosed the meaning of the initiatives.

In addition to the production of posters, banners, folders and stickers, which were shown in many spaces, the campaign organized small plays and a debate with Marcos Nascimento, Phd in Collective Health.

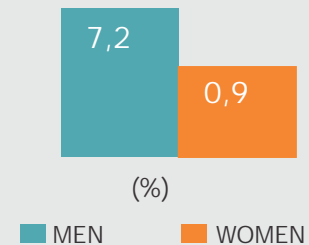
In order to develop the campaign's theme, Promundo organized a workshop with the IECOMPERJ's communication team to brainstorm and identify the key issues and concerns for the employees. To assess the impact and attitude change of the employees, Promundo conducted research before and after the intervention.



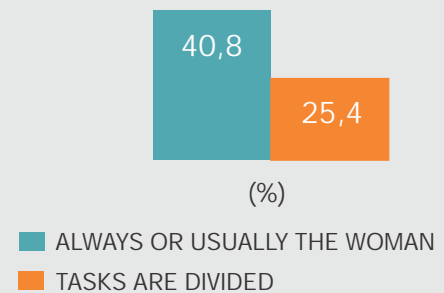
"MEN HAVE MORE SKILLS TO EXERCISE MANAGEMENT POSITIONS" - agree



"A WOMEN MUST ENDURE VIOLENCE TO KEEP THE FAMILY UNITED" - agree



AMONG MEN LIVING WITH WOMEN, WHO IS RESPONSIBLE FOR CLEANING THE HOUSE?



POSTERS





PROGRAMMATIC AREA

TrAnSf0Rming
masculinities to prevent
violence and sexual exploitation

Engaging men IN SGBV PREvEntION in post-conflict Africa

With the goal of building operational knowledge on the most effective ways of engaging men in SGBV prevention in post-conflict societies, Promundo launched a research-based initiative, funded by the World Bank's LOGiCA fund, to implement and evaluate three such interventions in Burundi, South Sudan and the Democratic Republic of Congo.

Working with key partners including CARE Burundi, HEAL Africa and Women for Women International, Promundo conducted formative field research and worked with partners on designing interventions--based on promising work they have already done--to be implemented and evaluated in 2013. The interventions will explore some new directions in working with men on SGBV prevention in post-conflict, including sociotherapy and trauma management, women's economic empowerment, and a balance between single-sex and mixed-gender sessions.

The project also includes broad support for NGOs in South Sudan with a mapping and assessment of SGBV prevention work engaging men being done there and capacity building and training for organizations throughout the country.

The project's products will include three country-specific, evaluated manuals and a final manual consolidating key findings, recommendations and experiences in the process of engaging men through the partner programs, as well as a country-specific recommendations and tools for South Sudan specifically.

No Sexual Exploitation!

Since August 2011, Promundo-Brazil together with Projeto Legal has been developing the project "Exploração Sexual, Não!" ["No Sexual Exploitation!" in English], funded by Child Hope, whose objective is to prevent sexual exploitation and strengthen the network of combatting sexual exploitation in the metropolitan region of Rio de Janeiro.

The four-year project will reach 400 young men and women with awareness-raising workshops, community campaigns, legal support services and advocacy initiatives. In 2012 the six month workshops took place in Maré, Complexo do Alemão, Cidade de Deus, São Gonçalo and Boa Vista (Duque de Caxias).





PROGRAMMATIC AREA

Engaging men
in fatherhood and
caregiving tasks

Global MenCare CAMPAIGN

In 2012, MenCare was launched in 11 countries including Brazil, South Africa, Namibia, Botswana, Turkey, Chile, India, Sri Lanka, Guatemala and Nicaragua. Campaign activities in each country varied by location – in Nicaragua efforts focused on engaging young fathers in a gender-transformative intervention, Program P, to prevent violence against women and children, while in Turkey efforts focused on launching a national campaign using the slogans and adapting images from the global campaign.

MenCare MEDIA

MenCare films were finalized in Brazil, Nicaragua and Rwanda in 2012. In the MenCare Brazil film, Marcio narrates the importance men's involvement in the lives of their families, even if it goes against traditional expectations. In the short film from Nicaragua, Carlos speaks out about young men's and boys' experiences with sexual exploitation and abuse, and how men can serve as allies to help survivors heal. The MenCare Rwanda film was also finalized in 2012. In it, Landuwari journeys to an understanding that sharing the work at home, supporting women's economic empowerment and girls' education benefits the entire family. All MenCare films can be screened here: <http://men-care.org/Media/MenCare-Films.aspx>

Program P

In March 2012, a collaboration between Promundo in Brazil and in the U.S., CulturaSalud in Chile and REDMAS in Nicaragua formed to develop a comprehensive curriculum to engage men as fathers to 1) promote gender equality in parenting and positive communication, 2) prevent violence against women and children, 3) engage men in maternal and reproductive health, 4) engage men in caregiving of children and in domestic work. The curriculum has been pre-tested in two countries (Nicaragua and Sri Lanka) and has been translated into three languages – Spanish, English and Portuguese, while an adaptation of Program P focused on engaging men for children's education was carried out for World Vision-Sri Lanka and has been translated into Tamil and Sinhalese.



Você é meu pai! The Brazilian fatherhood campaign

In June 2012 Promundo launched the campaign on Fatherhood and Care “Você é meu Pai” in Brazil. The initiative is an adaptation of the global campaign MenCare, which aims at promoting equitable and non-violent relationships among men, women and children and encouraging affective and care-based relationships among fathers and children.

In the launching event Promundo presented the campaign media tools, such as the Portuguese website www.voceemeupai.com, a platform of technical support and training with recommendations on public policies and health programs and communication materials for organizations and individuals. Additionally, Promundo inaugurated the photo exhibition “Você é meu Pai”, which consisted of ten fatherhood histories by known artists and anonymous individuals. The audience also watched three short-feature films, produced for social media, in which celebrities discussed fatherhood and care.

In 2012, the photo exhibition “Você é meu Pai” became itinerant and was exhibited for a few weeks in the buildings of the Ministry of Health in Brasilia as part of the federal efforts to make visible the strategies of men's health promotion. The exhibition was also shown at the Recife airport as a result of a partnership between Instituto Papai and Infraero. In Rio de Janeiro the photo exhibition was shown at the halls of the Domestic Violence Court of the State Court of Justice of Rio de Janeiro as well as in public events of the State Secretary of Health.

Mencare at Global events

On June 18th Promundo-US held a Father's Day event with USAID, PEPFAR, the U.S. State Department, and the Interagency Gender Working Group (IGWG) in Washington/D.C. During the ceremony, the MenCare institutional video was presented for the first time. The video presents the MenCare campaign and promotes involved fatherhood as it brings benefits to women, children and men themselves. Gary Barker, the International Director of Promundo, presented the results of IMAGES research coordinated by Promundo and the IGWG in a presentation entitled, “Men who Take Care: Global Trends of Men Participation in Care.”



MenCare+ PrOgram - engaging men in maternal, sexual and reproductive health to promote gender equality

In December 2012, Promundo-US and Rutgers WPF received an 8.6 million Euro 3-year award from the Dutch Ministry of International Cooperation to engage fathers and young men in maternal, reproductive and sexual health and in caregiving. This is a 4-country intervention in Brazil, Indonesia, Rwanda and South Africa. The purpose of this project will be to 1) work with the public health sector to implement and evaluate Program P with fathers and their partners to engage them in maternal health and caregiving, 2) work with the public health sector to engage young men around caregiving, sexual and reproductive health.

Mencare Eastern Europe training in Zagreb

Promundo laid the foundation for future MenCare campaigns in Europe in 2012 by mapping fatherhood, violence and child abuse prevention and men's engagement organizations in Bulgaria, Latvia, Moldova, the Czech Republic and Switzerland.

Based on the results, organizations from each country participated in a MenCare training in Zagreb, Croatia, November 5-7, hosted by colleagues at Status-M in Zagreb. Forty participants from 20 countries from Norway to Belarus to Turkey attended this three-day event to learn how to integrate gender transformative approaches to engage men in caregiving. The training covered the foundational principles of gender transformative work, an overview of the MenCare campaign, opportunities for organizations to critically look at their own body of work and share experiences, amongst other notable topics. With support from the Oak Foundation, Promundo will be supporting the launch of MenCare campaigns in Bulgaria and Switzerland in 2013.



MenCare in Sri Lanka – A case study

World Vision invited Promundo in June 2012 to 1) conduct exploratory research with key stakeholders to conceptualize how the community defines what fatherhood means and what the barriers are to men's caregiving and fatherhood, and to 2) carry out a workshop with program managers and government officials on approaches to engaging men in fatherhood.

Training modules were then developed with technical assistance from Promundo in order to conduct workshops with fathers and their partners. In November 2012, representatives from Promundo returned to Sri Lanka to conduct a qualitative evaluation of these workshops.

Key informant interviews also revealed the following results after men's participation in the MenCare groups: Men learned to manage difficult emotions. There were several reports of a decrease in men's use of alcohol and drugs by men, their partners and principals. Men were often motivated by what they learned in the workshop and spread the messages by bringing other men into the group, or by going out into their community to tell other men about what they had learned. Having a two-day session devoted to the couple relationship was cited by women as "unforgettable" because it consisted of talking about issues related to sexuality and family planning – subjects not often broached in the home.

With support from Promundo, and despite an already heavy workload, they implemented the groups and are now looking at how to integrate some sessions across various sector programs. The MenCare Fathers' Group Manual for Sri Lanka, and the MenCare Sri Lanka film will be finalized in early 2013. Learn more by reading "MenCare at Work: Sri Lanka" on MenCare's Website (<http://men-care.org/What-We-Do.aspx>).

"He used to get angry at minor things. Not anymore. He spends more time with children." -
Wife of MenCare participant



"I don't drink as much alcohol anymore. I spend more time with my family" -
Father, MenCare participant

"My dad doesn't scold like he used to. He is more quiet and spends more time at home." -Child of MenCare participant





PROGRAMMATIC AREA

TrAnSf0Rming masculinities
in post-conflict and high
violence settings

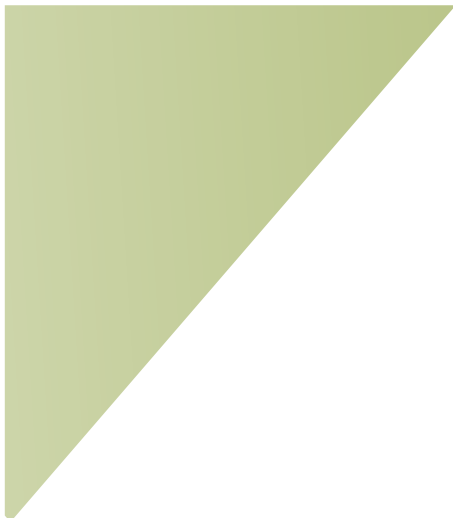
Technical assistance to prevent violence in post-conflict settings



Advocacy with strategic partners on the importance of including men as agents of change in post-conflict settings

As part of continuing efforts to explore and encourage discussion and dialogue about the importance of engaging men and boys in gender equality promotion, Promundo partnered with Sonke Gender Justice Network in South Africa and UNFPA to produce advocacy briefs on gender-transformative approaches to creating healthier gender norms, prevention of conflict and post-conflict sexual and gender-based violence, and using sports to promote healthier gender norms and masculinity. The briefs were released in late 2012 and formally launched at the US Institute of Peace's Missing Peace conference in February 2013, and the UN Commission on the Status of Women meetings in March.

CARE Balkans



Promundo's multi-year collaboration with the Young Men Initiative, coordinated by CARE Northwest Balkans, continued in 2012 as YMI continues to grow and expand. After providing technical assistance on the development of a peer violence prevention campaign early in the year, Promundo hosted two YMI leaders for a three-week study visit in September. Vojkan Arsic, director of Centar E8 in Belgrade and Natko Geres, director of Status-M in Zagreb, visited NGOs and UN agencies in Washington, DC, and New York to share the work and accomplishments of YMI and to discuss and learn new approaches for working with youth. They also worked with Promundo staff to brainstorm future directions and projects for the Young Men Initiative, and followed that up by hosting a MenCare training in Zagreb in November, which coincided with Status-M's national conference at the Croatian Ministry of Youth, Education and Sport at which Promundo-US' International Director Gary Barker was a speaker.

IMAGES – Democratic Republic of Congo

Promundo and Sonke Gender Justice implemented and finalized IMAGES in eastern DRC. Nearly 1,500 interviews were carried out in and around Goma, including in internally displaced persons camps, Goma city, rural areas outside Goma and a military base. Results confirmed high rates of couple and family stress due to displacement and direct effects of the conflict.

Results were shared with local NGO, governmental and UN partners and are serving as a basis for new program development to engage men in the DRC in collaboration with Heal Africa and Women for Women International.

Nearly three-fourths of men reported being ashamed to face their families for lack of work.

Fully a third of men reported ever having carried out any form of sexual violence, and 9% of men and 22% of women reported having experienced sexual violence during the conflict.

IMAGES - mali

Together with CARE-Mali, Promundo coordinated IMAGES in Mali, interviewing 1,500 women and men in three different parts of the country. Results found limited support for gender equality among men, with higher support among those with more education and in urban areas.

Polygamy was widely supported (more so by women than men, who reported it as being a source of stress), although younger men were less likely to be in polygamous unions and to support polygamy. Results are being used to develop new interventions in Mali to engage men as partners in women's empowerment.

More than half of women and men reported having seen a man use violence against their mothers or another woman in their households of origin

41% of women said they had ever experienced physical violence from a male partner; 35% of men reported ever having used physical violence against a female partner.



IMAGES - Bosnia

Promundo provided technical assistance for carrying out IMAGES in Bosnia and Herzegovina in a nationally representative sample of more than 1700 women and men. Both women and men showed relatively high support for traditional gender roles, with 52% of men believing that the most important role for women is to care for the house and children. Nearly 1 in 4 men had been combatants in the conflict, and high rates of women and men were displaced in the conflict. Results also find strong, ongoing support for ethnocentric attitudes, which were associated with rigid norms about gender. More than a third of men say they get drunk at least once a month. Results of the study are being used by CARE-Balkans and their partners to strengthen their programs to engage young men and women in school-based approaches to promote more gender-equitable attitudes and reduce multiple forms of violence and ethno-centric attitudes.

45% of women said they had ever experienced violence from a male partner, while 27% of men said they had ever used violence against a female partner. Men affected by conflict were more likely to have used violence.

Young men and women in urban gun violence contexts: prevention and construction of response mechanisms in Rio de Janeiro

In 2012, Promundo-Brazil signed an agreement with the Australian embassy in Brazil with the objective of addressing the issue of urban violence from the perspective of the impacts experienced by youths as a result of losing a relative or friend to gun violence in Rio de Janeiro. The project aims to contribute to designing inclusive and integrated programs to prevent and respond to gun violence in low-income communities in Rio de Janeiro. It also aims to involve young men and women, public security agents engaged in policing in these spaces, and main actors in the city's and region's violent dynamics in the last decades.

Through the project, Promundo intends to diagnose the needs resulting from the impacts and consequences of the loss of direct relatives and friends and those of the public security agents aforementioned; plan and conduct integrated training sessions on human rights; implement action programs, whose objective is to include the youth in the prevention and provide emergency response to summary executions and human rights violations.

Additionally, the project will develop a prevention campaign on public and private violence with the objective of promoting gender equality and non violence. The campaign will address issues such as family violence, the role of guns in the home and violent threats in the public realm, namely police-led sexual harassment. Finally, the project wishes to contribute to bring together youths and networks of legal and psychological support. A pilot mixed group (civil society and police) will also be set up to prepare emergency response and develop a system of early warning and hence become a reference center for supporting victims of arbitrary execution.



PROGRAMMATIC AREA

TrAnSf0Rming masculinities
in poverty alleviation and economic
justice initiatives

Journeys of Transformation - CARE Rwanda

On the June 25th, Promundo and CARE-Rwanda published a training manual called "Journeys of Transformation." This manual was developed to help realize the full benefits of women's economic empowerment for the whole family by engaging men as allies in the process.

To develop a strategy for thoughtfully involving men in women's empowerment, Promundo began by conducting formative research with stakeholders and key informants from CARE Rwanda to assess the impact of Village Savings and Loan (VSL) program participation on household and partner dynamics. Promundo also conducted two focus groups with beneficiaries of CARE's VSL program in the Huye District.

This training intervention was implemented with an experimental group, consisting of 30 female beneficiaries of the VSL program. Husbands of these women were engaged in 16 weekly group- education sessions, while a comparison group continued VSL training and issuing loans for women without the engagement of their partners.

The families of men who participated in the intervention group saw a significantly higher gain in income compared to those families of men who did not participate. Additionally, some men became more supportive of family planning and many men became more involved with child care activities – changes that were not seen in the comparison group (where the VSL was carried out without engaging the male partners of women participants).



Changes in family dynamics when male partners were engaged include:

- Conflicts between partners were reported to have been reduced and men and women reported being in better health.
- Knowledge about different forms of violence, the laws related to gender equality as well as the overall experiences in the training raised awareness about actions that are, post-sessions, considered to be violent.
- The improved partner relations were reported to have a positive spin-off for children and family life and were observed by neighbors.
- The new insights from the workshops for men in the experimental group have, according to women and men participants, resulted in acceptance of the laws in Rwanda that promote gender equality.
- The positive engagement of men in sharing household activities, taking care of children and positive relations with their wives was considered by participants in the group sessions to be a way out of poverty and toward family life improvement.



Networks and Advocacy

MenEngage

Promundo continued to serve as co-chair of the MenEngage Alliance, carrying out advocacy activities during the Commission on the Status of Women and developing a code of conduct and accountability process for the more than 300 NGO members of MenEngage. Sonke and Promundo also led the successful effort to negotiate 4 years of support for MenEngage from the Swedish International Development Agency (SIDA).

The MenEngage Alliance is a global advocacy initiative on engaging men as caregiving partners to reduce gender-based violence and violence against children, for which Promundo serves as Global Co-Chair and Regional Coordinator for Latin America.

The Men for Gender Equity Network

In Brazil, Promundo is one of the members of the Men for Gender Equity Network, which coordinates the campaigns "Excuse Me, I am a Father!" "Machismo and Health Don't Mix," and "Men's Health."

Prevention and health in Schools

Prevention and Health in Schools is an initiative of the federal government that seeks to integrate the state's health and education offices and civil society organizations in the development of HIV prevention activities in Brazilian schools. The main objective of the project is to create networks at state and municipal levels to support and integrate actions from several sectors (health, education and civil society) in schools.

Promundo-Brazil is part of Rio de Janeiro's State Management Group. In addition to disseminating and making available the tools of Programs H and M, Promundo has sought to broaden prevention initiatives in the schools in order to introduce the discussions of the need to involve men in sexual and reproductive health and of the ways gender norms interfere with the ability to make choices, and thus with having a more pleasant and healthy sex life.

Early Childhood National Network

The Early Childhood National Network is a coalition of organizations that work for the promotion and guarantee of children's rights for children up to age 6. They also work to amplify and strengthen democratic spaces in Brazil. Besides fighting for the interests of children while focusing on themes such as health, mortality and education, the ECNN promotes projects that question and value the rights of Brazilian children, indigenous and quilombolas. Promundo-Brazil was one of the founding members of this initiative.

Don't Hit, Educate! Network

Don't Hit, Educate! is a national campaign led by a coalition of organizations recognized for their work on issues related to the defense and rights of children and adolescents in Brazil. The campaign seeks to raise awareness, especially among parents and guardians, about the negative consequences of the use of physical and humiliating punishment as a measure to discipline children and adolescents.

The campaign contributes to the construction of a culture of peace and the eradication of these practices, encouraging the formation of harmonious and non-violent family and community environments. Promundo-Brazil is one of the founders of the network, "Don't Hit, Educate."



Financial Information

PROMUNDO-BRAZIL | 2012 REVENUE

Operational Revenue	
Defrayal of Human Resources and Operational Expenses	R\$ 997.019,27
757 BVLf	R\$ 259.947,00
765 SCS 2012	R\$ 23.900,00
762 AusAID	R\$ 119.032,00
764 Plan Paraguay	R\$ 9.953,58
759 Plan International	R\$ 9.547,35
758 Comic Relief	R\$ 131.011,99
769 OAK Foundation - <i>Program P</i>	R\$ 39.940,00
766 OAK Foundation <i>Transit Compaing</i>	R\$ 43.748,84
671 OAK Foundation - Research	R\$ 41.685,00
767 OAK Foundation <i>Institutional Grant</i>	R\$ 18.110,75
748 Petrobras	R\$ 36.609,66
763 GIZ	R\$ 17.841,82
755 Childhope/Projeto Legal	R\$ 108.106,78
771 UN Women	R\$ 137.584,50
Technical Assistance Contracts	R\$ 269.790,04
FIFA - Research	R\$ 80.739,40
FDE - Reproducing of educational material	R\$ 166.896,00
Educational Material	R\$ 9.401,16
Other Contracts	R\$ 12.753,48
Other Revenues	R\$ 66.493,82
Various Refunds	R\$ 44.634,73
Financial Revenue	R\$ 8.918,04
Other	R\$ 12.941,05
Operational Revenue Total	R\$ 1.333.303,13
Projects Revenue	
757 BVLf	R\$ 329.529,25
765 SCS 2012	R\$ 40.570,26
762 AusAID	R\$ 66.174,48
764 Plan Paraguay	R\$ 3.913,00
759 Plan International	R\$ 5.674,01
758 Comic Relief	R\$ 95.215,66
766 OAK Foundation <i>Transit Compaing</i>	R\$ 26.540,86
671 OAK Fundation - Research	R\$ 67.478,34
748 Petrobras	R\$ 80.878,83
763 GIZ	R\$ 55.660,54
767 - OAK Foundation <i>Institutional Grant</i>	R\$ 82.389,25
755 CHILDHOPPE/Projeto Legal	R\$ 18.440,28
Projects Revenue Total	R\$ 872.464,76
Budget Total	R\$ 2.205.767,89
Budget Total (Equivalent in US Dollars)	\$ 1,131,163

PROMUNDO-US 2012 REVENUE*	
Grants	US Dollars
Moriah Fund	\$ 20,000
Oak Foundation	\$ 1,417,703
Sonke Gender Justice Network	\$ 857,710,34
World Vision	\$ 39,000,00
Program Service Revenue	US Dollars
CARE Balkans	\$ 46,986,64
CARE Mali	\$ 23,955,58
CARE Rwanda	\$ 84,568,33
CONCERN Worldwide	\$ 10,507,97
Sonke Gender Justice Network	\$ 11,579,54
South African Medical Research Council - SVRI	\$ 7,498,12
UNFPA	\$ 41,623,47
United Nations Development Programme	\$ 6,875,00
UNWomen	\$ 35,600,00
World Health Organization	\$ 1,552,00
World Bank	\$ 258,040,00
Miscellaneous	\$ 5,002,00
Other	US Dollars
Individual Contributions	\$ 1,300,00
Miscellaneous	\$ 222,50
Total (US Dollars)	\$ 2,869,724

* Figures subject to revision based on final audit forthcoming August 2013.

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