

Recruitment: Getting Men in the Room

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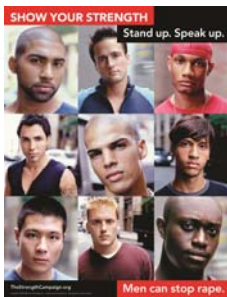
Our Mission

To mobilize men to use their strength for creating cultures free from violence, especially men's violence against women.

Our Vision

To institutionalize the primary prevention of men's violence against women through sustained initiatives that generate positive, measurable outcomes in populations throughout the world.

Who We Are



Key Components of Our Work

YOUTH DEVELOPMENT
Men of Strength Clubs
Men Creating Change Chapters
Community Strength Projects

PUBLIC EDUCATION
Strength Mediaworks

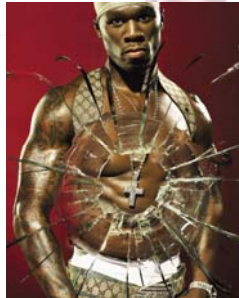
TRAINING AND TECHNICAL ASSISTANCE
Strength Trainings and strategic planning assistance for professionals

Who We Are

- Primary prevention
- Positive approach
- Sustainability
- Focus on masculinity



Real Man and the Dominant Story

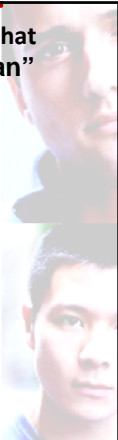


Real Man and the Dominant Story

- Smart
- Rich
- No self control
- Has an army to back him, is an "Army of One"
- Brags
- Physically strong
- Takes care of his own
- Married
- Wise
- Straight/Homophobic
- White/Black
- Self-made
- Shows no emotions
- Surrounded by women
- Lots of sex
- Demands respect
- Takes up space
- Invulnerable
- Charitable
- Has power over others
- Proud to be an American

Appreciating the positive Counterstories that already exist through the "Strongest Man"

- Who is the Strongest Man you know or knew?
- What are the attributes that made him a Strong Man?
- How did he show strength through his interactions with other people?

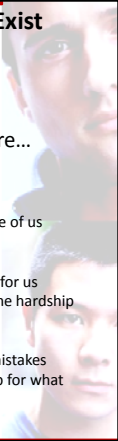


The Positive Counterstories that Already Exist in Our Lives



Strong men are...

- Considerate
- Caring
- Good fathers
- Able to take care of us
- Good listeners
- Empathetic
- Able to provide for us
- Able to overcome hardship
- Generous
- Able to change
- Able to admit mistakes
- Able to stand up for what they believe



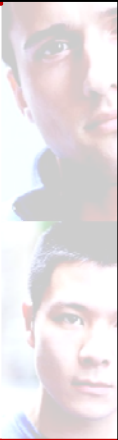
Recruitment and Sustainability

- Age/Identity of population
- Level of Awareness
- Type of Programming
- Short term and Long Term Goals
- Context (school, military base, prison, reservation, etc)



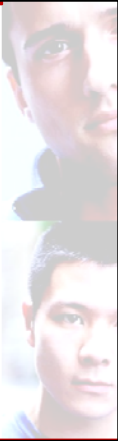
Recruitment Best Practices

- Co-sponsor events
- Get your name out there
- Don't assume group members know how to/are comfortable recruiting
 - **Educate on how to recruit
- Know your market
- Get 'em early



Common Reactions to the Message – On The Surface

- Interested/Engaged
- Supportive/Energized
- Intellectualized
- Doubting/Skeptical
- Sleepy/Bored/Tuned-Out
- Angry/Combative



Common Reactions to the Message – Below The Surface

- Attacked/Blamed/Accused
- Anxious/Scared
- Guilty/Ashamed
- Depressed/Hopeless/Helpless
- Lost/Confused/Alone
- Empowered/Free



Strategies and Principles of Engaging Men

- Stay positive
- Put trust and relationships at the center
- Meet men where they are
- Check your own assumptions
- Make action easier
- Trust the process



Men Creating Change

- Assessment
- Identification and Vetting of Student Leaders, Advisory Committee, Facilitator, Community partners
- 2 year timeline and goals
- Recruitment plan
- Weekly meetings
- Peer Education and training
- Campus and Community Strength Projects



Thank you!

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