

**PROMUNDO'S
ANNUAL
REPORT
2015**





PROMUNDO

Through Challenges, Keeping the Focus on Gender Justice

Letter from the Directors by Gary Barker & Tatiana Moura



“As men working for gender equality, we don’t need special recognition... You don’t deserve extra credit for what you should be doing anyway.”
– Promundo-US's Gary Barker at Vital Voices' Voices of Solidarity

2015 ended and 2016 started with glaring examples of why Promundo does what we do. In Rio de Janeiro, we were saddened and outraged by the death of 13-year-old Thais de Souza Santos. Thais worked with Promundo in 2013 and 2014 on our book called *Kicking Little Rocks*. The book tells the story of a girl who wants to break free from the restrictive ideas about what it means to be a girl and to have all the freedom that boys generally do. Thais was both a co-author of the story and an inspiration for it. Curious, friendly, outgoing, and inspiring, Thais was killed on January 5, 2016 in an exchange of gunfire between police and drug traffickers in her home neighborhood, Morro dos Prazeres, in Rio de Janeiro. The freedom to be outside, to be free, to forge the life she wanted was cut short tragically in the ongoing struggle – and lack of adequate public security – in Rio de Janeiro. We mourn together with Thais’ family, and we celebrate the cause and inspiration she affirmed for us. We will not forget her, nor her cause and our cause.

Continents away from Thais’ home, we were shocked and angered by the waves of sexual violence and harassment that “welcomed” in the New Year in Cologne, Germany and in other cities in Europe. The scores of incidents of assaults on women, and the slow response of police, are disturbing. Equally disturbing are the blatant racial and ethnic profiling that too many politicians have started – saying that Europe’s duty to receive and protect refugees can be halted because of these acts by a relatively small number of refugees. Anti-immigrant groups and politicians have used language that demonizes all Middle Eastern and immigrant men for the actions of some. In an era in which Promundo, and so many of our partner organizations, have increasing experience in what works to end violence against women – and how to engage men as allies in ending it – it is shameful to see the lack of vision both for prevention and for an adequate response to the victims of the violence. We are therefore pleased that in 2015 we began a three-year initiative to work with partners, including UN Women, across the Middle East to carry out the International Men and Gender Equality Survey (IMAGES) in four Middle Eastern countries, providing a more nuanced understanding of men and gender equality in the region. A better understanding of men is never an excuse to condone violence, but without research it will be impossible to develop effective responses to end gender-based violence, whether in Europe or the Middle East.

Other key accomplishments in 2015 give us reason for hope:

- Together with the MenCare campaign, which we co-coordinate with Sonke Gender Justice, we launched the first ever *State of the World’s Fathers* report, which received global attention and more than 40 million views across online media outlets and social media. The report and the attention to its themes contributed to advances in paternity leave in the Netherlands, in Brazil, and in Washington, DC.

- Together with the MenEngage Alliance, our advocacy and research contributed to a stronger inclusion of gender – and an acknowledgement of engaging men in gender equality – in the Sustainable Development Goals approved by the United Nations Member States in 2015.

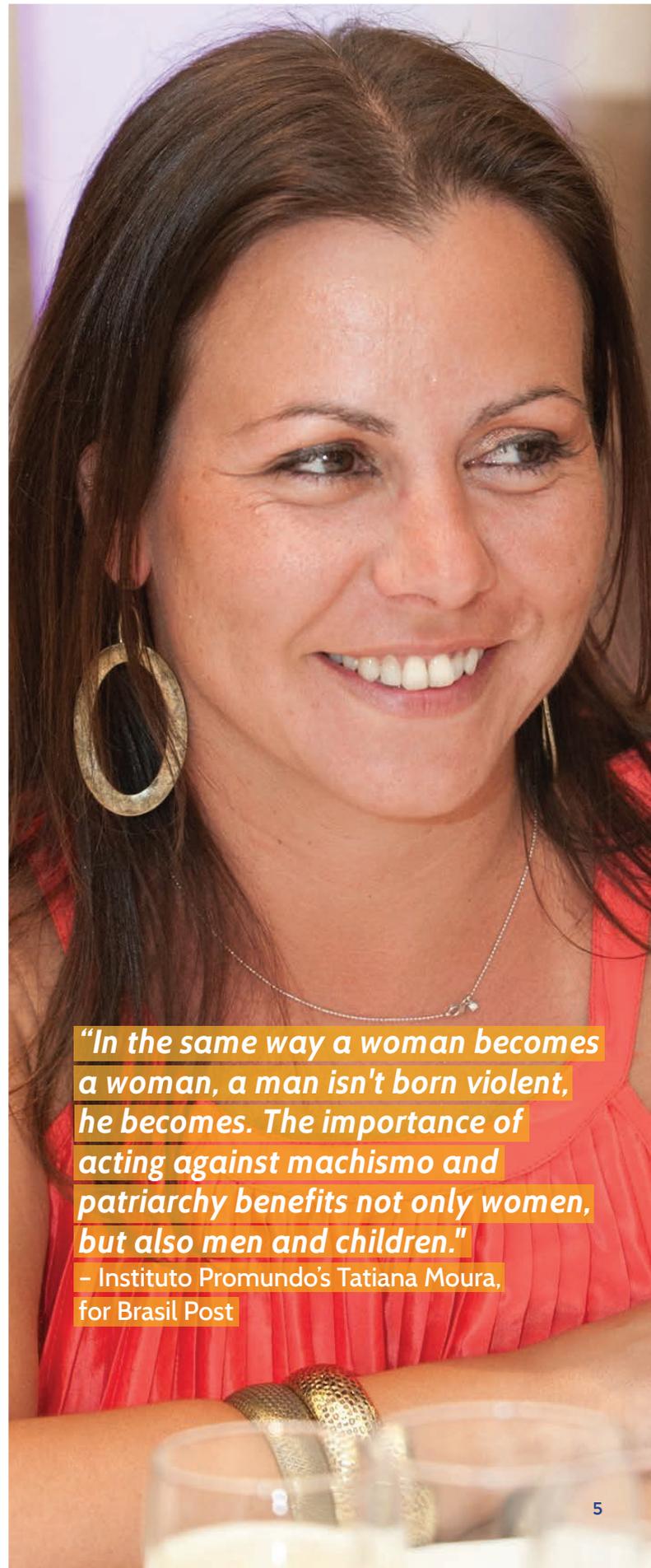
- The United States Centers for Disease Control and Prevention (CDC) supported us to carry out a major impact evaluation study of our initiative, Program H, for engaging young men in violence prevention, gender equality, and healthy sexuality. The CDC funding is an important recognition from the US government of its desire to see the approach scaled up in schools, juvenile justice programs, and other settings.

- In Brazil, we carried out the first ever study on child marriage in the country. While generally missing from discussions about the topic, Brazil has the second largest number worldwide of girls under the age of 15 who are married or co-habiting. The study brought important policy and media attention to this relatively hidden issue in Brazil.

- In Democratic Republic of the Congo, our Living Peace initiative reached thousands of households, along with the police and the military, with violence prevention and trauma support. We have been overwhelmed with the demand from the police and military, who seek increasing support to build, as the name Living Peace suggests, a culture of peace by including family violence, gender, and masculinities as key topics in their training. Based on this demand, we also developed a youth version of the initiative to support young people who have witnessed and experienced household violence and other kinds of gender-based violence.

Hand-in-hand with both successes and tragedies, we have worked with partners around the world to keep the focus on gender justice and to push back against conservative, anti-feminist forces worldwide. In Brazil, we advocated for expanding a woman's right to choose to terminate a pregnancy and against harmful legislation that was introduced. In 2015, in Washington, DC, in Portugal, at the European Commission, in Kinshasa and Kigali, and in Brazil, we advocated for governments to promote engaged fatherhood, to engage men and boys in ending violence against women, and to adequately implement and expand the legal protection of women and of full gender equality.

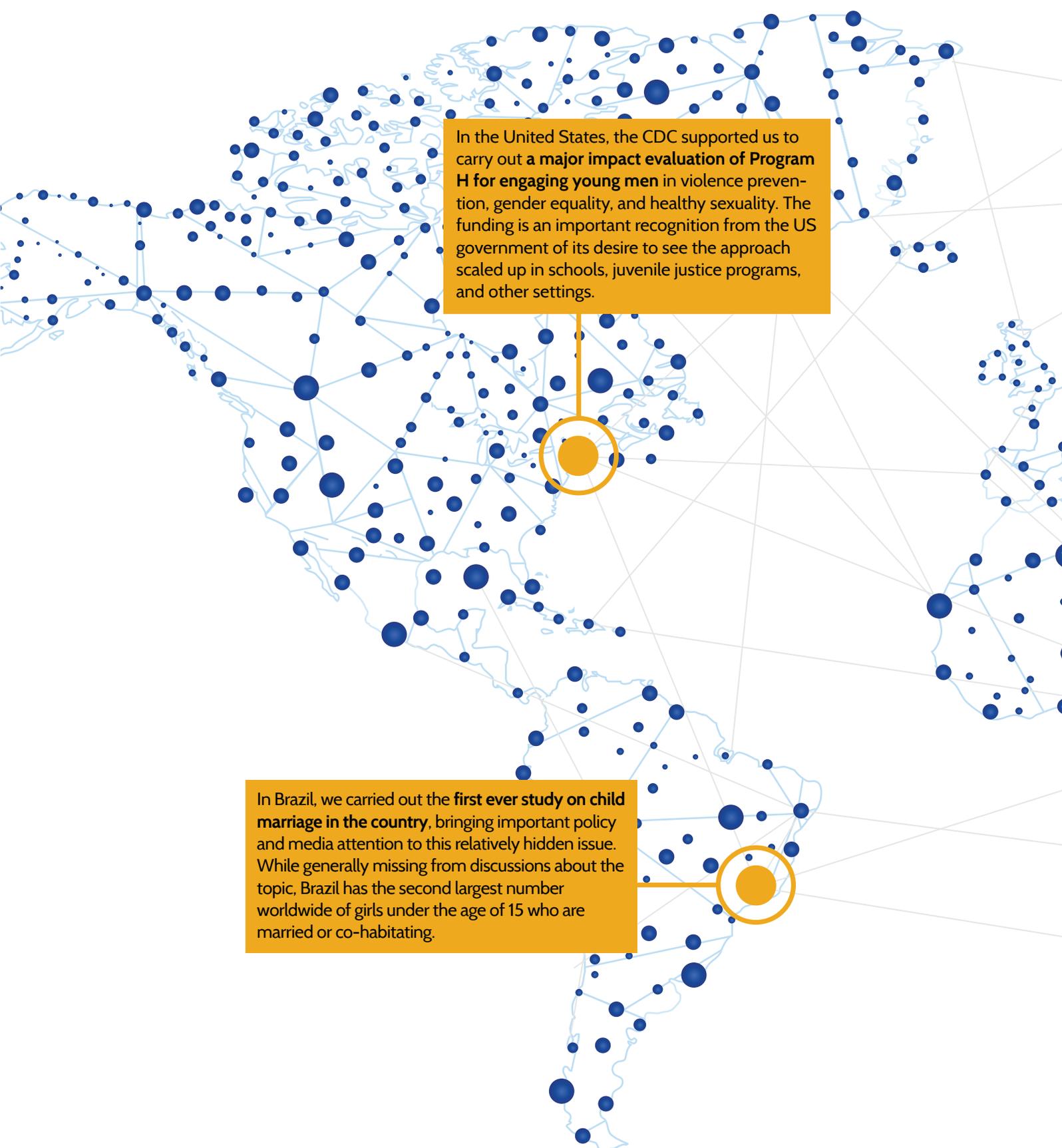
The task is far from complete, but for Thais and for all the young women she represents, our cause grows and gains force as we enter 2016.



"In the same way a woman becomes a woman, a man isn't born violent, he becomes. The importance of acting against machismo and patriarchy benefits not only women, but also men and children."

- Instituto Promundo's Tatiana Moura, for Brasil Post

Key Accomplishments in 2015



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Together with the MenCare campaign, we launched the **first ever *State of the World's Fathers report***, which was featured on prominent news outlets with a circulation of an estimated 2 billion and received approximately 41 million views on social media. The report and the attention to its themes contributed to advances in paternity leave in the Netherlands, in Brazil, and in Washington, DC.

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2015

by the Numbers

55,000 individuals

reached via a campaign to prevent commercial sexual exploitation of children and adolescents

Page 22

>13,000 children and adolescents

reached with messages about ending and overcoming violence

Page 22

41 million

social media hits of first ever *State of the World's Fathers*, and coverage of the report in news outlets with a combined readership of **2 billion**

Page 12

3,000 students

empowered about sexual and reproductive health and rights

Page 16



**1,087
men**

overcoming trauma and violence in Democratic Republic of the Congo, and **>8000 family members** benefitting from their change

Page 10



**147
in-depth
interviews**

on teen dating violence in Latin America

Page 26



**Profiled by
the media
450+ times**

in the BBC, Globo, The Guardian, Globo News, Yahoo! News, MSN, The Huffington Post, Brasil Post, NPR, TV Brasil, and more



**511
health
professionals**

trained in engaging men as partners in maternal, newborn, and child health in Brazil, who in turn reach tens of thousands of women and men

Page 12



**1st ever
study**

on child and adolescent marriage in Brazil, appearing almost **200 times** in the news

Page 26



1. Conflict and Security

Living Peace Scales Up Healing After Conflict in Democratic Republic of the Congo (DRC)

The Living Peace Institute, Promundo's office in Democratic Republic of the Congo (DRC), and its partners began a four-year expansion of the innovative Living Peace program in 2015 throughout the country's North and South Kivu provinces. By providing evidence-based psychosocial support to families affected by violence, Living Peace works with men and boys to prevent sexual and gender-based violence (SGBV) and to transform violence-supportive norms within the community and within public institutions such as the military, the police, and key service providers. The initiative is supported by the Dutch Ministry of International Cooperation.

In 2015, 73 Living Peace groups with more than 1,000 participants – including members of the military and police, inhabitants of high-risk communities, and partners of SGBV survivors – were successfully implemented in North and South Kivu. Community celebrations, which take place at the end of each round of Living Peace groups, have contributed to lasting and widespread change. Male participants share their testimonies and experiences of change with the rest of the community, and they ask for the support of the community to sustain these changes. Through radio dramas, radio and television broadcasting, and “marches of peace,” the campaign reached more than 12,000 people in its first year.

“Living Peace is a new medicine to stabilize families.”

–Living Peace participant, Democratic Republic of the Congo

Spotlight on Impact:

- 73 groups conducted
- 1087 men participated
- 95% completion rate of all 15 sessions
- 89% of participants reported improved relationships with their families, and 86% reported less traumatic responses after group completion
- >8000 family members (1,088 female partners and 6,998 children) benefited from changes in Living Peace participants' attitudes and behaviors
- 84% of women reported that their partners who participated in the groups positively changed, and 84% reported that sexual relations with their partners improved

Youth Living Peace Works with Adolescents in Brazil and DRC to Prevent Gender-Based Violence

Out of the success of its Living Peace initiative, Promundo launched Youth Living Peace (in Portuguese, *Jovens pelo Fim da Violência*) in 2015 in Rio de Janeiro, Brazil and in Goma and Sake, Democratic Republic of the Congo (DRC) to prevent and respond to sexual and gender-based violence experienced by adolescents in high-violence and post-conflict settings. By engaging youth as agents of change, the three-year program is designed to help adolescent boys and girls aged 13 to 19 heal from violence, while providing critical school-based training for violence prevention.

During 2015, Promundo and partners finalized the adaptation of the project methodology, developed

monitoring and evaluation tools, and identified and trained group facilitators, paving the way for the launch of the intervention and related school-based campaigns in 2016.

Through four cycles of intervention over two years, Youth Living Peace expects to directly reach 750 adolescent girls and 350 adolescent boys in 34 schools in the two countries – as well as their teachers, parents, and communities. Youth Living Peace is funded by the UN Trust Fund to End Violence Against Women and Girls (UNTF).



2.

Fatherhood and Caregiving

MenCare Engages Men as Equitable and Nonviolent Caregivers Worldwide

MenCare is a global fatherhood campaign active in more than 35 countries on five continents. Its mission is to promote men's involvement as equitable, nonviolent fathers and caregivers in order to achieve family well-being, gender equality, and better health for mothers, fathers, and children. Promundo co-coordinates both the global campaign, including its international communications and advocacy, and the MenCare+ initiative—which focuses on engaging men as partners in maternal, newborn, and child health (MNCH) and in sexual and reproductive health and rights (SRHR) – in Brazil and Rwanda. Promundo also led the production of MenCare's first ever *State of the World's Fathers* report.

What's New in 2015

- Launched in 11 cities around the world, ***State of the World's Fathers*** (SOWF) was the world's first report to provide a **global view of the state of men's contributions to parenting and caregiving**. SOWF was featured on prominent news outlets with an estimated circulation of 2 billion, and it received approximately 41 million social media views. (See page 15 for more.)

- Advocacy and media attention around *State of the World's Fathers* and its themes contributed to **advances in legislation to support paternity leave** in the Netherlands, in Brazil, and in Washington, DC.

- The global MenCare campaign grew to encompass **more than 40 partners in 37 countries**, including the formation of a multi-country MenCare campaign in the Balkans.

- In June, MenCare launched a new website, www.men-care.org, which had contributors and visitors from **more than 180 countries**.

- 2015 marked the third year of **MenCare+**, which reached thousands of **youth, couples, and health care providers to promote men's involvement in MNCH and SRHR in Brazil and Rwanda**, where Promundo and its partners coordinate the initiative.

- In November, Promundo and partners launched a **first-ever online course in Brazil** to train health professionals in engaging men in maternal, newborn, and child health, as part of MenCare+.

- A **MenCare project in Nicaragua and Guatemala** to engage health providers in reaching men for gender equality in maternal, sexual, and reproductive health, coordinated by Promundo, Puntos de Encuentro, REDMAS, and ECPAT, culminated in 2015. The project led to positive changes in understanding the importance of men's involvement in MNCH and caregiving at the individual and institutional levels, including **policy change within APROFAM** (the largest non-governmental sexual and reproductive health-care provider in Guatemala).

- Promundo began a partnership with the Center for Men and Masculinities Studies (CMMS) to implement the ***Priyo Baba* ("Dear Father") campaign in Bangladesh**, which aims to engage men in maternal, newborn, and child health and in violence prevention.

World's First State of the World's Fathers Report Reveals Involved Fatherhood Is Critical to Gender Equality and Child Development

Promundo, as co-coordinator of MenCare, launched the first ever *State of the World's Fathers* (SOWF) report in June 2015, providing a global view of the state of men's contribution to parenting and caregiving around the world. The report was launched globally at the United Nations headquarters in New York with support from UNFPA; the Clinton Foundation's "No Ceilings: The Full Participation Project"; and HeForShe: UN Women Solidarity Movement for Gender Equality.

The launches, in 11 cities around the world, were held at the United States Congress and parliaments in Sweden, the United Kingdom, and Brazil. SOWF was featured on prominent news outlets with a circulation of an estimated 2 billion, including The Guardian, New York Times, The Telegraph, Mail & Guardian, Vanity Fair, and many more; it received approximately 41 million social media views.



“I hadn't understood that one of the great joys of becoming a mother would be watching my husband become a father.”

- Chelsea Clinton at the State of the World's Fathers launch, New York

Additionally, the report has been or is in the process of being translated into over seven languages, and summaries have been produced to inspire and lead international and national advocacy around the impact of men's involved, nonviolent caregiving. Created as an advocacy tool, the report has been viewed nearly 30,000 times and the film has been viewed over 6,500 times. It has inspired action and built on growing debates around paternity leave and paid, non-transferable parental leave, contributing to new bills and policies in three countries.

Spotlight on Impact:

- 11 launches in 10 countries around the world
- 30,000+ report views and 6,500+ film views online
- 41 million social media mentions
- Total readership of 2 billion in news outlets that covered SOWF
- Translation into 7 languages

Third Year of MenCare+ Engages Thousands in Sexual and Reproductive Health and Rights and in Maternal, Newborn, and Child Health

“One of the good things that I learned in the group is to have a frank and open dialogue with my wife, so that she has the opportunity to speak and discuss with me different things regarding our marital life... Today, I can assure you that we have a peace and security that we have never had in my family since we got married.”

- Jean Baptiste, 37-year-old MenCare+ participant, Rwanda

Spotlight on Brazil:

- About 76,000 people were reached by MenCare+ campaigns and advocacy
- 511 health professionals were trained as facilitators of fathers' groups in Rio de Janeiro, Recife, and Porto Alegre
- Professionals from more than 100 public health clinics were trained on gender, fatherhood, and caregiving
- 500 Program P manuals were published and distributed
- Over 10,000 young people reached by the "Shameless" campaign with messages about gender and sexual and reproductive health and rights (SRHR)
- The "First Seminar on Fatherhood and Early Childhood" in Rio de Janeiro and "Seminar on Fatherhood and Health Care Services" in Pernambuco drew attention to MenCare+ themes
- The launch of the "Fathers Like Us" video (*Pais como nós*) and the "Men Who Care" website (*Homens cuidam*, www.homescuidam.org.br) increased awareness about involved fatherhood and caregiving
- 900 youth participants in "Shameless" workshops on gender and SRHR issues
- 176 young people trained in gender and SRHR to promote the "Shameless" campaign with their peers

Mencare+ is a multi-component gender-transformative program that works via the health sector to engage men and woman to promote sexual and reproductive health and rights; improve maternal, newborn, and child health; and reduce violence. Promundo implements MenCare+ in Brazil (where the initiative is known as +Pai), in partnership with Instituto Papai, Instituto Noos, Rio de Janeiro's Secretariat of Health, and the Brazilian Ministry of Health, and in Rwanda (where it is known as Bande - bereho), in partnership with the Rwanda Men's Resource Center (RWAMREC).

Spotlight on Rwanda:

- 960 young men and women participated in 15 weeks of gender-transformative group education on sexual and reproductive health and rights (SRHR); gender equality; and violence prevention
- 576 couples participated in 15 weeks of gender-transformative group education on maternal, newborn, and child health; violence prevention; and gender equality
- 1,080 couples participated in 14 weeks of "Pillars of Peace" group counseling to prevent violence and promote healthy relationships



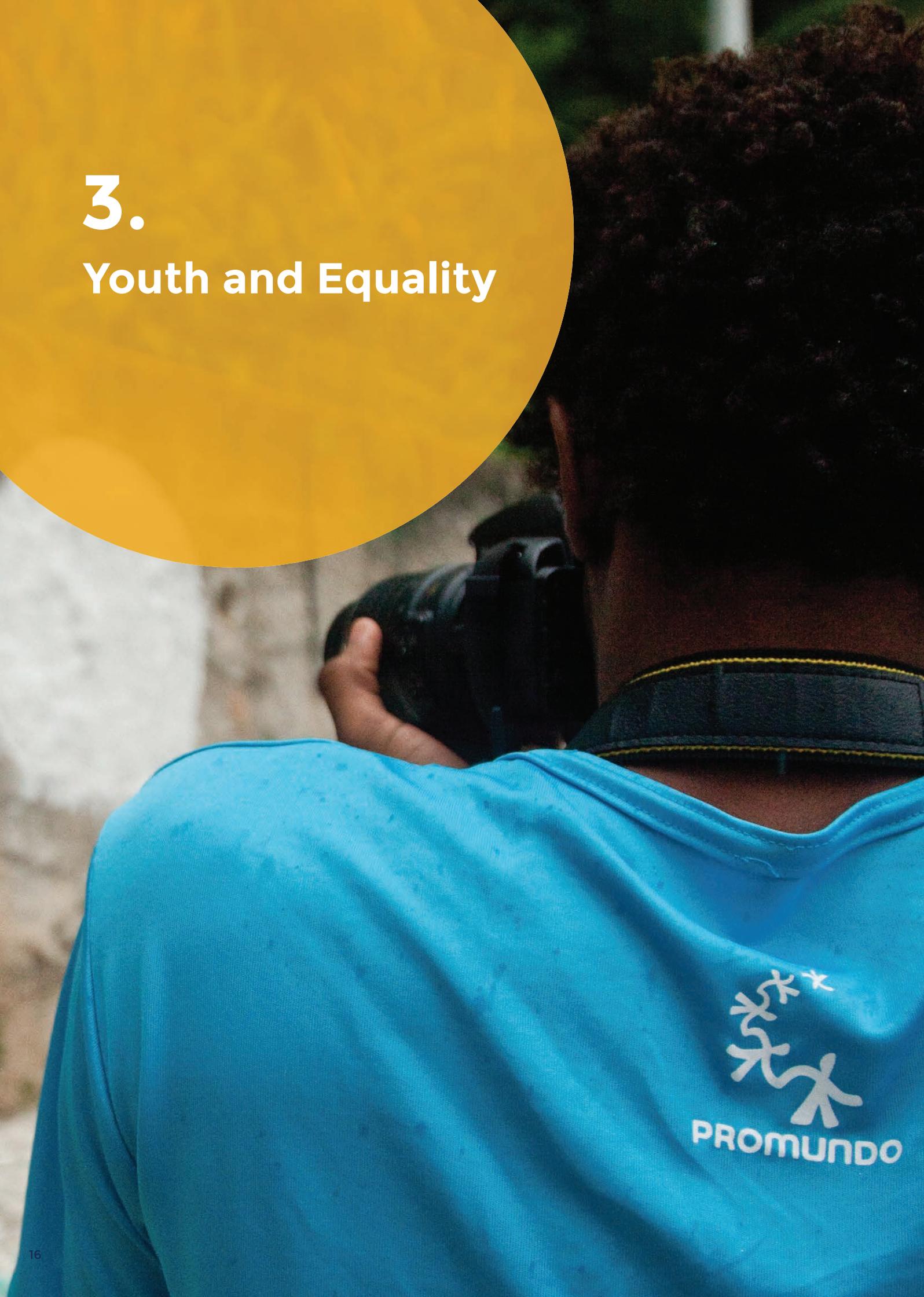
“It was only after the Promundo training sessions that I realized that the men were already present in the healthcare unit and that I needed to pay more attention to them, engage them during the appointments, and pay attention to what they needed.”

- Luciellen, health professional,

Rio de Janeiro

3.

Youth and Equality



First Adaption of Program H Initiative for Young Men in the Middle East Advances

In 2015, Promundo continued its partnership with Beirut-based non-governmental organization (NGO) ABAAD to adapt Program H, a comprehensive curriculum and youth-led activism initiative that encourages young men to question rigid gender norms and adopt nonviolent attitudes and behaviors. Promundo and ABAAD, as the recipients of the Womanity Foundation's inaugural Womanity Award, are adapting the Program H methodology to work with young men in schools and refugee settings in Lebanon.

Promundo and ABAAD's adaption of Program H is one of the first comprehensive approaches of its kind in the Middle East and North Africa, as well as the first in a predominantly Arabic-speaking country. Additionally, Lebanon is experiencing low-intensity conflict along its southern border with Israel and its western border with Syria, making this adaptation of Program H the first in a setting where conflict is still a lived reality.

In Brazil, Adolescents Are Practicing Sports to Achieve Equality

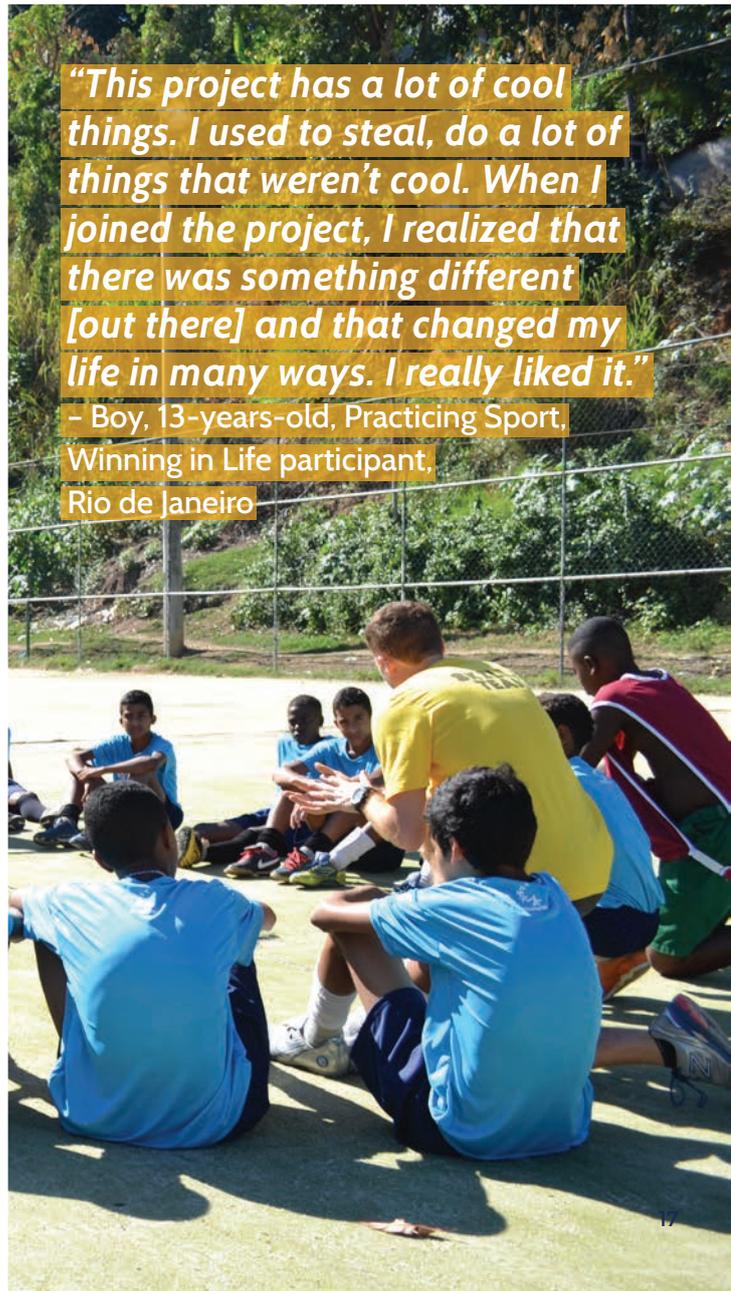
Practicing Sport, Winning in Life (in Portuguese, *Praticando esporte, vencendo na vida*) is a Promundo project that engages youth in sports activities, after-school tutoring, and targeted educational workshops to reflect upon and transform inequitable gender norms. During 2015, the project's third and final year, 195 boys and 50 girls aged 9 to 17 from Maré and Guararapes, Rio de Janeiro, participated in the project. One of the initiatives developed in 2015 as part of Practicing Sport, Winning in Life was the "I Believe!" campaign, which engaged youth in artistic expression to promote racial and gender equality. Qualitative data show significant changes in the lives of youth participants since the project's onset, including greater equality in relationships, increased autonomy, and improved academic performance.

Spotlight on Impact:

- 245 children and adolescents benefited directly from the project
- 3,000 community members benefited indirectly from the project
- 20 parents trained on gender and promotion of gender-equitable education for their children
- 3 communities involved in the project

"This project has a lot of cool things. I used to steal, do a lot of things that weren't cool. When I joined the project, I realized that there was something different [out there] and that changed my life in many ways. I really liked it."

- Boy, 13-years-old, Practicing Sport, Winning in Life participant, Rio de Janeiro



“I Believe!” Campaign Engages Brazilian Youth in Gender Equality and the Fight Against Racism

In 2015, Promundo developed the “I Believe!” campaign (in Portuguese, *Eu acredito!*) with the goal of promoting gender and racial equality in two Rio de Janeiro communities by engaging youth as agents of social transformation.

Promundo used creative media – including graffiti, rap, and photography – to engage children and adolescents from the communities of Maré and Guararapes to question the social norms that reinforce sexism, homophobia, and racism in their daily lives. The campaign culminated in the “I Believe!” Festival of Arts and Culture, where children and adolescents presented their works of art.

Youth themselves led the design and development of the campaign, which was inspired by one participant’s experience of racism during a police raid. The campaign inspired its participants to critically reflect on the diverse forms of oppression that influence their lives and to become agents of social change in their communities.

*“All I want is to be happy,
Enjoy the beach like I’ve always wanted,
And be able to jump into the sea,
Without fear of the police stopping me.”*

– Lyrics from rap by youth participants in the “I Believe” campaign, Maré, Rio de Janeiro

Spotlight on Impact:

- 5,000 people reached directly or indirectly by the campaign
- 200 adolescents engaged as agents of social transformation
- 20 parents trained on gender and promotion of gender-equitable education



“Shameless” Campaign Mobilizes Young People to Become Protagonists in Sexual and Reproductive Health

A group of high school students from Rio de Janeiro created the “Shameless” campaign – part of the MenCare+ program – in 2013 to engage their peers in sexual and reproductive health and rights (SRHR). Since its onset, the campaign has expanded to various public high schools in the state and reached nearly 10,000 students through cinema, debates, games, roundtable discussions, and a social media campaign – which are designed and organized by the students themselves.

In 2015, the campaign’s impact assessment highlighted significant attitude changes among participants, including: greater access to information, increased confidence to speak about issues that matter to them, and greater autonomy.

“Why aren’t there more meetings like this? This is the only place where we can speak about these issues.”

– Juan, student at Bernardo Sayão High School, Rio de Janeiro

Spotlight on Impact:

- 17 participating schools
- 10,000 students reached
- 18,000 Facebook users reached by the campaign and 2,500 Facebook followers
- 900 youth participants in "Shameless" workshops on gender and SRHR issues
- 176 young people trained in gender and SRHR to promote the "Shameless" campaign with their peers





4.

Economic Justice

Promundo Develops Methodology to Support Professionals in Women's Economic Empowerment

“The issue of the autonomy of women beneficiaries of Bolsa Família is often part of our reflections. ... We would like to take this opportunity to reinforce our interest in supporting the manual and toolkit that you are currently developing.”

– Coordinator of the Gender Committee,
Brazil's Ministry of Social Development and Fight
Against Hunger

Brazil's Bolsa Família program is one of the first and largest conditional cash transfer (CCT) programs in the world. In 2013, Promundo and its partners introduced a three-year, gender-transformative intervention as a companion to Bolsa Família in the states of Rio de Janeiro and Pernambuco. The intervention's group education for female CCT beneficiaries and their male partners encourages couples to critically reflect about shared-decision making and power dynamics within their relationships, in order to increase the gender-equitable impact of CCTs.

Since its launch, the Bolsa Família companion program has adapted, tested, and evaluated gender-transformative methodologies for use by professionals who work with CCT beneficiaries.

In 2015, Promundo disseminated the Bolsa Família companion program's findings, lessons learned, and good practices. Promundo also began development of a manual and toolkit with gender-transformative methodologies for CCT professionals. The manual and toolkit include activities and information on violence prevention; women's autonomy in decision-making within and outside the family; motherhood, fatherhood, and division of domestic labor; women's labor rights; and women's economic empowerment. The publications were assessed by, and met with positive feedback from, the Gender Committee of Brazil's Ministry of Social Development and Fight Against Hunger.

Spotlight on Impact:

- 200 women (Bolsa Família beneficiaries) and men (their partners) reached in Morro dos Prazeres, Rio de Janeiro
- 200 men and women reached in Morro dos Cordeiro, Pernambuco
- 110 men and women reached in rural areas of Rio de Janeiro and Pernambuco
- 161 men and women reached in partnership with the Social Assistance Reference Centers, in Recife
- 150 Bolsa Família participants in group-education workshops organized in partnership with the Ernani Agrícola Municipal Health Center, in Rio de Janeiro

Promundo Partners with WorldFish to Bring Gender-Transformative Approaches to Aquatic Agricultural Development

In 2015, Promundo partnered with WorldFish, an international research organization focused on improving livelihoods through agricultural development, to integrate a gender-transformative approach to engaging men and boys as partners in women's economic empowerment and agricultural research and development. Promundo trained WorldFish “Country Hubs” (i.e. staff members and implemen-

ting partners) in Cambodia, Solomon Islands, Zambia and Bangladesh on how to engage men and boys using a gender-transformative lens via group education, community dialogues, research, and evaluation. A Promundo-led training for WorldFish in Zambia was selected in 2015 as a good practice for inclusion in UN Women Training Centre's *Compendium of Good Practices in Training for Gender Equality*.



5.

Preventing Violence

Written by Children, Book Helps Parents and Professionals Promote Violence-Free Childhood

“I had conversations with the parents. We read the book and discussed it. It is still a challenge in our community, because violence is entrenched, but today there are fewer mothers hitting their children than in the old days. ... Today they talk more with their children [instead].”

– Magnólia, community leader,
Cidade de Deus, Rio de Janeiro

In 2014, Promundo produced the children’s book *Kicking Little Rocks* (in Portuguese, *Chutando Pedrinhas*), written collectively by girls aged 6 to 14 in Morro dos Prazeres, Rio de Janeiro, as a tool to encourage gender-equitable, nonviolent education and upbringing. In 2015, Promundo continued to use the book as an educational tool, holding trainings with key stakeholders on ways to scale up and sustain work to promote a childhood environment free of violence.

Throughout the year, Promundo held training sessions with leaders from nine communities in Rio de Janeiro on the book and its themes. The sessions addressed prevention of – and response to – violence against children and adolescents in the communities, using the book as an entry point to discuss affection and dialogue between parents and children. Promundo and its partners also worked with Rio de Janeiro health professionals on themes of gender and parenthood, gender-equitable education, and the prevention of corporal and humiliating punishments.

One of the young authors and a leading inspiration of the book – 13-year-old Thais de Souza Santos – was tragically killed in an exchange of gunfire between drug-trafficking groups and police in her neighborhood on January 5, 2016. Promundo and its partners celebrate her life and inspiration and extend our deepest condolences to her family and friends. Her cause and her life will not be forgotten.

Spotlight on Impact:

- 8,000 children and adolescents benefited indirectly
- 6,000 adults sensitized about equitable, violence-free education
- 4,000 books distributed
- 20 community leaders trained in preventing violence against children and adolescents
- 9 communities sensitized on the importance of protecting children and adolescents
- 227 health professionals trained on issues related to fatherhood and caregiving



Promundo Advises Brazilian Petroleum Company Petrobras on Reducing Sexual Exploitation

“I plan to use the information discussed during the workshops in the development of a prevention project aimed at schools and vocational training.”

- Child rights professional,
Rio Grande do Sul

Petrobras, a Brazilian multinational energy corporation and one of the largest companies in the Americas, hired Promundo from 2013 to 2015 to prevent commercial sexual exploitation of children and adolescents in the urban areas surrounding five of its Brazilian project sites. Promundo worked with Petrobras in projects in the states of Mato Grosso do Sul, Pernambuco, Sergipe, Rio Grande do Sul, and Rio de Janeiro to reduce the often negative impact on sexual exploitation of children that happens when large numbers of male workers arrive.

Promundo led educational workshops to sensitize workers about paying for sex with underage children and designed the awareness-raising campaign “I Say No!” (in Portuguese, *Eu digo não!*). It also conducted trainings on preventing commercial sexual exploitation for Petrobras employees and contractors in their corporate social responsibility sectors.

Together with the communities surrounding the project sites, Promundo developed workshops, seminars, and meetings to discuss the functioning of legal systems that guarantee the rights of children and adolescents; to identify and report cases of sexual exploitation; and to build an agenda to continuously prevent sexual exploitation of underage youth within the communities. The beneficiaries of the activities included health, education, and social work professionals; government officials; journalists; and representatives of civil society organizations.



Spotlight on Impact:

- 40,000 Petrobras employees and contactors reached
- 1,500 professionals from the child protection network trained on ways to address commercial sexual exploitation of children and adolescents
- 200 Petrobras employees and contractors trained to prevent commercial sexual exploitation of children and adolescents in the workplace
- 16 municipalities reached

Rio de Janeiro Campaign Works to End Sexual Exploitation of Children and Adolescents in Low-Income Communities

“This project brought us greater knowledge on the sexual exploitation of children and adolescents and encouraged us to search collectively for solutions to protect our children and adolescents.”

– Sonia Regina da Silva, community leader,
Morro do Urubu, Rio de Janeiro

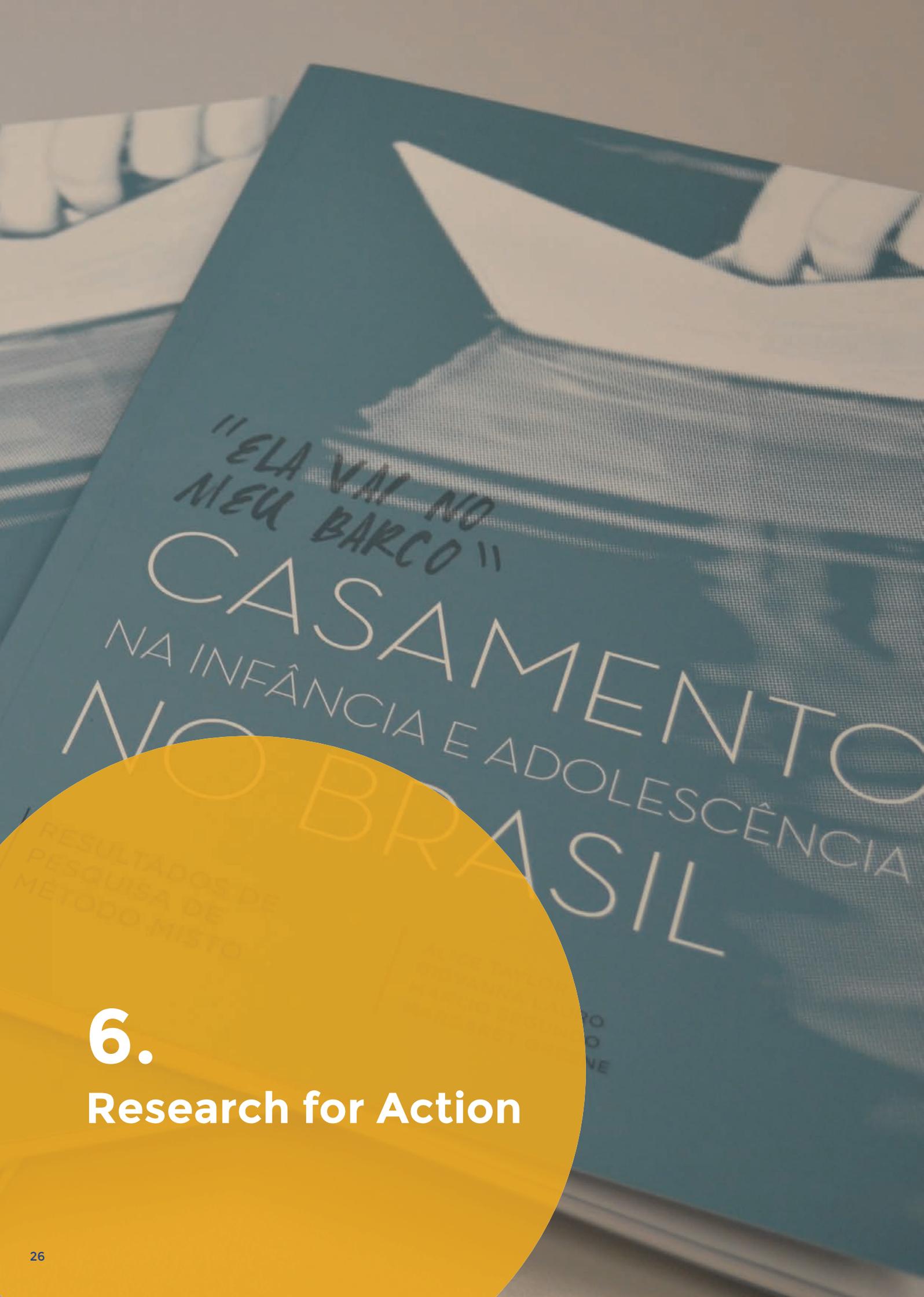
Commercial sexual exploitation of children and adolescents in low-income areas of Rio de Janeiro, and elsewhere, is often met with silence; many residents think it is young people's “choice” to sell their bodies. In response to these widespread misperceptions, Promundo organized training sessions for community leaders in 2015 to end the silence and affirm that commercial sexual exploitation of children and adolescents under age 18 is illegal and a grave infringement of their rights.

The sessions led to the development of the campaign “Don't Look the Other Way: Sexual Exploitation of Children and Adolescents” (in Portuguese, *Não dê boabeira para a Exploração Sexual de Crianças e Adolescentes*). The campaign includes information kits, comic books, and bracelets that affirm a collective commitment to the prevention of sexual exploitation. Campaign activities – developed together with the community leaders – included conversations with parents, activities at daycare centers and schools, and the exhibition of campaign materials at community events.

Spotlight on Impact:

- 15,000 people directly reached by campaign
- 35 communities involved
- 60 community leaders trained to address sexual exploitation of children and adolescents
- 16,000 information handouts and brochures distributed





"ELA VAI NO MEU BARCO"

CASAMENTO NA INFÂNCIA E ADOLESCÊNCIA NO BRASIL

RESULTADOS DE
PESQUISA DE
METODO MISTO

6.

Research for Action

Promundo's Research on Child and Adolescent Marriage Is First of Its Kind in Brazil

“Girls only talk about wanting older men because they have more responsibility. Around here boys don't want to have responsibility; they only want to play around.”

– Man, focus group discussion participant, Belém, Pará, Brazil

Promundo expanded its work on child marriage prevention by conducting research in two urban areas of Brazil from 2014 to 2015. Brazil has largely been absent from global discussions and advocacy about child marriage, yet globally it is the country with the fourth highest absolute number of girls married by age 15. This landmark, Ford Foundation-supported project was the first study about child and adolescent marriage in Brazil, as well as one of the first studies about the issue in Latin America.

With launch events for policymakers in Washington, DC, in the United States, and in Brasília and São Luis, in Brazil, the report highlighted the importance of addressing the cultural constructions of sexuality, which shape men's preferences for young wives. It pointed to young men's difficulties in transitioning to adult roles, including difficulties obtaining paid employment and fulfilling expectations of “provider roles.” The study also found evidence of nuanced decision-making processes on the part of adolescent girls; rather than being passive “victims,” young women often made decisions to marry young when faced with an unplanned pregnancy or limited economic and education prospects in their families of origin.

As in other Latin American countries, the nature and implications of girls' marriages in Brazil have been largely absent in national research and policymaking agendas. To address such gaps, this study increases the visibility of the issue and highlights clear policy, program, and research recommendations for future action.

Spotlight on Impact:

- From June to September, the report was mentioned in almost 200 media outlets, which have a combined readership of over 1 billion.
- The report appeared in the media over 100 times in Brazil, including in six television interviews and national broadcast shows.
- The attention generated by the report led journalists to interview couples involved in child marriages in at least five other Brazilian states, in addition to the two original two research sites.
- Promundo researchers were invited to present research findings at dozens of events globally, regionally, nationally, and locally.



IMAGES (International Men and Gender Equality Survey) Expands to Nine New Countries

The International Men and Gender Equality Survey (IMAGES) is a multi-year, multi-country effort to build the evidence base on how to change public institutions and policies to better foster gender equality and to raise awareness about the need to involve men in health, development, and gender equality issues. Since its first six-country report was published in 2011, IMAGES has been a foundation of Promundo's research portfolio and an international reference for understanding gender-equitable and -inequitable attitudes, practices, and experiences among both men and women worldwide.

In 2015, IMAGES expanded to nine new countries. Promundo conducted IMAGES research and provided technical assistance to partners in Azerbaijan, Mozambique, Nigeria, Russia, and Poland (where the "Gender Equality and Quality of Life" study that partly inspired IMAGES was implemented). Work also began to bring IMAGES - for the first time - to the Middle East and North Africa (MENA), where the survey will take place in Lebanon, Egypt, Morocco, and the occupied Palestinian Territories.

Spotlight on the Middle East and North Africa

Promundo and partners have begun work to adapt and implement IMAGES in four countries in the MENA region, beginning in Lebanon and continuing in Egypt, Morocco, and the occupied Palestinian Territories. The project's research results aim to inform regional and national-level discussions on gender, conflict, and masculinities, as well as to foster evidence-based policy and programming to promote gender equality, promote respect for sexual minorities, and prevent gender-based violence. In 2015, in-country research partners submitted their research plans; each partner will conduct household surveys with 2,400 men and women, as well as qualitative studies with 320 individuals per country.

Spotlight on Brazil and Mozambique

2015 represented Promundo's second year of a two-country, three-year IMAGES project funded by the International Development Research Centre (IDRC)'s Safe and Inclusive Cities (SAIC) program. As part of SAIC, Promundo adapted IMAGES for the first time with a focus on urban areas, including urban violence (Rio de Janeiro, Brazil) and post-conflict (Maputo, Mozambique). The quantitative household surveys capture relationships between higher and lower exposure to urban violence (measured by homicide rates) and the types of gender-attitude measures included in other IMAGES studies. The qualitative components feature in-depth life-history interviews with men who are involved in these urban violence and post-conflict scenarios - and interviews with their wives, partners, and family members. The adaptations of IMAGES in Rio de Janeiro and Maputo offer nuanced findings on the complex relationships between violence in urban/public spaces and intimate partner and inter-family violence.



Promundo Investigates Adolescent Dating Violence in Brazil and Honduras

Evidence shows that dating violence in adolescence can lead to intimate partner violence in adulthood. Research on adolescent dating violence, however, is limited compared to the research on adult violence – especially in Latin America. With support from the Inter-American Development Bank, Promundo carried out qualitative research in Brazil and Honduras in 2015 to understand risk and protection factors related to adolescent dating violence. The research aims to inform policy and prevention initiatives, and it captures a range of experiences related to dating relationships among girls/young women and boys/young men aged 14 to 24. Promundo and partners conducted fieldwork both in urban sites (Tegucigalpa, Honduras and Rio de Janeiro, Brazil) and in rural sites (Santa Barbara Department, Honduras and Codó, Maranhão, Brazil).

In 2015, the researchers finalized 147 in-depth qualitative interviews, as well as various focus groups and workshops, across both countries. Initial findings are being shared in international events.



EMERGE Reveals New Evidence, Trends, and Promising Directions in Engaging Men and Boys for Gender Equality

Engendering Men: Evidence on Routes to Gender Equality (EMERGE) is a two-year project, led by the Institute of Development Studies (IDS) in collaboration with Promundo and Sonke Gender Justice, designed to answer the question: “What works best when it comes to engaging men and boys for gender equality?”

In 2015, the EMERGE project published an evidence review that critically assesses trends and shifts in related social norms and structures over the past 20 years, successful policies and programs, and future directions for promoting men’s and boys’ support for gender equality.

During an in-depth learning phase, eight case studies – across five continents – documented field-learning and rapid research from different regions, illustrating promising evidence-based approaches for programs, policies, and institutions, as well as exploring significant gaps in the evidence available.

The final phase of EMERGE will draw lessons and guidance for policymakers, practitioners, and activists. EMERGE will present a theoretical framework, along with a policy brief, to provide guidance on including men and boys in policies focused on gender equality and social change, as well as in broader development policies.

EMERGE is funded by the United Kingdom’s Department for International Development (DFID). It is led by IDS in the United Kingdom in collaboration with Promundo in the United States and Sonke Gender Justice in South Africa.

The background features a complex network diagram with nodes and connecting lines. A large, semi-transparent orange circle is positioned in the upper-left quadrant. The nodes are represented by small circles in various shades of blue and orange, connected by thin, light blue lines. The overall aesthetic is clean and modern, suggesting a focus on technology, innovation, or organizational structure.

Spotlight on New Initiatives

Reproductive Rights

Campaign Engages Men in the Fight to Legalize Abortion in Brazil

“The struggle for legal abortion should be a struggle to avoid setbacks, but also to create conditions to ensure that women have the right to do whatever they want with their bodies.”

– Boaventura de Sousa Santos, sociologist and campaign spokesperson

Promundo, together with its partner organizations from the MenEngage-Brazil network, launched the online campaign “Men in Favor of Legalizing Abortion” at a seminar in Recife in November. The campaign mobilizes men against the criminalization of abortion in Brazil, given the growing number of deaths caused by clandestine abortions in the country.

Since the campaign’s launch, reproductive rights advocates and supporters have shared dozens of images and videos of men mobilizing to legalize abortion on social media. Portuguese sociologist Boaventura de Sousa Santos, Brazilian philosopher Vladimir Safatle, and Brazil’s first declared transsexual man, João Nery, have all served as campaign spokespersons.

In its first two months alone, the campaign received 15,000 views of its Facebook posts, along with 8,600 views of the MenEngage-Brazil Facebook page. In 2016, the campaign will continue to expand its social media presence using the hashtag #euapoioalegalizacaodoaborto (in English, “I support the legalization of abortion”).



A luta pela legalização do aborto deve ser uma luta para evitar retrocessos, mas também para avançar no sentido de criar mais condições para que sejam garantidas às mulheres o direito de fazer do seu corpo aquilo que quiserem.

Boaventura de Sousa Santos
Sociólogo e professor da Universidade de Coimbra, Portugal

homens a favor da legalização do aborto
#euapoioalegalizacaodoaborto

HOMENS A FAVOR DA LEGALIZAÇÃO DO ABORTO
#euapoioalegalizacaodoaborto

MenEngage Brasil

Spotlight on Abortion in Brazil

- Abortion in Brazil is illegal. Exceptions are made only for cases of rape, danger to the life of the mother, and fetal brain deformity.
- Brazil’s national health system (SUS) admitted 243,000 women for post-abortion curettage in 2014 alone.
- Complications resulting from unsafe abortion are the fifth leading cause of maternal mortality in the country.
- The World Health Organization (WHO) estimates that Brazilian women have 1 million abortions every year, mostly in unsafe conditions.
- According to a 2010 study by the University of Brasília, one in every five women over age 40 has had at least one abortion during her lifetime.

Intersecting Inequalities

New Business Guide Promotes Rights and Diversity in the Workplace in Brazil

Discrimination related to sexual orientation and gender identity is still common in the workplace, limiting access to jobs; this becomes even more pernicious when it combines with discrimination related to class and race. With this in mind, Promundo and Conexão G, a Rio de Janeiro-based non-governmental organization (NGO) that focuses on lesbian, gay, bisexual, and transgender (LGBT) issues, began development in 2015 of a tool to promote diversity and rights in the workplace. The tool and associated guide, written for businesses and workplaces, adopts a broader perspective on power relations and aims to rethink methods of reducing intersecting inequalities in the workplace.

In 2015, Promundo conducted focus group discussions with LGBT individuals in Rio de Janeiro's favelas; interviewed the coordinator of the Rio de Janeiro's state program "Homophobia-Free Rio" (in Portuguese, *Rio Sem Homofobia*); and led workshops and meetings with professionals from the Brazilian companies Elebrobras, Eletronuclear, and Furnas. The tool will be tested, finalized, and disseminated in 2016 with professionals from these companies.





Our Awards and Events

Promundo Receives Inter-American Development Bank's Juscelino Kubitschek Award for Contributions to Social Development

“It is an enormous honor and pleasure for Promundo-Brazil to be one of the winners of the 2015 Juscelino Kubitschek Award, both for its recognition of our past achievements in promoting gender equality in the region, as well as for its support of the expansion of this work in the future.”

– Tatiana Moura, Instituto Promundo
Executive Director

Promundo won the Inter-American Development Bank's fourth Juscelino Kubitschek Award of Merit for Regional Development in Latin America and the Caribbean in November. The award recognizes organizations based in Latin America and the Caribbean that have made outstanding contributions to the social and economic development of the region.

Promundo, along with the Ecuadorian Populorum Progressio Fund (*Fondo Ecuatoriano Populorum Progressio*), was the winner in the award's "Social, Cultural, and Scientific" category, and each organization was awarded \$50,000. Haitian organization Fokonse was the winner in the award's "Economy and Finance" category.

The Juscelino Kubitschek Award was created in 2008 as a celebration of the Inter-American Development Bank's 50th anniversary to highlight its commitment to supporting efforts to reduce poverty and inequality in Latin America and the Caribbean. The name of the award honors the former Brazilian president Juscelino Kubitschek.

Vital Voices Honors International Director Gary Barker for Work to End Gender-Based Violence

“As men working for gender equality, we don't need special recognition... You don't deserve extra credit for what you should be doing anyway.”

– Gary Barker, Promundo-US International
Director and Founder

Promundo's International Director Gary Barker received the Vital Voices of Solidarity Award on December 7 for his advocacy for women's and girls' rights and his global work to end gender-based violence. The award, presented by Vital Voices Global Partnership, honors men who embody courage and

compassion to end violence against women and girls in the United States and around the world.

Gary received the award at the Voices of Solidarity event, held at InterActiveCorp headquarters in New York City, in commemoration of International Human Rights Day. He was honored along with Zeid Ra'ad Al Hussein, United Nations High Commissioner for Human Rights; Sadou Lemankreo, Cameroonian grassroots activist and police officer; and John Prendergast, human rights activist and Founding Director of Enough Project.

In 2014, Vice President Joe Biden, Sir Patrick Stewart, and former NFL star Donald McPherson were among the honorees awarded the inaugural Voices of Solidarity award.



Our Financials*

Promundo-US 2015 Revenue

GRANTS

Anonymous	\$230,000
Centers for Disease Control and Prevention (CDC)	\$500,000
Bill and Melinda Gates Foundation	\$628,867
John D. and Catherine T. MacArthur Foundation	\$300,000
Oak Foundation	\$1,493,751
Save the Children	\$23,626
Swedish International Development Agency (Kinshasa)	\$3,260,930
Sonke Gender Justice (IMAGES)	\$100,026
Sonke Gender Justice	\$17,686
South African Medical Research Center (Sexual Violence Research Initiative)	\$99,695
Summit Foundation	\$25,000
UN Women (IMAGES Afghanistan)	\$200,000
UN Women (IMAGES MENA)	\$999,915
United States Institute of Peace	\$143,076
W. K. Kellogg Foundation	\$150,000
Women's Foundation of Colorado (MenEngage)	\$6,000

PROGRAM SERVICES REVENUE

Alliance for Solidarity	\$4,986
Care International Balkans	\$800
ChildFund	\$43,131

Promundo-US 2015 Revenue

PROGRAM SERVICES REVENUE, CONTINUED

Concern Worldwide	\$19,254
Futures Without Violence	\$10,800
GRM International	\$13,347
Inter-American Development Bank	\$87,296
Jagiellonian Univ. of Krakow (Poland)	\$943
Män För Jämställdhet (Sweden)	\$15,785
Rutgers (Netherlands)	\$10,000
Sonke Gender Justice (South Africa)	\$49,340
UN Women	\$29,312
UNFPA	\$158,677
University of Connecticut	\$35,467
University of Pittsburgh	\$48,603
Vital Voices	\$10,023
World Bank	\$39,735
World Vision	\$5,555
WorldFish	\$64,632
TOTAL	\$8,826,259

*Promundo-Great Lakes (Kigali), Promundo-Europe (Coimbra), and Living Peace Institute (Goma) financials are included within Promundo-US's 2015 revenue.

Instituto Promundo 2015 Revenue

OPERATIONAL REVENUE (in Brazilian Reals)

Defrayal of Human Resources & Operational Expenses	R\$ 1.128.399,00
Childhope/Department for International Development, DFID (Sexual Exploitation, No!)	R\$ 52.860,90
Comic Relief (Practicing Sports, Winning in Life)	R\$ 68.028,47
UN Women (Fund for Gender Equality)	R\$ 87.389,12
Ministry of Foreign Affairs of the Netherlands (MenCare+)	R\$ 701.902,55
Abrinq Foundation/Save the Children Sweden (Fathers and Daughters Project)	R\$ 10.092,00
Plan (PEGE)	R\$ 9.310,76
Kindernothilfe (Practicing Sports, Winning in Life)	R\$ 82.668,00
United Nations Trust Fund to End Violence Against Women, UNTF (Prevention of Violence Against Young Women)	R\$ 69.072,20
Embassy of the Kingdom of the Netherlands	R\$ 28.500,00
Bolsa de Valores Sociais (Sexual Exploitation, No!)	R\$ 18.575,00
Technical Assistance, Contracts and Core Funds	R\$ 1.176.381,33
Petrobras	R\$ 533.997,83
United States Agency for International Development, USAID	R\$ 31.873,28
Inter-American Development Bank, IDB (Exploring Teen Dating Violence in Brazil)	R\$ 75.082,07
Brazil Foundation (Core Funds)	R\$ 72.000,00
Oak Foundation (Core Funds)	R\$ 439.185,40
GIZ (Technical Assistance)	R\$ 24.242,75

Instituto Promundo 2015 Revenue

OTHER REVENUES (in Brazilian Reals)

Other Revenues	R\$ 89.889,29
Financial Revenues	R\$ 38.151,21
National Donations	R\$ 677,83
FADM Gender Based Violence Initiative (Reimbursement)	R\$ 43.257,68
Other Reimbursements	R\$ 7.802,57

Operational Revenue Total **R\$ 2.394.669,62**

PROJECTS REVENUE (in Brazilian Reals)

Childhope/Department for International Development, DFID (Sexual Exploitation, No!)	R\$ 156.933,00
Comic Relief (Practicing Sports, Winning in Life)	R\$ 152.652,13
UN Women (Fund for Gender Equality)	R\$ 462.897,88
Abrinq Foundation/Save the Children Sweden (Fathers and Daughters Project)	R\$ 891.948,73
Plan (PEGE)	R\$ 54.822,62
Kindernothilfe (Practicing Sports, Winning in Life)	R\$ 147.111,86
United Nations Trust Fund to End Violence Against Women, UNTF (Prevention of Violence Against Young Women)	R\$ 34.567,24
Embassy of the Kingdom of the Netherlands	R\$ 147.111,86
Kindernothilfe (Practicing Sports, Winning in Life)	R\$ 65.597,51
Bolsa de Valores Sociais (Sexual Exploitation, No!)	R\$ 55.924,00
GIZ (Technical Assistance)	R\$ 23.895,00

Instituto Promundo 2015 Revenue

CONTINUED

Projects Revenue Total	R\$ 2.141.350,52
BUDGET TOTAL (in Brazilian Reals)	R\$ 4.536.020,14
BUDGET TOTAL (Equivalent in US Dollars)	\$ 1.151.274,15

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Our Offices

Brazil

Rua da Lapa 161, sobrado
Centro - Rio de Janeiro
Cep. 20021-180

United States

1367 Connecticut Avenue NW, Suite 310
Washington, DC 20036

Portugal

Centro de Estudos Sociais / Universidade
de Coimbra
Colégio de S. Jerónimo, Largo D. Dinis
Apartado 3087
3000-995 Coimbra

Rwanda

5, Bwiza Village
Bugoyi/Gisenyi
Rubavu District
Western Province

Democratic Republic of the Congo

9, Av. Nyiragongo
Quartier Murara
Commune Karisimbi
Goma, North Kivu

Contact

promundoglobal.org
contact@promundoglobal.org





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