

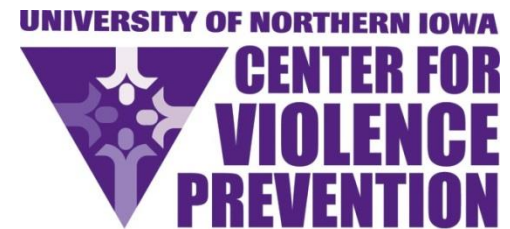
North American MenEngage Webinar Conference Series:

Men Supporting #MeToo: Taking Action to the Next Level

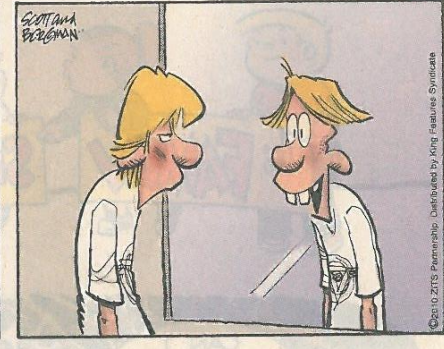
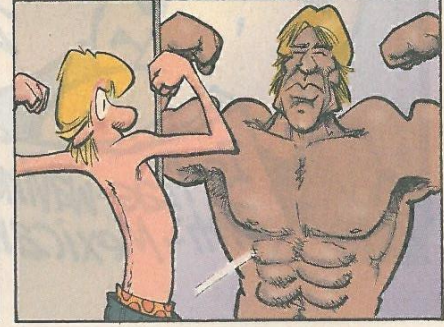
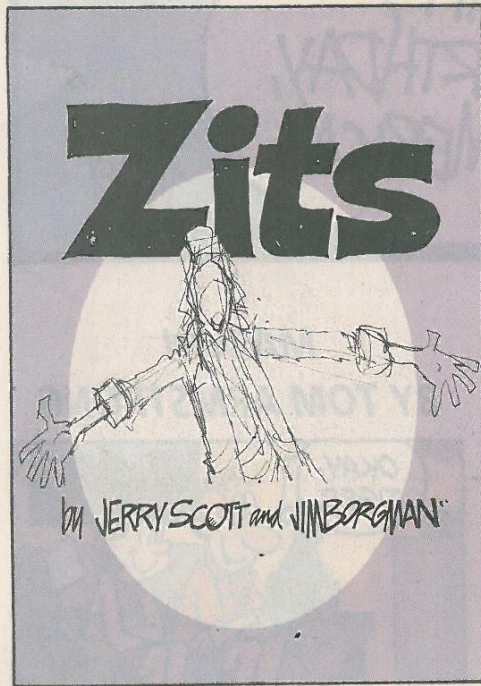
Part II: Dialogue on Theories of Change for Men.

Alan Heisterkamp, Ed.D.
Director

Thursday, April 26, 2018



Boys to men.....



Cognitive Behavioral Model

Crooks 2007

- **Goal Setting**
- **Core Beliefs**
- **Strategies for Change**



#MeToo: outcomes, role-models, practical approaches

2000 National Study

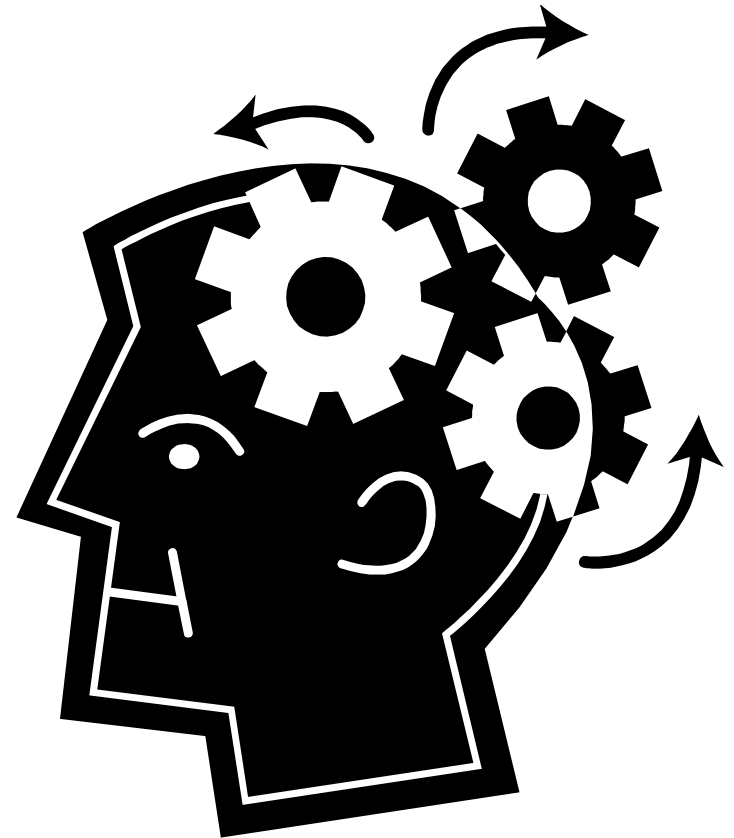
Peter Hart Research, 1000 Men

- 
- 21% not actively involved in community efforts to stop violence against women because no one had asked them
 - 16% didn't have the time
 - 13% reported they didn't know how to help
 - 13% identified reluctance – vilified and perceived as part of the problem
 - 11% thought domestic violence was a private matter and were uncomfortable to get involved

Cognitive Behavioral Model

Crooks 2007

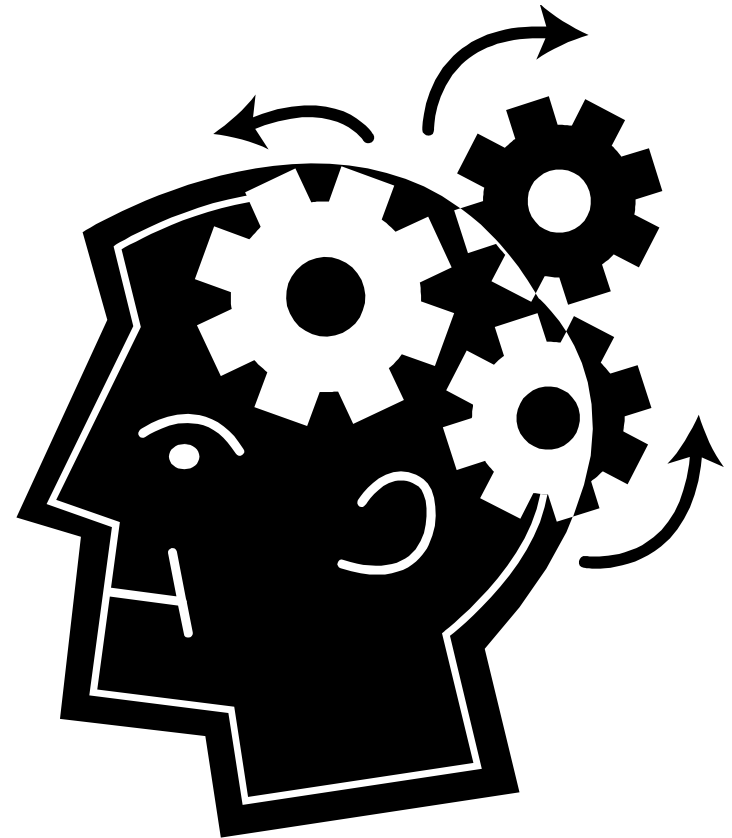
- **Goal Setting**
 - Identifiable end state of intervention for the average man
 - Public verses Private steps
 - Lack of small steps for making change
 - Solutions: building roadmaps for men/boys
 - Stories: no one single pathway or series of steps to become engaged
 - Outcome: new notions about masculinity



Cognitive Behavioral Model

Crooks 2007

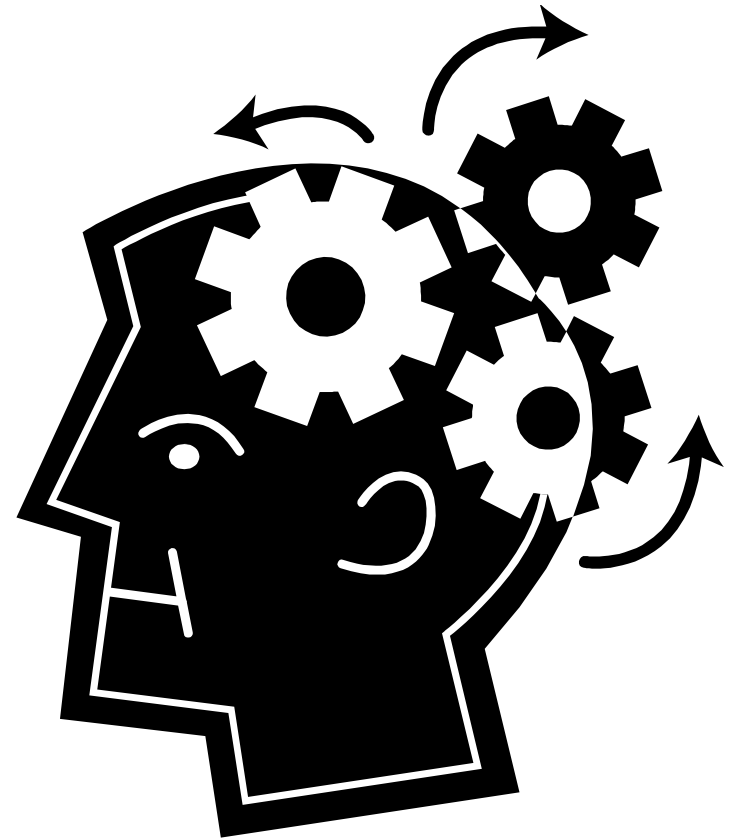
- **Core Beliefs:**
 - *Operating principles that influence their interpretations, emotional reactions and response to daily events (not always aware)*
 - *Cognitive authority: views the source of information at credible and knowledgeable*
 - *VAW is publically owned by feminist community*
 - *Cultural inoculation: need for education*



Cognitive Behavioral Model

Crooks 2007

- **Strategies for Change**
 - Reinforcements, behavioral skills and self-efficacy (Bandura, social learning theory, SBT)
 - Societal lack of inherent reinforcement for men to be engaged in violence prevention
 - Use groups to create reinforcement and to build opportunities for practice and success.
 - Need confidence and skill building
 - Observing models successfully complete a behavioral response is one effective way to increase self-efficacy



Information-Motivation-Behavioral Skills Model of Change

Fisher, 2002

Likely to initiate and maintain health-promoting behaviors and to experience positive health outcomes if:

- Well informed
- Motivated to act (personal & social)
- Possess the requisite behavioral skills for effective action – health behavior performance



E.g., Coaching Boys into Men research