

Report on how
White Ribbon New Zealand
can align with
the #MeToo movement



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Executive summary

- This report focuses on how White Ribbon New Zealand's Respectful Relationships campaign in 2018 can align with the #MeToo movement.
- The phrase "Me Too" had initially been used 11 years earlier but in October 2017 it gained much wider use as a social media hashtag for women to use when acknowledging they had been sexually harassed or assaulted, to give a sense of the magnitude of the problem.
- In the last nine months the #MeToo movement has led to the public calling out of individual men for behaviour ranging from serial, criminal sexual assault to non-consensual sexual activities. It has also led to disclosure about repeated harassment in certain work environments, including in New Zealand.
- The #MeToo movement is so new that it is news or popular media that have provided the most prolific discussion of the movement and its implications. Consequently, they are the most frequent sources of information used in this report. These sources tend to enthusiastically emphasise the positive impact of the #MeToo movement while it is too early to empirically determine #MeToo's impact on social norms and reducing violence.
- The other significant sources of information and commentary are the violence prevention organisations that have aligned with #MeToo.
- The #MeToo movement has generated considerable public discourse which has led to more public use of terms such as 'rape culture' and 'toxic masculinity'. The advantages and disadvantages of using these terms are discussed.
- The #MeToo movement aims to "demonstrate the widespread prevalence of sexual assault and harassment, especially in the workplace", and quickly grew to be an "international movement against sexual harassment and assault"¹.



¹ From https://en.wikipedia.org/wiki/Me_Too_movement

- #MeToo was used in October 2017 as a social media hashtag for women to use when acknowledging they had been sexually harassed or assaulted, to "give people a sense of the magnitude of the problem"². #MeToo quickly became a huge viral social media phenomenon; it was retweeted over 500,00 times and used in 12 million Facebook posts in the first 24 hours. It effectively revealed the extent women are victims of sexual harassment and violence in a wide range of work and other environments. The #MeToo solidarity gave many women the strength to disclose their personal experiences. While strongest in North America and Europe, #MeToo quickly became global, trending in over 85 countries³.
- #MeToo is unique for: (1) being a social movement driven by victims of violence voluntarily speaking out; (2) that the women have been believed and seen as credible; and (3) that it accompanied a call to no longer hide or tolerate sexual harassment and assault.
- The #MeToo movement began shortly after it became known there were significant allegations of sexual misconduct against Harvey Weinstein, a powerful figure in the US entertainment industry. Since then other prominent men in the US entertainment or media industries, and in other settings, have been identified as having harassed or assaulted women or other men.
- New Zealand women have actively supported the #MeToo movement, especially on social media⁴. There has been some disclosure of sexual harassment in particular settings⁵, along with two organised responses by local news media (the #MeToo NZ Investigation and Speaking Secrets podcasts).
- Responses to #MeToo include: greater public awareness and receptiveness; action being taken by governments; responses from businesses; and links being made with wider social issues.
- Violence prevention campaigns have also been quick to support #MeToo, including White Ribbon Canada.
- As a consequence of #MeToo and violence prevention efforts there is now: a wider understanding of the prevalence of sexual harassment and assault; much greater credibility offered to victims; more public discussion of what is sexual harassment and other abusive or violent behaviour; more links being made between men's violence and male socialisation; stronger public expression that this behaviour is unacceptable and will no longer be tolerated; more awareness that men are the dominant perpetrators; more calls for men to take responsibility for preventing male violence; and more awareness that intersectionality⁶ puts some women at greater risk. This is a new

² From https://en.wikipedia.org/wiki/Me_Too_movement

³ From https://en.wikipedia.org/wiki/Me_Too_movement#List_of_local_alternative_hashtags

⁴ See <https://www.radionz.co.nz/national/programmes/checkpoint/audio/2018618739/overwhelming-response-to-nz-metoo-tumblr>

⁵ See <https://www.radionz.co.nz/national/programmes/checkpoint/audio/2018618739/overwhelming-response-to-nz-metoo-tumblr> and <https://www.stuff.co.nz/national/104549293/charity-boss-who-has-sex-with-young-women-on-ship-reprimanded-for-bullying>

⁶ the theory that the overlap of various social identities, as race, gender, sexuality, and class, contributes to the specific type of systemic oppression and discrimination experienced by an individual (from <http://www.dictionary.com/browse/intersectionality?s=t>)

environment for violence prevention and offers a unique opportunity to now make significant progress in the prevention of men's sexual violence. This requires an effective response from White Ribbon.

- There is also more discussion of men's accountability and responsibility.
- Allied social media campaigns have developed for men - #HimThough, #IDidThat, #HowIWillChange and #AskMoreofHim. Some events have been held for men, with Swedish groups of men having 'reflective conversations' being the most significant.
- A recent robust survey of US men indicates that #MeToo has had a limited impact on US men: 41% had *never* heard of the #MeToo; the majority of men surveyed in very top jobs still hadn't heard of #MeToo; there was a range of reactions, from hopeful to fear; some were sceptical of women reporting abuse while others were supportive; some were scared they could be wrongly accused of harassment, especially if they had not heard of #MeToo; about half believed a man was entitled to sex with their wives or girlfriends and most did not have a comprehensive understanding of negotiating consent; and about half had not discussed #MeToo with anyone.
- White Ribbon New Zealand can align with the #MeToo movement by strengthening its current gender transformative approach.
- White Ribbon New Zealand can also promote the three key actions for men that the #MeToo movement advocates: listening, believing and understanding women; reflecting on their own behaviour and committing to change; and disrupting other men's harassment of women.
- Eleven recommendations are made for White Ribbon New Zealand aligning with #MeToo in its 2018 marketing campaign:
 - (1) That White Ribbon develops the website where individuals can take the pledge by offering them an option to commit to enacting their pledge by taking specific actions within an agreed timeframe. This emulates what White Ribbon Canada has done and it's recommended that White Ribbon New Zealand develops a similar mechanism.
 - (2) White Ribbon includes the three key #MeToo actions into the list of options for men to enact the White Ribbon pledge.
 - (3) White Ribbon promotes and prioritises the #MeToo three key actions in campaign media and communication.

Strengthen the gender transformative approach

- (4) White Ribbon strengthens its current gender transformative approach by:
- a) promoting actions men can take to enact the pledge which promote gender equity, being more flexible in gender behaviour or talking with young men about 'breaking out of the man box'.
 - b) highlighting these actions in campaign media and communications.
 - c) incorporating a suitable gender transformation message into the campaign's key messages (in level one communication).
 - d) developing a short toolbox for men on how to positively respond to #MeToo with information on how to enact the three key actions and to break out of the 'Man Box'.
 - e) developing a new toolbox to support men 'Breaking Out of the Man Box' and becoming more equitable and flexible in their gender behaviour.
 - f) reviewing the content of existing toolboxes to ensure they overtly promote men breaking out of the man box to be more equitable and flexible.
 - g) developing a range of information that can be used to build understanding of the links between a man's use of violence against women, his socialisation, male social norms, and gender inequality at a structural level⁷. This would include an explanation of the terms 'rape culture' and 'toxic masculinity' and will promote support for gender equity and flexible gender behaviour (key to the respectful behaviour White Ribbon promotes).
 - h) promoting this information to men in the 2018 campaign media and communication.

Promoting the three key #MeToo actions

A. *Listening and believing women*

- (5) White Ribbon promotes the key action of men listening and believing women when they talk of their experience of harassment or assault, or other negative behaviour by men by:
- a) promoting 'listening and believing' women as a campaign key message in 2018 and promoting this action in other campaign media and communication.
 - b) adding new content to the 'Respectful Relationships', 'Respectful Sexual Relationships' and 'Start With Respect' toolboxes that strengthens men's listening and believing behaviour by giving clearer directions, including avoiding inappropriate responses.
 - c) Including content in the new 'Breaking Out of the Man Box' toolbox that specifically supports men listening and believing women, as part of having respectful non-sexual relationships with women and girls.

⁷ White Ribbon Australia has been criticised for *not* having a similar clear analysis in Seymour K, "Stand up, speak out and act": A critical reading of Australia's White Ribbon campaign, Australian & New Zealand Journal of Criminology 2018, Vol. 51(2) 293–310

B. Reflecting on their behaviour

- (6) White Ribbon promotes men critically reflecting on their past behaviour towards women, apologising when possible, and actively committing to respectful behaviour in future by:
 - a) promoting 'self-reflection and changing' as an action for men in campaign media and communication.
 - b) adding new content to all toolboxes that promotes men reflecting on their behaviour and changing to using respectful behaviour in future. This will include being accountable by taking public responsibility for past behaviour and for making changes and seeking and responding to other's feedback.

C. Disrupting other men's behaviour

- (7) White Ribbon strengthens its current approach of supporting men to disrupt other men's behaviour by:
 - a) testing the effectiveness of the 'Men Influencing Other Men' toolbox with a group of men and revising it to ensure it is as effective as possible.
 - b) promoting this toolbox and its use to men in the campaign media and communications.

Other related recommendations

- (8) White Ribbon does not include a reference to #MeToo in its headline key messages, rather referencing it in second level information and media as the new environment that White Ribbon, and men, need to respond to.
- (9) To develop a broader understanding and abhorrence of 'rape culture' by referencing and defining this term when publicly discussing the social or cultural dynamics associated with men's sexual violence and to promote action men can take to prevent sexual violence.
- (10) To develop a broader understanding and abhorrence of 'toxic masculinity' by referencing and defining this term when: identifying that masculinity is a social construct and is changeable; highlighting gender inequalities or the 'harmful effects of male behaviour on women and girls'; focusing on men's behaviour, identities and relationships; acknowledging the full diversity of masculinity identities; promoting respectful masculinity behaviour (by presenting 'respect' as a human quality); and not discounting male privilege.
- (11) In campaign media and communications, to specifically name the problem as men's violence against women, and to continually develop wider awareness that men are responsibility for violence and to preventing it.

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Introduction

This report focuses on how White Ribbon New Zealand's Respectful Relationships campaign in 2018 can align with the #MeToo movement.

In the last nine months the #MeToo movement has led to the public calling out of individual men for behaviour ranging from serial, criminal sexual assault to non-consensual sexual activities. It has also led to disclosure about repeated harassment in certain work environments (from US gymnastic sport, the United Kingdom's aid sector, to a local law firm). How this has come about, and its impact is discussed in this report.

Men's responses to #MeToo is also discussed. And the actions that men have repeatedly been asked to take are identified and discussed.

Finally, this report makes ten recommendations on how White Ribbon's 2018 Respectful Relationships campaign can best align with the #MeToo movement. This involves offering New Zealand men practical guidance on how to respond as an ally to women.

Notes on sources of information and words used

The New Zealand Family Violence Clearinghouse undertook a literature search in June 2018 on the #MeToo movement and especially its links with men and violence prevention action they could take. The sources they identified were typically in the news or popular media. The #MeToo movement is so new that it is news or popular media that have provided the most prolific discussion of #MeToo and its implications. Consequently, they are the most frequent sources of information used in this report.

The news or popular media is unable to provide any empirical assessment of the impact of the #MeToo movement on social norms, such as believing victims or reducing men's violence. The sources used in this report tend to enthusiastically emphasise the positive impact of the #MeToo movement. This hyperbole contributes to changing the norms of receptive readers, but it is too early to assess the #MeToo movement's impact on reducing violence.

The literature search did not identify any 2018 academic research or writing directly on #MeToo – it is too early for this. The only surveys on the impact of #MeToo have been carried out by private enterprises. In April 2018, two fashion magazines, one for women and the other for men, sponsored a survey to gather insights into the impact of #MeToo on US men⁸. The recent US survey into workplace sexual harassment in the #MeToo era was carried out by a private research company⁹.

The other significant sources of information and commentary are the violence prevention organisations that have been agile enough to quickly align with #MeToo. For example, a

⁸ The survey was jointly commissioned by Glamour, a women's magazine, and GQ, a men's fashion magazine, from <https://www.glamour.com/story/men-metoo-survey-glamour-gq>

⁹ See <http://www.pewsocialtrends.org/2018/04/04/sexual-harassment-at-work-in-the-era-of-metoo/>

national study of sexual harassment and assault that was released only three months after #MeToo begun was called 'The Facts Behind the #MeToo movement'¹⁰.

The #MeToo movement began in the USA, where it has had the most impact. Consequently, the bulk of the media commentary used in this report is from there. Where it is directly quoted, American spelling is maintained.

Key note about words and their uses

The #MeToo movement has generated considerable public discourse, often looking to explain the reasons for sexual harassment or the context it exists in. This has led to more public use of terms more typically used in academic or violence prevention circles, such as 'rape culture' and 'toxic masculinity'.

This section explains the meaning of these two terms and highlights the advantages and disadvantages of their use.

The term 'rape culture'

'Rape culture' refers to "a setting in which rape is pervasive and normalised due to societal attitudes about gender and sexuality. Behaviours commonly associated with rape culture include victim blaming, slut-shaming, sexual objectification, trivialising rape, denial of widespread rape, refusing to acknowledge the harm caused by some forms of sexual violence, or some combination of these"¹¹.

The term 'rape culture' is a shorthand reference to the environment that enables sexual violence. It is often used with little explanation, so is only effective in communication with individuals who understand what it refers to. Consequently, 'rape culture' is not suitable for public communication as a shared understanding cannot be assumed. Rather, prevention would be enhanced by explaining the features of rape culture, and especially by promoting action men can take to dismantle it.



The term 'toxic masculinity'

'Toxic masculinity' is typically "used to refer to the narrow, traditional, or stereotypical norms of masculinity which shape boys' and men's lives. These norms include the

¹⁰ See <https://gbv.arizona.edu/sites/default/files/resource-database/Full-Report-2018-National-Study-on-Sexual-Harassment-and-Assault.pdf>

¹¹ From https://en.wikipedia.org/wiki/Rape_culture

'Toxic masculinity' has been frequently used in public #MeToo discussions without a shared definition evolving or been provided. Consequently, to use the term in effective public communication requires an explanation.



Also, while ‘toxic masculinity’ refers to a cluster of certain male behaviour and identities, it can be easily confused with a dismissal of all masculinity, especially by a defensive man. Focusing on particular behaviours, especially men’s positive, healthy behaviour, will help maintain a working relationship with these men.

- it emphasises that the problem is a *social* one, of how boys and men are socialised and how their lives are socially organised, steering away from biologically essentialist or determinist understandings.
- it highlights that it is one specific form of masculinity which is dangerous.
- it implies that there are other forms of masculinity which are neutral or desirable, inviting attention to healthy or life-giving forms of masculinity.
- it may help to popularise feminist critiques of gender and gender inequalities, beyond more inaccessible terms (such as hegemonic masculinity) and more overtly political ones (such as patriarchal or sexist masculinity). The term's attention to men's problematic behaviour is more indirect than terms such as sexist or patriarchal masculinity, so may prompt less initial defensiveness among men.
- Because it is relatively accessible and readily understandable, the term 'toxic masculinity' may be useful to educational work among boys and men.

16 See <https://xyonline.net/content/toxic-masculinity-primer-and-commentary>

He also identifies that there are risks in using the term:

- The term may be used to suggest that the problem with masculinity is only to do with the limitations it places on men and boys, and not also to do with the unfair privileges men and boys receive and the harms faced by women and girls. The term may be used in ways which draw attention only to male disadvantage rather than male privilege. Masculinity may be 'toxic' for men, but it is also rewarding, providing a range of unfair and unearned privileges. There is a need to highlight both the unfair and sexist advantages attached to masculinity and to the constraints of masculinity for men and boys.
- The term may shift attention away from actual men and men's behaviours, identities, and relations. Using the term 'masculinity' focuses on a free-floating set of ideas or norms, rather than also embedded in practises, social interactions, social institutions, and so on. So it is more effective to only use the term 'toxic' for specific identities, practises, ways of relating, and cultures.
- The term may be used in generalising, homogenising, and simplistic ways when there's a diversity of constructions of masculinity, often shaped in part by their intersections with race/ethnicity, class, sexuality, and other forms of social difference. Discussions of masculinity ideally will pay attention to its many specific and contextual forms.
- Because it embodies the idea that some forms of masculinity are 'toxic' while others are not, the term may cement the assumption that the only way to involve men in progress towards gender equality is by fostering a 'healthy masculinity' (or equivalent). While part of our work should certainly be to 'reconstruct' masculinity by redefining what it means to be a man and encouraging a healthy, positive masculinity. At the same time, another part of our work should be to encourage males' *disinvestment* in gendered identities and boundaries and to diminish the policing of gender and gender boundaries. There is value in engaging men in *disinvesting* from masculinity: in getting men to care less about whether they are perceived as masculine or not, to feel less anxiety about 'proving' themselves as 'real men', and in building ethical, gender-equitable identities among men that are less dependent on or defined by gender *per se*.

Another violence prevention commentator notes:

"When we label this kind of behavior "toxic masculinity," that gives the majority of men an out. Nobody thinks of their mindset as "toxic" — that's a pretty tough pill to swallow, even for the most self-reflective person. If we allow men to separate themselves by saying, "I'm not that bad — look at him — that guy is the one who's toxic," we are missing the greatest potential for change. That's why we use the term "the Man Box"¹⁷.

Concluding that the term 'toxic masculinity' is now "part of popular and media discussions" Dr Michael Flood asks that we "make sure that it is used in ways that advance understanding and contribute to progress towards gender justice". This requires the term 'toxic masculinity' to be used:

¹⁷ From <https://www.refinery29.com/what-is-toxic-masculinity-social-manhood>

- to build understanding that masculinity is constructed from social factors, rather than biology, so it is changeable.
- to highlight gender inequalities.
- with the 'harmful effects of this masculinity on women and girls being highlighted and given priority over discussion of the negative impact for the individual man'.
- not in a way that discounts male privilege. This seemingly contrary position may need to be explained.
- as part of a focus on men's behaviour, identities and relationships.
- with acknowledgement of the full diversity of masculinity identities.
- when promoting respectful masculinity behaviour, emphasise the respectful behaviour rather than 'masculinity'. This means only presenting 'respect' as a human quality.

The terms 'men's responsibility' and 'accountability'

There has been more public discussion of men being 'responsible' or 'accountable' for their behaviour. These two terms are often used interchangeably, and without any definition.

The term 'held accountable' has been commonly used when discussing the goal of behaviour change programmes for perpetrators of violence. In this context it can mean the man has accepted he had used unacceptable behaviour (took responsibility) and he has now committed to changing his behaviour (so is accountable for what he does). 'Accountability' includes: the man publicly taking responsibility for past behaviour and for changing his behaviour; asking others to support this by providing feedback; and the man agreeing to respond to others' feedback.

If it is used in this way, and explained, it could be useful in White Ribbon's campaign.



What is #MeToo?

Note – This discusses the international #MeToo movement, with local developments discussed in the section ‘#MeToo New Zealand’ Section on page 8

The key features of the #MeToo movement are:

- Aiming to “demonstrate the widespread prevalence of sexual assault and harassment, especially in the workplace”, #MeToo has quickly grown to be an “international movement against sexual harassment and assault”¹⁸.
- Alyssa Milano promoted the phrase ‘Me Too’ in 2017¹⁹ as a social media hashtag for women to use when acknowledging they had been sexually harassed or assaulted, to “give people a sense of the magnitude of the problem”²⁰.
- The viral response to this initial tweet has meant that “the hashtag has more than a million tweets so far, not counting retweets or mentions”²¹.
- Initially women who had been sexually harassed in a work environment were asked to reply with the message ‘me too’. #MeToo quickly became a huge viral social media phenomenon; it was retweeted over 50,000 times and used in 12 million Facebook posts in the first 24 hours. It effectively revealed the extent women are victims of sexual harassment, abuse and violence in a wide range of work and other environments.
- The #MeToo solidarity has given many women the strength to disclose their personal experiences of unwanted and abusive sexual experiences with men. Some men have also disclosed their experience of being sexually abused by other men. The highest profile male victim is Terry Crews, a US actor²².
- While strongest in North America and Europe, #MeToo quickly became global, trending in over 85 countries²³. Local #MeToo movement organisations have sprung



¹⁸ From https://en.wikipedia.org/wiki/Me_Too_movement

¹⁹ The phrase “Me Too” had initially been used 11 years earlier by Tarana Burke, a US social activist and community organizer. The #YesAllWomen hashtag had also emerged in 2014, serving a similar role as #MeToo, in the wake of a men’s mass killing of women

²⁰ From https://en.wikipedia.org/wiki/Me_Too_movement

²¹ From <http://stream.aljazeera.com/story/201710232208-0025532>

²² From <http://www.vulture.com/2018/06/terry-crews-details-sexual-assault-in-testimony-to-senate.html>

²³ From https://en.wikipedia.org/wiki/Me_Too_movement#List_of_local_alternative_hashtags

up, typically with a local language phrase: #YoTambien in Spanish, #BalanceTonPorc (“expose your pig”) in French and #quellavoltache (“that time when”) in Italian²⁴. These developments have led to a New Zealand’s #MeToo Investigation beginning²⁵.



- The #MeToo movement began shortly after allegations of sexual misconduct were made public against Harvey Weinstein, a powerful figure in the US entertainment industry. Since #MeToo emerged in late 2017, other prominent men in the US entertainment or media industries, and in other settings, have been identified as having harassed or assaulted women or men.
- There have also been disclosures about repeated harassment in diverse work environments (from the US gymnastic and swimming sports to the United Kingdom’s aid sector and the United Nations).
- *TIME Magazine’s* 2017 Person of the Year honour was shared by ‘the silence breakers’, the 61 women and men who had come forward to report sexual assault and harassment, mostly in the workplace²⁷.
- In January 2018 a woman blogged about her experience on a date with Aziz Ansari, US comedian who had publicly supported feminism. She described how she had not consented to their sexual activities. While clear that his actions were not illegal, her disclosure expanded the #MeToo debate



²⁴ From <https://www.nytimes.com/2018/06/28/arts/what-is-next-metoo-movement.html>

²⁵ From https://en.wikipedia.org/wiki/Me_Too_movement for examples of settings and countries where the movement has had an impact

²⁶ From <http://stream.aljazeera.com/story/201710232208-0025532>

²⁷ See <http://time.com/time-person-of-the-year-2017-silence-breakers-choice/>

to non-consensual sex and men being unreceptive to communication signals from women.

- #MeToo is unique for: (1) being a social movement driven by victims of violence voluntarily speaking out; (2) that there is now greater community willingness to see victims as credible and honest; and (3) that it is accompanied by a call to no longer hide or tolerate sexual harassment and assault.

#MeToo in New Zealand

From its launch in October 2017, New Zealand women have actively supported the #MeToo movement, especially on social media²⁸. By March 2018 it was obvious that kiwi women were reflecting the behaviour of women in other countries and were increasingly contacting sexual abuse helplines to report historic incidents²⁹.

In addition to individual New Zealand women supporting #MeToo and some disclosure of sexual harassment³⁰, there have been two organised responses by local news media in New Zealand.



²⁸ See <https://www.radionz.co.nz/national/programmes/checkpoint/audio/2018618739/overwhelming-response-to-nz-metoo-tumblr>

²⁹ As reported at https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12014659. Also (from private email with TOAH-NNEST Taiwi Project and Relationship Coordinator): "...crisis agencies anecdotally talk about an increase in demand to services. And some areas now have a waiting list for crisis services as well as long term recovery".

³⁰ See <https://www.radionz.co.nz/national/programmes/checkpoint/audio/2018618739/overwhelming-response-to-nz-metoo-tumblr> and <https://www.stuff.co.nz/national/104549293/charity-boss-who-has-sex-with-young-women-on-ship-reprimanded-for-bullying>

The #MeToo New Zealand Investigation

In March 2018, the media company NZ Stuff and the journalist Alison Mau launched “a nationwide investigation into workplace sexual harassment”³¹, called the #MeTooNZ investigation:

- #MeTooNZ wants “to blow the whistle on sexual assault and harassment at work”³². It aims to “shine the light in dark places, have conversations about how we can all incorporate positive changes into our world, as well as bring serious offenders to justice”³³. The ongoing investigation is “about achieving change.... to make this country, its institutions and its workplaces safer for those who dwell here”³⁴.



- Soon after the launch of #MeTooNZ, hundreds of women had contacted Ms Mau with stories she described as "heartbreaking". She said “There are certain male-dominated industries that have a problem. I can see that clearly just from the first 100 or 150 emails and messages I got”³⁵.
- #MeTooNZ was launched shortly after revelations emerged of “serious sexual misconduct at law firm Russell McVeagh.... involving several lawyers at the firm over a seven-year period”³⁶. Russell McVeagh has subsequently undertaken its own investigation and recently released a report. The Law Society is also investigating sexual harassment across the profession.

Speaking Secrets podcasts

- In responses to #MeToo, the NZ Herald and Newstalk ZB began co-producing the Speaking Secrets podcasts to share the experiences of victims and survivors in June 2018. This is to increase understanding of the impact harassment and abuse, and its disclosure, has for victims. The instigators said “New Zealand's experience of the #MeToo movement to be about flitting from one scandal to the next”³⁷.

³¹ From <https://thespinoff.co.nz/media/06-03-2018/ive-already-had-my-heart-broken-multiple-times-ali-mau-on-hearing-the-stories-of-metoonz/>

³² From <https://www.radionz.co.nz/national/programmes/mediawatch/audio/2018635064/metoo-media-campaign-inundated-with-messages>

³³ From <http://www.stuff.co.nz/national/102296817/MeTooNZ-We-ve-failed-survivors-for-too-long>

³⁴ From <https://www.radionz.co.nz/national/programmes/mediawatch/audio/2018635064/metoo-media-campaign-inundated-with-messages>

³⁵ From <https://www.radionz.co.nz/national/programmes/mediawatch/audio/2018635064/metoo-media-campaign-inundated-with-messages>

³⁶ From <https://www.radionz.co.nz/national/programmes/mediawatch/audio/2018635064/metoo-media-campaign-inundated-with-messages>

³⁷ From https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12075741

‘We need to say, OK, what next?’ Jacinda Ardern on the impact of #MeToo

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Responses to #MeTooNZ

Responses to #MeTooNZ include:

- Echoing the experience in other countries, a local media commentator notes that “the MeToo movement would have been covered radically differently (by the news media) had it emerged a decade ago.... Perhaps it was because celebrities were saying it, but all of a sudden, women who spoke up were being believed, and reports reflected that”³⁹. This was also reflected in a Stuff headline: “#MeTooNZ: We've failed survivors for too long”⁴⁰.
- There was some backlash, with a prominent right-wing media personality “accusing Mau and Stuff of doing the (#MeToo New Zealand) campaign to generate clickbait based on hearsay, rumour, innuendo, scuttlebutt – sleaze and gossip. He also feared it would be trial by media ruining innocent men's lives forever”⁴¹. A cartoon in a metropolitan daily “depicted a bunch of witches hungry for the blood of innocent men, their rage fuelled by hearsay, gossip and innuendo. (And) on social media, people expressed fears bum pinching would be put in the same ballpark as rape – because obviously people can't tell the difference between the two”⁴².
- In response, Stuff has argued that “The backlash to the campaign so far just reinforces how much this investigation is needed”, saying they’re baffled that “some people constantly turn the focus on false claims when the statistics clearly show the bigger problem is under-reporting”⁴³. They point out that “far from the danger of us drowning in a sea of falsely accused men who get their lives ruined, we are still more likely to be drowning in a sea of the ruined lives of sexual abuse victims”⁴⁴.

³⁸ <https://thespinoff.co.nz/partner/are-we-there-yet/14-07-2018/we-need-to-say-ok-what-next-jacinda-ardern-on-the-impact-of-metoo/>

³⁹ From <https://thespinoff.co.nz/media/26-06-2018/has-reporting-on-the-me-too-movement-changed-the-media/>

⁴⁰ From <http://www.stuff.co.nz/national/102296817/MeTooNZ-We-ve-failed-survivors-for-too-long>

⁴¹ From <https://www.stuff.co.nz/national/102081749/backlash-to-metoonz-shows-how-much-the-campaign-is-needed?rm=m>

⁴² Ibid.

⁴³ Ibid.

⁴⁴ From <http://www.stuff.co.nz/national/102296817/MeTooNZ-We-ve-failed-survivors-for-too-long>

Responses to the international #MeToo movement

While “it’s difficult to assess a movement while it’s still happening”⁴⁵, the range of responses to #MeToo have included:

Greater public awareness and receptiveness

Because of #MeToo, “we have seen a dramatic change in the silence around it. People are speaking up, and consequently, people are realising the scale of this problem”⁴⁶.

While some individual men were quick to dismiss women’s claims on social media, the general response from women and some men has been acceptance that women’s stories are true: “For so long, we’ve been telling men how prevalent sexual assault is: it’s taken a movement in which millions of women have shared their trauma for people to actually listen”⁴⁷.

A commentator noted early on that the belief in women “is at the core of this week’s stunning revelations about decades of sexual abuse by one of America’s most powerful, prominent figures: women will speak if women are believed. Then more will speak”⁴⁸.



The widespread disclosures and their supportive response were also a consequence of earlier, ongoing advocacy and prevention work. The US sexual violence prevention collaboration, Raliance, noted that the USA was already at a ‘watershed moment’ with entertainment and news media having elevated the conversation about sexual violence to ‘national platforms’, and advocacy and prevention efforts having prompted public discussion about safety in a range of settings⁴⁹. This provided a greater awareness of the issues, enabling #MeToo women to be given public credibility.

Michael Kimmel notes that this reflects the three elements necessary for a social revolution. First: ‘structural preconditions’, “long-term institutional changes that slowly build pressure, sometimes without even being noticed. In this case, those 25 years of simmering private

⁴⁵ From <https://www.nytimes.com/2018/06/28/arts/what-is-next-metoo-movement.html>

⁴⁶ Fiona McNamara, in a Radio New Zealand opinion column, 14/3/18

⁴⁷ From <https://www.theguardian.com/commentisfree/2018/feb/23/men-show-solidarity-metoo-movement-advice>

⁴⁸ From <http://www.abc.net.au/news/2017-10-12/harvey-weinstein-time-to-believe-womens-stories-of-abuse/9042992>

⁴⁹ From page 5, Patrick, J. (2016). *Ending sexual violence in one generation: A progress report for the United States*. Retrieved from Raliance: www.raliance.org

conversations paved the way for today's widespread backlash against harassment"⁵⁰. Secondly, "precipitants, pivotal events that cause change to rapidly accelerate. One precipitant here was the 2016 release of the *Access Hollywood* videotape of Donald Trump bragging about kissing and groping women. Finally, there are trigger events that ignite a major explosion. In this case it was the rapid succession of revelations about... Harvey Weinstein (and others)"⁵¹.

The potential of this shift in the public's response is highlighted by Catharine A. MacKinnon, the US legal scholar who had laid the groundwork for US sexual harassment law: "If survivors of sexual violation were believed and valued, across culture, society, and law, that in itself would be a major transformation.... #MeToo had done for society what the law could not — eroding one of the biggest barriers to prosecuting sexual harassment, which was 'the disbelief and trivializing dehumanization of its victims'.... Women have been saying these things forever, it is the response to them that has changed"⁵².

There has also been a perceived impact for perpetrators, with "a reversal of fear. Previously, victims feared not being believed, or worse, if they spoke out. Now, abusers fear that they (the victims) will be believed, and even if there aren't legal consequences, there will be social consequences"⁵³.

A recent US survey into sexual harassment in the #MeToo era found half of all respondents thought that men getting away with workplace sexual harassment is a major problem and also a similar number see women not being believed when reporting this harassment or assault as a major problem⁵⁴. This demonstrates that sexual harassment and assault is now seen as unacceptable and that a key issue is that women are believed. "#MeToo has made things we won't let slide into things we can't ignore"⁵⁵.



Government responses

The wider effects of #MeToo include some US states making non-disclosure agreements and arbitration clauses illegal. These arrangements have prevented employees from previously speaking out or filing legal action over sexual harassment.

⁵⁰ From <https://hbr.org/2018/01/getting-men-to-speak-up>

⁵¹ Ibid.

⁵² From <https://www.nytimes.com/2018/06/28/arts/what-is-next-metoo-movement.html>

⁵³ From <https://thespinoff.co.nz/media/26-06-2018/has-reporting-on-the-me-too-movement-changed-the-media/>

⁵⁴ From <http://www.pewsocialtrends.org/2018/04/04/sexual-harassment-at-work-in-the-era-of-metoo/>

⁵⁵ From <https://www.glamour.com/story/what-to-do-when-someone-you-know-is-accused-of-sexual-harassment> and <https://www.gse.harvard.edu/news/18/02/harvard-edcast-ask-more-him>

The European Parliament has held a special session on sexual violence. France has made catcalling and other forms of public harassment a punishable offense. In May 2018, Sweden became the 10th country in Western Europe to legislate that sex without explicit consent can be rape⁵⁶.

It's reported that in response to #MeToo, Sweden's MÄN organisation (Men for Gender Equality) has created a network of politicians who've pledged to make ending gender-based violence a main campaign promise. And in Louisville, Kentucky, USA, as the result of community workshop "focused on men's responsibility to respond to #MeToo and our collective experience, as men, to #MeToo"⁵⁷, a mayoral candidate has committed to promoting the prevention of sexual violence as an election promise. These initiatives have been able to use awareness of #MeToo as a catalyst but they've been instigated by organisations that have been active in ongoing violence prevention and gender discussions.

Responses from businesses

Following the focus on harassment and assault in the US entertainment and media industries, revelations have emerged of similar behaviour in other US industries, such as hi-tech, or within specific companies, such as Uber.

"As scandals pile up, (sexual) harassment lawsuits are on track to reach their highest level in recent years"⁵⁸. "Not surprising, ...companies are seeing more people come forward..., as workers feel supported and empowered to do so"⁵⁹. "When women... see that there are consequences to these other harassers in a higher-profile setting, they are more willing to come forward because they think something can be done about it now"⁶⁰.



While there has been an increasing number of sexual harassment complaints over each of the last three years⁶¹, a feature of 2018 is that an increasing number of companies are now reviewing their sexual harassment policies.

While initially "some companies were bracing for potential scandals, every company hoped their policies would hold up. Now, companies are increasingly updating and clarifying their

⁵⁶ Ibid.

⁵⁷ From <http://www.preventconnect.org/2018/05/mens-response-to-metoo-one-local-effort/>

⁵⁸ From <https://www.sfchronicle.com/business/article/Lawsuits-charging-sex-based-harassment-in-12423033.php#photo-14687130>

⁵⁹ From <https://www.marketwatch.com/story/in-the-wake-of-metoo-more-than-half-of-companies-have-reviewed-their-sexual-harassment-policies-2018-07-10>

⁶⁰ From <https://www.sfchronicle.com/business/article/Lawsuits-charging-sex-based-harassment-in-12423033.php#photo-14687130>

⁶¹ From <https://www.sfchronicle.com/business/article/Lawsuits-charging-sex-based-harassment-in-12423033.php#photo-14687130>

reporting procedures and insisting on zero tolerance sexual harassment policies”⁶². By June 2018 over half (52%) of employers were reviewing policies, up from 34% six months earlier. This was matched by a drop in their comfort with current policies, dropping from 63% to only 42% in these six months⁶³.

An example of a business’s action is Microsoft ending the use of non-disclosure agreements as “the silencing of people’s voices has clearly had an impact in perpetuating sexual harassment”⁶⁴.

Sexual and gender-based violence (SGBV) in workplaces has also been identified as an emerging investment risk, with an investment firm arguing investors need to demand greater transparency and accountability, and “to incentivize companies to minimize SGBV”⁶⁵. While settling each incident typically costs a US business between \$75,000 and \$125,000⁶⁶, SGBV is also seen to adversely effect productivity, public relations and, ultimately, the business’s stock price⁶⁷.

By July 2018, “nearly half (48%) of job seekers said hearing about a sexual harassment incident at a potential employer would discourage them from applying for a job, and 63% said it’s important to know about a company’s sexual harassment policy”⁶⁸. Employees leaving hostile work environments and job seekers ruling out applying to companies with poor reputations, gives the companies “even more impetus to follow up with reported situations of abuse and make public their efforts to combat it”⁶⁹.

Along with an increased attention to policies is a greater focus on an organisation’s culture. As “employers might find that... (it) is less about the scarcity of quality candidates and more about their culture...”⁷⁰.

While 14% (of HR professionals) observed a more respectful atmosphere at their company, and 2% reported more women were asking for raises and promotions, nearly 55% said they saw no demonstrable change in behaviour since #MeToo: “Changing behavior may be a more complicated process”⁷¹.

About half (51%) of participants in a US survey on sexual harassment in the #MeToo era say the recent developments have made it harder for men to know how to interact with women

⁶² From <https://www.marketwatch.com/story/in-the-wake-of-metoo-more-than-half-of-companies-have-reviewed-their-sexual-harassment-policies-2018-07-10>

⁶³ From <https://www.marketwatch.com/story/in-the-wake-of-metoo-more-than-half-of-companies-have-reviewed-their-sexual-harassment-policies-2018-07-10>

⁶⁴ From <https://www.nytimes.com/2018/06/28/arts/what-is-next-metoo-movement.html>

⁶⁵ From <https://www.marketwatch.com/story/sexual-harassment-in-the-workplace-is-a-growing-risk-for-investors-2018-02-13>

⁶⁶ From <https://www.marketwatch.com/story/in-the-wake-of-metoo-more-than-half-of-companies-have-reviewed-their-sexual-harassment-policies-2018-07-10>

⁶⁷ Ibid.

⁶⁸ From <https://www.hrdive.com/news/employers-that-lack-a-sexual-harassment-policy-risk-losing-candidates/527301/>

⁶⁹ Ibid.

⁷⁰ Ibid.

⁷¹ Ibid.

in the workplace⁷². Men's caution in interacting with women in the workplace was also noted in a recent survey of US Human Resource professionals⁷³.

In Sweden, business and tech leaders have held discussions with MÄN, (Men for Gender Equality) about ending violence and sexual harassment in workplaces. MÄN is continuing to work with five companies and is looking at engaging more⁷⁴.

White Ribbon Canada also launched a project to work with other organisations, including private companies, to promote gender equality⁷⁵.

The impact of #MeToo on workplaces has implications for New Zealand's White Ribbon business accreditation scheme, which will be reported separately.

#MeToo links with wider social issues

"Even the Miss America pageant plans to remove the swimsuit portion of the competition. In every walk of culture, it seems, #MeToo has made us question: How did we ever think this was O.K.?"⁷⁶

The #MeToo movement is linked with a popular resurgence in support for feminism, particularly online, and a renewed focus on gender discrimination against women, the gaps in the pay they receive, their under-representation in many roles and positions of power, and discrimination when they become pregnant⁷⁷.

#MeToo has also been linked with other social issues, such as the need for greater ethnic diversity of people represented by the US entertainment industry. The impact of #MeToo across a range of issues is discussed on its Wikipedia page⁷⁸.



⁷² From <http://www.pewsocialtrends.org/2018/04/04/sexual-harassment-at-work-in-the-era-of-metoo/>

⁷³ From <https://www.marketwatch.com/story/in-the-wake-of-metoo-more-than-half-of-companies-have-reviewed-their-sexual-harassment-policies-2018-07-10>

⁷⁴ Page 11, 'Advancing #MeToo Around the World' in *Voice Male*, Spring 2018. See <http://mfj.se/om-man-2/> for more about MÄN

⁷⁵ See <http://parkerpconsulting.com/>

⁷⁶ Ibid.

⁷⁷ See <https://theconversation.com/metoo-is-not-enough-it-has-yet-to-shift-the-power-imbalances-that-would-bring-about-gender-equality-92108>

⁷⁸ https://en.wikipedia.org/wiki/Me_Too_movement



Responses from violence prevention campaigns

Tarana Burke, the activist who originally coined the phrase “MeToo” 12 years ago says that “these first nine months have allowed us to start seeing the magnitude of the issue. Now, the months and years ahead have to be focused on solutions”⁷⁹.



A commentator noted that “the spread of the hashtag has been valuable — it has expanded participation... and revealed the true scale of the problem and demonstrated that it is not confined to high-profile sectors such as entertainment, journalism and politics”⁸⁰. But goes on, “my fear is that the immense power of #MeToo is about to be squandered. We risk congratulating ourselves for a slew of high-profile dismissals that address particular harms suffered by a privileged subset of victims, without ever grappling with the harms occurring across the board”⁸¹.



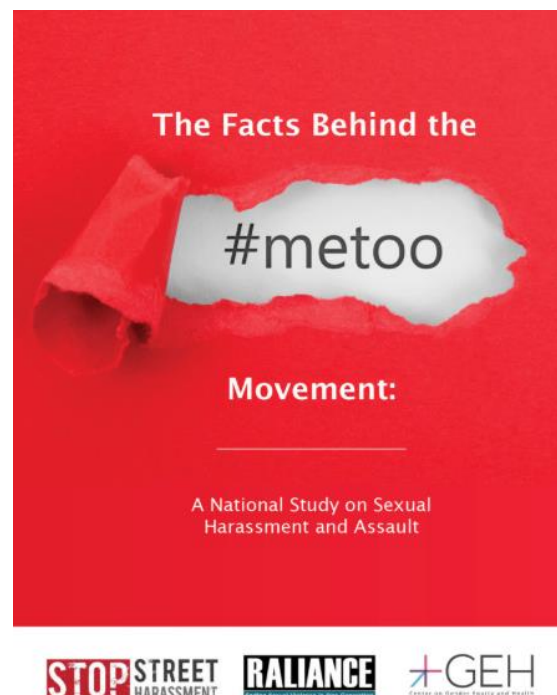
⁷⁹ Ibid.

⁸⁰ From https://www.washingtonpost.com/outlook/no-naming-and-shaming-sexual-offenders-doesnt-always-help/2017/12/21/4210486c-e5bb-11e7-ab50-621fe0588340_story.html?utm_term=.b71d49fb3dc5

Violence prevention organisations have quickly seized the greater public awareness of #MeToo to build support and understanding for prevention. For example, a 2018 US report on the prevalence of sexual harassment was called 'The Facts Behind #MeToo'⁸².



White Ribbon Canada has: recently updated its pledge to include men modelling equitable behaviour and for leaders to advance gender equity; implemented a campaign encouraging fathers to talk about sexual consent with their sons; and launched a social enterprise to engage other organisations in promoting gender equality⁸³.



⁸¹ Ibid.

⁸² See <https://gbv.arizona.edu/sites/default/files/resource-database/Full-Report-2018-National-Study-on-Sexual-Harassment-and-Assault.pdf>

⁸³ Page 10-11 'Advancing #MeToo Around the World' in *Voice Male*, Spring 2018. See <http://mfj.se/om-man-2/> for more about MÄN

The full range of responses from violence prevention organisations is too extensive to document here, but common themes include:

- Reinforcing how common sexual harassment, abuse or violence is for women.
- Strengthening the believing and supporting victims. This includes a negative reaction against anything considered as 'victim blaming'.
- Explaining the impact of sexual harassment for victims⁸⁴.
- That it is "not just about an array of abusive men.... There is a system that perpetuates it: an elaborate 'machinery'.... that has long protected powerful men and prevented women from coming forward"⁸⁵.
- Presenting sexual harassment as part of a cluster of abusive behaviour, from catcalls to rape. This has broadened the focus from work environments to all settings.
- Highlighting that the women leading the #MeToo movement have a position of race and class privilege, and that because of intersectionality⁸⁶ women in 'hidden' or informal workplaces, such as hotel cleaners, casual farmworkers or in immigration detention centres, are often at greater risk⁸⁷.
- That greater prevention efforts are now required.

The responses from violence prevention campaigns or gender equal projects, that directly concern men are:

- Greater expression that the problem is that it is *men* who are responsible for harassing and assaulting women.
- Encouraging men to listen to and believe victims.
- Supporting men to reflect on their past behaviour to identify how they have contributed to women being harassed or assaulted, and to commit to changing their behaviour.
- Promoting men being responsible for interrupting other men who are harassing or abusing women (to take an active bystander role).



⁸⁴ <https://www.usatoday.com/story/life/people/2018/06/25/sexual-harassment-hollywood-toxic-effect-everyday-harassment/582530002/>

⁸⁵ Ibid.

⁸⁶ 'Intersectionality' is the theory that the overlap of various social identities, as race, gender, sexuality, and class, contributes to the specific type of systemic oppression and discrimination experienced by an individual (from <http://www.dictionary.com/browse/intersectionality?s=t>).

⁸⁷ See findings of A National Study On Sexual Harassment And Assault *The facts behind the #MeToo movement. A National Study on Sexual Harassment and Assault*. Stop Street Harassment organisation. From <http://www.stopstreetharassment.org/resources/2018-national-sexual-abuse-report/>

- Greater public discussion highlighting men's responsibility for preventing men's violence. This includes calls for men to be 'accountable'.
- Building public awareness that men's risk of harassing or assaulting women is linked with their adherence to masculine norms of power over women and sexual entitlement, with more public discussion of 'toxic masculinity'.
- Highlighting that "the best predictor of sexual harassment is 'culture'"⁸⁸, with more public discussion of men's 'rape culture'.



⁸⁸ From <https://www.nytimes.com/2018/06/28/arts/what-is-next-metoo-movement.html>

The impact of #MeToo on the prevention environment

Thanks to #MeToo, the environment of sexual violence prevention has dramatically changed in the last eight months and continues to evolve. There is now:

- a wider appreciation of the prevalence of sexual harassment and assault, in work environments and other settings.
- much greater credibility offered to victims.
- a stronger public expression that this behaviour is unacceptable, will no longer be tolerated and is likely to be publicised in future.
- More awareness that men are the predominant perpetrators, with calls for men to take responsibility for both the systems and cultures that permit sexual harassment, and for changing them.
- Commentators have emphasised that a range of behaviour constitutes sexual harassment, which in turn is part of a larger cluster of abuse and violence against women. “Rape and murder might be the extreme end... but the spectrum they sit on stretches right back to ‘harmless’ casual sexism, the rape ‘jokes’ and threats that proliferate online and the attitude expressed towards women on a daily basis by groups of men who’ve been socialised to view themselves as superior. These toxic behaviours don’t manifest one day out of nowhere. They are cultivated”⁸⁹.
- A greater discussion of the dynamics that support sexual violence and that “sexual harassment persists because of three factors: the sense of entitlement that some men feel toward the women they work with; the presumption that women won’t report it or fight back; and the presumed support — even tacit support in the form of not calling out bad behavior — of other men”⁹⁰.
- More discussion that intersecting forms of disadvantage places some people at a greater risk of being harassed or assaulted.

This new environment for violence prevention offers a unique opportunity to now make significant progress in preventing of men's sexual violence.

This requires an effective response from White Ribbon.



⁸⁹ <https://www.theguardian.com/australia-news/2018/jun/19/eurydice-dixon-death-male-rage-australia-women-men-attitudes>

⁹⁰ From <https://hbr.org/2018/01/getting-men-to-speak-up>

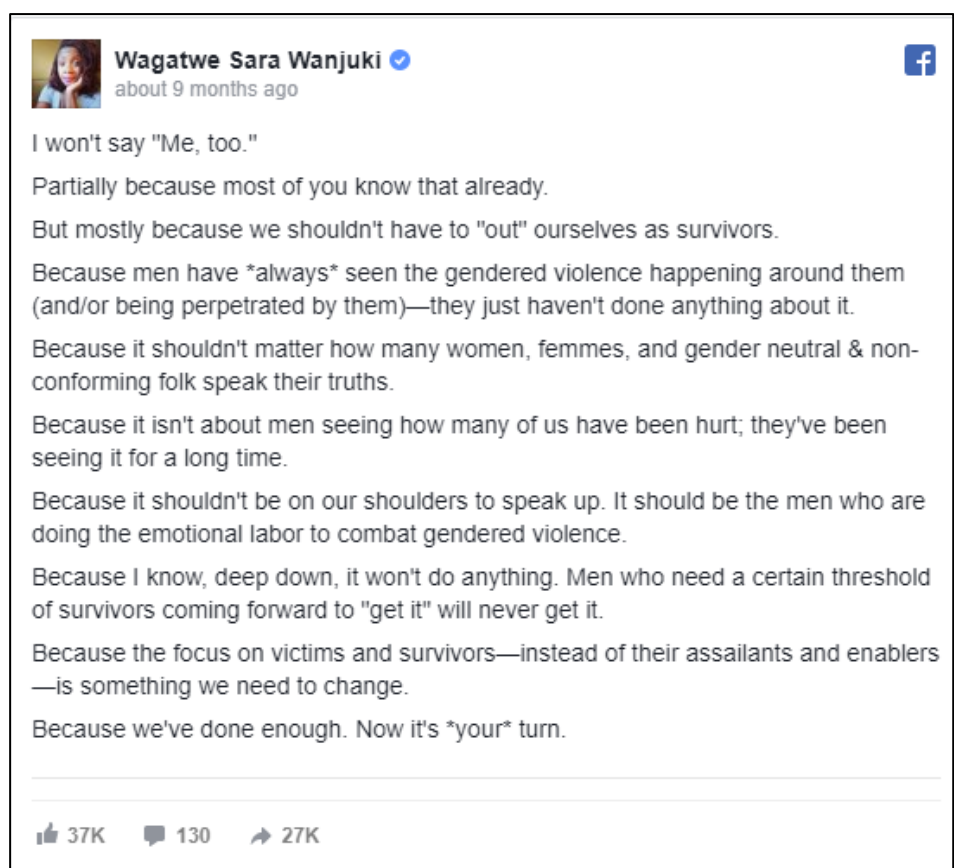
Implications of #MeToo for men

The #MeToo movement has put the spotlight on to men's violence with strong implications for men, especially around taking responsibility for their own previous violence and for preventing any more male violence in future.

Men being accountable

Commentators have been clear that it is men harassing or assaulting women, though men have tended to be reluctant to take responsibility for their individual behaviour or to actively prevent men's violence. One woman has asked "why do women have to do the heavy lifting when gendered violence may be *about* them, but it's not *because* of them?"⁹¹.

Feminist activist and writer Wagatwe Sara Wanjuki succinctly expressed this:



⁹¹ From <https://thoughtcatalog.com/callie-byrnes/2017/10/himthough-and-ididthat-are-replacing-metoo-and-heres-why-its-so-important/>

⁹² Ibid.

Wagatwe Sara Wanjuki also argued that “the focus on victims and survivors—instead of their assailants and enablers—is something we need to change”⁹³. This was a theme that Jackson Katz, the well-known men’s violence prevention educator and author, had highlighted four years earlier:

“We talk about how many women were raped last year, not about how many men raped women. We talk about how many girls... were harassed last year, not about how many boys harassed girls.

... The passive voice has a political effect. [It] shifts the focus off men and boys.... Even the term ‘violence against women’ is problematic. It’s a passive construction; there’s no active agent in the sentence. It’s a bad thing that happens to women, but when you look at that term ‘violence against women,’ nobody is doing it to them. It just happens to them... Men aren’t even a part of it!”⁹⁴.



Allied social media campaigns for men

“The #MeToo movement (has) also inspired a series of offshoot hashtags used by men”⁹⁵ “because women should no longer have to bear the brunt of the burden and shame that comes with sexual assault”⁹⁶.

#HimThough (from the question ‘but what about him though?’) was started by a woman and “challenged men to post and take accountability for their actions”⁹⁷. By late October 2017 it was reported that “unfortunately, very few men have participated: but women are using the hashtags to call them out”⁹⁸. (Another hashtag #WeBelieve was said to be in use but there is no record of it on the internet.⁹⁹)



⁹³ Ibid.

⁹⁴ Ibid.

⁹⁵ From <https://www.smh.com.au/national/why-ididthat-is-better-than-metoo-20180227-p4z1zo.html>

⁹⁶ From <https://www.standard.co.uk/lifestyle/london-life/this-is-why-people-are-swapping-metoo-for-himthough-a3661621.html>

⁹⁷ From <https://www.refinery29.com/2017/10/177081/him-though-hashtag-sexual-violence>

⁹⁸ Ibid

⁹⁹ This hashtag is referenced at <http://howiwillchange.ca/howiwillchange.html>

An Indian writer and comedian, Devang Pathak, instigated the #IDidThat campaign encouraging former harassers and abusers to recognise and admit their behaviour. He admitted to trying to take advantage of a female acquaintance, noting that he now understood "she was vulnerable, and I had some kind of power.... I am sorry and I will do better. #IDidThat"¹⁰⁰. He went on to call for a change in the cultural paradigm that promotes abusive types of masculinity: "Our culture fuels such implicit power relationships. Shows and movies tell men to 'go after' vulnerable women"¹⁰¹.

"#HimThough and #IDidThat ...seek to cover almost the exact same ground... that men first self-reflect and determine if they have ever behaved in an untoward fashion towards women, and then to publicly confess their findings on social media. Proponents believe those demands are crucial in having the most constructive conversation we can have about our society's rape culture"¹⁰².

Other hashtag campaigns have been developed by men: "The Australian journalist Benjamin Law appealed to his male followers to talk about what they will do to prevent sexual assault. "Guys, it's our turn. After yesterday's endless #MeToo stories of women being abused, assaulted and harassed, guys, it's our turn. Today we say #HowIWillChange"¹⁰³. He urges a man to "recognise I don't need to be a perpetrator to be a bad guy. Questioning harassment, not doing anything about it - all as bad"¹⁰⁴.

#IDidThat and #HowIWillChange, with men admitting to inappropriate behaviour, has been seen as "an exciting contribution: it is honest, real, apologetic, and it engages the matter in a healthy way because it is future-focused and solution-oriented. This is what the movement needs"¹⁰⁵.

Given the prevalence of men's violence against women, there's scepticism that "these men may not step up to the plate off



¹⁰⁰ <https://www.dw.com/en/as-metoo-reaches-highest-political-levels-ididthat-stokes-debate/a-41036517>

¹⁰¹ Ibid.

¹⁰² FROM <https://mic.com/articles/185292/ididthat-and-himthough-responses-to-metoo-ask-men-to-take-accountability-for-sexual-misconduct#.EJgZQC7b3>

¹⁰³ <https://www.standard.co.uk/lifestyle/london-life/this-is-why-people-are-swapping-metoo-for-himthough-a3661621.html>

¹⁰⁴ <https://www.newshub.co.nz/home/world/2017/10/howiwillchange-launches-in-response-to-metoo.html>

¹⁰⁵ From <https://www.smh.com.au/national/why-ididthat-is-better-than-metoo-20180227-p4z1zo.html>

Twitter, where private interactions in clubs, bedrooms, and workplaces really matter”. It was suggested that men “admitting to sexual harassment may be ‘insurance’ for men who fear future call-outs from their victims. That means men posting in hashtags... aren’t necessarily showing up in good faith.... (the answer is that) men have to promise to do better to the women in their lives, and to women in general, and then actually do better. Otherwise, who are these self-call-outs really for—women? Or for the guilt, conscience, and egos of the sexual aggressors themselves?”¹⁰⁶.

The #AskMoreOfHim campaign

The #AskMoreOfHim campaign was launched by a group of violence prevention activists and US entertainment industry men who’d “come together to support survivors of sexual harassment, abuse and assault”¹⁰⁷. “With the goal of challenging more men to use their privilege and platforms for good, the group launched the #AskMoreOfHim campaign today in advance of the Oscars”¹⁰⁸ in February 2018.

David Arquette, David Schwimmer Join Hollywood Men and Activists to Launch #AskMoreOfHim Campaign



The open letter launching #AskMoreOfHim said:

As men, we have a special responsibility to prevent abuse from happening in the first place. After all, the vast majority of sexual harassment, abuse and violence is perpetrated by men, whether in Hollywood or not. And in entertainment — like many industries — men continue to hold most of the decision-making power. Therefore, one of the most powerful things that men can and must do is make it clear to other men — including their friends, colleagues and co-workers — that sexual harassment and abuse are never acceptable. This goes for everything from sexist and degrading comments, right up to domestic violence and sexual assault.

Some may question our motives for signing this statement and we aim to counteract their scepticism by being painfully honest. Men are imperfect. We are imperfect. And many men, including perhaps some of us, may have enabled the bad behavior of others or acted in ways we now regret. Nonetheless, we believe that men must speak out against sexism, even as we engage in our own process of critical self-reflection, personal growth and accountability.

So consider this our pledge to support survivors, condemn sexism wherever we see it and hold ourselves and others accountable. As advocates, actors, writers, producers, and directors, we hope that our actions will inspire other men to join us. Until now, only a small number of them have been actively engaged in this effort. This must change. It’s time we #AskMoreOfHim¹⁰⁹.

The #AskMoreOfHim movement have been criticised by a feminist commentator:

¹⁰⁶ From <https://www.dailydot.com/irl/metoo-men-sexual-assault/>

¹⁰⁷ From <https://www.hollywoodreporter.com/news/david-arquette-david-schwimmer-join-hollywood-men-activists-launch-askmoreofhim-campaign-1090121>

¹⁰⁸ Ibid.

¹⁰⁹ Ibid.

- “It does not identify whose responsibility it is to ask more of men.
- ‘Asking more’ of men is not what is needed. Women have asked more of men and demanded better for centuries. That’s about as watered down and spineless a call to action as I can imagine.
- There’s no accountability or acknowledgement of the problem being men not holding one another accountable or that men, alone, are responsible for male supremacist violence.
- I cannot imagine how it makes women safer anywhere for men to do what the hashtag requests. Ask more than what?”¹¹⁰

To date, no prevention actions have specifically been attributed to #AskMoreOfHim. One violence prevention organisation supporting #AskMoreOfHim is The Representation Project¹¹¹ who feature actions men can take on their relevant webpage. These are listed in Appendix A.

Impact of these hashtag campaigns for men

“These hashtags (for men) are nowhere near as viral as #MeToo — but that’s no surprise, given that few people want to admit they may have been a perpetrator once”¹¹².

As informal social media campaigns, it is impossible to determine their impact on preventing violence. Eight months after they began, they have seemingly disappeared. #IDidThat is no longer an active Twitter hashtag and the last posting on #AskMoreOfHim was over two months ago. And there’s no recent media commentary about any of them.

One commentator notes in October 2017 that they (#AskMoreOfHim and other hashtags for men) “do look closer at the root of the problem than #MeToo did.... and while the (#MeToo) hashtag may have showed the magnitude of the problem (which, arguably, most people already knew), it does little to solve it. What we need now is for past abusers and assailants to come forward and talk about their stories. What we need now is a shift in conversation”¹¹³.

Supportive events for men

This shift in conversation has been taken up at a few events for men.

The ‘Men’s Accountability Project’ organised a ‘A conference for men to deal with our sh#t’ in Vancouver, Canada, in March 2018¹¹⁴.

A second local event, a workshop in Louisville, Kentucky, USA, “focused on men’s responsibility to respond to #MeToo and our collective experience, as men, to #MeToo”¹¹⁵.

¹¹⁰ <http://radicalprofeminist.blogspot.com/2018/03/askmoreofhim-is-notenough.html>

¹¹¹ This organisation produced “The Mask We Live In” film along with other media resources focusing on gender socialisation. See <http://therepresentationproject.org/the-movement/askmoreofhim/>

¹¹² From <https://thoughtcatalog.com/callie-byrnes/2017/10/himthough-and-ididthat-are-replacing-metoo-and-heres-why-its-so-important/>

¹¹³ Ibid.

¹¹⁴ From <http://howiwillchange.ca/index.html>

In Sweden, the MÄN (Men for Gender Equality) organisation quickly developed “a module of ‘reflective conversations’ for and by men”, delivered over five sessions. Their initial meeting attracted 80 men, twice what was expected, and the module has gone on to be used with more than 30 groups of men around the country¹¹⁶.

While many other public events have discussed #MeToo, these are the only ones that could be found that were for men and focused on their response to #MeToo.



¹¹⁵ From <http://www.preventconnect.org/2018/05/mens-response-to-metoo-one-local-effort/>

¹¹⁶ Page 22, 'Advancing #MeToo Around the World' in *Voice Male*, Spring 2018. See <http://mfj.se/om-man-2/> for more about MÄN

What US men know about #MeToo and how have they responded

A robust survey of US men has gathered insights into the impact of #MeToo on US men¹¹⁷. It indicates that #MeToo has had a limited impact on men, who had a range of responses:

- The survey reported that “a whopping 41% of men told us they've *never* heard of the #MeToo movement”¹¹⁸.

“Those who were unaware were generally younger, Southern, married, and more likely to report an annual income of \$100,000 or more.... having a college degree doesn't make a man any more likely to be in the know.... The majority of men surveyed in very top jobs still hadn't heard of Me Too”¹¹⁹.

- There was a range of male reactions to #MeToo: some men were hopeful, noting this behaviour had gone on too long; others were torn, genuinely supportive but fearful of “mob mentality”; some were anxious about how to communicate with women; and some were angry that their normal flirtation with women would now make them suspect.
- It's concluded that “In some ways, this movement is (shockingly) having little-to-no effect: the majority of men we surveyed in very top jobs still hadn't heard of Me Too. And yet some men feel fearful in general. About one third of men aged 18 to 55 say they're personally worried about being wrongly accused of sexual harassment at work. (Those with self-reported incomes over \$100K were significantly more likely to be worried.)”¹²⁰.
- The question ‘Has your approach to dating changed in response to the #MeToo movement?’ generated a range of responses. Men that answered ‘no’ because of radically opposing reasons: many survey respondents (mistakenly) declared themselves exempt just for being in a relationship; or they considered they were already enlightened allies; or they were conservative, so ‘knew how to treat females’ and found #MeToo to be irrelevant and condescending.
- One positive is that “the data also shows that younger men are more likely to say Me Too will improve workplace equality, which I think shows that the movement may be educating guys on a broader cultural level”¹²¹.
- Many of the men interviewed “mentioned Donald Trump as the cover boy for sexual harassment. Men are disturbed [by the fact that he] is suffering no consequences for grabbing women 'by the pussy.’”¹²².

¹¹⁷ The survey was jointly commissioned by Glamour, a women's magazine, and GQ, a men's fashion magazine

¹¹⁸ From <https://www.glamour.com/story/men-metoo-survey-glamour-gq>

¹¹⁹ Ibid.

¹²⁰ From <https://www.glamour.com/story/men-metoo-survey-glamour-gq>

¹²¹ Ibid.

- Men had a range of reactions to women who'd come forward: some were sceptical that it had taken so long for women to report their abuse or that it hadn't been properly investigated; some were fed up, believing men weren't treated fairly; others cited examples of men being unfairly treated and others had stories of women being stigmatised by disclosing their abuse; and some men sided with accusers having witnessed how they can be dismissed¹²³.
- While about half of this younger age group said they're worried about being wrongly accused of sexual harassment in the workplace, the men who'd heard of #MeToo were less worried, possibly indicating that the #MeToo movement is helpful in both promoting awareness and modifying behaviour"¹²⁴.

59% of the men who knew about #MeToo's mission said they had examined how they approach sex and dating. 38% said #MeToo had caused them to reevaluate their past sexual experiences. These were typically younger men. One said, "For a lot of guys, #MeToo has been a humbling moment because they didn't realize how extensive sexual harassment was in our society"¹²⁵.

What US men know about sexual consent

- The survey also gathered wider information about men's knowledge of sexual consent. A survey organiser noted that "this is one of the more demoralizing results from the survey—a glimpse into a deep vein of sexual entitlement among men"¹²⁶.

77% said it's a must to get consent at every stage of a sexual encounter; 59% agreed that husbands were "entitled to" sex with their wives, with 46% agreeing that boyfriends were "entitled to" sex with their girlfriends; 35% didn't ask for consent, relying on "obvious signs", while 60% relied on physical cues; and 50% of those ages 18 to 34 agreed that "If your partner is willing to kiss you, she must be willing to do other sexual acts"¹²⁷.

Action US men had taken as a consequence of #MeToo

- 47% of the survey's respondents had not discussed #MeToo with anyone else. The survey organisers noted that "the responses made one thing clear: to make real progress on the subjects #MeToo tackles, particularly sexual harassment and consent, men are going to have to catch up.... We have to join the conversation". They highlighted that the #MeToo "moment called for men to basically shut up and listen for a while"¹²⁸.

¹²² Ibid.

¹²³ Ibid.

¹²⁴ Ibid.

¹²⁵ Ibid.

¹²⁶ Ibid.

¹²⁷ Ibid.

¹²⁸ Ibid.



How White Ribbon NZ can align with #MeToo

Approaches for White Ribbon to take and specific behaviours to promote

Commentators have claimed #MeToo has a significant impact on men: "...it's hard to pinpoint another time in history when men were expected to rethink their gender role so publicly and profoundly"¹²⁹. They identify that the key question for men, now, is "what it means to be a man, or perhaps more aptly, a 'good' man?"¹³⁰.

This is effectively a gender transformation approach, which White Ribbon is already applying in the Respectful Relationships campaign.

This section discusses this approach and identifies ways White Ribbon can enhance this approach.

In the considerable discussion around the #MeToo movement, three specific behaviours are consistently promoted for men. How White Ribbon can promote these for men is discussed.

The gender transformation approach

What is a gender transformative approach?

Gender transformation is an approach that is used across a range of social and health issues, such as reducing poverty, HIV management and preventing men's violence against women. It is flexible and used in many different cultures by responding to local masculine identities or behaviours.

"Gender transformation focuses on men developing respectful, trusting and egalitarian relations with women and with other men, and promoting positive constructions of masculinity. The aim is to replace the socialised links between masculinity, power and violence towards women with more flexible and equitable identities and behaviours. This is achieved by supporting men to make positive changes and by affirming positive and health-promoting formations of manhood"¹³¹. Sometimes called 'breaking out of the man box', "having men transform their gender notions is seen as crucial to stopping men's violence to women"¹³².

Gender transformation has been a significant feature of White Ribbon's Respectful Relationships campaign of the last four years.

¹²⁹ From <https://www.refinery29.com/2018/03/193322/gender-equality-masculinity-male-ally-guide?platform=hootsuite>

¹³⁰ From https://www.refinery29.com/2018/04/197002/how-to-raise-boys-in-the-me-too-era?bucketed=true&bucketing_referrer=https%3A%2F%2Fwww.facebook.com%2FInAWorldOfMeToo

¹³¹ Page 12-13 Baker, G. (2013). *Effectively involving men in preventing violence against women*. Auckland, New Zealand: New Zealand Family Violence Clearinghouse, University of Auckland.

¹³² Page 13, Ibid.

Links between #MeToo and gender transformation of men

#MeToo clearly and repeatedly challenges men to reconsider their gender assumptions:

“It’s clear that frank conversations about masculinity (and not just “toxic masculinity”) are crucial”¹³³.

“You (men) get to hear about the way in which women have been harmed by men and decide to be a better man. You get to defend that notion of a man. You get to debate for this change. You get to fervently argue that you will no longer accept this old, abusive notion of manhood. You get to choose a better path.

Or you can keep arguing to uphold the way things are.

But know that with whichever way you decide, you are telling us, and yourself, what type of man you want to be”¹³⁴.

The first action to develop ‘good men’ is to “talk to your sons and your daughters (or your friends and colleagues) about their definition of masculinity”¹³⁵.

Also, an analysis of tweets in the #HowIWillChange campaign concluded education about “socialization process of toxic masculinity and sexist beliefs” was needed:

#HowIWillChange: Engaging Men and Boys in the #MeToo Movement

MICHIGAN STATE UNIVERSITY | Morgan E. Pettyjohn, MS, Finneran K. Muzzey, MA, Megan K. Maas, PhD & Heather L. McCauley, ScD | MICHIGAN STATE UNIVERSITY
Human Development & Family Studies

STATEMENT OF PURPOSE	CONCLUSIONS
<ul style="list-style-type: none">▪ This study aimed to assess public discourse about dismantling rape culture via Twitter hashtag #HowIWillChange.▪ #HowIWillChange was started in response to the #MeToo movement and was intended to engage males by asking them to evaluate their role in sustaining rape culture.	<ul style="list-style-type: none">▪ Study provides insight into current perceptions of rape culture in light of the #MeToo movement, specifically from a platform intended to engage men and boys.▪ Highlights utility of social media for discussing social issues.▪ Prevention and bystander interventions on college campuses should emphasize:<ul style="list-style-type: none">▪ Psychoeducation about socialization process of toxic masculinity and sexist beliefs.▪ Better equip men to withstand potential criticism for speaking out about violence against women.▪ Concrete explanations of how seemingly “benign” behaviors (e.g., catcalling) contribute to a larger systemic issue, which we refer to as “rape culture.”

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¹³³ From <https://www.refinery29.com/2018/03/193322/gender-equality-masculinity-male-ally-guide?platform=hootsuite>

¹³⁴ From <https://theestablishment.co/in-the-midst-of-metoo-what-type-of-man-do-you-want-to-be-328634985fc5>

¹³⁵ From <https://www.refinery29.com/2018/04/197002/how-to-raise-boys-in-the-me-too-era>

¹³⁶ From <https://twitter.com/search?f=images&vertical=default&q=%23HowIWillChange&lang=en>

Unfortunately, this conclusion is in response to the tweets that show men have a limited understanding of, or antagonism to, #MeToo and its calls for men to get involved.

#MeToo's call for men to change their masculine behaviour and identities is entirely consistent with the gender transformative approach that is already in use with men¹³⁷.

What is different with #MeToo is that:

- there's more women taking up the established call for men to change not just their behaviour but their male identities.
- there's wider discussion in popular media about the links between men's harmful behaviours towards women and their male socialisation.
- there has been much more media coverage of this, with men's behaviour and identities becoming a theme of the #MeToo public discourse. The greater use of the term 'toxic masculinity' exemplifies this.

Effectively aligning a gender transformation approach with #MeToo

To effectively engage men, the focus needs to be on providing "positive examples of equitable, non-violent behaviour; strengthening current non-violent actions, attitudes and values; and framing discussion in terms of men's responsibility". This involves: identifying the masculine behaviour that is a problem and explaining why; strengthening men's motivation to change; detailing the alternative, respectful behaviour; and promoting the benefits it brings¹³⁸.

It also means avoiding the problem that "when we do talk to boys about gender norms, we're often telling them what *not* to do: *Don't* harass; *don't* abuse; and *don't* assume consent"¹³⁹.

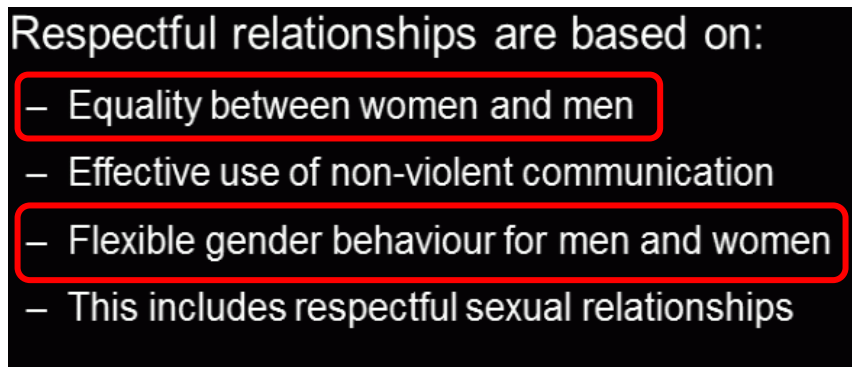
¹³⁷ Gender transformation has been active prior to #MeToo. See: the 2013 New Zealand paper on *Effectively involving men in preventing violence against women* (Baker, G. (2013). Auckland, New Zealand: New Zealand Family Violence Clearinghouse, University of Auckland) which identifies gender transformation as an established trend with men; the 2013's '10 Things Men Can Do to Prevent Gender Violence' (From <https://www.mvpstrat.com/pdf/English.pdf>) which advocates men "have the courage to look inward. Question your own attitudes"¹³⁷; and the first recommendation of the 2015 report "Men, Masculinities and Changing Power": "Shift the normative understanding of men's role" (MenEngage Alliance; UN Women; & UNFPA (2014). New York, USA: UNFPA).

¹³⁸ Page 16 Baker, G. (2013). *Effectively involving men in preventing violence against women*. Auckland, New Zealand: New Zealand Family Violence Clearinghouse, University of Auckland

¹³⁹ From https://www.refinery29.com/2018/04/197002/how-to-raise-boys-in-the-me-too-era?bucketed=true&bucketing_referrer=https%3A%2F%2Fwww.facebook.com%2FInAWorldOf#MeToo

White Ribbon New Zealand's current gender transformative action

White Ribbon's Respectful Relationships campaign is already using a gender transformative approach by promoting respectful relationships that are based on gender equity and flexible gender behaviour.



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White Ribbon's 'Respectful Relationships' toolbox also asks: *So what kind of guy are you, and what do you want to be?*

It also suggests to men that they:

Throw out the old ideas. There are no 'right' ways to feel, for men or women. You have all kinds of feelings and it's okay to admit it. You don't have to be staunch all the time just because you're a man – just like she doesn't have to be soft and emotional all the time just because she's a woman.

She can be strong for you and the family when she needs to be, and you can show your compassion or fear, anger or joy – because you're human. Break out of the 'man box', you'll be just as manly if you do, and a better man.

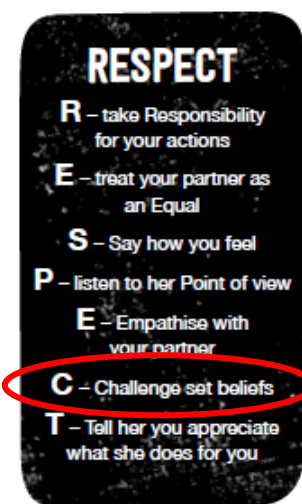
And this is reflected in an accompanying graphic:

The Respectful Sexual Relationships toolbox also includes this suggestion:

Men, women – don't believe everything you've heard

Question all the messages you've got over your life about being a man. And all the messages about sex. They'll have come from your family, peers and culture, and all the TV shows, movies and ads you've seen, not to mention the porn that's around now.

Choose the messages that are helpful to you, and the way you want to live by your own values.



¹⁴⁰ From the PowerPoint available on <https://whiteribbon.org.nz/sexual-violence-and-the-issue-of-consent/respectful-relationships/>

Let go of old scripts for how men and women should be together and make your own choice about what being a man means to you. Break out of the 'man box' and be the person you really are.

You're both equal

Lots of the messages men get are about being in charge and having more power than women.

These messages make it easy for men to think this is how things are, rather than choosing what's right, and what's best for respectful relationships with women. When it comes to sex, feeling you must be in charge makes the sex about your power, rather than the two of you sharing your equal power to have a positive experience together.

Sex is something you do together, as two equal adults.

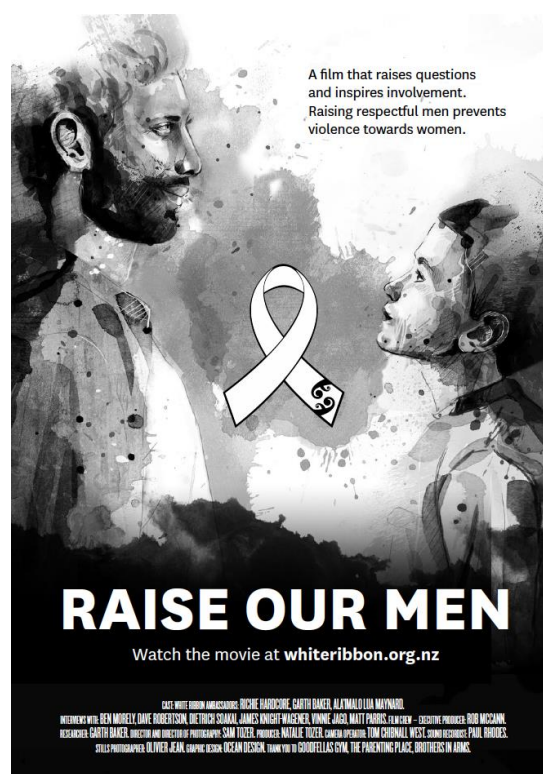
And remember, always being in charge is a lot of pressure you don't need. Let it go, take the pressure off, and enjoy a more relaxed time together¹⁴¹.

A similar content is also included in the 'Start With Respect' toolbox for young men that says: "Breaking out of the 'man' box' and showing you're not like that isn't just the right thing to do – it can make you safer to be around, and more attractive too"¹⁴².

White Ribbon's gender transformative approach is obvious in their 2017 film 'Raise Our Men'¹⁴³. The film features interviews with New Zealand men talking about their socialisation and the choices they have made to change. The discussion guide White Ribbon provides with the film to prompt discussion suggests that:

The key themes of the film that you can pick up on in a group discussion are:

- Men treating women as equals is respectful and prevents violence.
- Men choosing to be flexible about gender roles and behaviours prevents violence.
- Men being expressive of all their feelings is healthier and more respectful.
- Men choosing their own personal masculine identity, rather than just following male peers, will prevent violence¹⁴⁴.



¹⁴¹ Page 7 and 8, White Ribbon New Zealand's *Respectful Sexual Relationships* toolbox, from <https://whiteribbon.org.nz/toolbox/>

¹⁴² Page 6, White Ribbon New Zealand's *Start With Respect* toolbox, from <https://whiteribbon.org.nz/toolbox/>

¹⁴³ 'Raise Our Men' film is available for viewing at www.whiteribbon.org.nz

¹⁴⁴ Page 1, 'Discussion Guide - How to effectively use White Ribbon's *Raise Our Men* film', from www.whiteribbon.org.nz

Three key actions that #MeToo asks of men

#MeToo has generated a wide-ranging discussion, with calls for many changes to be made. There are three actions that have been consistently identified as key responses for men.

These are the actions that White Ribbon needs to integrate into its campaign to be an ally to #MeToo and to build on positive violence prevention developments.

A. Listening and believing women

Listening, believe and understand

Listening to women is repeatedly identified as the best response for men to women disclosing their experiences:

“...this moment called for men to basically shut up and listen for a while”¹⁴⁵.

“...all the moment requires is for men to shut up and listen, something many clearly find hard”¹⁴⁶.

“It’s time for men to take a backseat and just listen”¹⁴⁷.

“...the #MeToo movement should be about listening to people who may not have had a voice on these issues before”¹⁴⁸.

“The first step: listen to women. Really listen. Without minimizing, challenging, making excuses, or getting defensive. Without inserting your own narrative. Listen without judgment and practice active listening”¹⁴⁹.

The act of listening is repeatedly aligned with believing and empathising with women:

“This is the easiest one (of supportive actions men can take), and probably the most useful: listen to what we’re saying and believe us”¹⁵⁰.



"Just listen.... Let people know you believe them”¹⁵¹.

¹⁴⁵ From <https://www.gq.com/story/metoo-and-men-survey-glamour-gq>

¹⁴⁶ From <https://www.theguardian.com/world/2018/mar/09/men-after-metoo-masculinity-fundamentally-toxic>

¹⁴⁷ From <https://www.theguardian.com/culture/2018/jul/09/simon-pegg-alcoholic-addiction-rehab-fatherhood-tom-cruise>

¹⁴⁸ From <https://www.gq.com/story/talk-about-metoo>

¹⁴⁹ From <http://www.joyfulheartfoundation.org/blog/seven-tips-help-men-speak-out-support-metoo?platform=hootsuite>

¹⁵⁰ From <https://www.theguardian.com/commentisfree/2018/feb/23/men-show-solidarity-metoo-movement-advice>

¹⁵¹ From <http://www.abc.net.au/triplej/programs/hack/how-to-respond-to-a-friend-sharing-their-story-of-sexual-abuse/9059842>

"If you're hearing someone's story, your job is to listen to them, believe them, and support them"¹⁵².

"Be empathetic to how a woman can very easily feel unsafe in a situation that a man wouldn't even think about"¹⁵³.

In a recent US survey on sexual harassment in the #MeToo era, "52% of women say that women not being believed is a major problem, compared with 39% of men"¹⁵⁴.

Learn how it is

More specific advice to men is to "ask questions, but don't interrogate" as "talking with someone who has experienced sexual assault or harassment is ...an opportunity for you to learn.... make sure you're asking thoughtful questions"¹⁵⁵. If you're "not sure whether something's OK or not? Ask! ...Disclaimer: this only works if you listen to the answer. But not the questions you could probably Google"¹⁵⁶. Getting informed about the basics is important "so that when you are having a conversation you aren't asking someone to spend their time teaching you things you could easily Google"¹⁵⁷.

The goal of listening to women is for men to "let their words change our perspective. Our job is to ask ourselves how we can do better"¹⁵⁸.

Appropriate responses

Men need to "be aware of the danger (that) they will respond in negative ways. This can either blame the victim or they can leap in with 'paternalistic or chivalric' impulses, such as 'what can I do to protect women from bad, nasty men'"¹⁵⁹. "You are not there to suggest ways that it could have been prevented or might be prevented in the future. That's incredibly insulting and traumatic"¹⁶⁰.

Men also need to sympathise with survivors, not abusers: "First and foremost, men need to be crystal clear that violence is never acceptable and that any man who physically or sexually abuses a woman must be held accountable for his actions.... Sympathy for and solidarity with the survivor—the person who endured the abuse, through no fault or choice of her own, and must live with its effects—is the right (response)"¹⁶¹.

¹⁵² From <https://www.gq.com/story/talk-about-metoo>

¹⁵³ From <https://www.cosmopolitan.com/sex-love/a15841669/men-reflect-me-too/?platform=hootsuite>

¹⁵⁴ From <http://www.pewsocialtrends.org/2018/04/04/sexual-harassment-at-work-in-the-era-of-metoo/>

¹⁵⁵ <https://www.gq.com/story/talk-about-metoo>

¹⁵⁶ From <https://www.theguardian.com/commentisfree/2018/feb/23/men-show-solidarity-metoo-movement-advice>

¹⁵⁷ From <https://www.gq.com/story/talk-about-metoo>

¹⁵⁸ From <https://medium.com/human-parts/a-gentlemens-guide-to-rape-culture-7fc86c50dc4c>

¹⁵⁹ From <http://www.abc.net.au/triplej/programs/hack/how-to-respond-to-a-friend-sharing-their-story-of-sexual-abuse/9059842>

¹⁶⁰ From <https://www.gq.com/story/talk-about-metoo>

¹⁶¹ From <http://www.joyfulheartfoundation.org/blog/seven-tips-help-men-speak-out-support-metoo?platform=hootsuite>

Men also need to avoid explaining they personally don't harass women or that 'not all men are abusers'; a common response from men. Dr Michael Flood picks up on the existing debate over men's violence against women and offers four reasons not to explain that not all men abuse women:



Michael Flood @MichaelGLFlood · 12 Oct 2017

#NotAllMen ? Saying that "not all men are like that" is unhelpful, for a bunch of reasons. [slate.com/blogs/bad_astr...](https://www.slate.com/blogs/bad_astronauts/2017/10/12/not_all_men_are_like_that_michael_flood.html) **#VAW** **#YesAllWomen**

For one, *women know this*. They already know not every man is a rapist, or a murderer, or violent. They don't need you to tell them.

Second, it's defensive. When people are defensive, they aren't listening to the other person; they're busy thinking of ways to defend themselves. [...]

Third, the people saying it aren't furthering the conversation, they're sidetracking it. *The discussion isn't about the men who **aren't** a problem*. [...]

Fourth—and this is important, so listen carefully—when a woman is walking down the street, or on a blind date, or, yes, **in an elevator alone**, she doesn't know which group you're in.

Men can "trust women to know—and believe—most men aren't harassers or rapists, and that many men are survivors of sexual and domestic violence themselves"¹⁶².

Explaining that most men aren't rapists, "doesn't change the fact that toxic masculinity exists, that rape culture exists, that we live in a world where sexual harassment and abuse of women at the hands of men has been normalized. It doesn't matter that not all of them do—it matters that too many of them do"¹⁶³.

Another suggestion is that if an individual man doesn't like being included in a group with harassers or abusers, he can take this up with other men, instead of women¹⁶⁴.

If you're a man upset at being lumped in with rapists, attackers and general arseholes just because of your gender, maybe take it up with the men who give us a bad name instead of women who have to be on guard 24/7 because of them.

In Australia the hashtag #NotAllMen has become established, with a strong reaction against it:

"Hey, nice guy. What do you actually *do* to be this famed #notallman? Do you speak out against your friends and colleagues when they harass or abuse women? Do you challenge sexist comments in your peer groups? Do you raise your boys to do the same things? Do you call out your mates' misogynist views? Do you listen when women talk about our experiences with

¹⁶² From <http://www.joyfulheartfoundation.org/blog/seven-tips-help-men-speak-out-support-metoo?platform=hootsuite>

¹⁶³ From <http://www.joyfulheartfoundation.org/blog/seven-tips-help-men-speak-out-support-metoo?platform=hootsuite>

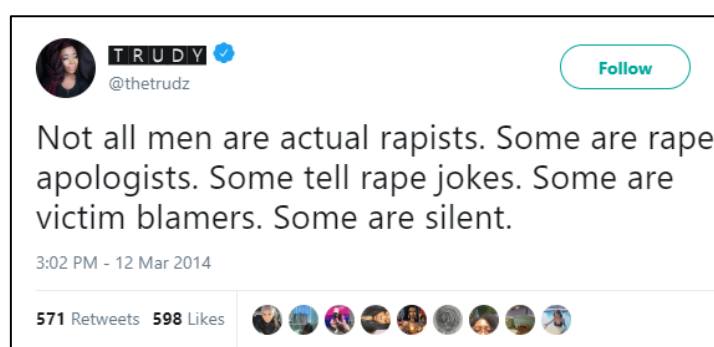
¹⁶⁴ From <https://twitter.com/hashtag/YesAllWomen?src=hash>

gendered violence and resist the urge to explain them back to us or tell us we're wrong?"

"This is perhaps #notallmen's greatest insult. Women don't need to be told to look for the goodness in men, because we try our damndest to find it every day. We work hard to nurture it, even as we're told to be grateful for it. For our own survival, women must believe that not all men are the enemy".

"We search for the humanity in men only to have them turn away from the reality of our pain. It can be pouring out of us, but they'll only consent to look at it if we promise not to hold them accountable".

"Yes, Not All Men are bad people. But Not All Men are good either"¹⁶⁵.



There was a strong reaction ("Twitter collectively eye-rolled"¹⁶⁶) against men claiming they understood #MeToo as they had daughters. "The idea that men can say 'Yeah I get it, I have a daughter' in response to shocking accounts of abuse has... been rightly exposed as trite and pat.... This is especially true when men aren't also saying 'I have sons — I need to work out how to teach them to respect women'"¹⁶⁷. "The women in your life—your friends, your colleagues, and even your wives, sisters, and daughters—want to know you are interested in their experiences because you value them as people"¹⁶⁸.

The Swedish organisation, MÄN (Men for Gender Equality), offers a constructive response for men, asking them to: listen; confirm you heard; practise self-reflection (what is my part in the problem?); talk to other men (don't burden women with difficult feelings about being part of the problem); and take action (start taking steps to change your behaviour and that of men around you)¹⁶⁹.

¹⁶⁵ <https://www.smh.com.au/lifestyle/life-and-relationships/the-not-all-men-excuse-is-absurd-20180618-p4zm94.html>

¹⁶⁶ From <http://www.abc.net.au/news/2017-10-12/harvey-weinstein-time-to-believe-womens-stories-of-abuse/9042992>

¹⁶⁷ Ibid.

¹⁶⁸ From <http://www.joyfulheartfoundation.org/blog/seven-tips-help-men-speak-out-support-metoo?platform=hootsuite>

¹⁶⁹ Page 22, 'Advancing #MeToo Around the World' in *Voice Male*, Spring 2018. See <http://mfj.se/om-man-2/> for more about MÄN

Prior to #MeToo, White Ribbon Australia has been criticised for:

- (1) asserting that “most men are not violent”, which “perpetuates the view that VAW is a ‘rare action by a deviant individual rather than [a] widespread social problem’, distracting from the ‘wider patterns of coercion and control that involve all men’”.
- (2) Implying that all that good men are “family men” who do not hurt women but rather protect and ‘stand up’ for them”. This promotes the view that “Women’s safety ... is inextricably linked to the presence of men and, in particular, to men’s willingness to protect (them).... a ‘protective masculinity’.

See page 302 and 303 Seymour K, “*Stand up, speak out and act*”: A critical reading of Australia’s White Ribbon campaign, Australian & New Zealand Journal of Criminology 2018, Vol. 51(2) 293–310

Overcoming male socialisation

The difficulties men have in listening and empathising with women is seen as a consequence of their male socialisation: “Toxic masculinity informs us to always have an answer, interrupt, ‘mansplain’, clarify what others (particularly women) say, and take charge of conversations”¹⁷⁰.

The benefits to men of listening effectively to women are described as “not only does choosing to be quiet and listen disturb ...toxic masculinity, it also relieves us of the responsibility to be in charge, to ‘explain’ and ‘clarify’ and to have all the answers. We learn a lot when we stop talking”¹⁷¹.

This is also reflected in a US pledge for men to promote healthy, respectful manhood, with the first commitment being to “listen to women and believe their experiences”. Men are also advised that a key strategy for breaking out of the ‘Man Box’¹⁷² is to “develop an interest in the experience of women and girls, outside of sexual conquest. Listen to women and validate their experiences”¹⁷³.

White Ribbon New Zealand’s current action promoting listening and believing women

Listening and believing women is already a part of the behaviour White Ribbon New Zealand’s Respectful Relationships campaign promotes. The ‘Respectful Relationships’ toolbox encourages men to:

Really listen to her. Value her views as much as you do your own. Think about what she has to say, and take her ideas on board. Ask her questions – you will learn something useful¹⁷⁴.

¹⁷⁰ From <http://rusfunk.me/2017/02/10/10-ways-to-disturb-toxic-masculinity-in-the-age-of-trump/>

¹⁷¹ Ibid.

¹⁷² The Man Box is the ‘rigid construct of cultural ideas about male identity’, from <https://promundoglobal.org/resources/man-box-study-young-man-us-uk-mexico/>

¹⁷³ From <http://www.acalltomen.org/campus-pledge>

¹⁷⁴ Page 3, White Ribbon New Zealand’s *Respectful Relationships* toolbox, from <https://whiteribbon.org.nz/toolbox/>

Listening was also highlighted in the graphic summarising respectful behaviour:



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B. Reflecting on your own behaviour

The second action that #MeToo has promoted for men is for them to reflect on their own behaviour as the first step in a shift to living in gender-equitable and non-violent ways.

An article about how men can show solidarity with the #MeToo movement identifies they should:

Re-examine your own behaviour ...

Do you ever make sexist jokes at work, thinking it’s OK because it’s “just banter”? Ever tried to persuade someone to have sex with you who wasn’t really into it? Catcalled someone? Now’s the time to think about your behaviour. Could you improve it? (Probably). Are you going to? (You definitely should)¹⁷⁶.

Prior to #MeToo, asking men to reflect on, and change, their behaviour had been a significant feature of violence prevention work.

The Mentors in Violence Prevention’s list of *10 Things Men Can Do To Prevent Gender Violence* includes:

HAVE THE COURAGE TO LOOK INWARD

¹⁷⁵ Page 2, White Ribbon New Zealand’s *Respectful Sexual Relationships* toolbox, from <https://whiteribbon.org.nz/toolbox/>

¹⁷⁶ From <https://www.theguardian.com/commentisfree/2018/feb/23/men-show-solidarity-metoo-movement-advice>

Question your own attitudes. Don't be defensive when something you do or say ends up hurting someone else. Try hard to understand how your own attitudes and actions might inadvertently perpetuate sexism and violence, and work toward changing them¹⁷⁷.

And Raliance, the US sexual violence collaboration, asks men to "examine your own actions and consider whether you have ignored things that worried you or behaved in ways that contribute to a culture of disrespect that allows for sexual harassment or misconduct"¹⁷⁸.

This reflection means being challenged to "acknowledge what you don't know?" with "self-reflect on your actions in the past... (being) the first step in apologizing, learning from, and course-correcting your behavior for the future"¹⁷⁹.

There are two key aspects:

- Individual men reviewing their past behaviour with: a new understanding of the impact on women; acknowledgement when their actions towards women have been disrespectful, non-consensual, harassment or violent; and a commitment to now act in respectful and non-violent ways.
- With #MeToo calls for men to act when other men harass or assault women¹⁸⁰, individual men also need to reflect on their own reactions when they are aware of other men harassing or treating women disrespectfully and managing these to make an effective intervention.

In both instances, self-reflection is linked with action. Either the man being accountable for changing his own behaviour towards women or committing to intervening to stop other men's harassment (be an active bystander). #MeToo challenges men to act: as "millions of women have shared their trauma.... If you do nothing now, you're complicit"¹⁸¹.

As part of its response to #MeToo, Sweden's MÄN (Men for Gender Equality) quickly developed a module of 'reflective conversations' for and by men, and have gone on to have more than 30 groups of men around the country working through this programme¹⁸². This indicates an interest from some men to consider their behaviour and responsibilities to the #MeToo movement. This is also demonstrated by White Ribbon Canada experiencing "a huge surge among men and boys wanting to get involved"¹⁸³. MÄN has now "started to link self-reflection groups to bystander interventions"¹⁸⁴.

¹⁷⁷ From <https://www.mvpstrat.com/pdf/English.pdf>

¹⁷⁸ From <http://www.raliance.org/wp-content/uploads/2017/11/Raliance-Statement-on-Honoring-Survivors-When-People-We-Know-Commit-Sexual-Harassment-Misconduct22970-1.pdf>

¹⁷⁹ From <https://medium.com/@FuturesWithoutViolence/the-top-10-things-men-can-do-right-now-to-address-sexual-harassment-in-the-workplace-e941ce1d3049>

¹⁸⁰ Discussed in the next section

¹⁸¹ From <https://www.theguardian.com/commentisfree/2018/feb/23/men-show-solidarity-metoo-movement-advice>

¹⁸² Page 22, 'Advancing #MeToo Around the World' in *Voice Male*, Spring 2018. See <http://mfj.se/om-man-2/> for more about MÄN

¹⁸³ Ibid. Page 10

¹⁸⁴ Ibid. Page 22

An example of how #MeToo prompted a man to reflect on his gender behaviour comes from the “I thought I was a Good Guy” blog by a man who reconsiders an incident of non-consensual sex: “Toxic masculinity praises sexually active men. Sex is conquest, competition, and a measure of self-worth. There is rarely a punishment for pressuring a woman to have sex with us”¹⁸⁵.

White Ribbon New Zealand’s current action promoting men’s self-reflection

White Ribbon New Zealand has promoted men reflecting on their behaviour, with the ‘Respectful Relationships’ toolbox suggesting:

Put things right. Front up to the people you’ve hurt, admit that your actions affected them, and listen to what they have to say. It’s the only way to rebuild trust, and it takes time¹⁸⁶.

C. Disrupting other men’s behaviour

Men acting to prevent other men’s harassment is the third most common action that #MeToo calls for.

This promotion of making bystander interventions is best illustrated by ‘A Gentleman’s Guide to Rape Culture’ that promotes these actions for men:

- (1) Men can confront men, when they see a situation with another person that might lead to violence.
- (2) Men can correct men who use misogynistic language or tell rape jokes. It reassures men they won’t lose their ‘man card’ as “it’s about being ‘your own man’ and doing the right thing”.
- (3) Men can make other men STFU¹⁸⁷ if they’re verbally harassing a woman, as “cat-calling is one of the worst advertisements for male sexuality there is. Those assholes make us all look like complete tools”.

This is because “it’s our job to have standards for ourselves, and thus, for all men”¹⁸⁸.

A #MeToo woman points out the power of men intervening with other men:

“You, as a man and a friend, are in a unique position of power in this situation—a position that is rarely afforded to women. Like it or not (we don’t like it), men are more likely to take the opinions of other men seriously... A woman saying, “stop bothering me,” or suggesting through non-verbal cues (learn ‘em) that she’s feeling bothered, *should* be the end of the bothering. Often it’s not. When [a man says] ‘stop bothering her,’ the bothering is over”¹⁸⁹.



¹⁸⁵ From <https://www.vox.com/first-person/2018/1/24/16925444/aziz-ansari-me-too-feminism-consent>

¹⁸⁶ Page 8, White Ribbon New Zealand’s *Respectful Relationships* toolbox, from <https://whiteribbon.org.nz/toolbox/>

¹⁸⁷ Shut the F**k up

¹⁸⁸ From <https://medium.com/human-parts/a-gentlemens-guide-to-rape-culture-7fc86c50dc4c>

¹⁸⁹ From <https://www.gq.com/story/mens-consent-questions-answered>

In an article '7 Men On What The #MeToo Movement Has Taught Them About Sexual Assault' one man reports that "before #MeToo, I didn't engage in 'locker room talk', but if I heard it, I would just avoid it or ignore it. Now, I'm on the alert"¹⁹⁰.

A study of tweets in an earlier #NotOkay Twitter campaign (in response to Donald Trump's statements about grabbing women's genitals) noted there was "a surprisingly large number of both women and men calling on men to shut down 'locker room talk' that is degrading to women"¹⁹¹. The researcher said "This is where our (violence prevention) field is at. For 20 years it's been about how to not get raped – how to avoid being sexually harassed – but now we're moving towards bystander intervention. It's about getting boys and men to step in when it looks like their friend is about to say something derogatory or potentially do something predatory towards women"¹⁹².

White Ribbon New Zealand's current action promoting men disrupting other men

White Ribbon New Zealand has a 'Men Influencing Other Men' toolbox to support men being active bystanders who intervene with other men.¹⁹³



¹⁹⁰ From <https://www.cosmopolitan.com/sex-love/a15841669/men-reflect-me-too/?platform=hootsuite>

¹⁹¹ From <https://msutoday.msu.edu/news/2018/twitter-trump-and-sexual-assault-a-call-to-men-for-action/>

¹⁹² Ibid.

¹⁹³ Page 1, White Ribbon New Zealand's *Men Influencing Other Men* toolbox, from <https://whiteribbon.org.nz/toolbox/>

Recommendations for White Ribbon's 2018 campaign

#MeToo has focused public attention on men's violence against women and brought an increase in awareness of the social and gender dynamics that contribute to it and a greater expression of abhorrence of the violence. White Ribbon can build on these positive developments and enhance them further by aligning with the #MeToo movement as an ally.

The following recommendations are for White Ribbon's 2018 marketing campaign to:

- Align with the #MeToo movement as an ally.
- Further the public awareness of violence and gender that #MeToo has brought.
- Use the gender transformation approach, and to promote the three key actions to develop men's awareness and support for #MeToo and use of respectful behaviour.
 - Supporting Women
 - Reflecting on your own behaviour
 - Disrupting other men's behaviour

The White Ribbon pledge to 'take a stand'

White Ribbon New Zealand has already decided to focus on promoting men taking their pledge: *"I will stand up, speak out and act to prevent men's violence towards women."* In particular, men will be urged to 'stand up'.

This is seen as a simple, easy-to-communicate action which aligns with #MeToo if White Ribbon:

- Identifies the actions of a man who 'stands up'.
- Builds men's skills to take these 'stand up' actions.
- Promotes these actions as the norm for men.
- Builds men's motivation to 'stand up, including to be an ally of #MeToo.
- Proves useful advice for men on responding to criticism they may face when standing up.

Recommendations:

- (1) That White Ribbon develops the website where individuals can take the pledge by offering them an option to commit to enacting their pledge by taking specific actions within an agreed timeframe.

White Ribbon Canada has done this effectively, with the men who say they want to take the pledge having a website option to "show they really mean it" by promising to take specific actions they can choose from a list, including:

Choices offered to men for them to show they will support White Ribbon Canada's pledge:

and to show that I really mean it, I promise to

- ☐ A talk to a younger man in my life about consent
- ☐ B share feminist calls to action and news on social media
- ☐ C support women's organizations and shelters that provide services to survivors of violence
- ☐ D ask my peers to not use sexist or violent language when referring to women
- ☐ E create safe and supportive spaces for the women in my life by practicing active listening
- ☐ F encourage and support gender equality initiatives at work
- ☐ G talk to men in my life about why gender equality is important and how they can play an active role
- ☐ H make my own plan of action

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Men also nominate a date by which time they'll have taken the action they promised to take.

This is an effective way to show that the pledge is to be 'enacted' by men taking action and what appropriate actions are.

It is recommended that White Ribbon New Zealand develops a similar mechanism.

- (2) White Ribbon includes the three key #MeToo actions (listening and believing women, reflecting on your own behaviour and disrupting other men) into the list of options for men to enact the White Ribbon pledge.
- (3) White Ribbon promotes and prioritises the #MeToo three key actions in campaign media and communication.
- (4) Strengthen the gender transformative approach
White Ribbon strengthens its current gender transformative approach by:
 - a) promoting actions men can take to enact the pledge which promote gender equity, being more flexible in gender behaviour or talking with young men about 'breaking out of the man box'.
 - b) highlighting these actions in other campaign media and communication.

¹⁹⁴ See <https://www.whiteribbon.ca/pledge.html>

- c) incorporating a suitable gender transformation message into the campaign's key messages (in level one communication).
- d) developing a short toolbox for men on how to positively respond to #MeToo with information on how to enact the three key actions and to break out of the 'Man Box'.
- e) developing a new toolbox to support men 'Breaking Out of the Man Box' and becoming more equitable and flexible in their gender behaviour.
- f) reviewing the content of existing toolboxes to ensure they overtly promote men breaking out of the man box to be more equitable and flexible.
- g) developing a range of information that can be used to build understanding of the links between a man's use of violence against women, his socialisation, male social norms, and gender inequality at a structural level¹⁹⁵. This would include an explanation of the terms 'rape culture' and toxic masculinity' and will promote support for gender equity and flexible gender behaviour (key to the respectful behaviour White Ribbon promotes).
- h) promoting this information to men in the 2018 campaign media and communication.

Promoting the three key actions

A. Listening and believing women

- (5) White Ribbon promotes the key action of men listening and believing women when they talk of their experience of harassment or assault, or other negative behaviour by men by:
 - a) promoting 'listening and believing' women as a campaign key message in 2018 and promote this action in other campaign media and communication.
 - b) adding new content to the 'Respectful Relationships', 'Respectful Sexual Relationships' and 'Start With Respect' toolboxes that strengthens men's listening and believing behaviour by giving clearer directions, including avoiding inappropriate responses.
 - c) including content in the new 'Breaking Out of the Man Box' toolbox that specifically supports men listening and believing women, as part of having respectful non-sexual relationships with women and girls.

B. Reflecting on your own behaviour

- (6) White Ribbon promotes men critically reflecting on their past behaviour towards women, apologising when possible, and actively committing to respectful behaviour in future by:
 - a) Promoting 'self-reflection and changing' as an action for men in campaign media and communication.
 - b) adding new content to all toolboxes that promotes men reflecting on their behaviour and changing to using respectful behaviour in future. This will include being

¹⁹⁵ White Ribbon Australia has been criticised for *not* having a similar clear analysis in Seymour K, "Stand up, speak out and act": A critical reading of Australia's White Ribbon campaign, Australian & New Zealand Journal of Criminology 2018, Vol. 51(2) 293–310

accountable by taking public responsibility for past behaviour and for making changes and seeking and responding to other's feedback.

C. Disrupting other men's behaviour

- (7) White Ribbon strengthens its current approach of supporting men to disrupt other men's behaviour by:
- a) testing the effectiveness of the 'Men Influencing Other Men' toolbox with a group of men and revising it to ensure it is as effective as possible.
 - b) promoting this toolbox and its use to men in campaign media and communication.

Other related recommendations

- (8) White Ribbon does not include a reference to #MeToo in its headline key messages, rather referencing it in second-level information and media as the new environment that White Ribbon, and men, need to respond to.
- (9) To develop a broader understanding and abhorrence of 'rape culture' by referencing and defining this term when publicly discussing the social or cultural dynamics associated with men's sexual violence and to promote action men can take to prevent sexual violence.
- (10) To develop a broader understanding and abhorrence of 'toxic masculinity' by referencing and defining this term when: identifying that masculinity is a social construct and is changeable; highlighting gender inequalities or the 'harmful effects of male behaviour on women and girls; focusing on men's behaviour, identities and relationships; acknowledging the full diversity of masculinity identities; promoting respectful masculinity behaviour (by presenting 'respect' as a human quality); and not discounting male privilege.
- (11) In campaign media and communications, to specifically name the problem as *men's* violence against women, and to continually develop wider awareness that men are responsibility for violence and to preventing it.

Appendix A

The resources for men on The Representation Project's website, provided in support of #AskMoreOfHim

#AskMoreOfHim resources for men on <http://therepresentationproject.org/the-movement/askmoreofhim/>:

- A link to follow #AskMoreOfHim at the Oscars (held on 4/3/18, so obviously out of date).
- *10 Things Men Can Do To Prevent Gender Violence* information that's been developed by Mentors in Violence Prevention, the organisation Jackson Katz established. These are:
 1. APPROACH GENDER VIOLENCE AS A MEN'S ISSUE
Approach sexual harassment and forms of gender violence as a MEN'S issue involving men of all ages and socio-economic, racial, and ethnic backgrounds. View men not only as perpetrators or possible offenders, but as empowered bystanders who can confront abusive peers.
 2. DON'T REMAIN SILENT
If a brother, friend, classmate, or teammate is abusing his female partner – or is disrespectful or abusive to girls and women in general – don't look the other way. If you feel comfortable doing so, try to talk to him about it. Urge him to seek help. Or if you don't know what to do, consult a friend, a parent, a professor, or a counsellor. DON'T REMAIN SILENT.
 3. HAVE THE COURAGE TO LOOK INWARD
Question your own attitudes. Don't be defensive when something you do or say ends up hurting someone else. Try hard to understand how your own attitudes and actions might inadvertently perpetuate sexism and violence, and work toward changing them.
 4. ASK IF YOU CAN HELP
If you suspect that a woman close to you is being abused or has been sexually assaulted, gently ask if you can help.
 5. GET HELP
If you are emotionally, psychologically, physically, or sexually abusive to women, or have been in the past, seek professional help NOW.
 6. JOIN THE CAUSE
Be an ally to women who are working to end all forms of gender violence. Support the women whose courage and empowered voices have catalyzed the historic #MeToo movement. Attend "Take Back the Night" rallies and other public events. Raise money for community-based rape-crisis centers and battered women's shelters. If you belong to a team, fraternity, or another student group, organize a fundraiser.
 7. BE AN ALLY
Recognize and speak out against homophobia and gay-bashing. Discrimination and violence against LGBTQ people are wrong in and of themselves. This abuse

also has direct links to sexism (e.g. the gender identity and sexual orientation of men who speak out against sexism is often questioned, a conscious or unconscious strategy intended to silence them. This is a key reason few men do so).

8. EDUCATE YOURSELF

Attend programs, take courses, watch films, and read articles and books about multicultural masculinities, gender inequality, and the root causes of gender violence. Educate yourself and others about how larger social forces affect the conflicts between individual men and women.

9. VOTE WITH YOUR DOLLARS AND ATTENTION

Don't fund sexism. Refuse to purchase any magazine, rent any video, subscribe to any website, or buy any music that portrays girls or women in a sexually degrading or abusive manner. Speak out about cyber-sexism and misogynist attacks against women on social media sites such as Instagram, Snapchat, Facebook, Twitter, Tumblr, Reddit, etc. Protest sexism in new and old media.

10. MENTOR OTHERS

Mentor and teach young boys about how to be men in ways that don't involve degrading or abusing girls and women (or men). Volunteer to work with gender violence prevention programs, including anti-sexist men's programs. Lead by example¹⁹⁶.

- A brief introduction to Justin Baldoni's¹⁹⁷ Man Enough project, described as "a disruptive social movement... that explores the heart of traditional masculinity in America. The mission... is to create a unique space where men... can come together to express their thoughts and feelings freely – something men have been socialized to cut off in America. Man Enough invites all men to challenge the unwritten rules of traditional masculinity"¹⁹⁸.
- Additional resources, including:
 - a link to the *Mask We Live In* film¹⁹⁹,
 - A Michael Kimmel article on getting men to speak up²⁰⁰,
 - a People's Guide To Anti-Sexist Men's Activism²⁰¹,
 - Tips for what male Oscar winners could say to support #MeToo²⁰²,
 - Promundo's *The Man Box Report* on being a young man in the US, UK, and Mexico²⁰³,
 - A link to a Facebook page called *That's Harassment*²⁰⁴,

¹⁹⁶ This content was produced by *MVP Strategies*, a gender violence prevention education and training organization. From <http://therepresentationproject.org/the-movement/askmoreofhim/>

¹⁹⁷ A US actor, producer, and activist

¹⁹⁸ More information at <http://www.wearemanenough.com/>

¹⁹⁹ Available at <http://therepresentationproject.org/film/the-mask-you-live-in/>

²⁰⁰ Available at <https://hbr.org/2018/01/getting-men-to-speak-up>

²⁰¹ Available at <http://therepresentationproject.org/wp-content/uploads/pp-32-33-Resources-1.pdf>

²⁰² Available at <http://therepresentationproject.org/mens-silence-at-the-golden-globes-dont-worry-we-fixed-it-for-you/>

²⁰³ Report available from <https://promundoglobal.org/resources/man-box-study-young-man-us-uk-mexico/>

²⁰⁴ At <https://www.facebook.com/thatsharassment/>

- And information on how to talk to young people about teaching young people about #MeToo and Sexual Harassment²⁰⁵.

²⁰⁵ Information at <https://www.nytimes.com/2018/01/25/learning/lesson-plans/the-reckoning-teaching-about-the-metoo-moment-and-sexual-harassment-with-resources-from-the-new-york-times.html>