
**BREAK
IN**



**AN ADVOCACY
TOOLKIT
FOR GENDER
EQUALITY**

INDIA * MADAGASCAR * NETHERLANDS * SAMOA * SPAIN * SRI LANKA

Project “**Breaking the Cycle: Engaging men and boys for promoting gender equality and ending violence against women**”, co-funded by Erasmus+ programme of the European Union.

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This document is available on the Breaking the Cycle website:
www.gbvamongyouth.com

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ORGANIZATIONS:

- CENTRE FOR HEALTH AND SOCIAL JUSTICE, INDIA
- YOUTH FIRST, MADAGASCAR
- EMANCIPATOR, NETHERLANDS
- SAMOA VICTIM SUPPORT GROUP, SAMOA
- CENTRO RURAL JOVEN VIDA, SPAIN
- DIPUTACIÓN DE CÁCERES, SPAIN
- FOUNDATION FOR INNOVATIVE SOCIAL DEVELOPMENT, SRI LANKA.



BREAKING THE CYCLE: Engaging men and boys for promoting gender equality and ending violence against women
Project No. 602509-EPP-1-2018-1-ES-EPPKA2-CBY-ACPALA

BREAK IN

THE ADVOCACY TOOLKIT

ABOUT

This advocacy toolkit is designed to be a practical tool to effectively fight gender equality. By setting up daily challenges, the tool kit will help those facing positions of inequality within families, relationships, and the work place.

Community members and individuals advocating for gender equality through personal experience and action, encourages others to get involved and to stay focused on their aims. By using models, gender equality advocates embolden peers' agency to focus on questioning beliefs, adopting new customs of understanding within the community and influence a common fight in the prevention of violence against women.

Advocacy on gender equality means creating gender justice reform in our society and a better place to live for men and women. En-

gaging the youth population requires their involvement during all the steps, trusting in their abilities, energy, and capacity to develop new key programs for men and women in the fight for gender equality.

Divided into 30 days, this advocacy toolkit empowers people to reflect on their perceptions and everyday actions or behaviors; realizing their own power to change themselves and others.

FOR WHO?

The advocacy toolkit is mainly for young leaders, however, it can be extended to anyone who would like to make societal changes, starting with themselves first.

USE THE NOTES TO EXPRESS YOUR FEELINGS, PERSONAL PROGRESS, CHALLENGES YOU FACED, AND ENCOURAGE OTHERS TO SHARE THEIR EXPERIENCES AS WELL

01



**RESPECT YOURSELF
TO RESPECT OTHERS**

**BE KINDER
TO YOURSELF
AND OTHERS.**



MY NOTES 



02

**SAY NO
TO SEXISM**



**ASK YOURSELF WHETHER
THE JOKES YOU HEAR DURING
YOUR DAY ARE INSULTING
OR HURTING. EACH TIME
YOU HEAR SEXIST JOKES,
SPEAK OUT AGAINST THEM.**





YOU
ARE
GREAT

**DO NOT JUDGE PEOPLE
BASED ON THEIR GENDER**

**GIVE SOMEONE YOU KNOW
A GENUINE COMPLIMENT
THAT IS NOT BASED ON
THEIR GENDER OR LOOKS.**



03





**VALUE OTHER'S IMPACT ON YOUR LIFE.
APPRECIATE WHAT YOU HAVE AND WHAT
YOU GET FROM OTHERS!**

**WRITE A POSTCARD TO A WOMAN
IN YOUR LIFE THAT IS YOUR HERO.
TELL HER WHAT YOU APPRECIATE
ABOUT HER. THANK HER FOR THE
TIMES SHE HAS BEEN THERE FOR YOU
AND THE SACRIFICES SHE HAS MADE.
BEFORE SENDING IT, CHECK WHAT
YOU WROTE, WHICH WORDS YOU
USED TO DESCRIBE HER, AND IF
THOSE WORDS ARE STEREOTYPICAL.**



04

05

EVERYONE CAN CONTRIBUTE TO THE UNDERSTANDING OF GENDER EQUALITY

ASK YOUR HOUSEMATES ABOUT GENDER AND START A CONVERSATION AT HOME TO UNDERSTAND THEIR POINT OF VIEW.



MY NOTES ↓

06

REFLECT ON GENDER STEREOTYPES

USE GENDER NEUTRAL LANGUAGE INSTEAD OF USING "BOYS AND GIRLS" OR "YES MA'AM, YES SIR". EACH TIME YOU USE THESE KIND OF WORDS, PUT MONEY IN A JAR, AND USE THAT MONEY TO BUY SOMETHING NICE FOR SOMEONE ELSE.







**SAY NO
TO WOMEN OBJECTIFICATION**

**PAY ATTENTION TO
THE ROLES MEN AND WOMEN
ARE GIVEN AS WELL AS HOW
THEY ARE POSITIONED IN
POPULAR MOVIES.**



07



**SOCIAL
NETWORK**



**REFLECT ON GENDER INEQUALITY
WITHIN YOUR CLOSEST NETWORK**

**BE AWARE OF GENDER ROLES IN
YOUR FAMILY AND AMONGST
YOUR CLOSEST FRIENDS. WHO
DOES WHAT AT HOME? REFLECT
ON GENDER ROLES WITH
SOMEONE IN YOUR COMMUNITY
OR AT HOME.**

08

09

FOCUSING ON ONE TOPIC IS HELPFUL TO UNDERSTAND IT MUCH BETTE



SHARE OR WRITE AN ARTICLE ABOUT SEXUAL HARASSMENT WITH OTHERS.



MY NOTES



10



CHALLENGE COLLECTIVE IMAGINATION

WATCH NEW AND WELL-KNOWN COMMERCIALS: DO THEY CONFIRM OR INVALIDATE GENDER ROLES AND GENDER STEREOTYPES OF MEN OR WOMEN OR BOTH?







**PAY ATTENTION TO YOUR
ATTITUDES AND BIASES**

**DON'T JUDGE WHAT OTHERS
DO OR FEEL. FOCUS ON
YOURSELF INSTEAD: WHAT
DOES YOUR JUDGEMENT SAY
ABOUT YOU?**

← **11**





**SAY NO
TO GENDER BIASES**

**LOOK AT THE TOYS IN
A SHOP, ARE THEY GENDER
NEUTRAL? SHARE YOUR
REFLECTIONS WITH
A FRIEND ABOUT YOUR
EXPERIENCES AND
OBSERVATIONS.**



12

13

REFLECT ON SOCIAL CONSTRUCTION/
CONSTITUTION OF GENDER

♡ MAKE A LIST OF THINGS
THAT ARE NICE ABOUT
BEING A BOY/GIRL. AFTER
THAT, MAKE ANOTHER LIST
WITH THE CHALLENGES THAT
BOYS/GIRLS HAVE TO FACE
DUE TO THEIR GENDER.



14

CHOOSE TO ACT AGAINST
HARASSMENT AT PUBLIC PLACES

STOP ANY KIND OF
HARASSMENT IF YOU SEE
IT AND ENGAGE OTHER
BYSTANDERS. YOU CAN
COMMENT THE SITUATION
WITH OTHERS, OR ASK FOR
HELP TO STOP IT.





www

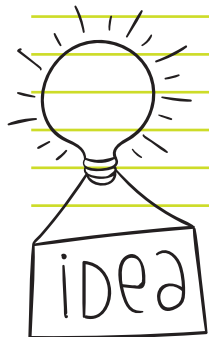
PROTEST SEXISM
IN THE MEDIA

TURN OFF THE TV OR THE RADIO
IF YOU HEAR A SEXIST SONG
OR OTHER SEXIST CONTENT,
AND RAISE AWARENESS ON ITS
HARMFUL EFFECTS.



online

15





TAKE ANOTHER POINT OF VIEW
OF YOUR OWN LIFE

SPEND ONE DAY IN THE
SHOES OF SOMEONE FROM
ANOTHER GENDER AND
REFLECT ON HOW YOUR DAY
HAS GONE.
IS THEIR ROUTINE VERY
DIFFERENT FROM YOURS?

16

17

SEXIST ADVERTISEMENTS ARE UNACCEPTABLE

WRITE TO COMPANIES THAT THE USE OF SEXIST ADVERTISING TO BRING AWARENESS TO THEIR OFFENSIVE MATERIAL AS WELL AS ENCOURAGE THEM TO STOP USING IT.

COMPANIES NAMES:



CREATIVE



18

EVERYONE CAN DO HOUSE CHORES BECAUSE IT IS NOT SYNONYMOUS TO ONE GENDER. DOING HOUSE CHORES HELPS US TO BECOME MORE INDEPENDENT WHICH IS VITAL AS AN ADULT OR FAMILY MEMBER

BE RESPONSIBLE AT HOME BY DOING HOUSE CHORES THAT YOU HAVE NEVER DONE OR YOU'D NEVER HAVE CHOSEN TO DO.

GOOD
IDEA



yes

Blank writing area with horizontal lines and an icon of two people with a heart between them.

WHEN YOU'RE IN A GROUP, IT IS VERY COMMON TO FOLLOW THE PACT AND TO SUCCUMB TO PEER PRESSURE. HOWEVER, TAKE A MOMENT TO REFLECT: DO THE THINGS THEY WANT YOU TO PARTICIPATE IN ALIGN WITH YOUR OWN BELIEFS, NEEDS AND VALUES?



SAY 'NO' WHEN YOU DON'T FEEL LIKE SAYING YES

19

Blank writing area with horizontal lines and an icon of a speech bubble with a heart inside.

**STOP
SEXUAL HARASSMENT**

ADVISE PEOPLE TO ASK FOR CONSENT BEFORE THEY INITIATE PHYSICAL CONTACT WITH OTHERS.



20



21

MAKE THE CLUB A FUN
AND SAFE SPACE FOR EVERYONE



**RESPECT SOMEONE'S
DECISION WHEN THEY
DON'T WANT ALCOHOL.**



STAY COOL

22

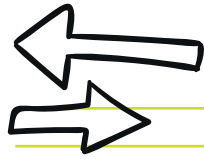


EXPLORING NEW TOPICS WILL HELP YOU
UNDERSTAND OTHER PERSPECTIVES

**CHOOSE A BOOK FROM A NEW
GENRE YOU WOULDN'T NORMALLY
READ SUCH AS SEXISM, VIOLENCE,
GENDER OR MASCULINITY.**



BLOG

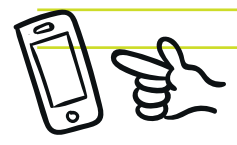


**CREATE AND SUSTAIN A HEALTHY
RELATIONSHIP WITH
YOUR PARTNER AND FRIENDS.**

**TALK TO YOUR FRIENDS
ABOUT YOUR FEELINGS
WHEN YOU FEEL YOU ARE
BEING PRESSURED BY THEM.**



23



**YOU HAVE THE RIGHT BUT ABOVE ALL
THE DUTY TO HELP THOSE WHO NEED IT.**

**STOP CYBER-HARASSMENT:
DELETE THE PHOTO, DO NOT
COMMENT OR SHARE THE POST,
SUPPORT THE VICTIM AND
REPORT THE PERPETRATOR.**



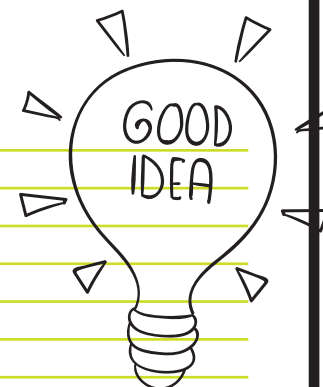
24

25

A LOT OF PEOPLE GET LOST IN THE EVERYDAY RUSH AND IT'S HARD TO PAY ATTENTION TO YOUR OWN BODY, FEELINGS OR THOUGHTS. LISTEN TO YOUR FEELINGS AND GET TO KNOW YOURSELF BETTER.



LISTEN TO YOUR BODY AND FEELINGS THEN TRY TO DESCRIBE THEM IN WORDS. IF YOU FEEL LIKE IT, WRITE THEM DOWN AND THEN TALK TO SOMEONE ABOUT THEM.



26

MAKE THE CLUB A FUN AND SAFE SPACE FOR EVERYONE.



CHECK-OUT THE MUSIC THAT IS BEING PLAYED: WHAT ARE THE MESSAGES OF THE SONGS? REFLECT WITH YOUR FRIENDS ABOUT THE CONTENT AND LYRICS.





HOW
ARE
YOU?

hello!

EVERYBODY'S OPINIONS
ARE WORTHY AND VALUABLE.



**OBSERVE YOUR ENVIRONMENT
EVERY TIME YOU WANT TO
SPEAK AND TRY TO SEE WHO
NEEDS TO BE GIVEN MORE
SPACE AND TIME TO STAND UP,
TO SPEAK-OUT AND LET THEM
BE HEARD.**

HAPPY

27

HI!
HI!

START

**VALUE OTHER'S IMPACT ON YOUR LIFE.
APPRECIATE WHAT YOU HAVE AND WHAT
YOU GET FROM OTHERS!**



**BE THANKFUL AND SAY IT
TO EVERYONE WHO HAS DONE
SOMETHING FOR YOU TODAY.**



28

29

SIMPLE



USE YOUR BODY NOT TO PUSH SOMEONE BUT TO SUPPORT THEM

HUG AS MANY FRIENDS AS YOU CAN; ALWAYS ASK FOR PERMISSION. IT'S IMPORTANT TO EXPERIENCE OTHER'S FEELINGS AND EXCHANGE THOSE ENERGIES ESPECIALLY WHEN THEY ARE NOT FEELING WELL.

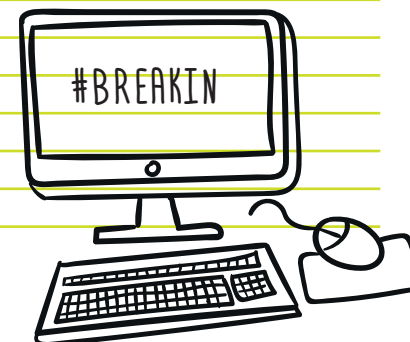
CAN I... **YOU** ?



30 CREATIVE

BE A PART OF THE POSITIVE SIDE OF SOCIAL MEDIA

RAISE AWARENESS: SHARE YOUR ACHIEVEMENTS ONLINE OR POST A MESSAGE ABOUT THE 30 DAYS CHALLENGES IN THIS ADVOCACY TOOLKIT, USING THE HASHTAG #BREAKIN.





congratulations
you made it! 

SO
GOOD

30 DAY CHALLENGE

04



**BE KINDER
TO YOURSELF
AND OTHERS.**

01



02

**ASK YOURSELF
WHETHER THE
JOKES YOU HEAR
DURING YOUR DAY
ARE INSULTING OR
HURTING. EACH TIME
YOU HEAR SEXIST
JOKES, SPEAK OUT
AGAINST THEM.**

**GIVE SOMEONE YOU
KNOW A GENUINE
COMPLIMENT
THAT IS NOT
BASED ON THEIR
GENDER OR LOOKS.**

YOU ARE GREAT **03**

**WRITE A POSTCARD TO A
WOMAN IN YOUR LIFE THAT
IS YOUR HERO. TELL HER
WHAT YOU APPRECIATE
ABOUT HER. THANK HER FOR
THE TIMES SHE HAS BEEN
THERE FOR YOU AND THE
SACRIFICES SHE HAS MADE.
BEFORE SENDING IT,
CHECK WHAT YOU WROTE,
WHICH WORDS YOU USED
TO DESCRIBE HER, AND
IF THOSE WORDS ARE
STEREOTYPICAL.**



**ASK YOUR
HOUSEMATES
ABOUT GENDER
AND START
A CONVERSATION
AT HOME
TO UNDERSTAND
THEIR POINT
OF VIEW.**

05

Hey!

**USE GENDER NEUTRAL
LANGUAGE INSTEAD OF
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FOR SOMEONE ELSE**

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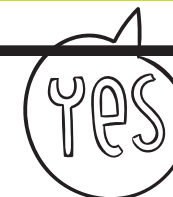


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**PAY ATTENTION TO
THE ROLES MEN AND
WOMEN ARE GIVEN AS
WELL AS HOW THEY
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POPULAR MOVIES.**

**BE AWARE OF
GENDER ROLES IN
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HOME? REFLECT ON
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online

SHARE OR WRITE AN ARTICLE ABOUT SEXUAL HARASSMENT WITH OTHERS.

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WATCH NEW AND WELL-KNOWN COMMERCIALS: DO THEY CONFIRM OR INVALIDATE GENDER ROLES AND GENDER STEREOTYPES OF MEN OR WOMEN OR BOTH?

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LOOK AT THE TOYS IN A SHOP, ARE THEY GENDER NEUTRAL? SHARE YOUR REFLECTIONS WITH A FRIEND ABOUT YOUR EXPERIENCES AND OBSERVATIONS.

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MAKE A LIST OF THINGS THAT ARE NICE ABOUT BEING A BOY/GIRL. AFTER THAT, MAKE ANOTHER LIST WITH THE CHALLENGES THAT BOYS/GIRLS HAVE TO FACE DUE TO THEIR GENDER.

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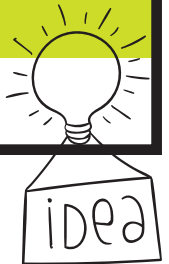
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STAY COOL

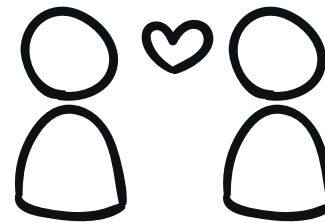
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22



TALK TO YOUR FRIENDS ABOUT YOUR FEELINGS WHEN YOU FEEL YOU ARE BEING PRESSURED BY THEM.

23



24

STOP CYBER-HARASSMENT: DELETE THE PHOTO, DO NOT COMMENT OR SHARE THE POST, SUPPORT THE VICTIM AND REPORT THE PERPETRATOR.



internet

YES!

hello!

LISTEN TO YOUR BODY AND FEELINGS THEN TRY TO DESCRIBE THEM IN WORDS. IF YOU FEEL LIKE IT, WRITE THEM DOWN AND THEN TALK TO SOMEONE ABOUT THEM.



25

26



CHECK-OUT THE MUSIC THAT IS BEING PLAYED: WHAT ARE THE MESSAGES OF THE SONGS? REFLECT WITH YOUR FRIENDS ABOUT THE CONTENT AND LYRICS.

OBSERVE YOUR ENVIRONMENT EVERY TIME YOU WANT TO SPEAK AND TRY TO SEE WHO NEEDS TO BE GIVEN MORE SPACE AND TIME TO STAND UP, TO SPEAK-OUT AND LET THEM BE HEARD.



HOW ARE YOU?

27

28
START



BE THANKFUL AND SAY IT TO EVERYONE WHO HAS DONE SOMETHING FOR YOU TODAY.

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SIMPLE

HUG AS MANY FRIENDS AS YOU CAN; ALWAYS ASK FOR PERMISSION. IT'S IMPORTANT TO EXPERIENCE OTHER'S FEELINGS AND EXCHANGE THOSE ENERGIES ESPECIALLY WHEN THEY ARE NOT FEELING WELL.

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BREAK IN



CAN I... YOU ?



BREAK IN

