

## **Executive Summary Report on the Impact of Sonke Gender Justice Network's One Man Can Campaign in Limpopo, Eastern Cape and KwaZulu-Natal Provinces, South Africa<sup>1</sup>**

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### **Executive Summary**

This report presents findings on an impact evaluation conducted on the activities of the "One Man Can" (OMC) Campaign in the Limpopo, Eastern Cape and KwaZulu-Natal Provinces of South Africa. The One Man Can Campaign encourages men to work together with other men and with women to prevent domestic and sexual violence, reduce the spread and impact of HIV and AIDS and promote both gender equality and social justice.

In conducting formative research for the campaign, we learned that many men and boys do worry about the safety of women and girls and want to play a role in creating a safer and more just world, but they often do not know what to do about it.

The OMC Campaign activities and materials are intended to support men to act on their convictions that violence against women must be stopped. The materials are designed to help men take action in their own lives and in their communities to promote healthy relationships based on a commitment to gender equality, human rights and social justice.

The data used to assess the impact of this program has been drawn from phone surveys with OMC Campaign participants and routine data from government and NGO sources in the three provinces where the DFID-funded components of the OMC Campaign has been active. Its conclusions have also been informed by a larger qualitative research project underway in seven South African provinces with participants in the broader OMC Campaign.

Overall, the findings for the impact of the OMC Campaign are very positive in each of the three provinces under review. Sonke met or exceeded most of its targets where measurable and there were a number of other positive indicators of impact closely related to the original five key indicators. It easily exceeded its target of increasing access to interventions and information for 2000 men and boys. The phone survey indicated significant changes in short-term behaviour in the weeks following Sonke workshops with 25% having accessed VCT, 50% having reported acts of gender-based violence and 61% having increased their own use of condoms. More than 4 out of 5 participants at Sonke workshops also reported

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having subsequently talked with friends or family members about HIV and AIDS, gender and human rights.

A number of other interesting patterns also emerged in the survey data. Those who had previously cared for someone with HIV and AIDS were much more likely to discuss issues of HIV and AIDS and gender with family members and to report acts of gender-based violence. Interestingly, men represented 43% of all those who reported having cared for someone with HIV and AIDS, indicating a relatively high degree of male involvement in caring at home. An even more surprising finding, however, was the fact that 50% of people reported having personally witnessed acts of gender-based violence in their community since the workshop (often only a 4-6 week period). Finally, in their answers to open-ended questions about the impact of Sonke's work, survey respondents described many ways in which this intervention has helped to positively change the fabric of everyday discourse around HIV and AIDS, gender and human rights.

There were methodological difficulties in trying to assess the impact of this particular intervention (for reasons discussed in the report) but a consistent pattern nonetheless emerged around the effect that the campaign has been having in the communities where Sonke and its partner projects have been working.