Engaging men and boys in programs to change social norms can help break down systems of discrimination. Family and community problems require solutions driven by active involvement of both men and women. Progress cannot be realized if the majority of the population is at a disadvantage. Poverty is directly connected to gender-inequality. Deep-rooted traditional patriarchal stereotypes of men’s roles and responsibilities still persist in many countries. Successful engaging communities to create a better, more equitable world requires conscious efforts to include men and boys.

Example: Working together on land rights

Traditionally, women couldn’t own land, so they couldn’t build the beehives. After sharing this challenge with a male community member, he became their ally. With his support, the women purchased some land and became thriving economic actors in the community.

A group of women wanted to sell honey at a local market to generate income.

However, men and boys can be allies for rights, resources, and access for women and girls. Women make up more than half of the population, but in many places do not have equal rights.