

NO EXCUSE FOR ABUSE.

WHY GENDER-BASED VIOLENCE
HAPPENS AND HOW WE CAN
STOP IT.

By best-selling author **Craig Wilkinson**, foreword by **Dr Mamphela Ramphele**.

A WORD FROM THE **SPONSOR**

Carling Black Label is one of the nation's biggest brands and is powerfully connected to positive notions of masculinity. Our brand purpose is to transform traditional masculinity to empower and to rally a new order of champions.

For Carling Black Label, the most obvious – and the most difficult – space in which to achieve this is in the campaign against gender-based violence. Obvious, because it is front and centre as a critical issue of masculinity and because of its link to the abuse of alcohol. Difficult, for exactly the same reasons.

The brand has always promoted responsible drinking and understands that the vast majority of South Africans consume alcohol in an enjoyable and responsible way. As a highly visible and successful brand, we are well placed to drive important conversations about positive masculinity and to assist in the mission to create behavioural change in our communities.

In this endeavour, we are so pleased to partner with Craig Wilkinson and Father A Nation in a new programme to create **Champions for Change** across South Africa. This book is the first step of the journey to eradicate gender-based violence from our society. We are very proud to be contributing towards this goal, not just to make an immediate difference, but to ensure that our sons and daughters grow up in a better world than the one we have today.

GRANT PEREIRA
BRAND DIRECTOR: CARLING BLACK LABEL
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FOREWORD

DR MAMPHELA RAMPHELE

There is a cruel irony in having the best constitutional, legal and policy framework to promote gender equality and respect for human rights, and yet to have the highest recorded gender-based violence in the world.

What are we missing?

Craig Wilkinson has put his finger on the missing link in this booklet:

“The problem is not men and masculinity, it is wounded men with a distorted view of what masculinity is.”

The frequent media reports of gruesome violence committed by young men against their intimate partners point to very deep wounds amongst too many young men in our society. Gang rapes, assaults, murders and many violations committed behind closed doors cannot adequately be dealt with through the criminal justice system only.

We have to address the legacy of systematic structural, physical and emotional violations of the dignity of the manhood of the majority population in our society. Conquest, dispossession of land, coercive migrant labour compelled men to choose between family cohesion and material survival from meagre wages earned in humiliating circumstances. Absent fathers meant absence of positive male role models for generations of the majority of our fellow citizens.

Many men, especially young men with little hope of a better future beyond the bottom of the socio-economic rung, are often driven to vent their rage against those closest to them. This sets off a multi-generational vicious cycle of violence and self-loathing.

We also need to address the wounds of those men who benefited from a system that wounded others. As human beings we are inextricably connected; the wounding of any part of humanity wounds the rest. Both sides of a wounding relationship emerge with deep trauma from the relationship. Gender-based violence knows no boundaries: all segments of our society are caught up in it.

We are yet to confront the root cause of the violence in our society, of which gender-based violence is only a part. Healing the deep-seated wounds that are undermining our ability to live the dream of an equitable, human rights respecting, inclusive and prosperous democracy demands conversations to help us confront the impact of the legacy of our past.

We need nation-wide healing circles where men wrestling with the same challenges can feel safe enough to share their fears and hopes and find ways to heal their wounded egos.

Mind-set change is a process of consciousness raising that allows individuals and groups to become more aware of who they are, what makes them act the way they do and how they can assume greater control of their thoughts and actions. This process requires a supportive environment that re-enforces each step taken on the journey and the lessons learnt.

Scandinavian (Nordic) countries are widely admired for their sustainable, inclusive, social democratic values that have seen them ranking high on the Global Happiness Index today. What many of us do not know is that they invested 70 years between 1880s and 1935 in shifting mind-sets of individuals from centuries of feudalism to mind-sets of citizens who respect human dignity, work for the common good and promote stewardship in each generation.

This work still continues in Scandinavian countries, connecting the spiritual, mental and physical well being of each person whose life is governed by ethics and values that are in line with their societies' values. This is the secret of their success. Should we not learn from this success and adapt it to our own circumstances?

Experiences with groups of men of different ages in many areas across the country demonstrate the power of healing conversations. These conversations over time help individuals open their hearts to others and commit to working together to heal what is broken. Healing conversations are also needed amongst men and women across the country. We need to shift from the colonial, apartheid and patriarchal mindsets to

mind-sets reflecting the values of human dignity, common good and stewardship that are embedded in Ubuntu.

Ubuntu is the rock on which we evolved as a human race on this beautiful continent of Africa. The inextricable links between generational and gender divides are at the core on the Ubuntu value system. We need to heal and strengthen those links so men can become the best they can be as members of their families, communities and wider society. Women would also be at their best in safe, caring environments.

Investing in this healing process across the country is urgent. The return on such investments would be measured in healthier families, safer communities and more productive institutions within the wider economy. We would also be proud citizens who live the values of our highly respected constitution. Each one of us can invest in shaping the future we desire.

MAMPHELA RAMPHELE

ReimagineSA

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PART 1

TIME TO ACT

“A nation’s greatness
is measured by how it treats its
most vulnerable members.”

MAHATMA GANDHI

GENDER-BASED VIOLENCE (GBV) IS A NATIONAL CRISIS IN SOUTH AFRICA.

We have the
highest level of
violence against
women in the world.

Some estimates
are that **femicide** in
South Africa is



5X  **THE
GLOBAL
RATE.**

ONE RAPE IS **ONE TOO MANY.**
ONE ASSAULT ON A WOMAN IS **ONE TOO MANY.**
ONE ABUSED CHILD IS **ONE TOO MANY.**

YET IN **SOUTH AFRICA**

- one woman is **raped every few minutes**
- a woman is **murdered every four hours**
- an estimated **one in three children** is a victim of sexual violence or physical abuse before they reach the **age of 18.**



WE NEED TO DO SOMETHING ABOUT THIS. **AND WE CAN.**

But only if we understand what's causing it and take decisive action both personally and collectively.

GBV affects every one of us. It is not something that happens only in certain communities or only affects certain people. The global estimate is that one in three women has been a victim of some form of GBV. That means that we all have a woman or women in our circle of friends and loved ones who has experienced some form of masculine abuse.

Most of the work we see on GBV focuses on creating awareness or on providing support for victims of GBV. Both are very important but neither of them will stop it from happening.

We need to stop GBV from taking place at all so that there is nothing to create awareness about and no victims to support. That is what this book is about. In it we focus on GBV committed by men against women. Although men can also be the victims of GBV and it's important that we don't disregard them or ignore that as an issue, there is a far greater need and urgency to focus on dealing with GBV committed by men.

**The global estimate is that 1 in 3 women
has been a victim of some form of GBV.**

THIS IS THE REALITY:

1. An **overwhelming majority** of GBV is committed by men against women.
2. GBV committed by men is usually **more destructive**.
3. Women generally have **fewer options and resources** available to avoid or escape abusive situations.
4. Women suffer **greater consequences**, including unwanted pregnancies, physical harm, economic loss and higher risks of STDs.

OF COURSE, NOT EVERY MAN

IS AN ABUSER,

BUT EVERY MAN NEEDS TO TAKE

A STAND AGAINST IT.

As men we also need to examine ourselves to make sure that we are not contributing in some way to the culture and norms that allow GBV to prevail.

PART 2

UNDER- STANDING GBV

GBV is any **harm** that is inflicted on someone that has a **negative impact** on their physical, emotional, psychological or economic health **because of their gender.**

Put more plainly, it is when anyone is hurt in any way because of their gender by someone of another gender.

FORMS OF GENDER-BASED VIOLENCE



1. **PHYSICAL ABUSE.** Any physical contact that is intended to cause pain like punching, pushing, slapping, pinching, biting or kicking.



2. **RAPE.** Any time a man has sex with a woman without her consent, whether he is in a relationship with her or not.



3. **SEXUAL HARASSMENT.** Any unwanted touching, physical contact, sexually suggestive comments or stalking.



4. **EMOTIONAL OR PSYCHOLOGICAL ABUSE.** This comes in many different forms:

- **Intimidation** – scaring her by using looks, actions, gestures, smashing things, displaying a weapon, cornering her, blocking her way.
- **Threats** - threatening to hurt her, leave her, commit suicide, expose her secrets, publish her private photos.
- **Verbal** - putting her down, insulting her, making her feel bad about herself, calling her names.
- Making her think **she is crazy**.
- **Humiliating** or shaming her.
- **Making her feel guilty or dirty**.
- Treating her as if she is **worth less than you**.
- **Controlling** what she does, who she sees, who she speaks to, what she watches.



5. **ECONOMIC ABUSE.** Using money for control such as preventing her from getting a job, making her beg for money, not allowing her to buy things she needs.



6. **STRUCTURAL ABUSE.** When the treatment of women as 'less than' is built into societal or organisational norms. This is often very subtle. One example of this is a company whose directors make important decisions on the golf course without inviting the female executives. Another is a family gathering where the women are expected to do all the cooking, cleaning and serving even if they have also worked a full day.

The challenge in dealing with forms of abuse that are not physical or sexual in nature is that they are less obvious and therefore harder to identify.

It is easier to hide a bruise to the heart than a bruise to the face. **But all forms of abuse are harmful and often one form of abuse leads to another, more damaging form.** If a man consistently verbally abuses his partner, it is not a big step to move to physically harming her. If men in an organisation commonly overrule women because the culture of the organisation makes it okay to do so, it is quite easy for this sense of superiority to develop into other forms of abuse like sexual harassment.

When it comes to determining whether any kind of abuse has taken place, it's the victim of abuse whose feelings are the most important and need to be considered first. She is the one who determines whether she feels abused or not. It's easy for a man to say, "don't be silly, that's nothing", or "that doesn't hurt". But if a woman is feeling hurt or demeaned or in any way belittled by a man's words or actions he needs to respect that and change what he is doing. There are situations when a woman falsely accuses a man of harassment or abuse which is also devastatingly wrong but that is not the norm.

**GBV HAPPENS
WHEN MEN MISUSE
THEIR POWER FOR
PERSONAL PLEASURE,
GAIN OR CONTROL.**

WHO ABUSES?

GBV can be perpetrated by strangers, intimate partners, family members, work colleagues and organisations. It's quite common for the victim of abuse to know her abuser. In fact, most rape victims know their rapist, many women are murdered by their intimate partner, most cases of child abuse involve someone known by the victim. This is one of the facts that makes GBV so devastating – when the very man to whom a woman has entrusted her heart is the one who harms her.

A WOMAN'S WORLD

When it comes to feeling safe, women experience the world very differently to men. Daily activities that hold no fear for men can be fearful experiences for women. Walking through the parking lot to your car, entering a lift or catching a taxi are things men do without thinking, but not so for women. There is often an underlying threat to women. And the sad thing is that the source of this threat is always a man. Women are very seldom afraid of other women. They are afraid of men. When a woman is walking alone, and she hears someone following her and she looks back and sees a man there is always a sense of doubt and fear. She will be wondering, *Am I safe?* Men need to understand this and empathise. We need to grasp this fundamental difference in the way that women and men experience the world. And we need to take responsibility for making the world a safe place for women.

IT'S ALL ABOUT POWER

Gender-based violence always involves power imbalances and the misuse of power. Power is given for one reason and one reason only – **to serve**. Political power is given to serve the constituency; economic power to serve family, loved ones and society; management power to serve staff, customers and shareholders; physical power to serve family and society by providing safety.

ALTERED STATES

GBV gets worse and increases with alcohol and substance abuse. Although excessive drinking doesn't make a peaceful man violent, it does bring out what is already inside of him and reduces his ability and motivation to control himself. Excessive drinking or substance abuse of any kind can also lead to addiction, which can make a man desperate enough to do anything to get his next drink or fix.

Healthy masculinity takes responsibility and knows when to stop. A man with healthy masculinity looks after himself and those around him and doesn't put either himself or others at risk by drinking too much or taking drugs.

NEVER AN EXCUSE

Many perpetrators of GBV shift the blame on to the victim. They say things like: "she deserved it" or "she was asking for that" or "I needed to teach her a lesson" or "the way she was dressed, she wanted that". We call this victim blaming and it's completely wrong and unacceptable.

Other perpetrators use things like culture or religion to justify controlling or treating women poorly. Taking religious texts out of context or using out-of-date cultural practices are two ways that abusive men attempt to justify their actions.

THE BOTTOM LINE IS:

THERE'S NEVER AN EXCUSE FOR GBV.

EVER.

There is never an excuse for a man to physically assault a woman. Ever. No matter what she does to provoke him or how insulting she may be. **There is never an excuse for a man to have any kind of sexual contact with a woman against her will. Ever. No matter what she is wearing or how sexually provocative she may be.**

ANY TRUE MAN CAN CONTROL HIS URGES.

It is always wrong for a man to blame a woman for his own abusive actions.

Every man has the power to control his actions. No man ever has the right to use his strength to intimidate, control or harm a woman in any way, ever. It is the mark of a true man that he uses his strength well, in a disciplined and self-controlled way. Not only is it written in our constitution that every human being has equal rights to freedom and safety, it is written into the very DNA of humanity that no one has the right to violate the dignity, safety and sanctity of any other human being.

The only time the use of force against another person is justified under the law of our land or the universal moral law is when it is necessary to defend yourself or others from harm. And even then, the only force that is justified is the minimum force needed to protect.

A man is never more of a man than when he refuses to use his strength to harm, even under the greatest provocation.

3 STRATEGIES MEN IN ABUSIVE RELATIONSHIPS OFTEN USE:

1. **MINIMISE** – making light of the abuse and not taking her concerns seriously.

2. **DENY** – denying that any abuse is happening.

3. **BLAME** – shifting responsibility for abusive behaviour, saying she caused it.

If you recognise any of these behaviours in yourself, it's time to change. If you recognise these behaviours in someone you know, make a commitment to confront them and point out the harm they are causing.

PART 3

RAISING MEN

No boy **is born** a rapist, or abuser,
or misogynist.

HEALTHY MASCULINITY IS A WONDERFUL GIFT TO HUMANITY.

A man with healthy masculinity uses his strength well. He loves, protects, supports, encourages, imparts wisdom, fathers his children, provides for his loved ones and fights against what is wrong in the world. Healthy masculinity builds up, never tears down. It creates, never destroys. It is unhealthy, broken masculinity – **which we often call toxic masculinity** – that abuses. Gender-based violence is anti-masculine in that it goes against everything that masculinity is supposed to be.

Men who abuse do so because **something has gone wrong in their journey from boyhood to manhood** and in their understanding of masculinity.

To understand where and how it goes wrong we need to understand what it takes to grow a boy into a man with healthy masculinity.

There are three important players in raising an emotionally whole and healthy man.

1. A FATHER'S ROLE

A boy receives **his masculine identity**, his **belief in himself as a man**, his sense of **validity as a man** and his understanding of **what it means to be a man** from **his father** and significant older men.

The deepest and most fundamental question on every boy's heart that relates to his masculinity is the question, *Do I have what it takes?* Or put differently: *Am I enough? Am I powerful? Am I strong enough, cool enough, smart enough, tough enough to be the man the world needs and expects me to be?* And every boy brings this question to his father. How well this question is answered by a boy's father is the biggest determining factor in the health of his masculinity. Ideally a boy's biological father should be the

one to answer the question, but it can also be answered by a significant older man or men, such as his step-father, male relatives, coach, teachers or close family friends. Answering this question well validates a boy's masculinity.

To answer a boy's masculine question well there are many things his father or significant older man or men needs to do throughout his journey to manhood:

- **BE PRESENT** and emotionally engaged.
- **AFFIRM HIM AND SHOW HIM LOVE.** Words of praise and encouragement from a father breathe life into a boy's masculine soul. Every boy needs to be told by his father that he has what it takes.
- **DO THINGS WITH HIM.** Time spent doing things with his father is invaluable to a boy. It doesn't really matter what it is; it could be fishing, hiking, DIY projects or even working.
- **DISCIPLINE HIM.** A boy needs his father to set clear boundaries and principles for him with consequences if he crosses the line; but never in a way that harms him.
- **DEVELOP HIS CHARACTER.** A boy develops character outside his comfort zone, through work and challenge, and his father needs to create opportunities for this to happen.
- **TEACH HIM LIFE SKILLS.** There are many important life skills that a boy needs to learn from his father such as: self-discipline, how to treat a lady, good manners and many more.
- **MODEL MASCULINITY TO HIM.** Healthy masculinity needs to be taught, modelled and imparted to a boy by older men. If a boy grows up with a father who loves, respects and honours the women in his life, he will most likely grow up into a man who does the same. If his father abuses his mother in any way he will consider that the norm and chances are he will do the same. If a boy grows up in a community where the most respected men are gangsters or he sees older men drinking, gambling, sleeping around and abandoning their families, this is what he will see as normal and acceptable masculine behaviour and there is a good chance he will do the same.

Men whose fathers have answered their masculine question well grow up strong and secure in their manhood. They know who they are, believe in themselves and have no

need to prove themselves in inappropriate ways. They are able to offer their strength to a woman and love her with respect and loyalty. They are able to live lives of conviction and purpose, without the need to pursue image, comfort and be macho to prove to themselves and others that they have what it takes.

If a boy's father or a significant older man fails to answer the deep questions of his masculine heart he will grow up unvalidated as a man and carry a sense of inadequacy into his manhood.

When men are not there to impart and model masculinity to boys we end up with a world full of unfinished, uninitiated men; boys in men's bodies who don't know how to live as men.

2. A MOTHER'S ROLE

Moms provide a place of tenderness and emotional safety which is a vital building block in the development of a man.

As the most loved and important woman in her son's life, here is what a mom needs to do for her son's masculine development:

- **AFFIRM HER SON'S MASCULINITY.** The thing that men crave the most from women is respect. As a boy begins to grow up and his need to feel strong and capable grows, he needs to know that his mother respects him as a male and believes in his strength. A boy will go to his father and older men to impart to him a sense of his masculine strength, but he will go to his mother to receive confirmation that it's true.
- **GIVE HIM PERMISSION TO BE A MAN.** It is often difficult for a mom to understand the wild things that boys like to do. A mother's natural instinct is to nurture and protect her children, which is a beautiful gift. But sometimes, by being protective a mom can unintentionally wound her son's developing masculinity. When a boy goes to his mother and says, "Hey, mom, I want to climb that tree", her reaction will instinctively be to say, "No, my boy, that's dangerous". He is actually asking the question, "Do I have what it takes?" and by being protective she is answering, "No, you don't". If a boy doesn't have a man in his life to give him permission to climb the tree he may

grow up doubting that he has what it takes. She needs to give him permission to be wild sometimes.

- **MAKE SURE HE HAS GOOD MEN IN HIS LIFE.** In the absence of any male role model a boy will look to his mother as his prime role model. She will naturally model to him how to be more relational, sensitive, less confrontational and less dangerous. All of this is excellent but it's only one side of what a boy needs to know. The other side is how to be wild and strong and dangerous in the right kind of way.
- **SHOW HIM HOW TO VALUE WOMEN.** She does this by the way she conducts her relationships with the men in her life. What she accepts or doesn't accept from men will model very clearly to him what is acceptable and not acceptable in the treatment of a woman.
- **SHOW HIM THAT SHE VALUES MASCULINITY.** Every boy is a man in the making and because his mom is the most important woman in his life, how she views men has a big impact on how he views himself as a man. If his mom harbours anger towards men because of the way they have treated her, she can unconsciously communicate the message to her son that men are bad.

**HEALTHY MASCULINITY
BUILDS UP, NEVER
TEARS DOWN.
IT CREATES, NEVER
DESTROYS.**

3. SOCIETY'S ROLE

The society in which a boy grows up plays an important role in developing his understanding of what it means to be a man.




The messages he receives from the media, school, government, community leaders and society in general help shape his perception of masculinity and himself as a man.

The African proverb, it takes a village to raise a child, says it all. A community of engaged men and women raise healthy boys and girls, even if for some reason one or more of a child's biological parents are absent. The challenge today is that such communities are often missing or dysfunctional. The result is that many boys grow up without the input they need from older men and women in society.

What every boy needs from the 'village':

- **POSITIVE MESSAGES ABOUT MASCULINITY.** Boys need to hear the message from society in general as well as their parents and other significant authority figures that masculinity is a good thing. If they don't, they may grow up despising their masculinity and by extension themselves.
- **GOOD MALE ROLE MODELS TO INSPIRE AND MOTIVATE HIM.** Whether it's politicians, business leaders, film and music stars, sports players or community leaders, boys need to have good men to look up to who display the character of healthy masculinity.
- **OPPORTUNITIES TO PROVIDE FOR HIS LOVED ONES.** Men have a deep need to feel that they can look after and provide for their loved ones. When society doesn't provide such opportunities they can feel frustrated, angry and desperate.
- **PERMISSION TO BE VULNERABLE.** Society often gives men the message that they need to be tough, always have it together and never cry or show vulnerability. So, men grow up with the burden of having to always appear strong and in control. When they aren't, they hide it and bottle it up inside and secretly think they are less of a man because they don't live up to the image of what a man is supposed to be. This is why so many more men commit suicide than women.

What every boy needs in his journey to manhood:

WHAT HE NEEDS	WHO HE NEEDS IT FROM
<ul style="list-style-type: none"> • Validation of his masculinity • Instruction in how to be a man • Discipline and character development • Masculinity to be modelled for him 	<p>His father and significant older men</p> 
<ul style="list-style-type: none"> • Affirmation of his masculine strength • Emotional safety and security • Permission to be a man • Masculinity to be valued and respected 	<p>His mother</p> 
<ul style="list-style-type: none"> • To be valued and respected • Positive messages about masculinity • Opportunity to provide for his loved ones • Good male role models 	<p>Society</p> 

When a boy receives what he needs emotionally from his parents and society he will grow up into a man with a strong and healthy sense of his own masculinity. When he doesn't, there is a good chance he will grow up with an unhealthy understanding of masculinity and this will lead to behaviour that is damaging to both himself and others.

**Healthy masculinity needs to be modelled
and imparted to a boy by older men.**

HEALTHY VS UNHEALTHY MASCULINITY

Here are some of the differences between healthy and unhealthy masculinity:

MEN WITH HEALTHY MASCULINITY	MEN WITH UNHEALTHY MASCULINITY
Use their strength well	Misuse or fail to use their strength
Stand for something	Fall for anything
Don't have to prove themselves	Always need to prove themselves
Are happy to serve others	Want to be served by others
Love others	Take from others
Are concerned about others	Are concerned only about themselves
Take responsibility	Fail to take responsibility
Do everything they can to provide	Look after themselves first
Feel good about themselves as men	Feel inadequate as men
Value their contribution more than their title	Value titles more than the value they add
Are self-controlled	Struggle to control themselves
Care more about people than possessions	Care more about possessions than people
Admit when they are wrong	Never admit when they are wrong
Have no need to dominate	Need to dominate
Stand up and speak up when needed	Often fail to stand up when they need to
Find their worth in themselves	Find their worth in possessions
Understand and respect the word NO	Don't respect the word NO
Value women as equal	Think women are 'less than'
Are authentic	Pose
Value people more than their image	Value image above everything
Are respectful	Lack respect for themselves and others
Are teachable	Are unteachable

PART 4

WHY MEN ABUSE

To have any chance of overcoming GBV we first need to understand **why it's happening.**

WHY DO MEN USE THE GIFT OF MASCULINE STRENGTH TO ABUSE THE VERY WOMEN THEY CLAIM TO LOVE?

Why do men feel the need to dominate, control or harm members of the opposite sex?

Although GBV is a very complex issue involving many contributing factors, it is possible to break it down into four main reasons why men abuse.

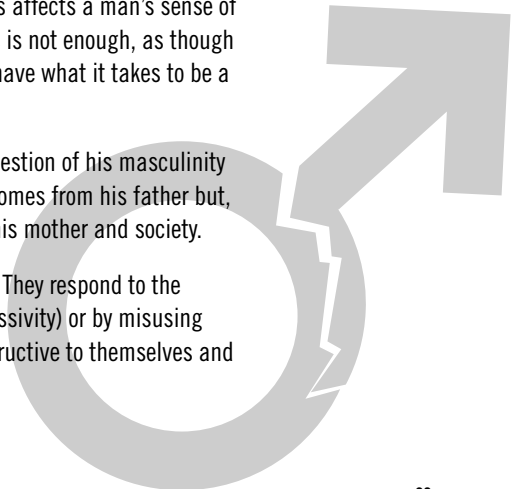
REASON ONE: WOUNDED MASCULINITY

The number one cause of GBV is wounded masculinity.

Very few men grow up having received what they need emotionally and psychologically to develop a healthy sense of masculinity. As a result, most men arrive at adulthood with some degree of wounding to their masculine soul. This woundedness affects a man's sense of worth. A wounded man feels as though he is not enough, as though he is inadequate, powerless and doesn't have what it takes to be a man.

Because a boy brings the fundamental question of his masculinity to his father, his deepest wound usually comes from his father but, as we saw earlier, it can also come from his mother and society.

Wounded men become men who wound. They respond to the wound by failing to use their strength (passivity) or by misusing their strength (aggression). Both are destructive to themselves and those around them.



Here are some of the ways wounded men behave:

1. **THEY POSE.** They don't believe they are the man, so they play the man. They spend their lives trying to match up to their false image of what a real man is. They strive to be bigger, stronger, faster, cooler than they really are; believing that who they are is not man enough. They hide behind any image they can project which they think makes them look the man.
2. **THEY ESCAPE.** They often withdraw into all kinds of addictions to make them feel better. Some of these escapes are socially acceptable, like sport, social media or computer gaming; others are more harmful, like excessive drinking, substance abuse, pornography or multiple sexual partners.
3. **THEY FAIL TO TAKE RESPONSIBILITY.** Because they don't believe they have what it takes to be a man, they avoid taking responsibility or doing anything that might show them up. These are the men who have children and don't provide emotional or financial support, who make commitments and don't keep them, who spend more time in a tavern than with their family. These are the men who abandon.
4. **THEY FIND VALIDATION THROUGH A THIRD PARTY.** These men find masculine validation by identifying with a sports team, gang or group. When their team wins they feel great, when they lose they feel less than. This is why domestic violence increases after many major sporting events.
5. **THEY MISUSE THEIR STRENGTH.** Because deep inside they feel inadequate and powerless, they have a need to dominate others to make themselves feel powerful. These are the men who can never be wrong, never say I'm sorry, must always have it their own way, who will take from others to make themselves feel better, who will use whatever power, money and strength they have to control and dominate and get what they want. These are the men who abuse.
6. **THEY SEEK VALIDATION FROM A WOMAN.** A wounded man will often seek validation from a woman. But because a man needs his masculinity to be validated by men, she will never be able to heal his masculine wound. However much she loves him it will never be enough. He will constantly be seeking validation from the next woman, and the next. A man who takes his question to a woman gives her the power to determine his worth. And if she turns him down or insults him in any way, the woundedness of his masculine soul can easily turn to anger and he can become aggressive and dangerous. This is not the women's fault. It is the result of an unvalidated man taking the unanswered question of his masculine soul to the wrong place.



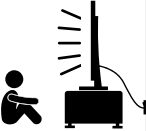
A healthy man doesn't go to a woman to seek strength from her, he goes to her to offer her his strength.

A validated man doesn't need a woman to tell him he's okay. If he does pursue her it will be for the right reasons; and because he doesn't give her the power to determine his manhood, he will be able to take no for an answer. His worth is already established and he is able to love a woman for who she is, not for what he needs.

The sad thing is that because women by their nature are emotional rescuers, they will often stay in abusive relationships because they want to fix the man who is abusing them. But they never can.

Wounded men are driven by a need to be validated, respected and powerful. And this is dangerous because it can easily lead to some form of gender-based violence.

A summary of how the masculine heart is wounded:

WHO	HOW
<p data-bbox="176 898 277 927">His father</p> 	<ul data-bbox="505 855 930 994" style="list-style-type: none"> • By being absent • By being abusive • By being passive or emotionally disengaged • By failing to model healthy masculinity
<p data-bbox="176 1121 288 1150">His mother</p> 	<ul data-bbox="505 1064 916 1203" style="list-style-type: none"> • By being over protective • By not giving him permission to be wild • By not valuing masculinity • By being resentful towards men in general
<p data-bbox="176 1324 255 1353">Society</p> 	<ul data-bbox="505 1275 930 1414" style="list-style-type: none"> • By devaluing him as a man • By expecting him to always 'man up' • By not allowing him to be vulnerable • By creating the wrong image of masculinity

REASON TWO: FALSE BELIEFS ABOUT MASCULINITY

In the absence of a father and significant older men, a boy will look to society, the media and his peers to learn what it means to be a man. And the image of masculinity he gets from them will often be distorted. The false image of masculinity many boys learn from society has four main themes:

“Sex, power, money and big boys don’t cry.”

The way these themes play out are often culture specific, but generally the idea is the more power, money and women you have, the more of a man you are. And as a man you can never show weakness or vulnerability. Sadly, the behaviour of high profile men (and sometimes women!) often re-enforces this false image of masculinity.

When a man believes that his sexual conquests determine his worth he will tend to treat women as objects and not the equally valuable human beings they are.

This dehumanises women and can easily lead to violence and abuse against them.

Men who have these distorted ideas think that they have a right to treat women as objects of desire. They feel that sex is a right and not the sacred privilege that it is meant to be. When a woman says no to his advances, he may get angry and use force to get what he wants. When a woman dresses in a way that could be considered seductive, he assumes that she is inviting his advances. If a woman allows him to kiss her and then says she doesn’t want to go any further, he takes offence and demands that she go all the way.

When a man believes that his worth as a man is determined by how much power he has, he will always need to be the one who is in charge in a relationship.

He will misuse his strength to dominate and control in whatever way he can. This also often leads to some form of abuse. All this destructive thinking and behaviour is based on a completely distorted understanding of what it means to be a man. The truth is that a man’s worth is measured not by his sexual prowess, his bank balance or size of his biceps but by what he does with his strength and the love and respect with which he treats others.

REASON THREE: FALSE BELIEFS ABOUT WOMEN

One of the tragically distorted messages that boys often grow up with is that women are somehow less than men. Men who believe this think that women are there to serve them and that they have a right to demand things from women even when these demands go against what she wants. This is absolutely wrong. Men and women are equal. In terms of value, respect, worth and rights, men and women are equal and deserve absolute equality of treatment. We are human before we are men or women and therefore all human rights apply equally to all of us.

Equal doesn't mean the same. Men and women are also different. And the difference is beautiful. The world functions well when the dance between the masculine and the feminine is in balance.

Traditional roles have changed for men and women over time and that's okay. It's okay for a woman to be a CEO, fighter pilot or a crane driver – roles traditionally played by men. It's okay for a man to be a nurse or secretary and to change nappies and feed the baby – roles traditionally played by women. Reporting to a woman doesn't make a man

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any less of a man. **It's not the role we play that defines who we are; it's the love and strength of character we show in the way we live our lives.** False beliefs about the worth of women contribute greatly to acts of GBV and we must get rid of this wrong thinking.

REASON FOUR: EMASCULATING CIRCUMSTANCES

Unless a man has a healthy self-concept and a good understanding of what it means to be a man, there are many circumstances in life that can make him feel as though he is inadequate and 'less than'.

One of the most common examples is economic hardship. In today's economic climate there are many men who are unemployed. There are also more and more men who are not the primary bread winners. If a man attaches his worth to what he earns, this can be devastating to him. Because most men link their self-worth to their net worth, when they are unable to earn money their self-esteem suffers greatly. Notice how differently men respond to being unemployed. They will often resort to excessive drinking or other addictions to escape the pain or become depressed, angry or aggressive. All of this behaviour is a response to deep feelings of inadequacy as a man.

Another example is when a man experiences psychological pain such as embarrassment, ridicule or rejection. Any of these things can potentially drive a man who is not whole and healthy in his masculinity into feelings of uselessness and despair. **And a man who feels useless will often behave in a destructive way – either to himself or to those around him.**

A PERFECT STORM

Any one of the four factors discussed above can lead to a man committing some form of GBV. But when two or more of them are in place, the likelihood increases dramatically.

For many South African men all four factors apply: wounded masculinity, false ideas of what it means to be a man, the belief that women are less than them and circumstances that make them feel inadequate. **That is why we have an epidemic of men behaving badly.**



Reasons are not excuses! A reason doesn't make something okay; it simply helps us understand why something happens and gives us clues about how to fix it.

We've examined the four main reasons men abuse women so that we know what action to take to stop it.

Ultimately, every man has the responsibility to make the right choices as to how he will live his life. The most powerful determining factor in how any person's life turns out is his ability (and responsibility) to choose his own attitude and actions.

Because GBV is primarily perpetrated by men, the fight against it must be driven by men. But as our equal partners in co-creating a great world to live in, women also have a crucial role to play. What follows is a list of five actions every man can take to put a stop to GBV and a list of five things women can do to add their power to the cause.

PART 5

OVER- COMING GBV

“The only thing necessary
for **the triumph of evil** is for
good men to do nothing.”

EDMUND BURKE

ACTIONS FOR MEN TO TAKE

1. LOOK IN THE MIRROR

It all starts with you. Ask yourself the question: How am I using my strength as a man? Am I failing to stand up and take on the battles and responsibilities I need to? Am I withdrawing into all kinds of escapes? Am I misusing my strength in a need to be in control, or am I using my strength well to love, serve and protect? Am I hiding behind possessions and image, or am I being authentic and real? Who am I bringing to life, marriage, work, relationships – the wounded boy or the mature man? How do people feel around me? Loved, supported, safe? You are fully responsible for how you live your life. How are you living it? Commit to dealing with whatever masculine woundedness you may have so that you can grow into a man who is emotionally whole.

2. EXAMINE YOUR BELIEFS ABOUT MASCULINITY

Understand what true, healthy masculinity is and commit yourself to living it. What kind of masculinity do you believe in and live? True masculinity takes responsibility, stands for what is right, fights against what's wrong, is authentic and generous. It uses its strength to love, serve, protect and provide. True masculinity is a place of safety, never fear or danger. True masculinity doesn't have to pose, act, masquerade or be macho. It's not about how much money, power or sex appeal you have; it's about strength of character, self-control and the value you add to the world. It never, ever takes what is not his. **Be this man.**

3. BE A GREAT ROLE MODEL, FATHER AND MENTOR

Make a commitment to be the kind of man you'd like your daughter to marry and your son to become. If you're a father commit to being a great father. Start mentoring younger men. As men we need to take responsibility for raising the next generation of men

MEN ARE DESIGNED TO BE DANGEROUS.

Never, ever to women or children, but dangerous to whatever threatens them.

to be good men. We need to break the cycle of fatherlessness and bad fathering. We need to become the good men who raise the next generation of good men. Raise your son to be a man who treats women with love, respect, dignity and equality. Raise your daughter to expect nothing but honourable treatment from men. Treat your wife the way you want your daughter's future husband to treat her.

4. CHECK YOUR PERSPECTIVE ON WOMEN

What do you believe about women? Do you believe they are inferior in any way?

Do you believe that women need to be subservient to men, or should earn less or that they cannot lead? If your answer is yes to any of these questions you need to re-examine your beliefs. Women and men may be different, but they are of equal value and importance. Understand also that women experience the world differently to men. Because there is a sad history of abuse against women by men, women often feel threatened by men. Listen to them. Be aware of the impact that comments, jokes and stares can have on their sense of dignity, value and safety. Value and respect women as equal partners in co-creating a beautiful world.

5. BE DANGEROUS

Men are designed to be dangerous. Never, ever to women or children, but dangerous to whatever threatens them. Abuse, prejudice, corruption should all fear true masculinity. The opposite of masculinity is not femininity, it is passivity. All it takes for evil to prevail is for good men to do nothing. Make a commitment to stand up in the face of injustice, bullying and any form of abuse. Be outspoken against GBV and everything that may lead to it. Be a place of safety for women and a danger to anything or anyone that threatens them. Do not tolerate any form of GBV in yourself or others.

ACTIONS FOR WOMEN TO TAKE

1. DON'T ACCEPT FALSE MASCULINITY

Be assertive in communicating what's okay and not okay. Men will treat you the way you allow them to. Never accept any behaviour from a man that makes you feel demeaned or 'less than' in any way. As soon as it happens make it known that it's not acceptable. Call out false masculinity and find men and women to stand with you in resisting it. The minute you see a man treating you or another woman in a way that is not acceptable, tell him. Tell as many people as you need to until you have the army you need to stop it.

2. VALUE YOUR OWN WOMANHOOD

Be whole. Know that you are enough, that you are powerful and that you bring beauty to the world. You don't need a man to tell you that. When you value your own womanhood, you won't accept any behaviour towards you that devalues you. When you respect yourself, you will find men begin to respect you too. How much you value yourself will be how much other people value you. Remember Steve Biko's words, "The greatest weapon of the oppressor is the mind of the oppressed".

**Know that you are enough,
that you are powerful and that you
bring beauty to the world.**

YOU DON'T NEED A MAN TO TELL YOU THAT.

3. UNDERSTAND AND VALUE **TRUE MASCULINITY**

As a self-respecting, self-loving woman, acknowledge and value true masculinity for the gift that it is to the world and value the men who live with healthy masculinity. Understand what drives men. Validate and affirm true masculinity when you see it. Just as men need to love, honour and respect women and womanhood, men need your love and respect. Not when they don't deserve it of course, that's when they need your honesty and to know that you will not tolerate their behaviour.

4. BE A GREAT **ROLE MODEL, MENTOR AND MOTHER**

Model womanhood. Be the woman you want your daughter and the next generation of women to be. Be the woman you want your son to marry. Teach your daughter how to be a great woman – strong, gracious, tender and powerful. Affirm your son's masculinity, give him permission to be a man. Mentor young women who don't have a mother or significant older woman in their lives. You have the power to impart the power and beauty of womanhood to younger women. Use this power.

5. BE FREE OF **BITTERNESS AND ANGER**

Get rid of any bitterness and lack of forgiveness. No matter what bad experiences you have had with a man or men in the past, take back your power. Don't let anger control you. And don't generalise that experience to all men. Bitterness is a poison you don't deserve. Set yourself free and model to your son and daughter that men are not all bad, that true masculinity is a great thing. You don't want your daughter growing up hating men and your son hating himself.

If every man and every woman committed to these actions, **we would win the war against GBV.**

We would create a society in which men who are abusive in any way feel utterly ashamed, in which men are inspired and taught to use their strength well, in which present and engaged fathers is the norm and in which women are free to be powerful and fearless.

PART 6

THE CHAMPION PLEDGE

AS A CHAMPION:

I ACKNOWLEDGE THE DAMAGE CAUSED BY
GENDER-BASED VIOLENCE IN MY COMMUNITY AND
BELIEVE THAT THERE'S NO EXCUSE FOR IT.

SO TODAY I PLEDGE NOT TO BE A BYSTANDER AND
NOT TO BE SILENT.

I PLEDGE TO ALWAYS TAKE ACTION AGAINST
WOMEN ABUSE.

SIGNED: _____

WITNESSED: _____

DATE: _____

GENDER-BASED VIOLENCE IS A NATIONAL CRISIS.

It affects every South African. It destroys lives, devastates families and threatens the safety of our loved ones.

WE CAN CHANGE THIS.

But only if we understand what's causing it and take decisive action to stop it.

This manual unpacks why gender-based violence (GBV) is happening at such an alarming rate and **provides practical actions** every man and woman can take to **overcome it**.

IT COVERS:

- The **many forms** GBV takes
- How men and women are **equal yet different**
- The **four main reasons** GBV happens
- The **five actions** every man can take to stop GBV
- The five things every woman can do to **add her power** to the cause

Discover how we can harness **the strength of masculinity** and how men and women can work together to build a **safe and prosperous future**.

~~#NO EXCUSE~~

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