

The 2010 Soccer World Cup: Opportunities to engage men and boys in advancing gender equality.



Report from a meeting held in Cape Town, July 15th and 16th, 2008 by Sonke Gender Justice Network, Grassrootsoccer and the Family Violence Prevention Fund with support from the Ford Foundation.



**Sonke Gender
Justice Network**
HIV/AIDS, Gender Equality, Human Rights

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Sanke Gender Justice Network

CERTIFICATE OF PARTICIPATION
Street Soccer against Xenophobia

Participant Name: _____
Date: _____



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Executive Summary

Host organisations: Sonke Gender Justice Network (Sonke), Grassroot Soccer (GRS) and the Family Violence Prevention Fund.

Present: EngenderHealth (EH), John Hopkins University, Open Society Initiative, People Opposing Women Abuse (POWA), Footballers for Life (FFL), UNICEF, PE Soccer, Centre for Tourism SA, Instituto Promundo, Hoops/Soccer for Hope, Hope Worldwide, Men's Forum, Childline SA, LoveLife, UNIFEM, Treatment Action Campaign, Commission on Gender Equality (CGE).

Meeting funded by the Ford Foundation (FF).

The Conference objectives were identified as:

1. Identify and showcase best practices related to the use of sports to promote social change, particularly in the areas of working with men to achieve greater gender equality.
2. Identify existing opportunities to engage with 2010 to promote gender equality such as Football for Hope and FIFA's Legacy Initiative.
3. Build relationships between organisations already working with the world of soccer to address issues related to gender based violence and HIV.
4. Identify shared strategies for making optimal use of 2010 to engage men in the service of promoting gender equality and preventing gender based violence.
5. Identify strategies that link work done related to men and gender equality at 2010 to the 2014 FIFA World Cup to be held in Brazil.
6. Identify strategies to promote protection of children around 2010 and beyond.

Key action items:

1. Identify key partners for alliance formation but ensure they share an ideological platform that is acceptable. Similarly, work within the FIFA, LOC and Legacy Project frameworks but also within a human rights framework.
2. Place a special focus on both women's rights and children's rights organisations so that the work does not just favour men.
3. Engage the media for messaging and campaigns but also to monitor its messaging for issues of concern around gender and HIV/AIDS.
4. Engender cross-pollination of work between organisations through integrated development plans.
5. Identify existing organisation, and non-governmental organisation, campaigns and strategies and improve the messaging.
6. Develop media campaigns around key sectors like children, the sex worker industry and security services (South African Police Service).
7. Target upcoming sports music and arts events, speciality gatherings and organisations like Soccerex and the Professional Soccer League.

8. Develop messaging around the 2009 general election, Women's day, World Aids Day and the 16 Days campaign.
9. Utilise messaging and soccer opportunities through tournaments arranged during school, university and Easter holidays.
10. Embrace available platforms like ABMP media group and FIFA's Football For Hope Centres.

A Steering Committee was elected by the meeting participants:

Initial tasks for the steering committee were identified as follows:

1. Bring on board existing partners with similar values
2. Broadening the partnership base
3. Break down the roles and responsibilities of members
4. Circulate meeting reports
5. Formation of calendar of events to promote cohesion and synergy between partner organisations and between organisations and the World Cup.

The following were selected as members of the steering committee

Secretariat:

Sonke Gender Justice Network and Grassroot Soccer (maintain momentum, fundraise)

Members:

- Childline
- People Opposing Women Abuse
- Sex Worker Education and Advocacy Taskforce
- Commission on Gender Equality
- EngenderHealth
- Mosaic
- UNIFEM

International advisory board:

- Instituto Promundo and the Family Violence Prevention Fund

Overview of Sports for Development

Sports for development (S4D) initiatives have emerged in recent years, in an attempt to offer developing countries alternative strategies to tackle a variety of issues relating to development (individual, economic or social), peace building, post-disaster relief, gender equality, health promotion and disease prevention (International platform on sport and development, 2008).

With the upcoming 2010 Football World Cup in South Africa in sight, this piece looks at the use of sports to promote social change, particularly in the areas of working with men to achieve gender equality and to address issues related to gender based violence and HIV. The latter assumption is validated by the growing evidence base of programmes that work with men and boys and their significant impact on increasing men's support for gender equality and in reducing a range of health problems (Sonke, 2007A:25; World Health Organization: 2007).

Existing S4D initiatives focusing on masculinities, gender based violence and HIV

UNICEF has initiated and supported various S4D initiatives (e.g. the Coaching Boys into Men campaign) throughout the world by addressing issues regarding education, health, HIV/AIDS, gender equality, child protection and development (UNICEF, 2008A). Two things stand out. Firstly, their commitment to including both girls and boys in S4D initiatives to successfully address issues related to HIV/AIDS and gender. The Youth Education through Sport (YES) project, for example, has successfully reached an equal proportion of girls and boys, influencing a total of 25,000 children (UNICEF, 2008B). Secondly, UNICEF's S4D initiatives promote the use of both male and female ambassadors as role models for children.

The strength of the **Football For Hope (FFH)** ("20 centres in 2010") campaign lies in their support of programmes (e.g. MYSA and Grassroot Soccer) that use football as a social tool for development "in the form of long-term and sustainable programmes within the field of health promotion, peace building, children's right & education, anti-discrimination & social integration and the environment" (FIFA, 2008B:18). Despite lacking an explicit focus on gender and masculinities, the FFH centres can provide a platform for S4D initiatives focusing on these issues during the 2010 Football World Cup.

Grassroot Soccer (GRS) works primarily in Southern Africa and provides youth with the knowledge, life skills, and support to live HIV-free. Its model is based on training role models (GRS Coaches) to "deliver an interactive soccer-themed intervention to youth" (Grassroot Soccer, 2002/7A; SGJ 2008:10). GRS has build partnerships with Football For an HIV Free Generation (F4) and the Football For Hope movement.

The **Sports Alliance of Malawi (SAM Inc.)** is a non-profit organization committed to improving and enhancing the health of the youth of Malawi through sports (SAM Inc, 2008A). One of the current projects, SM Galaxy (a male soccer team from Ndirande, Malawi) has made big strides towards promoting gender equality through their encouragement of the Women's National Football Team with donations of soccer equipment. In addition, the Mtaya Football League is determined "to combat HIV/AIDS through increased awareness and education and to contribute to gender equity" (Mchombo, 2006:335).

The Family Violence Prevention Fund (FVPF) is committed to the cause of preventing gender based violence. One of its central campaigns the "Coaching Boys into Men" has resulted in a playbook which is being used **as a tool to engage both coaches and young athletes in efforts to prevent violence (Family Violence Prevention Fund, 2008).**

EduSport, a community-driven NGO, launched the 'Kicking Aids out' campaign in 2001 which aims at using sport to address the problem of HIV/AIDS (EduSport, 2008A). It focuses on movement games, focus group discussions, peer coaching, tournaments and leagues to address HIV/AIDS and related issues such as drug abuse, child abuse, empowerment of women and special groups (EduSport, 2008B). 'Go sisters' is a girl's empowerment through sport program that strives to empower girls by equipping them with skills and knowledge to pursue equality (EduSport, 2008C).

The **Sonke Gender Justice Network** has engaged men effectively through the use of sport in the One Man Can Soccer street soccer campaign around xenophobia (Sonke, 2008:3). In addition, this campaign focuses on equipping coaches with the necessary skills to encourage men and boys to take a stand against domestic and sexual violence (Sonke, 2007B).

The **Mathare Youth Sports Association (MYSA)** is committed to HIV prevention and promoting healthy gender balances among youth and members of the community through sports. MYSA has both girls and boys football teams and their HIV/AIDS Prevention and Awareness project promotes positive behaviour change towards HIV/AIDS, reproductive health and other health related issues (MYSA, 2006).

Impact Evaluation: Does work with men make a difference

It is important to note that very few data or large-scale research studies, that "link participation in sports with various health and development outcomes, exist in the developing world" (Brady, 2005:35-36). While certain S4D initiatives create considerable potential for the use of sport as an instrument for development, the long term impact remains open to question (Kirwin and Akindes, 2007).

Grassroot Soccer's independent evaluation in 2004 by Children's Health Fund states that "significant changes in students' knowledge, attitudes and perceived social support are observed as a result of the program" (Grassroot Soccer 2002A).

Recent research suggests that carefully designed policies and interventions can bring about changes that improve men's and women's health or men's gender-related attitudes and behaviours, and that they can achieve this change in relatively short time periods. As new programs engaging men and boys have been implemented, a body of effective evidence-based programming has emerged. It confirms that men and boys are willing to change their attitudes and practices and, sometimes, to take a stand for greater gender equality.

The World Health Organisation and Instituto Promundo recently released a report reviewing 57 interventions with men in the areas of sexual and reproductive health, maternal and child health, gender based violence, fatherhood and HIV/AIDS prevention. Their analysis has confirmed that such programs, while generally of short duration and limited research, have brought about important changes in men's attitudes and behaviour (World Health Organisation, 2007).

Of the 57 studies included in the analysis:

24.5 per cent were assessed as *effective* in leading to attitude or behavior change;

38.5 per cent were assessed as *promising*; and

36.8 per cent were assessed as *unclear*.

Programs were classified based on their degree of attention to gender and orientation towards change in gender roles.¹ Those programs reviewed that were classified as gender transformative were found to be more effective; overall 53 per cent of the programs were assessed as either promising or effective. Among those programs that showed evidence of gender transformative elements, 64 per cent were either effective or promising and 44 per cent were effective. In sum, programs that took an approach of addressing gender norms – within their messages, staff training, and educational sessions with men – were more likely to show an impact in changing attitudes and behavior.

To highlight some specific examples of successful interventions, in Brazil, Instituto Promundo's intervention with young men on promoting healthy relationships and HIV/STI prevention showed significant shifts in gender norms at six months and twelve months. Young men with more equitable norms were between four and eight times less likely to report STI symptoms with additional improvements at 12 months after the intervention (Pulerwitz et al, 2007). Similarly, the Medical Research Council's evaluation of the Stepping Stones initiative implemented in the Eastern Cape showed significant changes in men's attitudes and practices. With two years follow up, men who had participated in the intervention reported fewer partners, higher condom use, less transactional sex, less substance abuse and less perpetration of intimate partner violence (Jewkes et al 2007).

However, Executive Director G. Barker from Instituto Promundo points out that actual dialogue with men in S4D initiatives is still limited (Sonke, 2008:8). This has the potential of diminishing the impact S4D programmes can have in making a difference towards issues relating gender equality, gender based violence and HIV. Moreover, the perception of the world of sport as a bastion for male privilege and power and an important arena for asserting a particular kind of male dominance over women (and some men), is not being addressed heads on in current S4D initiatives (Saavedra, 2008). This can result in reinforcing, rather than challenging, traditional notions of masculinity. However, the main concern expressed is the lack of monitoring and evaluation regarding the actual short- and long term impact of S4D initiatives on development and masculinities, gender based violence and HIV in particular.





Welcome, overview and introductions

The meeting began with introductions, one by one, around the room: with each offering their name and organisation they were representing. The facilitator then initiated an exercise in formulating and sharing objectives to get the discussions started and the representatives interacted with one another in a rotational one-on-one encounter around the topic: **'Three initiatives you would like to see in place by 2010 to preventing gender based violence and promote gender equality.'**

Below are some envisaged and desired initiatives arising from that exercise:

"A more concerted network among groups working with men."

"Clear buy-in and participation from the UN and some key governments."

"Some easy/clear ideas for what teams, players and FIFA can do on the issue."

"A coordinated campaign against GBV with a lot of organisation around 2010."

"Soccer stars speaking out and being actively engaged in GBV campaigns."

"Workshops with young men's soccer teams like One Man Can."

"A coordinated sex work campaign."

"More positive messages at soccer matches in support of 'No violence against women and children'"

More resources from the sector to support work with men on GBV and HIV."

"A focused workplace programme for soccer players to be agents for change for gender transformation."

"A massive campaign and messaging around GBV, HIV and role of men."

"Collaboration amongst different sectors working on either GBV, HIV, sport, engaging men."

"Sustained, long-term initiatives that use the power of soccer to galvanise social movements into action."

"Programmes that look at youth, sexuality and violence and the positive role of soccer."

"Youth football initiatives for girls and boys linked to social legacy programmes in host and non-host city areas that create awareness of these social issues."

"Promote social legacy programmes at the Confederations Cup and other key events."

"Develop relevant indicators and put a monitoring and evaluation programme in place around social legacy impacts."

"Mobilise visible figures as conduits of messages to the public."

"A popular slogan is vital."

"Women must be visible and vocal."

"A 2010 tournament that popularises GE."

"Community-based work that is linked coherently to national images."

“Open forums on the meaning of being a man, with support structures, groups and workshops.”

“Safe places for women to gather and be heard, counselling and infrastructural support for economic vulnerability-linked abuse by male partners.”

Welcome remarks by Bafana Khumalo, Sonke Co-Director

His thanks went to conference partners, funders and all the representatives present. He highlighted that most of the work on GE and GBV has been, and is being, done by women. Women might not be playing in the World Cup but their agenda is still central – but how do we use the energy that sports create for the benefit of all? There has long been an extremely unequal resource allocation between men’s and women’s soccer. Although Soccer is primarily seen as a men’s activity, it is essential to engage with women’s organisations and partners. We are called Sonke because this is not just about men or women; gender is about all of us and how we change power imbalances. The focus is on 2010 and how we engage men in preventing gender based violence and the further spread of HIV/AIDS; 2010 is not just for the stars and then when they leave, it’s all over. We need actionable ideas to take away with us.

Welcome remarks by Kirk Friedrich, Director, GrassrootSoccer

Plenty of people are looking to make money out of 2010. And we are looking to make something good out of it. How can we use the opportunity of 2010 to fight against violence against women and children? This is the challenge.

Welcome remarks by Brian O’Connor, Director of Public Communications, Family Violence Prevention Fund, San Francisco, California

Their goal in participating is to share, listen and learn in order to build awareness around the challenges and problems, as well as the effective work already accomplished.

Welcome remarks by Nikki Naylor, Programme Officer, The Ford Foundation

Planning for this conference began a year ago, during a meeting with FVPF president, Esta Soler, in Brazil. She then started a series of conversations with various groups upon her return. What role is there for GBV prevention groups in the 2010 world cup? This meeting is an exploratory one and probably the first of several. There is no expected outcome; it’s just about starting the conversation – rather now than later. We need to think about how we can leverage 2010, galvanise opportunities and forge alliances, engaging boys and men in the process of prevention of GBV.

Exploring meeting objectives and hopes for 2010

Where are the synergies and entry points and how do we ground those objectives?

1. Identify and showcase best practices related to the use of sports to promote social change, particularly in the areas of working with men to achieve greater gender equality.
2. Identify existing opportunities to engage with 2010 to promote gender equality such as Football for Hope and FIFA's Legacy Initiative.
3. Build relationships between organisations already working with the world of soccer to address issues related to gender based violence and HIV.
4. Identify shared strategies for making optimal use of 2010 to engage men in the service of promoting gender equality and preventing gender based violence.
5. Identify strategies that link work done related to men and gender equality at 2010 to the 2014 FIFA World Cup to be held in Brazil.
6. Identify strategies to promote protection of children around 2010 and beyond.





Theme One: What opportunities does 2010 provide for ending gender based violence and engaging men?

Gary Barker, Executive Director, Instituto Promundo, Rio de Janeiro, Brazil, "Changing Men and Masculinities: Opportunities for 2010 and Beyond"

Key questions for the presentation:

1. Why does engaging men and changing masculinities matter?
2. Why does it matter in the international development and human rights agenda?
3. Can men and boys – and masculinities – change?
4. Can they change quickly enough to matter for this generation of girls and women?
5. How can we promote change with men and boys?
6. What works?

Many of the world's eyes turn to one specific sporting event and this is a unique opportunity. But so many campaigns have come and gone. And there is so much data and lists available on 'men behaving badly' around the world. And it is true that men and masculinities are directly involved in the main health and rights issues affecting women and girls. It is the behaviour of men, and groups of men, that is driving the HIV/AIDS epidemic. Will men come for testing? That has been the sticking point in ARV's being made available. Where we have had success in stemming the spread of HIV/AIDS it has been critical to change the behaviour of men.

There have been successes. In Thailand and Brazil, large groups of men have been convinced to wear condoms and contributed to substantial reductions in HIV prevalence. And in Uganda, campaigns have succeeded in encouraging men to reduce their number of partners. But without actual dialogue with men, such measures are empty and less effective. There are global policy frameworks and commitments to engaging men in gender equality. And there has been "lots of noise and words on paper but the program and policy response and engaging of men in the process is still limited." The gender justice field has taken a long time to acknowledge that the elephant in the room is men and masculinities.

We need to focus on how manhood is socially constructed: what it means to be a man. Numerous studies have shown that "how and to what extent boys and men internalize prevailing inequitable social definitions of manhood and gender-related norms affects their health and well-being and that of their partners." Greater workplace and educational parity and new legislation show that change is happening and a whole new generation of boys and men are being exposed to the advances of women's rights movements. "The question is not if men can change, but how we can speed up that change."

A WHO-Promundo review confirms that programmes engaging men and boys in health-based interventions are working and "...suggest the need for programs that..."

- enable/empower men/boys to question harmful and traditional norms about manhood
- find and promote what's in it for men to change and make explicit the benefits for women and children
- take into account other issues - particularly poverty, employment urban/rural differences, etc.
- are integrated across health and social development issues and with multiple intervention levels"

At the grass roots level, there is growing research on men and masculinities and increased collaborations with women's rights organisations and activists and groups of men are organising in smaller groups in important ways too. The MenEngage Alliance and White Ribbon campaign are mobilising vast numbers of member countries and the latter campaign enjoys Nicole Kidman as its spokesperson. There have been motions for a male spokesperson to be found, but there are concerns about past encounters where such men have failed to live up to their claims in their private lives that ends up damaging the campaign. Yet, there remain enormous possibilities around football for high profile sports-linked media campaigns, with both players and teams (as many teams in Italy, Australia and UK have already done), through 2010 to 2014.

The challenges include the need to strengthen alliances with women's rights activists and other social justice movements, to engage the private sector and men that other men look up to and that this engagement be integrated into gender justice more broadly. All this needs to be done in a way that advances these goals with making them a mere trend and effectively taps into men's self interest and the benefits of change in positive messaging. It's time for the elephant to be made visible.

Bafana Khumalo, Co-Director, Sonke Gender Justice Network, Johannesburg and Cape Town, South Africa.

Bafana indicated that 2010 provides an opportunity to focus the energy of this sport on the less glamorous areas of our lives. HIV/AIDS remains one of the major challenges and our statistics continue to rise. The world cup gives us some opportunities, like building massive infrastructure – but who benefits from all of these activities? Men. Women are at the margins of these contracts, tenders and construction and few of them are beneficiaries. As far as soccer itself goes, it is clear that women's soccer is the stepchild of the soccer family.

Moreover, construction creates vulnerabilities: men move, families are disrupted, families neglected and transactional sex increases. What programmes are in place to address HIV/AIDS with these construction workers? Long hours are often accompanied by drug and alcohol abuse. And there is a definite intersectionality with that and violence and sex. But with all these challenges, there are also opportunities to engage with administrators and these men themselves.

However, many famous teams have made pledges to campaigns only for the players themselves to be implicated in rape and abuse. In this way, "stars" can do more harm than good to the cause. More than just high profile campaigns like these, we need programmes targeting grass roots levels.

Then there have been suggestions for laws to be relaxed during 2010 for sex work to

function more freely and regarding drinking in public on account of claims that we could not possibly police all such offences. But why only around 2010? How do we engage with our society more generally around sex work? What of human trafficking on the promise of city jobs here? It was a concern that in Germany during the last World Cup there was a notable influx of women from the south. And what of paedophilia tourism? Also with increased amounts of drug and alcohol, violence will always be nearby.

Already existing social problems will then merely be compounded by 2010. Will special laws that don't otherwise apply only make life more difficult for local citizens? Clearly, we need to do more work with the LOC. And we must leverage resources for the work of organisations concerned with GBV, HIV and other NGO concerns. We need sustainable programmes and ones that also focus on women and children.

Issues arising during the Q&A

- Where are FIFA, SAFA, and LOC? We are speaking to ourselves. Do these partners feel connected to NGO goals?
- As a patriarch, can I attack patriarchy?
- There is an absence of children being integrated into the objectives. Perhaps they could state men *and* boys and women *and* girls?
- It is best to engage the organising committee now and the legacy manager, which is a new element in organising committees for the Western Cape, rather than later? When we engage them we need to do so as a unified front with a long-term perspective regarding GBV, HIV/AIDS and soccer all this past just 2010, as well as with corporate sponsors.
- This is an initial meeting to come together. What are the objectives of FIFA versus the objectives of civil society? Perhaps here we can organise that unified front? What do we expect from the World Cup in terms of our organisations? The LOC is focused on just ensuring that the World Cup *happens*.
- How dependent is civil society on the LOC etc. to engage these issues? Must there be buy-in in order to leverage opportunities?
- The city forums of the host cities are focusing on compliance while the provincial governments are focusing on leveraging.

Theme Two. 2010: What strategies and structures are already in place?

Kirk Friedrich, Director, GrassrootSoccer, Cape Town, South Africa

GrassrootSoccer created a life skills based HIV prevention model based on training role models ("GRS Coaches") to deliver an interactive soccer-themed intervention to youth (target age 11-15). The approach is based on the fact that soccer is everywhere providing amazing access with associated passion that breaks down barriers with universal messaging and language opportunities, utilising a game-based learning approach with role models, encouraging participation, building self esteem, providing safe spaces to learn and play.

The key to success has been linking up with existing community programmes and movements. Strictly speaking, GRS is a technical assistance and capacity-building organisation. At their hosted soccer festivals, there are no referees and, if there is a disagreement, the players meet in the middle to discuss and resolve it. Presently there are significant partnerships with Football For an HIV Free Generation (F4) and the Football For Hope (FFH) movement.

F4 is targeting boys and girls aged 15-25, with programmes implemented and managed by local organizations, integrating multi-media educational content into on-the-ground training of young role models to deliver a football themed curriculum. FIFA's Football for Hope movement involves a 0.7% funding commitment as well as engaging other donors. Given that FIFA has more members than the UN, its influence is considerable. Their goals are: 1) to develop the game, 2) touch the world and 3) build a better future (which is a new shift in FIFA's focus).

The latter is effectively utilising football as a tool for social development. They have a strategic alliance with the street football world and are bringing in additional partners and building up a network of implementing partners (like GRS). The idea is to use FIFA competitions as a platform for advocacy and fund-raising campaigns. They focus on programmes that target youth and use football to tackle 5 specific social issues: health promotion, peace building, children's rights & education, anti-discrimination and social integration, and the environment.



Issues arising during the Q&A

- Are the coaches screened? Child protection policies need to be developed for/by these organisations.
- GRS delivers an intervention around HIV/AIDS; it is not a soccer coaching organisation. All personnel involved are subject to screening procedures.
- Kerry Jane Coleman of Hope Worldwide SA has just completed a child protection policy document.
- How is this “legacy” interpreted in different venues?
- There is an issue of our conceptual framework when operating here that needs clarifying: are we 1) engendering soccer, 2) empowering women/girls through soccer, 3) “dismantling” masculinity/patriarchy, through soccer (as a tool)? Surely, in order to move forward, we need agreement on our conceptual and ideological understanding of these issues? Do we just want the abuse of women to stop or do we want a different society for all? What is the role of women’s rights organisations?
- Sport can merely re-inscribe all sorts of dangerous masculinities.
- What of the impact on macroeconomic issues in SA via construction and tenders?
- As far as corporate social investment (CSI) goes, it seems less important how companies spend their money than how they made it in the first place. We need to think about always approaching with our hands outstretched and simply leveraging off their brand visibility.
- We need to infuse corporates with sensitivity around gender as well as track their marketing budgets as a clear way of exposing their priorities. We should monitor their representation of women and demand different corporate practices. And start conversations with those who critique corporates to get GE on the agenda



Theme Three: Using media and grass roots approaches to engage men and change social norms

“Working to Prevent Gender Based Violence Before it Starts...”, Brian O’Connor, Director of Public Communications, Family Violence Prevention Fund

The presentation commenced with viewings of the FVPF’s social norm change campaigns. The organisation has been active for two decades to end violence against women and children, working with justice system, health care sector, child welfare and employers, with outreaches to the public and men and boys. The FVPF utilises a three-pronged approach: 1) There’s No excuse for Domestic Violence national campaign, 2) It’s your Business radio campaign, and 3) Coaching Boys into Men national and international campaign.

In the United States, women have led most efforts to prevent DV, this despite men playing a critical role in setting social norms for other men and thereby being in a unique position to influence subsequent generations. They have researched men’s views, feelings and experiences about GBV and while most had been affected by it in some way, men only showed a real willingness to intervene when it came to communicating with children – perhaps finding them less intimidating. In addition, concepts needed to be hopeful and focus on how men can be role models, appealing to the “good guy” image. Their goal is to invite, not indict. The takeaway message here is clear: violence against women is wrong.

Feroz Moideen, Programme Director, Coaching Boys into Men, Family Violence Prevention Fund

They have been building the movement via network of resources and international collaborators, as well as spotlighting best practices from international campaigns, creating a coordinated movement to engage men and boys. They focus on localised campaigns for different communities, that also proved far more cost effective. And they seek to engage a broad audience through sports, coaches, advocates, parents, teens, and teachers.

We have discovered that when changing social norms, we must stay the course because:

- Social norm change takes time
- With high exposure, we see a huge difference in people viewing the issue differently and taking action
- One size does not fit all
- Achieving the right tone takes time and resources, but is critical
- Men are willing to make behavior change, though it must be accessible
- Tracking findings over the years shows that the norms are shifting and men are becoming more willing to become involved, e.g. men’s willingness to get involved to end domestic violence went from 21% (2000) to 93% (2007). Along with a variety of

training and media approaches from radio to television, posters to online, the FVPF has developed a Coaching Boys into Men Playbook:

- The Coaching Boys into Men Playbook is a guide with teach easy tactics and tips for how coaches can integrate respect, integrity, and sportsmanship into their everyday athletic instruction
- The Playbook specifically helps coaches take advantage of “Teachable Moments” to shape the attitudes and behavior of young male athletes towards women and girls
- Coaches are thus empowered with the confidence and a skill set to have the conversations. In these teachable moments, the coach can “freeze” a moment, just like an analysis during a sports practice to address the treatment of girls and women in a manner that is less intimidating for both the coaches and the boys. Or simply include such comments in team talks or pre-season talks.
- Given the partnership with the National High School Athletic Coaches’ Association (60 000+ coaches), the potential for change is enormous. Coaches are themselves incentivised to re-examine their own behaviour to ensure they remain role models for the boys. In addition, there have been international collaborations (with UNICEF – soccer based) and partnerships (with Nike Foundation – cricket based). Concluded with some powerful television messaging campaigns.

Leo Mbohi & Zithulele Dlakavu, Project Coordinators, One Man Can Campaign, Sonke Gender Justice Network

Recently their work has been addressing xenophobia by arranging a street soccer tournament in which, in order to qualify, at least a few members of the team had to be people from outside South Africa. They screened a video detailing their efforts around xenophobia and this soccer tournament initiative and its successes with much positive feedback from the participants. And explained the decision to go this route of getting together around street soccer rather than an imbizo where a fight might break out.

Issues arising during the Q&A:

- South Africans were also attacked during xenophobic violence, not just foreigners.
- A passer-by who approached the organisers of the street soccer said that he could spot a foreigner easily and pointed out a man. But upon meeting him, the passer-by realised that his dark skin wasn’t sufficient evidence and that, in fact, he was South African.
- Part of healing those xenophobic wounds came from a shift in perspective from seeing someone as a foreigner in the country versus a friend with a shop in your neighbourhood...literally breaking down the distance.
- Was there a discussion afterwards about how the men felt having to seek out foreigners to play alongside them?
- How was the recruiting of players for the event done and how was safety guaranteed?
- The foreigners did need assurances but face-to-face conversations and explanations of what they were doing were enough.

- The winning team will get to play in the street soccer league but they must keep their foreign players.
- Surely HIV prevention is a very difficult and complex topic to build into soccer tournaments and have those conversations?
- GrassrootSoccer's approach has been to schedule education in between matches as just another part of the day's activities.
- Damaging connotations around the word "foreigner" for non-South Africans, like "alien" as a fellow African.
- We are still sorting through the vocabulary in South Africa. These programmes are being run by Congolese and Zimbabwean staff who have self-selected the term. Another alternative is "immigrant".
- The Changing Boys into Men programme could offer some more clarity about just what sort of men they have in mind and what that entails.



Theme Four: Programme Examples. Siyavuya “Siya” Ntabeni, Port Elizabeth Project Coordinator, Grassroot Soccer

Representatives were treated to a demonstration that is used as part of the Grassroot Soccer approach about creating trust in a group with a falling exercise, using the analogy of a team and supporters to help you through difficult times and, quite literally, offer support when you fall. Then followed a fictionalised scenario of an HIV+ person surrounded by their so-called supporters or team who slowly fade away because of their bias and judgments and stigmatised views. This exercise was used to facilitate a further discussion and a joint brainstorming and building of knowledge and ideas together. The twice repeated, triple clap “wooh” affirmation tool was well received too.

Issues arising during the general Q&A:

- Did the adults learn from the children too through the GRS programmes?
- Yes, a woman actually thanked the GRS team because it had empowered and educated her child to the point that he actually raised the issue with her and then, as his mother, she felt comfortable to finally disclose to him that she was HIV+.
- Is there a clear statement of principles for GRS? What of the sexual identity assumptions in its training materials? There is a difference and a leap between the topic/word and what is actually said/done about it. How and when does GRS intend to address homosexuality?
- The intent of GRS is to get the conversation started. And sexual identity issues are very tricky. GRS creates a culture of how to reach out to youth in an effective way.
- UNICEF is rolling out the Boys to Men programme in SA and it will be adapted to suit SA.
- The art of communication is knowing your audience and targeting them: if you try to reach everyone, you will reach no one.
- Multiple messages are required to meet the different audiences and they need to be repeated in different ways and over time.
- Research is showing that boys are abused even more than girls and just as physically but they don't report it. And it then gets expressed through violence in boys versus depression in girls. Being male can be incredibly lonely if you have been victimised. As far as coping strategies go, boys try not to think about it whereas girls tend to ask for help.
- New moves to utilise Mxit in a similar way to how LoveLife has already facilitated more boys contacting their helplines via sms.
- There is a tendency for boys to self-describe as bad versus girls as good. Are these disturbing self-fulfilling prophecies or the result of poor role models? In truth,

conforming narratives get most well documented, while others are invisibilised. However boys do experience their masculinity, it brings us back to: No Excuse for Abuse.

- Are we discussing gender-based violence or violence against women? Because they are not the same thing. And, moreover, when and how are you suggesting men intervene?
- The last thing FVPF advertising would hope to achieve is man-on-man violent intervention but rather seizing such moments to educate the young men already in your life. The perpetrators themselves are unlikely to be invested in your judgement.
- When will the Changing Boys into Men Playbook be implemented as expected or do the trainers need to be trained?
- The goal is to influence who and when you can. If you can develop trust as a coach, then you can move to other, more intense topics.
- What alternatives are we offering to: stop this or that? And do these new options simply remain within patriarchy, simply taking a step beside it? Are we transcending, or merely shifting within, patriarchy?
- There is a certain invisibility of care-giving roles amongst men. And the messaging is often focused on what we shouldn't do and not what we should do. Do men even identify with such alternative roles? Yes, we are trying to expand the repertoire of what it means to be a man. And yes, homophobia is considered the lower-lying fruit in the fight against GBV and for GE. It needs a second moment, not a joint one. There are moments and it does need to be on the spectrum at some point.
- What messages contribute to patriarchy, perhaps unintentionally? "Real men don't use violence". Real men? Often the messaging in SA is about protection of women – that's not what we want. And heteronormativity is a problematic message. We can get at patriarchy by pulling at the planks that prop up patriarchy like DV, GBV and rather advance GE.



Proceedings, Day Two

Day two began with an acknowledgement of new arrivals and introductions of new participants: Nomfundo Eland, TAC (Women's Rights National Coordinator), Nomboniso Gasa, Chair, CGE, and Nicole Fick, SWEAT.

Reflection and review of Day One – Dean Peacock, Co-Director, Sonke:

- Gary's presentation provides evidence that work with men does make a difference in the key areas that concern us and within programme times. It was edifying to see the growing international consensus and conventions.
- Bafana raised some broader structural and macroeconomic issues: the allocation of tenders and whether women benefit. There seems to be a disconnect between rhetoric and reality if one looks at teams and players signing pledges but then not following through on their responsibility – where is the accountability? And definitely a need to focus on partnering with key players around 2010.
- Delphine queried whether we were challenging patriarchy or leveraging the World Cup to do something less ambitious? And there is a danger then of still using a very paternalistic mechanism to accomplish that goal.
- Should we separate advocacy and media? Conflating the two may be confusing – social behavioural change messaging is quite different from trying to restructure policy and practice.
- Brian O'Connor briefly introduced the day's events and sought out any input, additions or suggestions.

Issues arising during plenary/general Q&A:

- What are the target audiences we are trying to reach: children, young men, and decriminalisation of sex work? Who is best positioned to lead on these different topics?
- What are we using messages for? We need to make sure it will be a message FIFA will be willing to embrace. And also that it is positive enough that local governments will want to embrace it. In the German example in 2006, people began feeling good about themselves again and feeling proud to be German.
- We need to clarify our expectations with regard to this united front we want to present.
- We need to remember to do background checks of the areas we're going into, be careful of casting offence and be sure to use local people to negotiate access and interaction successfully, e.g. with tribal leaders.
- Who is not in the room? Who must be here for round two?
- We need to tease out our target audience and our messages, where we are saying these uncomfortable things but packaged in a way with correct ideological underpinnings, lest we suffer dilution through conflation.
- We need to separate media (social/behavioural change intervention) and advocacy (to reach FIFA).

Using media and grass roots approaches to engage men and change social norms

“Engaging Men and Boys in Reducing Violence Against Women and Children: Some Reflections from Brazil”, Gary Barker, Executive Director, Instituto Promundo

The presentation offered a study of violence in a life cycle model, from inter-personal violence, violence against children and structural violence to violence against the elderly. In the latter instance we are seeing how men tend to be cared for for longer, and usually by women, who have themselves often been abused by men. Other findings include a spike in violence against women around the 20-24 year age group of men, presumably around the time when relationships become more serious, there is more commitment and confrontation of expectations.

For those men who have witnessed or suffered violence, these seem to be the greatest determinants for men themselves becoming perpetrators of violence. But this cannot account for the many men who don't become violent, and even despise violence, despite being many/all of the indicators being present. Violence by parents against children was mostly at age 7-13 and highest for mothers against boys at 10-13. Which is reflected in boys' own levels of violence spiking at 10-13. As for children, the violence seems to be gendered too with psychological violence more common among girls and more severe physical violence (use of implements, leaving of marks) more common among boys.

The operating strategy seeks to interrupt the life cycle of violence at various junctures, recognising the differing contexts and meanings that can be ascribed to violence. The role of gender and social exclusion are focused upon and participation is sought across the spectrum to test messaging for impact evaluation and formative research. It has been a crucial component to listen to and recruit voices of resistance from within the male community.

Programme H seeks to engage young men to question violent and non-equitable versions of manhood and make GE and non-violence part of boys' and young men's identities. Men want to be seen as nice, because it gets you somewhere, just in the same way that being violent gets you somewhere. So men have been choosing to become associated with the message because it is a positive for their image too. It has been implemented in schools, community centres, and sports clubs and utilizing men from the communities as co-evaluators. And impact evaluation data has shown that, in Brazil, condom use increased and in India there was increased couple communication and decreased GBV. In both countries, STI's have decreased as a direct result of programme interventions.

Programme M is designed to empower young women, engaging them in the picture with sports-based messaging. And they also created a national campaign to end corporal punishment: “Don't beat, educate!” utilizing the services of a well-known children's television personality as spokesperson. And trying to eradicate the use of the sandal for hitting. But there are always challenges. There have been some unfortunate missteps with maintaining a congruent and productive message with the television personality and there was a well-popularised song with the line: “A little slap doesn't hurt” that was used as many a man's response when probed on the issue of GBV.

The football field is a key space to understand masculinities and promote non-violence and so have taken the Brazilian campaign to young men via sports, as well as to adult men in

the workplace. Advertising was specifically designed around use of teasers: “My boyfriend/ girlfriend taught me a new way to do it”. They made specific use of comedic actors in serious campaigns: Violence is no laughing matter. Stories woven into a radio soap opera format: pregnancy, parental responsibility, a woman wanting to coach in a football league. They also re-appropriated the national football shirt for the White Ribbon campaign by modifying the t-shirt logo. As well as utilizing a wrist ribbon campaign with writing on the ribbon that incites a lot of curiosity as it mimics other popular wrist ribbon practices in Brazil.

Going forward, what’s needed:

- Different messages for different groups (parents, men, young men, young women)
- Impact evaluation as ideological and ethical concern, as well as advocacy tool
- Combination of group education, community campaigns and mass media campaigns
- Engagement of government, partner NGOs, community groups, private sector
- Ownership and participation by parents, men, youth
- Positive messaging
- Connecting to broader social justice movement

Silver Tshabalala, Spokesman, Footballers For Life

Footballers for Life is an organisation of ex-footballers helping current professional footballers. They have developed a 10-month curriculum for footballers following research with PSL, focusing on issues like HIV/AIDS and personal finances. Silva was himself a footballer for fifteen years and a father to seven children all over the provinces; he did not know better then. At points in his career he wished he had just gone to school because as a footballer your life is always shared and it is difficult to be a role model. The goal is to teach small kids too to behave and how to become a role model when you become a professional footballer. There are just too many examples of recent stars that have burnt so brightly and faded out so quickly.

Issues arising during Q&A:

- Why is it that DV seems to be perpetrated by footballers towards the end of their contracts when there is all this tension around? Proposal to connect with the CGE to develop guidelines.
- Silver was praised for his bravery to share his story as is so seldom done by men. The problem is whether these World Cup officials like Danny Jordaan are really concerned about anything but the bottom line and profit?
- Is GBV included in the FFL programme? Many footballers seem to be becoming implicated and taken to court over rape and abuse.
- FFL have included part of their programme to cover issues of GBV as a priority.
- Is there a campaign or complementary programme for young women in Promundo’s work in Brazil?

- Gary Barker: We do hear a lot from the kids that it gets boring just doing the activities with the same sex all the time. Still, the separation is useful sometimes. And it's also true that men can contribute to ideas about femininity and vice versa.
- The importance of role modelling to children through a programme like FFL cannot be underestimated. Childline runs many programmes for children who have committed sexual offences. Findings have been that exposure to DV and the perception of the sexuality of significant role models, whether in the media or movies, are the greatest determinants of this behaviour in young children.
- Role models can do much harm without realising, e.g. Mandoza's "What I want when I want it" billboard that send the wrong message. If a woman then resists sex, the man must persist and force himself and then finally the women will settle down and enjoy it.
- Is there not a danger with the wrist ribbon campaign in Brazil that it becomes so hip that it loses the essence of what it actually is? There is this need to constantly generate new imagery.
- The mass media campaigns work to get the buzz going but, yes, you have to have actual programmes going on at the community level, closer to home, to have a real impact on change.
- Surely we must be careful not to displace the role of parenting as well as their dereliction of responsibility? Our interaction with children must also put parents into the space. Yes, we can blame the television but these spaces are defined by parents and parent responses. Some parents even feel disempowered that children are being given all the rights. And why are there all these father and children advertisements: where are the mummies in the campaign? There is a general laziness of parenting so how do we empower parents so that they are seen as the authority rather than government?
- Yes, parents are feeling under attack so we thought at length about the zealotry of our children's rights approach. We need to communicate that violence against children is wrong as well as support parents. Parents need to feel this is something for them, encouraging them, not antagonising them. We do need to draw a line at violence, but we also do need allies. Our focus is now more on child development information; we're not telling them what to do but rather offering basic education information. And they seem to respond to that. But it is very difficult getting fathers involved (thus the bias of fathers being represented in the campaigns) as attendance of parents with children is about 80-90% mothers.
- What about the use of billboards? They are a great way of targeting communities. And how are these PSA's distributed?
- Billboards are extremely expensive and the advertisements were flighted at 2-6am for a couple of months, which is out of Promundo's hands and subject to the timing decisions of the one big network in Brazil: Global.
- Have there been unexpected implications of the programme's implementations? Are these empowered men and boys using their new images responsibly?

Theme Five: Identifying potential strategies to promote gender transformation.

Nomboniso Gasa, Chairperson, Commission for Gender Equality

Nomboniso Gasa posed this opening question to the representatives: when did you first become aware of your gender? Responses included:

- As a female, when my brothers and I had to go to different schools. I was age 10.
- I was chased out of the kitchen, as a male, while helping my mother to bake a cake. My uncle was furious. Aged 8.
- I was told that, as a male, I was not allowed to help cook. By my mother.
- As a little girl, aged just 8, I fell out of a tree and my mother said that that was what I got for running with boys.
- I was told that dishwashing was for girls, not boys like me. Aged 8.
- After bringing food to the initiates' school, we exposed our genitals to one another to prove that we were really boys.
- I noticed a penis and thought: wow, I thought we were all the same; that's so different. Aged 6.

"It is interesting to note that there are very few positives for being a boy or girl, at least not initially. We need to do the work of transforming ourselves too. I was supposed to be a boy in the lineage so had to perform lots of male duties. But I also come from a family that praises women and a long line of strong women. And yet that emphasis on strong women is unnecessary, just "women" is sufficient. Now, if we speak about GE in society, where are we in that equation? What informs our self-appointed responsibility to guide others? I must confess that I do not understand the poetry of sport: those soccer goals are too wide to celebrate this small little ball going through.

We can talk a lot about strengthening our constitution and upholding the constitution but the constitution itself is under threat. As far as all this chatter about the sex trade goes, I can say I have the right to sell my body but you don't have the right to buy it: criminalizing the buyer, the demand, the client is the point. The very notion of transactional sex has been flipped around in Sweden where the focus has been on making the other party visible because, without the buyer, there is no transaction. Ultimately it is a dehumanizing experience for both buyer and seller.

I would rather us have a society where transactional sex is not an option. Instead you have a decent job and sex for pleasure. For there is nothing glorifying or dignifying about transactional sex. Jackie Selebi's suggestion that we decriminalize sex work is because people will do it anyway. But where did these women in Germany for the World Cup come from? Eastern Europe and North Africa and there was a scramble for Vietnamese women in Germany. At this moment we are inhabiting a space that is very threatening for the constitution. And simply passing laws for the sake of 2010 can be more problematic than anything.

And what sort of GE are we talking about? You deal with the campaigns; I deal with the philosophical and ideological issues. Right now, GE activism seems absent in constitutional debates and yet our people are going to be the mere canon fodder for 2010. Women who play soccer are paid less and enjoy less investment but more comments on their physique than their skill. The place to begin is the misogyny that is on the rampage in our country right now.

Nicole Fick, Researcher, Sex Worker Education and Advocacy Taskforce (SWEAT)

She began by showing a picture of sex workers holding up a board declaring that sex work is just a job like any other job but pointed out that the stigma is so intense that the women holding it were hiding their faces behind it. She conducted a study of commercial sex work and the sex work industry in just Cape Town. Some of the interesting findings were as follows:

- The industry is smaller than anticipated: just 1209 sex wrkers with just 245 working outdoors/on streets.
- 89% women, 9% men and 2% transgendered.
- Largely South African: 95%
- Of those that work on the streets, about 3 out of 4 did so out of financial need.
- Of those that work in brothels/indoors, about 1 out of 4 did it because of the financial opportunities it afforded them.
- Those on the street could earn 3-5 times more than other employment they could obtain – the lower their level of education, the higher the differential in earning potential.
- As a result, for a lot of women, this work is a rational choice.
- Deception and force are not major features of their work: most on the street work independently (just 3% use pimps) and 100% knew what they would be doing before they started doing it.
- Trafficking was found to be very rare and in all these cases the sex workers were able to escape the conditions with their own resources. Trafficking is on the extreme end of a continuum of abuse and exploitation. What even constitutes the term trafficking can be so problematic, e.g. without geographical movement does that prohibit the distinction?
- There does seem to be a sanctioned type of violence against a certain kind of women, i.e. a sex worker: 1 in 3 street-based and 1 in 5 brothel-based sex workers had experienced some form of violence.
- There is a distinction between decriminalizing versus legalizing. The argument for decriminalising the work is to prevent the association with crime-associated activities, mostly because, while illegal, the sex workers must employ other resources than the law. The Swedish prostitutes have pointed out that criminalizing the clients just tends to push the good ones away and leave behind the bad ones who don't mind a criminal record anyway. You need to get the sex workers themselves involved in setting up standards and protecting the industry, like in New Zealand.

- For sex workers, working in the same area where they live can mean being arrested for walking to the shops for groceries.
- The sole responsibility for practising safe sex lies with the sex worker. And clients constantly request unprotected sex. Sex workers call them “condom missions” as they may even go so far as breaking the condom on purpose to avoid having to use one.
- Government’s debacle with the faulty condoms set their work back tremendously.

Issues arising during Q&A:

- Decriminalization was first intended to de-stigmatize the work. Once it has been decriminalized, you need a regulatory framework. But do they want regulation? In the Swedish model, people were asking to see the other end of the transaction. Even commercial sex workers disagree about decriminalization. What are we talking about here? There are stories of a man throwing acid in a woman’s vagina – just what are we fighting? Challenge to Sonke to engage men on this issue.
- The aspect of the visibility of clients in sex work still needs to be teased out a bit from the research.
- Clear messages are needed, but how do we link defence of the constitution to these challenges?
- The Law Reform Project has long since been dealing with this issue of sex work but have held back their final report from the public, perhaps because the recommendations were not deemed politically acceptable?
- We also need to link this conversation about sex work to HIV efforts.
- As far as sex work being a rational choice, just what constitutes an informed decision and free choice here?
- The sex work industry itself has different opinions about these issues, as we all do here. The research showed that for some it is opportunity and for others (most) it is need: that’s where the vulnerability is. This is also about women in the economy and while it’s great that they are making use of their agency, we still have to wonder and question just how much agency they really have?
- The Gender Commission is working on a province-based sex work approach.
- But there are issues here that fall beyond an economic approach. Sexual slavery amongst children in Khayelitsha is easy to find, by uncles and such. What are these sources of information about sex work? Choices are predetermined. And what about the silences and the qualifiers? That is what is concerning in the research.
- The bulk of clients are local men but the industry is seasonal too. The trafficking debate is very divisive but its claims are largely anecdotal and the research was very scientific. We anticipated relief over our results but have received quite the opposite. We also did not find large numbers of children being exploited: we must learn to separate out what is real and what is just a moral panic.
- There is political flux and divided camps in SA so if you take a position you get pushed into one camp or the other.
- It is not just wives and girlfriends that are being battered but gays and lesbians too.

- If we want to talk about good role modelling, how about some training for the SAPS?
- The timing of the Cape Town research on sex work, alongside the 2010 issues and the attacks on the constitution renders everything very delicate. It is such a fractured movement that even an issue like decriminalization can rip apart the fragile alliance we share. If it is not handled well, it could really take us backwards at a time when we most need to come together.
- What preparation do we have for 2010 around prostitutes and tourists?
- As far as the issue of government condom quality goes, we must be wary of the messaging we send. Incorrect and inconsistent use is the real danger. The condom debacle was a once-off error and the department took full responsibility. The accessibility and feasibility of female condoms is worth challenging about, but we must be careful just being generally critical and ending up implicitly advocating flesh to flesh by default.
- What is the strategy to respond to Jackie Selebi? Is it just being done for tourists, men? Regarding 2010, where are the voices of civil society?

Discussions in Small Group

Four groups to discuss 1) ways to strengthen grassroots strategies, 2) possible advocacy and media campaigns, 3) strategies for linking with existing activities and 4) develop a timeline.

Questions for small group discussions

1. Who are potential implementing partners?
2. What content is needed/available?
3. What training models are appropriate and/or available?
4. What role are you playing or would you like to play?
5. What funding is available and what fundraising strategies are needed?

Questions for small group discussions

1. Specify goals and objectives
2. Identify resources needed
3. Identify outputs envisioned
4. What impact do we want to have?
5. Identify roles and responsibilities
6. Identify potential timelines (including Confederations Cup, Street Soccer World Cup etc).

The representatives were randomly divided into four groups and re-located to different venues to have their respective group brainstorming and discussions.

There were late arrivals and introductions from Jackie Campbell, of Johns Hopkins University School of Nursing, as well as sitting on the Board of Directors of FVPF, and two students connected with the programme, as well as another UNICEF representative.

Report back and discussion on potential strategies

Group One:

1) Identifying potential partners

Our key consideration: what are the criteria for approving such partners? Is there a baseline/standard we want to appeal to? What types of partners are these? What is their ideological standpoint? Do we agree with their body of work?

- Sports-based partners: FIFA, PSL, SAFA, CAF, COSAFA
- Government
 - Minister of Sports and Culture for South Africa
 - Local government
- Security Services: SAPS
- Children's rights organisations

- Corporate sponsors, e.g. athletic clothing companies
- Donors, especially those that support our work already
- L.O.C. for 2010
- Women's rights organisations
- Media
 - SABC
 - Print
 - Radio
 - NGO's that monitor media, do gender analysis e.g. Gender Links
 - Media watchdog bodies
- Organisations with regional and international partners, e.g. UNICEF

2) Strengthening grass roots strategies:

- Have representation from grass roots organisations we want to partner with
- Inclusion via a task force/steering committee
- Joint training programmes
- Identifying existing strategies we like and improving the messaging
- Involving and helping communities spread messaging – on the proviso that the strategy is transferable or can be adapted to be so
- Become a conduit to highlight good work to organisations like FIFA
- Look at sustainability of strategies
- Cross-pollination of work through organisations within integrated development plans: how do the different 2010 cities plan to integrate strategies and how can we assist them?
- Networking opportunities amongst groups and assisting with setting that up

3) Possible media and advocacy campaigns:

- Who would the targets be?
 - a) Advocacy targets:
 - Decision makers of 2010
(host cities, L.O.C., Minister of Tourism)
 - Consumers and business partners
 - b) Media targets:
 - Women, young girls
 - Women who are consumers of sports (athletes, spectators)
 - Hospitality industry workers
 - Sex worker industry
 - Security services
(SAPS)
- Tools for messaging:
 - Mobile media, e.g. sms
 - Transport industry, e.g. adverts on public transport vehicles

- Murals
- Music, songs
- Pubs, taverns as high exposure venues due to screenings of games
- "Fan fests" and big screen venues
- Athletes and footballers
- Athletic clothing companies
- Websites
- Stadiums:
 - Signage (LED field board displays)
 - Flyers, giveaways (e.g. vuvuzelas)
 - On tickets, programmes
 - Shows (lights shows, half-time shows)
 - On athletes themselves

4) Strategies for linking with existing infrastructure

- With cognizance of potential for over-saturation of the message.
 - Grass roots tournaments in off-season each year (June to August)
 - Tournaments in Easter, December, school and university holidays each year
 - Development teams and academies
 - Utilise other sports tournaments, e.g. netball, with the added advantage of utilising the opportunity for a testing message
 - Confederations Cup 2009
 - Music and arts festivals, e.g. Cape Town Jazz Festival 2009, Grahamstown Arts Festival 2009
 - Tri-Nations Rugby



5) Timeline

- Second week of August: contact with the L.O.C.
- Create a packaged message and present close to Women’s Day/month
- Key dates:
 - World AIDS Day
 - 16 Days of Activism campaign
 - Confederations Cup draw (December)
 - FIFA World Cup draw (December)
- Development of working groups/ committees within next 2-3 months

Group Two:

Group two focused on identifying key players – FIFA, LOC and the Legacy project – and the need to work within their framework but also with a starting point of a human rights framework. There are also huge media opportunities, and opportunities for interaction with government, corporates and other donors, etc. Both reactive and proactive messaging is required and better utilisation of the Office on the Status of Women in the National Presidency.

Partnerships are pivotal, but content comes first. The development of a world-class city shouldn’t just be for the tourists but also with a focus on how to benefit the existing community. It is essential to track certain issues now as well as highlight those to be addressed in future.

KEY FOCUS POINT	KEY ORGANISATIONS
<ul style="list-style-type: none"> • Macro-economic issues: migration, tenders, economic development issues 	
<ul style="list-style-type: none"> • Displacement of marginalised communities 	<ul style="list-style-type: none"> • COSATU, U.N., APF, W.C.C For All, SreetNet
<ul style="list-style-type: none"> • Women in sports: <ul style="list-style-type: none"> - Investment, especially soccer - Treatment of women in sports - Empowering of women through sports - Gender transformation within sports 	<ul style="list-style-type: none"> • The chosen few potential donors • Metropolitan Women’s League • SAFAC, media, Soccerex • Soccer for Hope girls’ league • Banyana Banyana, Desiree Ellis • Street soccer league • SAFPU – PSL/Vodacom leagues • Footballers for Life

<ul style="list-style-type: none"> • Policy and legislative issues: <ul style="list-style-type: none"> - Sex work and opening up space for debate - Title IX discussion - Men and HIV services - Hate crimes and xenophobia 	<ul style="list-style-type: none"> • NSP on HIV – SANAC, TAC • SA Law Reform Commission • Office of the High Commission on Human Rights • SAWID, CGE/OSW, UNAIDS
<ul style="list-style-type: none"> • Using 2010 to strengthen and develop strategies to reach and engage men for gender equality and combat gender based violence 	<ul style="list-style-type: none"> • Global and national media houses • Commercial radio • N.C.R.F., UNICEF • UNIFEM – S.G. campaign • PSL/soccer magazines (Kick Off) • OSW CGE • Advertising authority • Soccerex/Mindset • POWA, C.A.F., One in None • Women’s rights organisations • Department of Education: ABET, after school, L.O.C. • GrassrootSoccer • FFHC (umbrella structure) • Soccer for Hope/Score/TAI • Department of Sports and Recreation • LoveLife/Heartlines • Formalised youth structures • Youth Commission (Gender Desk) • Umsobomvu, Soul Buddyz Clubs • Youth Development Football (GTZ)
<ul style="list-style-type: none"> • 2010 as an opportunity to focus on the intersection of gender and HIV including men and HIV services 	<ul style="list-style-type: none"> • TAC, RHRU, Right to Care • One Man Can network

Group Three:

1) Ways to strengthen grass roots initiatives and strategies

- We need to look at joining alliances, e.g. MenEngage and the Working with Men and Boys networks, global grass roots networks that hopefully will extend to country and regional networks.
- Whilst doing so, we need to ensure that we do not move away from grass roots initiatives. Working on the ground and interacting in the international forum should not be seen as either/or but as “both and” strategies.
- The meaning of grass roots needs to be unpacked. What do we really mean when we use this concept?
- We should also be inclusive of structures that represent women, youth and children as these are really key stakeholders.
- It would be useful to obtain materials from the FIFA international offices.
- There must be some kind of community level interaction with the development and production of messaging, including linking into the work of advertising agencies.
- GCIS meeting (29-30 July) on communication partnerships between FIFA and the organising committee. At present work done thus far has focussed on countering Afro-pessimism, a focus that could then target an array of related issues. A representative from this working group should attend. We also need to look at internal opportunities as well.
- Perhaps we could change the way FIFA does business! In that one looks at encouraging a focus on social issues in both the short and long term.
- Could we use the forum of coaches?
- Focus on civil society as a watchdog – and let L.O.C. and FIFA know that we are monitoring their outputs.

2) Possible advocacy and media campaigns

- Vulnerability of children in campaigns focused just on women.
- Explore the possibility of a green and white ribbon campaign? Use Child Protection week to flag child protection issues during the World Cup? Could we look at matching up to the team colours? However, we should be wary of the failure of campaign messages that are too complex and thus are confusing and ineffective through message dilution.
- Key significant events before, such as the Confederations Cup and FIFA World Cup final draw, as well as those immediately afterwards, that present great opportunities.
- It is important to be aware that messaging associated with players does not appear cynical given the players’ own non-compliance to uphold such values.
- Is there room in FIFA’s protocol for other focuses? Could FIFA be brought on board to champion violence against women and children?
- The strap line is “Celebrating Africa’s Humanity” for the local organising committee. This is supported by FIFA.

- We should use all forms of media.
- We need to offer practical services to put our issues on the map. The need for a men's group offering training and assistance with a code of conduct for policing services. Mosaic is developing a counselling toolkit. Childline could assist with childcare services, especially around the stadiums themselves.

3) Strategies for linking with existing activities

- On the issue of sex work we propose that we advocate for the release of the SA Law Reform Commission document so that we can look at their recommendations that are likely to be research based and ensure that the decision is based on sound thought and applies to beyond 2010.
- We should attempt to support the positive initiatives being activated around the world cup that are not getting the publicity they deserve.
- We need to develop a relationship with the legacy manager of the L.O.C., Ms Thumi Dlamini – this could be cultivated immediately.
- We do need to have a steering committee for developing and implementing the ideas from this meeting – this needs immediate action, i.e. today.
- There is a research audit on who is doing what research for 2010. There is a plan to develop a format with indicators in order to look at the impact of 2010. There will be a meeting of researchers next week (July 2008).

Group four:

1) Discussion items:

- Grass roots strategies
- Advocacy campaigns
- Media campaigns
- Strategies for linking with existing activities
- Potential partners
- Target (organisational partners and beneficiaries/those served)
- 2010 response to government sex work legalization
- Timeline and next steps
- We must seek to flip the problems around – to expose the strength in the challenge.
- It is essential to get the legacy projects to adopt the language of social change and justice
- Adopting the language of the legacy projects themselves might also help us connect with them. Or will we get co-opted and our message neutralised?
- We recognised that there were groups we did not want to work with as they lack credibility. We do not want the crumbs of the legacy project at the expense of our own credibility either.
- We need to work with partners and civil society groups.

- Working inside and within the “system” as well as outside the “system”, where the system = FIFA, L.O.C. and other partners. But also separate from by working with civil society groups.
- What is the common understanding of those partners? What are the terms of reference and can we move forward on a combined ideological front? Different focus points do make for a rich diversity but is the ideological framework the same? Who the “we” is and what they seek needs to be agreed upon by a smaller working group.
- Process committee: HIV/women/children/migration/sex workers/sports
- What makes the World Cup an opportunity? Power of sport and excitement
- What is the role of religious and cultural movements in the sports for development focus?

2) Identifying key partners

ORGANISATION	CONTRIBUTION
One Man Can	<ul style="list-style-type: none"> - Adult men - Campaign - Media/social marketing - Community education
Coaching Boys into Men	<ul style="list-style-type: none"> - Adults coaching youth - Media/social marketing - Community education
LoveLife	<ul style="list-style-type: none"> - Youth - Media and education - Sms with new campaign
White Ribbon	<ul style="list-style-type: none"> - Societal but adult focused messaging - Campaign - Media/social marketing - Community outreach/education
Footballers for Life	<ul style="list-style-type: none"> - Adult men (role models) - Life skills training of professional players
Football for Hope	<ul style="list-style-type: none"> - Youth (broad) through IPS - Official World Cup element - 20 centres - World Cup events as platform

F4 (Football for an HIV Free Generation)	<ul style="list-style-type: none"> - Youth 15 – 25 - Space for community campaigns - Football based - Media/social marketing - Youth programmes delivered by young role models
Men as Partners	EngenderHealth’s men and gender equality initiative implemented in Asia, Africa and parts of Latin America.
MenEngage	MenEngage is a global alliance of non-governmental organizations that are involved in an array of research, interventions, and policy initiatives seeking to engage men and boys in effective ways to reduce gender inequalities and promote health and the well-being of women, men, and children.

3) Opportunities

There are normous opportunities in educating tourists, corporate sponsors seeking exposure and in politicians desire to be made to look good in partnerships looking to leverage 2010.

- FIFA: Football for Hope**
- 20 centres
 - Festival
 - Implementing partners

L.O.C.: Legacy project (positive spin)

Media: ABMP, sports media and news media all need football related content

- SA government:**
- Education
 - Sports
 - Legislation
 - Tourism

Tourists: transport

Corporations: signage

Other donors

Civil society

4) Mapping

- Look into 10 year review (by South African donors) of existing programmes.
- Men’s guilds and stokvels.
- Engage with some other small groups.
- The most tangible examples are message integration into 20 Football for Hope centres. If we can get gender equality and gender-based violence onto those platforms, then

these issues will be communicated around the world because those centres are FIFA's focus and their success story.

- ABMP: Broadcasters seeking content. 10% of their airtime will be devoted to HIV, behind the scenes news stories.

5) Timeline

- Evaluate synergies around existing initiatives.
- Explore new initiatives.
- Commence post-workshop sifting.
- Make an intervention into the public political space.
- Utilise the 2009 general election to launch a political platform/campaign.
- Gender equality: violence against boys/girls; what is the political response we want?
- Prioritise advocacy, media and grass roots approaches.
- What about advocacy with FIFA and L.O.C.? Is it unlikely?
- Timing:
 - 2 -3 months: follow-up
 - 2 weeks: small working groups
 - Circulate meeting report



Group work plenary and discussion:

- FFH is an entrée into FIFA but GE and Women's Rights are not on that menu.
- But FIFA does not want to oversaturate any message because it doesn't want to devalue what its sponsors are paying for.
- Public/non-FIFA viewing spaces are fair game.
- Advocate for a sixth component to the existing five Millennium Development Goals.
- It seems that FIFA is seeking partners who can meet their MDG's, especially organisations that use football as a tool in sport for development.
- The five FFH centres in South Africa are the key entry points as FIFA's official level of involvement. And we have to work within the LOC's framework.
- This conference was for existing football organisations not utilising opportunities to do so and for a gender framework to be built into those football programmes.
- Perhaps we should be looking to strengthen the ties between initiatives instead of looking to introduce new initiatives?
- Modify existing messages to suit 2010? One Man Can/One Fan Can/One Team Can?
- Should we be integrating our messages into existing networks?
- We must beware the infantilisation of women because of the constant coupling of women and children in messaging.
- Rather use host city transport tickets than FIFA tickets for marketing messages.
- All this excitement over advertising/messaging needs to still not detract from grass roots/local issues.
- The relationship between men's work and women's rights organisations needs to be developed.



Concluding comments, proposals and resolutions:

- Given all the effort put in already, we ought to put together a steering committee to define the product/what we want to do. It is important to build on existing projects. And to define clear roles and responsibilities of the different legs of the steering committee: media, service element; specific advocacy elements; targeting risks (sex workers, children, etc.) and the immediate steps required.
- This was seconded without objections.
- This should be processed into a report with a focus on bringing existing partners in as well as broadening the partner base.
- We need a calendar of events of what partners' organisations are doing so that parallel events can be arranged with tie-ins, as well as with the activities of soccer bodies so as to link with them and each other in a non-obstructive way. We could also work on establishing hyperlinks between the web pages of different organisations to endorse the messaging of our partners.
- We need a secretariat, as one person on the committee, who drives the steering committee's work, maintains momentum and fundraises.
- Sonke was nominated and accepted and was seconded by GRS.
- It was agreed there should be diversity on the steering committee to aid credibility with at least one person from each organisation/sector and from the football sector.
- Participating steering committee representatives include: SGJ, Childline, GRS, POWA, SWEAT, CGE, EH, Mosaic and possibly UNIFEM, with perhaps UNICEF in a funding role?
- Instituto Promundo/MenEngage and FVPF agreed to serve on the international advisory board, which would also help to limit the steering committee's numbers, with FVPF's registered concern that their time difference from SA not be allowed to interfere with the good work and momentum of the committee.
- The initial task is to identify and incorporate additional partners on a strategic selection basis assuming they subscribe to the same values propagated by the committee. And to create a priority of tasks and a break down of roles.
- Nikki Naylor suggested that it was best that she not sit on the steering committee, most especially if they would be seeking funding from FF, but rather for her to act as donor liaison.
- The steering committee members would need an initial draft to consider, along with the possibility of a shared secretariat with GRS.

Meeting evaluation:

PLUS	DELTA
Good cross section of different organisations, as evidenced by steering committee composition	Time management for discussion groups was insufficient due to the heavy focus on earlier conference content
Networking and the opportunity to meet people from the sector that one has never met before	No resolution for a positive way of expressing difficult terms, like “foreigner” versus “immigrant”
Enlightening aspects of football around bigger event, appreciation of Football for Hope, with many presentations useful beyond just this event	Ignorance of football terms and events
Different presentation styles: videos, personal testimonies (FFL) and workshop style interaction (GRS)	The need to address/educate women on football and sports
Respect of people’s views	Absence of FIFA CSR and L.O.C. representation
An opportunity to define the role of GRS versus FIFA versus the various represented groups	Small group discussions could have been more focused and were a bit ambitious in scope
Key areas were fleshed out, with a plan of action moving forward and the formation of steering committee, secretariat and advisory council	Concern about the next steps in the absence of an overview and the time frame of the steering committee
No challenging issues were brushed under the carpet and issues were not over-simplified	
The Promundo presentation was very inspiring, reflecting change across a lifespan	
The discussion of decriminalisation of sex work issues	
Quality of the presentations was high	
An opportunity to learn about all the different organisations’ work and that around soccer	
The presence of a donor representative throughout the conference	
The context and planning of the event	
The facilitator offered good pacing and control, providing space to think	

Closing Remarks:

Nikki Naylor (The Ford Foundation)

- She thanked everyone for their attendance at this exploratory meeting.
- She assured those present that the Ford Foundation was not here for a once-off meeting and that they would like to see a 2/3-year plan emerging from this work.
- She pointed out that the hard work starts now, but noted how inspired she was by the work of the different sectors.
- She was pleased there were some football-related organisations in the room as well to make their contribution.
- She assured those gathered that she was committed to seeing this process going forward.

Feroz Moideen and Brian O'Connor (Family Violence Prevention Fund)

- They had been excited about their initial conversation with Nikki some time ago re this event, were honoured then and honoured now to have been invited and to have participated.
- They expressed their excitement at being part of this process and their confidence that the potential and capacity was in this room to make it happen.

Kirk Friedrich (Grassroot Soccer)

- He felt he had learnt a lot, as had his activities leader, whom he hoped would be an example of how many more people will be able to learn a lot through the organisation.

Dean Peacock (Sonke Gender Justice Network)

- He thanked and praised Diane Gmur for her excellent organising of the event.
- He reflected upon his early grounding work with Promundo in Brazil and his delight at being able to work with them once more.
- He thanked the CGE for the inspiring presentation.
- He expressed his excitement over the composition of this meeting's representatives and how he is looking forward to the next 2-6 years of working together towards 2010 and 2014.

Nomboniso Gasa (Commission for Gender Equality)

- Her thanks went to her National Coordinator for identifying this meeting as being worthwhile attending and insisting she do so, despite her resistance.
- Her thanks went to Sonke for agreeing to have them participate.

- She expressed a desire to see even more vigorous engagement over the issues and affirmed that there existed a wealth of thought processes and resources in the room to discuss and build upon.

Dean Peacock offered his final thanks to Clayton Lillienfeldt for a superb job as facilitator.



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