



Men Empowerment Approach (MEA)

What is it about?

The Men Empowerment Approach (MEA) for gender sensitive community development considers the high importance of behavioural change amongst men to achieve gender equality and to foster women and children's rights. The MEA recognizes men and boys as equal partners in the development process whose contribution and involvement is necessary if human rights and sustainable development is to be realized.

Why an intervention?

Kenya's government and development agencies have continued to put more emphasis on women and girl-child empowerment while excluding men and the boy-child. This had led to the boy-child and men being left out of social groupings and focus groups. This misapplication of the gender-concept is often neither reviewed nor analysed by developmental programmes. Most men have therefore abdicated their duties and left everything on women's hands.

What does it change?

MEA aims to create a participatory environment with equal focus on men and women/ boys and girls. It leads to a gender sensitive socialization process with greater gender awareness, and family role and peers systems that reduce gender stereotypes hindering achievement of gender equity.

KNOW-HOW 3000

Experience AT A GLANCE

How does it work?

A number of methods is used to implement this approach :

- Working on the Grassroots Level
- Participatory Integrated Community Development (PICD)
- 'Stepping Stones' – Community training
- Participatory Analysis of Poverty and Livelihood Dynamic (PAPOLD)
- Comprehensive Participatory Planning and Evaluation (CPPE)
- Collection of Most Significant Stories (CMSS)
- Involvement of opinion leaders and networking with other institutions

Who are the beneficiaries?

- Families
- Opinion Leaders
- Community Based Organisations (CBO)
- Non Government Organisations (NGO)

Who could use that approach?

Local NGOs in the area of girl, women, and family empowerment (gender equality)

Who is already using it?

Support for Tropical Initiatives in Poverty Alleviation (STIPA), Kenya

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AUSTRIAN ORGANISATION FOR DEVELOPMENT COOPERATION

Sector: Human Rights – Civil Society
Period: 2005 - 2012
Organisation: STIPA
 (Support for Tropical Initiatives in Poverty Alleviation)
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Photo Source: <http://www.stipakenya.org/>
Contact expert: Lucas Wadenya
infoksm@stipakenya.org

