

GENERATION **G**
for gender justice

MEN ENOUGH

Generation Gender's Men Enough Campaign

Final Report

Prepared by: TDR Consulting

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Global Consortium

Rutgers
For sexual and reproductive health and rights

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Reach a hand
young people for young people



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The Men Enough Campaign was supported by [TDR Consulting](#), based in Eswatini.

Campaign Background

Generation Gender (Gen G) is a global advocacy initiative dedicated to advancing gender equality, sexual and reproductive health and rights (SRHR), and violence prevention. Led by a consortium that includes Rutgers, Equipundo, Sonke Gender Justice, and ABAAD, alongside 19 local organizations, Gen G works to address deep-rooted gender inequalities that fuel gender-based violence (GBV), restrict women's civic participation, and reinforce harmful social norms. Through public engagement, policy advocacy, and civil society strengthening, the initiative aims to shift cultural narratives around masculinity and foster gender-equitable societies.

As part of this initiative, the Men Enough Campaign was launched in Morocco, Rwanda, South Africa, and Uganda to engage men and boys as allies in dismantling harmful gender norms. The campaign's mission was to challenge restrictive definitions of masculinity, promote positive, inclusive expressions of manhood, and empower men as active agents of change in their families, communities, and broader societies.

The campaign was guided by a gender-transformative approach, ensuring that activities were not just informative but also action-oriented. In each country, tailored research and analysis provided context-specific insights, allowing for the development of culturally relevant strategies that resonated with local audiences. This approach ensured that interventions directly addressed the unique social, political, and economic barriers affecting gender norms in each region.

By leveraging both global expertise and local knowledge, the campaign created a dynamic framework that encouraged men to embrace gender justice in ways that were authentic to their experiences and realities. Through social media, traditional media, and community dialogues, Men Enough facilitated critical conversations that can contribute to a shift in societal attitudes toward masculinity and gender equality.

To ensure widespread reach and impact, the Men Enough Campaign employed a combination of digital and grassroots engagement strategies, recognizing that media alone is not enough to drive long-term change. The campaign's implementation featured:

- Research-Driven Strategy Development – Informed by formative research, the campaign adapted evidence-based messaging that was both compelling and culturally relevant.
- Social Media and Digital Advocacy – Engaging content, including videos, images, and personal stories, was disseminated across platforms to spark conversations about positive masculinity and gender justice.
- Traditional Media and Public Discourse – TV and radio segments, alongside opinion pieces and interviews, provided broader public visibility and helped amplify campaign messages to diverse audiences.

- Community Dialogues and Stakeholder Engagement – Interactive forums, outreaches, and intergenerational dialogues allowed men to critically reflect on gender norms and explore healthier, more equitable alternatives.

Across all four countries, the campaign sought to mobilize men as advocates, create safe spaces for dialogue, and foster accountability in dismantling harmful gender norms.

While country-specific adaptations ensured cultural relevance, the campaign remained anchored in a shared global framework with common goals, themes, and messaging. This dual approach allowed for:

- Localized Implementation – Country coalitions adapted messages, campaign materials, and engagement methods to fit their unique social and cultural landscapes.
- Global Coordination and Strategic Oversight – A unified framework provided cohesion in messaging, strengthened cross-country collaboration, and ensured that the campaign’s impact extended beyond national borders.

This structured yet adaptable approach was essential in ensuring that the Men Enough campaign resonated at both local and global levels, reinforcing a movement that transcended individual country efforts.

The campaign’s execution was led and managed by TDR Consulting, which provided technical guidance, coordination, and strategic oversight. TDR Consulting worked closely with country coalitions to:

- Facilitate cross-country collaboration and best practice sharing
- Support campaign design, planning, execution, and reporting
- Provide real-time troubleshooting and technical assistance
- Develop globally relevant campaign assets to maximize reach

Additionally, TDR Consulting implemented a robust monitoring and evaluation (M&E) framework, ensuring that data-driven insights informed decision-making throughout the campaign. Monthly progress reports, stakeholder feedback, and audience engagement metrics allowed for ongoing refinement of campaign activities, ensuring that objectives remain aligned with Gen G’s overarching gender justice goals.

Campaign Objectives

The Men Enough campaign sought to deliver all activities and strategies based on the following objectives:

- Encouraging target audiences to rethink the current definition of masculinities.
- Offering a counter-narrative in promoting gender-equitable, caring and non-violence masculinities.
- Contributing to deconstruction patriarchal gender stereotypes and promoting respect and equality.
- Highlighting the benefits of supporting gender equality and challenging traditional expectations of masculinity.
- Encouraging men to challenge harmful masculine norms, raise awareness of alternative models of masculinities and provide actionable steps to achieve health masculinity.

- Contributing to the mobilization of local policy makers and community leaders.

Campaign Strategy & Themes

The Men Enough Campaign was built on a strategic communications and advocacy model designed to dismantle toxic masculinity, redefine gender norms, and position men as active allies in gender justice. Through a multi-platform engagement approach, the campaign aimed to move beyond awareness-raising by encouraging men to take an active role in driving gender-equitable change. While shifting behaviors requires sustained efforts, the campaign successfully initiated critical conversations and fostered engagement, laying the groundwork for long-term transformation.

The campaign was structured around three key strategic pillars to achieve both depth and scale:

1. Narrative Disruption & Mass Engagement – Leveraging social media, digital storytelling, and mass media platforms to challenge entrenched gender norms and amplify alternative masculinities.
2. Community-Led Mobilization & Advocacy – Facilitating offline engagement through workshops, dialogues, and policy engagement, ensuring that campaign messages translated into tangible community action.
3. Behavioral Change & Institutional Influence – Partnering with civil society organizations, government agencies, and influencers to embed positive masculinity frameworks within broader gender equality agendas.

This integrated strategy ensured that the campaign was not only highly visible but also impact-driven, creating sustained conversations around masculinity both online and offline.

At the core of Men Enough was a thematic framework that provided cohesion across diverse country contexts while allowing for local adaptability. These ten themes tackled different facets of masculinity, enabling men to engage with multiple entry points in their journey toward gender-equitable identities.

Theme-specific verb	Description
1. Men Enough to Love	Challenged restrictive emotional norms by emphasizing healthy, affectionate, and emotionally intelligent relationships.
2. Men Enough to Think Differently	Encouraged critical self-reflection, urging men to question patriarchal conditioning and unlearn harmful gendered behaviors.
3. Men Enough to Speak Up	Reinforced male allyship by pushing men to break the silence on gender-based violence (GBV), discrimination, and toxic masculinity.
4. Men Enough to Respect	Redefined respect as mutual and non-hierarchical, emphasizing bodily autonomy, consent, and gender equity in relationships.
5. Men Enough to Listen	Challenged men to center women’s voices, promoting deep listening as a critical element of gender justice.
6. Men Enough to Ask	Promoted consent culture, emphasizing the importance of communication and seeking permission in all relationships.

7. Men Enough to Care/Share	Disrupted traditional gender roles by advocating for shared caregiving responsibilities and unpaid domestic labor redistribution.
8. Men Enough to Seek Help	Addressed mental health stigma, normalizing help-seeking behaviors and emotional vulnerability among men.
9. Men Enough to Be an Ally	Moved men from bystanders to active agents of change, encouraging them to call out sexism and support feminist movements.
10. Men Enough to End Violence	Made it clear that men must take proactive responsibility in preventing gender-based violence, holding peers accountable and advocating for safer communities.

These themes were not standalone concepts—they were interconnected, forming a continuum of change that guided men through different levels of engagement with gender justice.

While the campaign maintained a unified messaging framework, each country coalition localized its execution based on existing gender dynamics, cultural norms, and the findings of their pre-campaign research activities.

Throughout the campaign, these were the top themes that guided country coalitions’ activities and content:

- Morocco: Men Enough to...Think Differently, Speak Up, and Respect.
- Rwanda: Men Enough to...Care/Share, Listen, and Be an Ally.
- South Africa: Men Enough to...Seek Help, End Violence, and Love.
- Uganda: Men Enough to...Speak Up, Respect, and Be an Ally.

Each coalition not only adapted messaging but also selected the most effective communication channels—whether social media, community radio, or in-person dialogues—to maximize impact within their respective target audiences.

To ensure that campaign messages were widely disseminated and engaging, TDR Consulting spearheaded the creation of campaign assets that promote the campaign at a global level while maintaining flexibility for usage within the four countries. These assets included social media tiles, infographics and blogs.

The Men Enough Campaign was not designed as a one-time intervention—it laid the groundwork for a broader movement toward gender-equitable masculinities. By employing a scalable, adaptable strategy, the campaign set a precedent for future initiatives conducted by the Gen G country coalitions aimed at engaging men and boys in gender justice.

Target Audience

The Men Enough Campaign Primarily targeted men and boys, but countries had specific target audiences which were informed by the research conducted to identify gaps and needs by different groups. For some countries like Rwanda, the target audience also included women and girls, recognizing the importance of including all genders in conversations about gender equality and healthy masculinity.

Country	Target Audience
Morocco	Young men aged 18 – 25 years
Rwanda	Primary audience: men and boys aged 18-32 years Secondary audience: young women, girls and parents
South Africa	Men aged 25 – 45 years
Uganda	Men and boys aged 18 – 35 years, cultural and political leaders, women and girls, community members

Campaign Activities

Inception and planning

As part of the inception phase, the TDR Consulting team was provided with contextual information on the Gen G project, providing details on the perceived design and strategy of the campaign. The global team provided the team with all necessary information to get started. These start-up processes included formal introduction to the country coalitions and an explanation of the role of the TDR Consulting team in coordinating the campaign. A project plan was developed which outlined the strategy and action to be taken in the planning and execution of the campaign. As a safeguarding strategy, a Crisis Communication Plan was developed and all CCs were trained on crisis communication and its processes, allowing each country to adapt the plan for their own context. The TDRC team worked with coalition leads in facilitating the review of their Project Concept Notes and strategies and further adapting the campaign to their specific country contexts. Furthermore, each country coalition was offered mentoring on the research components of their campaign design and the data collection approaches and tools were reviewed before they were rolled out, to ensure that the data collected was useful in positioning the campaign for maximum impact within the given target audiences.

In collaboration with CCs and the global team, the project campaign name was identified with consideration of the rationale and how it will resonate with the purpose and goal of the campaign. Countries were advised to review the name and confirm context-appropriateness before adopting it. Some of the countries adapted the title “*Men Enough*” to suit their focus, context or vernacular and some made minor adjustments to the name to suit their context. Country coalitions identified the following names to be suitable:

- Morocco: “Manchoufounch”
- Rwanda: “Bite Bro”
- South Africa: “Men Enough” with a twist of the “Sho bafo U grand?”
- Uganda: “Men Enough”

Country coalitions were provided with branding guidelines for the purpose of ensuring the campaign provided appropriate visibility to the program and its strategic partners, while also ensuring that implementing partners retained their own visibility and contributions to the program’s joint communications are properly acknowledged.

Implementation

Social media: The Men Enough Campaign was primarily executed on social media platforms such as Instagram, X (Twitter), and YouTube. Through engaging content that aligned with the global themes and messages, the campaign encouraged men to challenge traditional gender norms and support each other in breaking free from harmful stereotypes and promote healthy

expression of masculinity. The content included campaign posters, podcasts and blogs with specific messages that addressed the subject of masculinity.

Traditional Media: The campaign further utilized traditional media platforms such as radio, TV and press media to reach a wider audience and spark conversations on masculinity and addressing gender equality. The campaign was able to reach diverse audiences including those who have no access to the internet and social media.

In-person community events: Community based activities including dialogues, outreaches, and workshops were organized to provide opportunities for men to come together, share their experiences, and learn from one another in a supportive environment. These efforts helped foster a sense of community and solidarity among participants, ultimately contributing to the overall success of the campaign in challenging harmful gender norms.

The table below shows activities implemented by each of the four countries:

Morocco	Rwanda	South Africa	Uganda
1. Social media campaign (Instagram)	1. Research and co-creation of the campaign	1. Social media campaign (including webinars, twitter spaces, Instagram live)	1. Research and insights
2. Training for young people in various regions of Morocco	2. Social media engagement on X (Twitter) sharing educational posts, illustrations and animated videos	2. Coverage on traditional media	2. Story Telling
3. Conducting a study	3. X Space Live Discussion	3. In-community engagement through dialogues, workshops, <i>imbizo</i> in Gauteng and KwaZulu Natal	3. Social media engagement including podcast
4. Filming the “Manchoufouch” video clip with a Morocco music artist	4. Community outreach caravan in the rural southern Rwanda	4. Men’s Health Indaba hosted by the Nelson Mandela Foundation	4. Traditional Media
	4. Intergenerational dialogues		5. IEC Material development and distribution

Project Coordination

TDR Consulting played a crucial role in managing and coordinating the campaign providing strategic direction and technical assistance to the four countries implementing the MEN Enough campaign. The TDR team worked directly with country coalitions in providing support in designing and implementing the campaign within their respective context. All support was tailored to the specific needs of each country. To maintain the momentum of the campaign, the team conducted routine meetings to discuss progress and share ideas for the successful roll out of the campaign. These sessions were conducted on an individual basis and as a collective, depending on the purpose and assistance needed. The team maintained regular communication with coalition leads via WhatsApp and email. TDR convened with the Gen G global team fortnightly to share updates, review progress and engage on technical issues in relation to the MEN Enough campaign. This collaboration ensured that all parties were aligned and working towards the same objectives.

Monitoring, Evaluation and Reporting

A campaign Results Framework was developed and shared with CCs, allowing countries to track relevant key performance indicators. The TDRC team guided each country to develop realistic targets for all activities to be implemented, informed by baseline of previous similar campaigns. CCs were advised to observe trends on the first few days of the campaign and engage the team for any target adjustments. Each country compiled a brief monthly report which contributed to the overall campaign monthly progress report submitted to Equimundo. The monthly report provided progress status on activities, navigation of challenges and the next steps for the campaign.

Channels used

Social Media

Platform	Country			
	Morocco	Rwanda	South Africa	Uganda
Facebook			Activate Leadership	
X/Twitter		Gen G Rwanda X HDI Rwanda X AfriYAN Rwanda X	Activate Change Drivers	Reach a Hand FIDA CEHURD
Instagram	Manchoufouch	Gen G Rw Instagram AfriYAN Rwanda RWAMREC	Activate Change Drivers	Reach a Hand
YouTube				Reach a Hand Uganda

Traditional Media

Platform	Country	Media Company
Radio	South Africa	SA FM, Kaya FM
	Rwanda	Kiss FM
	Morocco	Hit Radio
Print Media	South Africa	City Press, Times Live, News24
Television	South Africa	Africa Channel (DSTV)
	Uganda	NBS

Influencers & Public Figures

All country coalitions engaged influencers as part of their campaign strategy to increase reach and engagement in their target audience. In total, 30 high profile public personalities were

engaged, including those from popular culture, the arts and religious leaders, and the majority of whom had a large existing following online. The country coalitions safeguarded the campaign by ensuring that all influencers are respected social figures with a track record of promoting gender equality with a clear understanding of the Gen G agenda without any known violent or unethical behavior.

Results Framework

Please click on the link below to access the combined and country coalition level Results Framework:

[Global and CC results Matrix_Master.xlsx](#)

Key Insights and Analysis from the Results Matrix

Through the provision of a template as well as one-on-one walkthrough sessions, the country coalitions were assisted to develop individual country results frameworks and targets for their campaigns for effective planning and evaluation. The template framework provided a standardized set of 11 indicators (including their respective definitions and calculation guidelines) against which all campaigns should be measured, although there was also the flexibility for CCs to opt out of, or add, indicators if they felt that they aligned more closely with their proposed activities. The Results Frameworks also encouraged CCs to provide baseline data, mode of data collection, individuals responsible for data collection, the target and campaign results achieved. During the process of setting targets, CCs were encouraged to come up with self-determined targets based on their own baseline data, which was then reviewed by the TDR Consulting team to ensure that they were reasonable.

In all areas where data was collected, targets were met and, in many cases, achieved by well over 100%, suggesting that CCs should be more ambitious with their targeting next time (using the results from this campaign to inform baseline for future campaigns).

Given the varying definitions of online reach, the campaign instead chose to track rates of audience engagement, as a percentage of total reach. Across the four CCs, the campaign achieved an 11% engagement rate.¹

Although it varies from platform to platform, under normal circumstances, one could expect an engagement rate of between 2%-5% (aggregate target was 3%) and so this result shows that the campaign resonated with its audience and incited a response in many of them. In the cases of Morocco and Uganda (DQA pending), engagement rates were much higher than expected, which could be attributed to the very high quality of the content produced by these two CCs, as well as by the relatively more conservative contexts found in those two countries (where a higher percentage of audience members may be incited to make some comment or action on such matters).

¹ This is calculated as the number of people who engage with a post in any way, expressed as a percentage of total reach (usually number of views).

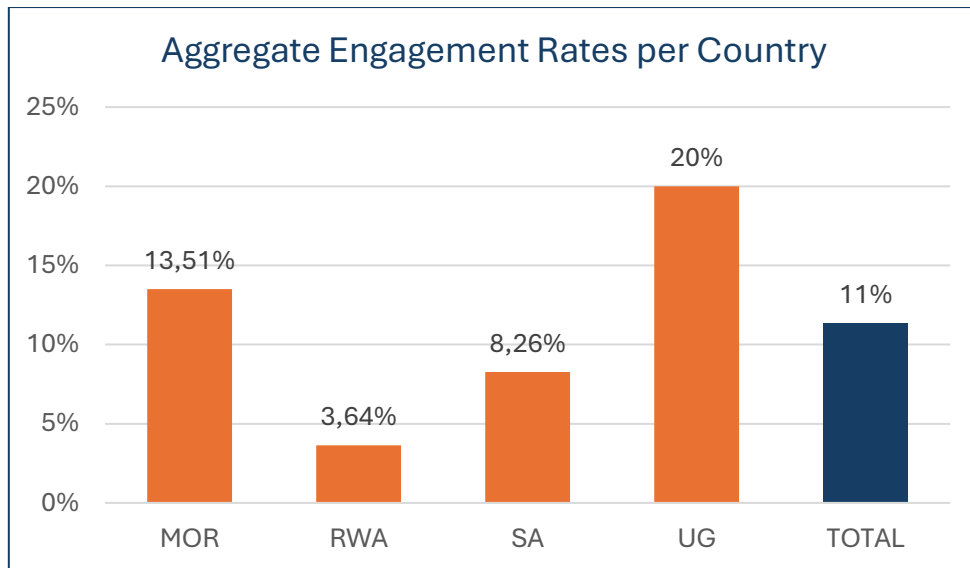


Figure 1 Aggregate engagement rates per country campaign

Whenever possible, a sentiment analysis was also conducted and the results clearly show the diverse contexts and social attitudes against which these campaigns were conducted (RSA vs UG example). However, although backlash and prejudicial comments were recorded, especially within the Ugandan context, these were fewer than expected and allowed the campaign to continue successfully without the need to spend time dealing with crisis or issues. Similarly, the backlash experienced by campaign implementing partners was less severe than anticipated, particularly in Morocco and Uganda where past experience has required staff members to execute caution against personal insults and threats to safety as well as a rejection of such messaging. However, this did not materialize, and the reasons as to why need further investigation.

The campaign reached an estimated total of 35,069,231 people through traditional media platforms, including newspapers (including digital platforms of print media), TV appearances/interviews and radio.² This result was also several times higher than CCs initially targeted, at a 4.1 million people reached. Some campaigns (particularly South Africa, who recorded an estimated 27.6 million people reached) used traditional media platforms to maximum effect through existing strong relationships with national media outlets such as Times Live and News24.

Independently verified social media analytics also reveal that the campaign also reached 1,471,421 views through YouTube and TikTok and 746,000 people through webinars and podcasts (414% of initial target of 379,269). This was thanks to the efforts of Morocco and Uganda, who prioritized these platforms based on their audience research and testing. In fact, Morocco's approach of using pop music to maximize messaging showed real understanding of the target

² Traditional media reach is based on readership, viewership and listenership projections provided by the media houses and is an estimate only. Some African countries are moving towards full digital radio and television, while traditional print media houses are increasingly online, meaning the accuracy of such traditional media reach data will improve over time.

audience and this stakeholder engagement at every stage of the campaign really paid dividends in ensuring reach and cost-effectiveness.

The campaign led to nearly 3,000 new followers for implementing partners across the four countries, meaning that CCs also achieved over 100% of this indicator target (target: 2,688). With increased followers or subscribers, partners will now be able to amplify future SBCC and gender equality messages to a larger audience. In particular, Uganda (1,200) and Rwanda (1,003) attracted significant numbers of new followers throughout their campaigns, and it may be interesting to explore further why this may have been so.

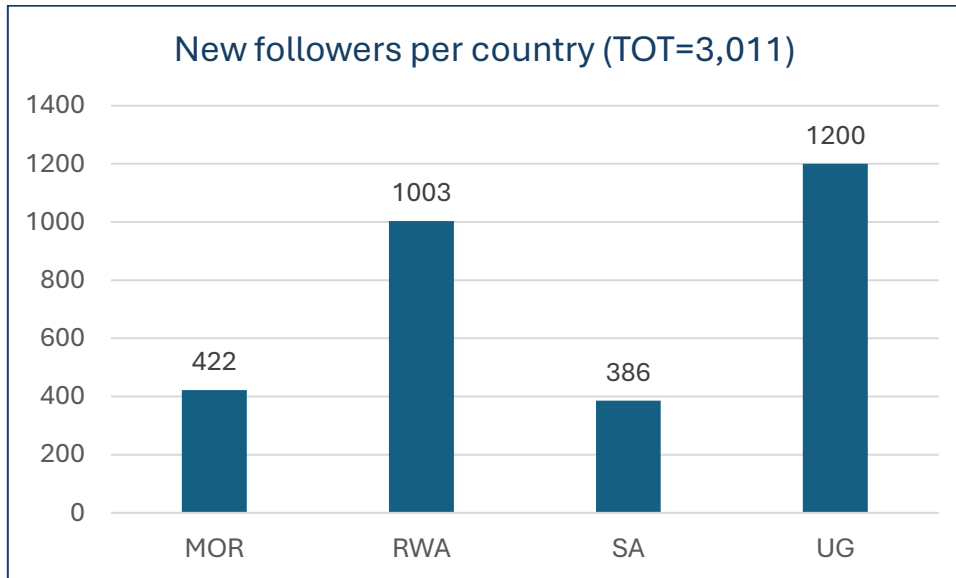


Figure 2: Total new followers/subscribers across all social media platforms, per country.

Almost 3,500 people (n=3,476) people were also engaged in-person (145% of the initial 2,386 target), with the largest offline reach being recorded by Rwanda (2,828) who deliberately included an SBCC caravan modality into their campaign to reach more rural (and less well connected) communities. The strongest campaign designs, such as those from Rwanda and South Africa, included some elements of both mass media and interpersonal engagement with clear links between the two approaches to amplify messaging. For instance, from those who attended Rwanda’s community caravan sessions, a few participants were selected to share their stories more widely through online materials generated from those events.

All CCs found that high-profile influencers within popular culture and with an existing broad following were an excellent way of reaching men and particularly young men. When planned properly through training and providing messaging guidelines, a team of influencers can amplify messaging significantly. However, it is interesting to note that although influencers can extend the reach of a campaign, they do not always lead to increased audience engagement.

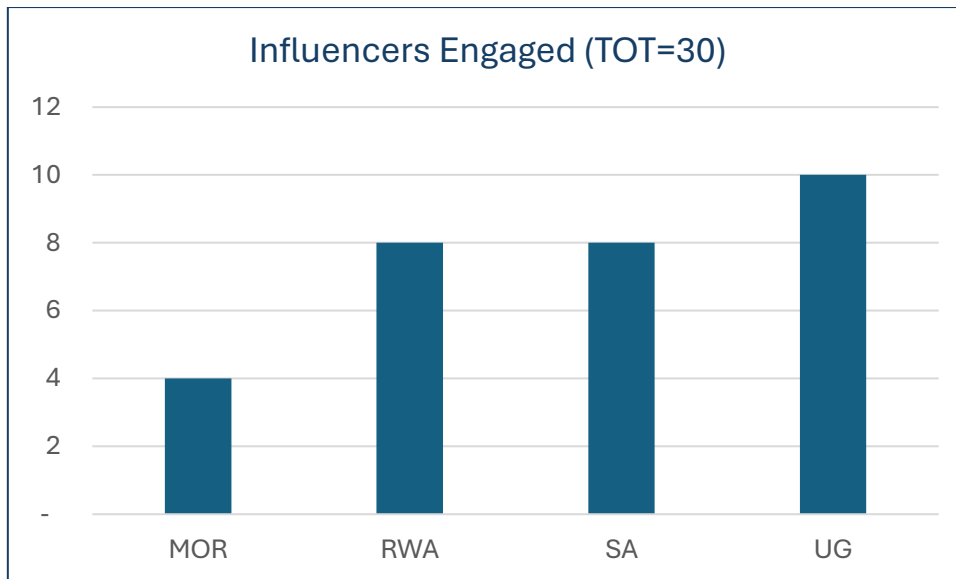


Figure 3: Total Influencers used to promote the Men Enough Campaign, per country

Across the 4 countries, the Men Enough campaign generated 1,479 pieces of independent user-generated content (for instance, when users re-tweeted a post with comment or used the hashtag #MenEnoughGenG or local alternative). However, of this content, 1,163 USG products (85%) were generated from the Morocco campaign, which only engaged 4 of the 30 influencers, suggesting that identifying and prioritizing the most effective influencer for your target audience is very important.

Finally, in addition to the results unpacked above, the campaign also offered the opportunity for CC partners to improve their capacity through a series of trainings, workshops and guides produced by the Project Management team over a 6-month period. These included at least 9 hours in workshops and group trainings, at least 30 hours in one-on-one guidance and mentoring sessions and 5 documents, templates and user-guides produced and shared with the 12 CC partners involved.

Lessons Learnt and Recommendation

Further to the results achieved by each CC and cumulatively, there were a number of key lessons learnt, leading to recommendations for future campaigns of this kind. These have been drawn from CC's own reflections, as found in their end-of-campaign reports, as well as those drawn together by the TDR Consulting team throughout the campaign. They have been presented below in table format, arranged by the various stages of the campaign life cycle.

Lessons Learnt from the campaign design and planning stages:

	Lessons Learnt	Recommendation
Successes		
Crisis Communication planning was a new and valuable experience for all implementing partners involved.	Crisis communications planning encourages critical thinking and scenario planning which is useful across a number of different partner campaigns and activities.	The crisis communication planning process and materials developed as part of the Men Enough Campaign should be easily replicated or scaled organization wide.
The Men Enough Campaign was successfully implemented through both maintaining a unified global framework with a shared goal while ensuring that messaging and approach remain relevant in the specific countries by adapting to the different contexts and socio-cultural diversities.	Through collaboration with local organizations who form the country coalitions and community leaders, the campaign was able to effectively address issues that were unique to each context, increasing its impact and reach. The country coalitions successfully developed comprehensive campaign strategies with specific focus on themes that were relevant and informed by the research conducted in each of the four countries. The diversity of the participating countries represented different regions of the African continent, providing an opportunity to learn from different cultures and being able to adapt the campaign in different cultural contexts.	The Gen G initiative should consider how this approach could be used in other multi-country, coalition-based campaigns of this kind (e.g. MenCare). This can be achieved through participation of local partners into campaign design and by integrating local voices into the campaign's planning and implementation phases to ensure that the approach and messaging remain culturally relevant and responsive to the unique challenges faced by each context.
Challenges		
Some CCs found it difficult to plan for a cohesive campaign, especially in the advanced development of social media content and a	Although campaigns should be dynamic and responsive to changes in context and reception, it is not generally advised to develop and utilize	Plan ahead to develop all messaging, campaign products and a calendar for their publication. CCs should conduct regular check-in meetings

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<p>calendar on when such content will be published. In two instances, campaign kick-off dates had to be pushed back to accommodate for these delays.</p>	<p>content on a daily or 2–3-day basis which leads to some rushed message development.</p>	<p>to track progress and address and potential bottlenecks earlier.</p>
<p>Lack of meaningful audience testing with target audiences prior to the campaign launch (aside from the initial research).</p>	<p>CC partners who conducted more comprehensive audience testing also produced campaigns which were very well received by their target audience.</p>	<p>Audience testing is key and should not be skipped or compromised.</p>
<p>The research exercises done prior to the campaign were underappreciated and under budgeted.</p>	<p>Although CCs were all able to complete the research assignments (using local researchers at reduced rates or conducting research internally) they could have been planned and executed better.</p>	<p>At conceptualization stage, ensure that adequate time, budget and human resources are dedicated to foundational research and that there is comprehensive plan for dissemination of research findings. In this instance, CCs should use this experience and the research outputs produced wherever possible in planning future activities of this kind.</p>
<p>Some partners chose to align their campaigns with other international commemorations and periods of heightened focus on gender-based violence and gender equality issues, such as the 16 days of activism against violence and International Human Rights Day, whilst other countries felt that such alignment would have negative impact or create message confusion.</p>	<p>From the data and qualitative feedback from CCs, it is not possible to determine a trend on which approach was more effective, as some reported that their campaigns profited from these international commemorations, whilst others did not.</p>	<p>CCs to conduct an analysis of their local context and audience perceptions to help identify potential benefits and risks associated with the alignment. If aligning with the international commemoration, the messaging should resonate with the target audiences emphasizing how the commemoration relates with the local issues.</p>

Lessons Learnt from campaign execution:

	Lessons Learnt	Recommendation
Successes		
The campaign reached diverse audiences including those who have no access to the internet, and older people. This was through the use of traditional median platforms including radio and print media. The campaign further created platforms for interaction through community engagement activities including dialogues and community outreach caravans	Country Coalitions reported that the digital divide limited reach in rural areas, therefore the coalitions used traditional media to ensure that the campaign was inclusive. This approach helped bridge the gap in access to information for those in rural communities who did not have reliable internet connectivity.	Incorporating a mixed media approach which does not underestimate the effectiveness of using traditional media for greater reach, as part of a combined campaign design.
The campaign content produced by all CCs was generally of high quality and resonated with audiences well. Messaging was local and context specific.	In some cases, media production houses were engaged to ensure highly polished content whilst in others internal capacities were used effectively.	The CCs should maintain the content and continue engaging media production houses when lacking the capacity to produce content on their own.
All CCs were able to implement most of their planned activities. ³	It is important to engage with the target audiences early in the planning process to help identify potential scheduling conflicts and preferences and ensure that activities align with their availability and interests.	CCs should align the number of activities with the time allocated for the campaign, all planned activities must be realistic and attainable within the given timelines. Where delays and challenges are anticipated, the CCs should communicate with the project managing team to revise the activities and targets.

³ There were some exceptions, including in Morocco, where a large one-day workshop for university students was not possible due to conflicts in the student’s timetable and exams, while in other instances planned podcasts or webinars were deemed to be too complicated for the short campaign window.

<p>Although all CCs found the use of influencers to be effective, there were various approaches used. For instance, Morocco, which by design used the least number of public influencers, also saw some of the highest reach results, levels of engagement and independent user generated content, while other CCs also reported that influencers were difficult to identify, retain and control. Furthermore, in at least one instance, the discussions at live campaign events moved into the realms of ‘men’s rights’ rather than gender equality.</p>	<p>All CCs recognized the effectiveness of working with influencers nevertheless, there was an observed risk of diverging messaging especially on live podcast which had a potential to distract from the campaign’s objectives. This highlighted the importance of preparing influencers and leaders for live broadcast and ensuring they hold gender-equitable views to prevent counterproductive narratives and stereotypes from emerging.</p>	<p>Partnering with local influencers does have an effect in increasing community buy-in and modelling behavior that promotes gender equality. Local leaders and influencers play a pivotal role in legitimizing the campaign particularly during community activities. However, going forward, partners should spend significant efforts vetting and preparing influencers, and not over-rely on their endorsement or support for the campaign’s success.</p>
<p>The combined use of the creative arts and storytelling was noted to be a particularly effective campaign strategy in most contexts, especially among young people. Several CCs reported that audiences resonated with individual stories told by men with whom they can identify, while the men offering to contribute their experiences to the campaign reported not having regular platforms to share their experiences or feelings.</p>	<p>By leveraging the power of personal stories and creative arts the campaign connected more with the audiences and fostering a sense of belonging. Men particularly lack platforms to share their experiences and emotions, providing these opportunities not only empower them but also enriches the narrative landscape of the campaign.</p>	<p>Create opportunities for individuals, especially marginalized voices, to share their stories and incorporate various artistic expressions such as music, visual arts and drama to enrich storytelling.</p>
<p>An active interaction with social media comments as well as using platforms like X-spaces and live podcast have a greater impact over one-time posts without interaction.</p>	<p>Real-time engagement with target audiences is important. Live interactions open the floor for real conversations, allowing for deeper discussion and creating a platform for diverse voices. Encouraging audience contribution during a live session can lead to valuable user-generated content, enriching the campaign by providing additional perspectives.</p>	<p>The campaign should regularly host live sessions like X-Spaces, Instagram Live or YouTube to facilitate real-time discussions and Q&A. The CCs may further actively monitor social media comments and messages and engage with the audience to ensure they feel their contributions are valued. Additionally, CCs should set up and test analytical tools for social media, website and podcast platforms prior to campaign implementation.</p>

Challenges		
<p>Country campaigns were not launched on the same date which would have created a sense of momentum and global unity around the issue of masculinity and gender equality. Launching the campaign simultaneously will foster a sense of global unity and demonstrating a collective commitment to address masculinity and gender equality.</p>	<p>Starting the campaign at the same time is pivotal in creating a cross-cultural conversation on masculinity. The different startup times make it difficult to create momentum and results in missed opportunity to capitalize on collective energy and enthusiasm that may be created at global level.</p>	<p>Along with partners, choose a mutually agreed global launch date that all countries can align with. The CCs should consider their country calendars and other competing activities in setting the date.</p>
<p>The inconsistency in the use of the campaign name and hashtag. In one instance, the implementing partners in one country did not communicate the change in campaign name to all parties, leading to some brand confusion as the campaign was referred to as “Be Men” (the working title) in its launch content. The hashtag “#BeMen” was also used on at least two products and so this may have affected audience reception, as well as the capturing of reach and audience engagement data.</p>	<p>Effective communication is crucial when changes are made. Inconsistent campaign name and hashtag lead to brand confusion and affect the overall impact and recognition of the campaign.</p>	<p>Ensure the consistent use of hashtags among partners to maximize visibility and engagement on the social media platforms. Global and country campaign hashtags should be used in tandem. This will help amplify the reach of the content and attract a larger audience for the campaign.</p> <p>In future, it is also very important that the implications of campaign names are fully considered before they are widely used and that any changes are clearly communicated to all stakeholders prior to campaign launch to avoid such confusions.</p>
<p>In at least one instance, webinars or podcasts were recorded but not uploaded and/or published during the campaign window, which represented an inefficient use of resources. CCs were encouraged to finalize these products ready for publication regardless, or else adapt them to suit a different purpose to ensure that the content is not lost.</p>	<p>Establish a clear timeline, process for content review and publication. This will help avoid bottlenecks and ensure materials are released as planned.</p>	<p>CCs should have a full understanding of which streaming platforms they are due to use, their costs, and how to upload content. CCs are advised to finalize the products well in advance and make them ready for publication on the prescribed date. For existing content from Men Enough 2024, adapt it where possible to serve a different purpose to ensure that the content is not lost</p>

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<p>All CC partners reported that there was a lack of adequate staffing dedicated to the campaign. This emanated from both a planning and a budgeting deficiency and meant that in many instances, coalition lead organizations had to supplement the campaign with other Gen G personnel or request that those engaged in other activities within their organization redirect their time to the campaign.</p>	<p>The campaign planning and budgeting must include a realistic assessment of staffing needs to ensure adequate support for all activities.</p>	<p>Going forward, both IPs and other partners should try to anticipate real staffing needs, especially in the campaign implementation window, when activities can be most intense. The CCs may also explore opportunities for volunteer engagement to supplement staffing shortages.</p>
<p>Similarly, all CC partners reported that their campaigns were too short and that in retrospect they would advocate for longer implementation windows. The tight timelines resulted in campaign activities being conducted consecutively which made it difficult to make reflection and adjustment between each activity which affected the overall effectiveness of the campaign.</p>	<p>This is a key lesson to learn for all parties involved as several CCs originally shortened and their campaign windows to allow for more time to plan and to avoid other busy periods such as the 16 Days of Activism and end-of-year festivities.</p>	<p>Consider planning and budgeting for a longer campaign window for future campaigns of this nature and ensure that there is provision for reflection between activities. Longer campaigns will also allow for better monitoring of changes in knowledge, attitudes and even practices as a result.</p>
<p>The equipment, planning and technical capacity required to create high-quality webinars and podcasts (even if pre-recorded and not live) was generally underestimated and underbudgeted<u>under budgeted</u>, and so is something for CCs to note in future campaign planning.</p>	<p>Future campaign planning must include a detailed assessment of equipment and technical requirements needed for high quality content production. tech</p>	<p>Conduct a thorough capacity assessment prior to proposing such.</p>

Lessons Learnt from Data Collection and Analysis:

	Lessons Learnt	Recommendation
Successes		
<p>The TDR Consulting team created a collaborative learning environment for different</p>	<p>The periodic campaign progress meetings provided an opportunity to reflect on, and</p>	<p>The campaign should continue conducting weekly meetings and full-team workshops. This</p>

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<p>role players to share best practices and lessons through bi-weekly calls and full team workshops. The team shared valuable knowledge, insights for the coordination of the campaign including planning, monitoring and evaluation and reporting tools to facilitate learning and for effective coordination.</p>	<p>navigate, challenges. Availability on WhatsApp creates opportunities for troubleshooting in real-time.</p>	<p>support should be complemented by ad-hoc sessions as needed to address emerging issues and adjust where necessary.</p>
<p>The Men Enough Campaign highlighted critical lessons and opportunities to enhance the effectiveness and sustainability of large-scale initiatives that promote gender justice, male engagement and other social issues relating to men. Through the adaptation of the campaign messaging and themes to local context, the coalitions were able to learn from how the locals received the messages and determine it was suitable for the context.</p>	<p>The Men Enough Campaign provided key lessons on the importance of tailoring campaign messaging to local context. Through the adaptation of the messages the campaign reflects community values and resonates more deeply with the audiences leading to greater acceptance and engagement. This also fosters community ownership, which is crucial for long-term sustainability.</p>	<p>The Men Enough or other future campaigns must be flexible, responsive and grounded on the realities of the communities they aim to serve.</p>
<p>Challenges</p>		
<p>The data collection capacity of country coalition (CC) partners was poor. In some cases, data collection was not prioritized by the team and in others capacity was low. The teams were fully briefed on the data collection and analysis process through group workshop and individual online calls, but incentive was sometimes low.</p>	<p>Although, in some cases this was the first time that country coalition partners had been asked to collect such data especially on mass media or online advocacy campaigns, it is important that CCs establish the limits of their capacity and seek help in certain areas before campaign launch.</p>	<p>Conduct at least one online basic MERL training course for CCs, mainly focusing on data collections, DQA and ensuring the coalition partners are working towards meeting all their indicators. Regular refreshers are also advised.</p>
<p>Although the campaign windows were brief, monitoring data was not collected during the campaign.</p>	<p>Lack of timely monitoring data prevented CCs from using such data to course correct or troubleshoot challenges throughout the campaign. This approach also meant that, once collected and analyzed, results (both positive</p>	<p>Even in intense campaigns, monitoring data such as those supplied by social media analytics should be regularly collected and reviewed.</p>

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	and negative) were largely a surprise to country coalitions post campaign.	
There were delays in the delivery of monthly and endline country coalition reports and data at the conclusion of the campaign this led to follow-on delays in data quality assurance and reporting processes from the project management team.	This could have been as a result of multiple organizations being part of the coalition, each with their own reporting structures and communication channels which then delayed response.	Plan reporting processes early and ensure regular collection of monitoring data to avoid avoidable delays at the end of the campaign.
Some countries further reported an uneven contribution of coalition partners resulting in other organizations being overstretched.	Uneven distribution of responsibilities leads to inefficiencies and feelings of resentment.	Establish a clear understanding and commitment towards various roles and responsibilities early in the campaign planning process
In some cases, agreed indicators (especially those regarding sentiment analysis, podcast reach and KAP changes) were not reported on at all.	Should indicators prove difficult to understand or work towards, inform the project management team of these challenges prior to final reporting.	Communicate early and through a dedicated MEL focal person if there are regular issues with understanding the Results Framework or its indicators.

Other General Observations and Lessons Learnt from the Campaign

- The issue of masculinity and gender equality remains sensitive in some parts of the world. This resulted in resistance to changing deep-rooted cultural norms, especially in more conservative or patriarchal societies. This was observed through negative comments seen on social media in some country campaigns especially Uganda. The misconceptions about the campaign goals slowed the engagement in some countries. As part of a contingency plan, peer educators adapted to the situation and used relatable messaging and male champions acted as role models to address these misconceptions. This predicament suggested a need for a longer campaign timeline that will employ interactive approaches to ensure that all voices are heard.

Other recommendations for Future Campaigns

- Create more safe spaces for dialogue. Integrating more structured activities to provide supportive environments where participants are comfortable to discuss sensitive topics will add value to the campaign. The South African Men's Mental Health Indaba provided an opportunity for men to engage on the challenges they face relating to their mental health through expert led discussions. A similar model can be upscaled to other counties to ensure that community dialogue is maximized.
- Explore incentivization approaches, such as through online competitions or giveaways, to encourage users to like, comment and tag friends, creating momentum for online campaigns. Country coalitions should explore other innovative interactive approaches, such as online quizzes, polls, etc. This may include considering current trends and technologies that resonate with users at that time. For example, investing in short-form video content on platforms like TikTok as such content is gaining traction and is ideal for disseminating content.
- Country coalitions to partner with mobile network service providers to explore SMS campaigns to direct traffic to the social media platforms or make alerts on special TV or radio programs to increase reach and engagement.

Conclusion

The Men Enough Campaign has been a significant output in addressing gender norms and promoting positive masculinity in the context of these specific four countries and globally. The campaign data indicates that the various approaches have yielded the expected outcomes and made a memorable impact on the targeted audience. The campaign raised awareness on harmful masculinities and the role of men in ending gender-based violence and inequality. It is anticipated that there is an increased understanding among a diverse audience about positive masculinities. Although it may not be measured as accurately as best practice would dictate, implementing partners all report that the campaign has contributed to the shift in attitudes regarding gender roles and violence prevention among men in their context. Through in-person and online engagements, many individual men have expressed greater support for gender equality, mental health and a willingness to challenge stereotypes and harmful behaviors like violence against women and children. The Men Enough campaign further sparked conversations which encouraged and enabled men to act as allies in gender justice at community level, which, it is hoped, will lead to broader discussions and attitudinal change in the future.

In many ways, the majority of the human effort for such a fully localizable international campaign is done at the design and preparation stages. Whilst the Men Enough campaign was implemented in these four countries in late 2024, there are ample opportunities to easily replicate or scale up the campaign in new or existing contexts in the future, and for partners to experience the cost-savings that building on this work would attract. Capitalizing on this opportunity, at least one existing CC is planning to continue the campaign into 2025, mobilizing additional funding for follow-on activities from other sources, whilst at least one NGO from another southern African country has requested to adapt campaign materials into their own context and implement in 2025. This kind of continuation is a key indicator of success and shows healthy signs that the campaign recognized the need to use a decolonial approach which valued local knowledge and input and could be fully customized to meet local needs. Additionally, the campaign demonstrated cost-effectiveness, achieving significant impact across multiple countries with a comparatively limited budget.

Finally, the implementing partners involved in the design and execution of Men Enough in 2024 have enhanced their own capacity to design, implement and evaluate large-scale advocacy campaigns. The campaign guidelines, templates and recorded training sessions offered by TDR Consulting will enable staff of those institutions to replicate these best practices in future.

Annexure/Attachments

Please use [this Google Drive folder](#) to access all relevant attachments for this report, including all campaign documentation, templates, linked to recorded trainings and reports, campaign assets, social media screenshots, videos, images, monthly reports and the campaign results framework, amongst other resources.