

# YOUNG MEN INITIATIVE

PROGRAM Y - Innovative Approaches  
in GBV Prevention and Healthy Lifestyle  
Promotion for Young Men and Women

Future 4 YouTH

Join us! It's time for a change!

[www.youngmeninitiative.net](http://www.youngmeninitiative.net)

**CARE's gender transformative education program** (YMI – Young Men Initiative) has been a documented success in the Western Balkans. The heart of YMI is Program Y which is focused on transforming the school environment to one that supports and nurtures gender equality and promotes a culture of non-violence. The program has been piloted, evaluated and accredited in most of the Western Balkan countries. The curriculum has been implemented by peer educators, youth workers and educators as part of a multiplier effect. This focus was based on the understanding that adolescence represents a pivotal moment in the socialization process, when attitudes towards violence and gender roles are formulated and solidified, as well as the recognition that schools are important institutions in constructing and reinforcing gender norms.

This is the program for high schools that are looking for a gender transformative violence prevention curriculum, as an effective and proven tool that provides knowledge and skills necessary for work with students on the topics of gender equality and violence prevention. The program is aimed at all those young men and women who do not have access to a life skills education program that would facilitate a healthy transition from adolescence to adulthood.

## THE MODEL CONSISTS OF SEVERAL PHASES:

- 1 Introduction of the program to School Board members, Parent's Council and teachers
- 2 Introduction of the program to high school students through a kick-off teaser campaign
- 3 Baseline assessment of the knowledge, skills and social status of students
- 4 Training for Teachers – 3 days training on YMI Program curriculum and methodology with consultations and technical support as ongoing processes throughout the program implementation
- 5 Educational workshops for students
- 6 Social campaign following the topics of the workshops and local school and street actions developed and implemented by students with the support of school staff and parents
- 7 Endline Assessment – measuring the impact

The YMI program theory of change is that if students learn to recognize harmful gender norms and there are provided safe spaces to practice questioning these constructs, then there is a greater likelihood of internalizing new ideas in support of gender-equitable, healthy and non-violent behaviors.

During the years of implementation,  
students participating in Program Y  
full programming experienced:

- The positive change in attitudes up to **20%** regarding gender roles, gender norms, violence and knowledge on sexual and reproductive health.
- **80%** of them confirmed that to a great extent YMI workshops made an influence on them when solving conflict without a fight, talking about safe sex, avoiding alcohol and drugs, seeking help if in some problem.
- Physical violence among boys is reduced from up to **21%** in some communities and up to **8%** among girls.
- There are positive changes in attitudes towards GBV after the intervention that goes up to **30%** in some cases.
- The program is preventing bystanders where after the intervention, the vast majority of young men and especially young women stress that they would try to stop violence if they saw it happening in their surroundings.

YMI received the  
**GENE INNOVATION  
AWARD IN 2017** by  
Global Education  
Network Europe

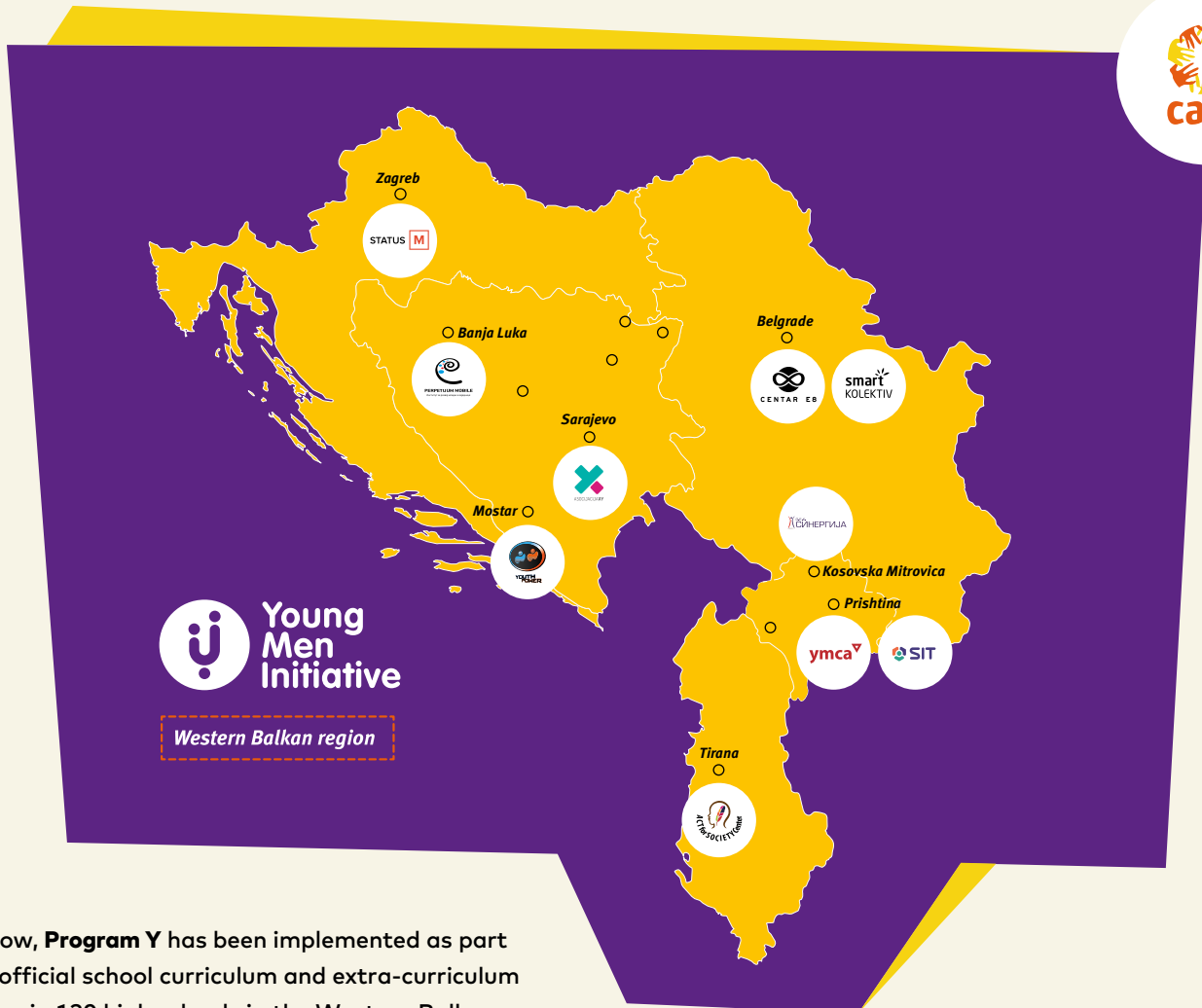
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Young Men Initiative

Western Balkan region

Until now, **Program Y** has been implemented as part of the official school curriculum and extra-curriculum program in 130 high schools in the Western Balkans. **120,000 high school students and 1,600 teachers** were educated within this Initiative.

CARE and its partners across the Balkans have initiated the movement "**Future 4 Youth**" which aims to bring diverse voices of civil society, informal citizens groups, parents, teachers and other stakeholders around the same goal – to address and advocate for violence prevention, gender equality, life skills and health education in schools across the Balkans.

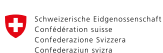
## CONTACT US

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