

# MANifest Change Evaluation Summary

Since 2011, the MANifest Change program has delivered over 170 leadership workshops to **4000 youth**, including **2200 young men**. Quantitative and qualitative evaluation results demonstrate that young men show growth in leadership aptitudes and behaviours that prevent violence against women (VAW).



## Quantitative evaluation

The results of MANifest Change workshops are measured with a pre/post participant survey composed of three validated scales to measure changes in three areas related to their attitudes and ability to act in the community to reduce violence.

### Willingness to question stereotypical gender roles

The *Male Role Attitude Scale*<sup>1</sup> captures the respondent's adherence to masculine social norms that underpin VAW, e.g. "A man always deserves the respect of his girlfriend" and "It bothers me when a guy acts like a girl."

Results of the scale, used pre- and post-program in MANifest Change workshops, show statistically significant changes in participants' attitudes and beliefs. Young men were significantly less accepting of these definitions of masculinity after the workshop, compared to before they took part. The program supports participants to embrace pro-social definitions of masculinity that value women and femininity rather than demean or control women.

"I learned to speak out, stand up and don't be afraid to engage in a situation that has VAW and stop it."

*MANifest Change  
workshop participant*

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<sup>1</sup> Pleck, J. H., Sonenstein, F. L., & Ku, L. C. 1994. Attitudes toward male roles: A discriminant validity analysis. *Sex Roles*, 30, 481-501.

## **Willingness to take action in specific situations of VAW**

The University of New Hampshire's *Bystander Program Evaluation Measures*<sup>2</sup> captures the respondent's readiness to actively challenge VAW, e.g. "If a female friend is being yelled at or shoved by their partner, I ask if they need help" and "I would go with a friend to talk with someone (e.g. police, counselor, crisis centre, resident advisor) about an unwanted sexual experience" and "If I heard a stranger insulting their partner I would get help from others".

Results of this scale, applied through pre- and post-surveys, demonstrated a statistically significant change in young men's readiness and commitment to change their behaviours. A major outcome of MANifest Change workshops is that young men become more willing to act when faced with a situation of VAW in their communities, compared to before they took part in the program.

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Service Providers Say:

*"MANifest Change is full of a wealth of empowering information and activities that leverage each person's individual strength towards taking action to end VAW."*

- Omar Mahfoudhi, Executive Director of IslamCare Centre

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## **Motivation to take action to prevent VAW**

The *Prevention Scale to Understand the Consequences of Intervening*<sup>3</sup> uncovers the reasons the respondent is willing to take action, e.g. "If I intervene I can prevent someone from being hurt" and "Everyone has a role to play in keeping others safe" and "I will feel like a leader in my community if I intervene".

MANifest Change workshop participants reported that the top reasons they would act are

- because they can prevent someone from being hurt
- because everyone has a role to play in keeping other safe
- because they like thinking of themselves as someone who helps others.

As well, participants were asked to consider barriers that may inhibit pro-social behaviour. Post-workshop, participants reported that they are less concerned that intervening may cost friendships and less concerned that people may think that they

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<sup>2</sup> Prevention Innovations Research Center. 2015. *Evidence-Based Measures of Bystander Action to Prevent Sexual Abuse and Intimate Partner Violence: Resources for Practitioners*. University of New Hampshire

<sup>3</sup> New Zealand Government. 2016. *Prevention Scale to Understand the Consequences of Intervening*, in: *Making a difference: Sexual violence primary prevention toolkit*. <https://svpptoolkit.nz/home/evaluation/collect-data/>

are oversensitive and overreacting. MANifest Change facilitates learning about men’s positive role and responsibility to prevent VAW in a **peer-based group**, lowering barriers of social pressure to uphold violent social norms.

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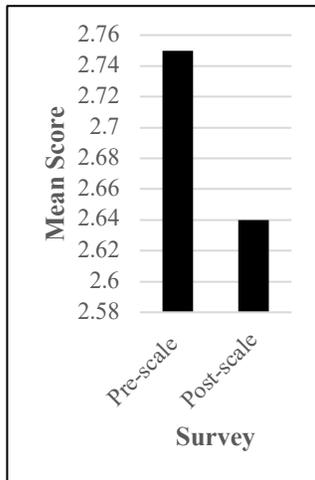
Service Providers Say:

*“The first thing young men tell me after they have completed the MANifest Change program is how much this program changed their perception. That would in itself be great, however we keep hearing from them how this also changed their actions. MANifest Change is creating positive, active bystanders who are going to act and make a difference beyond the limits of the workshop. These young men are taking their new leadership skills to the corridors of their schools, the meeting rooms in their workplaces, and their social lives in which they engage with all kinds of people.”*

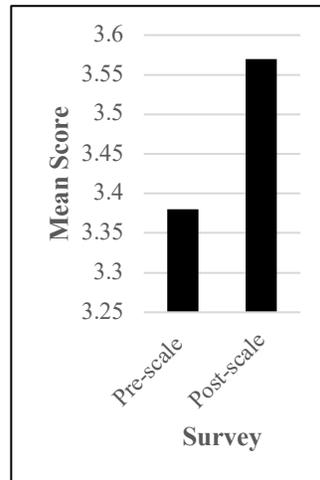
- Omar Mahfoudhi, Executive Director of IslamCare Centre

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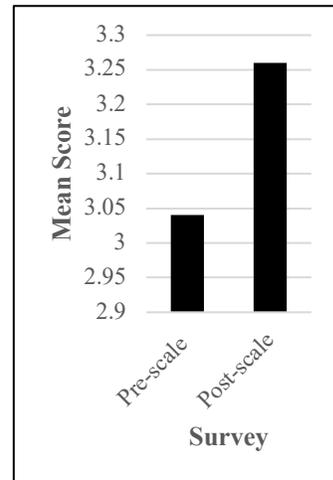
## Summary of qualitative evaluation results



Participants were less likely to adhere to unhealthy ideas of masculinity after the MANifest Change program



Participants were more willing to intervene in order to prevent violence after the MANifest Change program



Participants were more motivated to intervene in order to prevent violence after the MANifest Change program

## Qualitative evaluation

MANifest Change workshop facilitators collect formative evaluation data by inviting participants to fill out pen and paper evaluation forms at the end of workshops. The process is anonymous, and asks participants to rate the experience overall, rate how safe they felt to contribute to discussion, identify strengths of the workshop, suggest improvements and name active bystander intervention strategies they are ready to put into use.

“I liked the environment the discussion was in – very calm and honest.”

*MANifest Change  
Workshop participant*

Themes that have emerged include

1. movement away from the perspective that VAW as a women’s issue towards the perspective that VAW involves all members of the community
2. increased ability to recognize situations of VAW as worthy of their attention, whereas before the workshop they saw these behaviours as normal
3. increased commitment to speak up against harmful gender norms
4. readiness to use non-violent methods of confronting VAW, e.g. create a distraction or check-in with the survivor after the incident, rather than escalating a situation
5. appreciation for a safe, non-judgmental space to talk about appropriate ways for men to take a positive role in ending VAW

In addition, staff and volunteer facilitators have observed:

1. increased capacity to skilfully prevent violence rather than reacting to aggression with more aggression
2. increased ability to communicate effectively with peers about gender norms and the positive role and responsibility of men to end VAW
3. high levels of self-reflection on harmful gender norms underlying VAW, and the adoption of healthy definitions of masculinity as a way to better self and others
4. a shift in thinking from leading by “rescuing” women and girls to leading by “supporting” the choices of women and girls
5. eagerness and enthusiasm for safe spaces to talk about gender and violence, as this type of conversation is uncommon or actively suppressed in young men’s daily lives

“It was a good refresher. I don’t think about that stuff a lot on my own.”

*MANifest Change  
Workshop Participant*

## Programs with Young Immigrant Men

### *Approach*

MANifest Change takes an intersectional lens that recognizes gender, race, immigration status, economic status, and sexual orientation interacting to affect how VAW takes place and how we organize solutions to VAW. The MANifest Change curriculum directly addresses these intersections and invites young men to co-create solutions that fit their context.

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### Service Providers Say:

*“Creating a space for newcomer, immigrant and racialized young men and boys to deconstruct the manifestation of VAW is profound. Every culture perpetrates VAW, and newcomer, immigrant and racialized men and boys need to be provided with a space to engage the manifestation of VAW in their culture, in addition to understanding how VAW manifests within Eurocentric Canadian culture.”*

- Magda Osman, Community Health Worker for Children and Youth, supervisor of Somali Youth Mentorship Program
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### *Partners & pilot programs*

**IslamCare** has been a key partner in the development and delivery of MANifest Change programming to newcomer and immigrant youth. From 2014-16 the IslamCare facilitator and MANifest Change project coordinator delivered workshops to young newcomer and immigrant men in after-school youth programs as well as school-based workshops in Ottawa.

To date, programs have been piloted with groups of Muslim young men, Black young men from Africa and the Caribbean, Syrian refugee young men, as well as young men in youth detention. OCTEVAW and Islam Care supported the **Somali Youth Mentorship Project** in adapting MANifest Change into a day-long training for 30 young Somali men on healthy masculinity and men’s role in ending VAW.

Since 2016, the learning from these workshops has informed **culturally-relevant training** to MANifest Change facilitators in agencies serving racialized youth, youth in conflict with the law and newcomer and immigrant youth.

### *Results of pilot*

These pilot programs have demonstrated that:

- The MANifest Change model can be successfully adapted to be relevant and effective for newcomer and immigrant young men
- newcomer and immigrant young men participants increase their knowledge, empowerment, and willingness to act to reduce VAW

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### Service Providers Say:

*“MANifest Change was very effective in engaging young men. Our program worked closely with Muslim, African and Caribbean young men, and they responded well to the materials. The MANifest Change Coordinator was able to leverage the knowledge and resources within the Black and Muslim community, working closely with them to adapt the material to fit the identities and reflect the lived experience of the participants. Consequently we were able to implement an impactful program that engaged low-income racialized young men in the prevention of VAW.”*

- Magda Osman, Community Health Worker for Children and Youth, supervisor of Somali Youth Mentorship Program

*“I have been fortunate to have had the opportunity to offer the MANifest Change program to youth in high school, summer camps, Muslim private schools, private groups, recently arrived Syrian refugees and youth in detention. There is no denying there are people we will have difficulty getting through to. However, I can attest that even with some of the most challenging groups we will not only be able to deliver the material, we will always have gotten a conversation started that continues to change lives beyond the workshop itself.”*

- Omar Mahfoudhi, Executive Director, IslamCare Centre
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