

10 YEARS OF OHMAN

2012-2022

OHMAN Steering Committee

OHMAN was “born” in May 2012 & the Steering Committee was formed in 2014 with 25 members from state & local organizations



India Harris-Jones

India Harris-Jones was the founding “mother” of OHMAN & 1st lead ODVN staff

Aaron Eckhardt served as OHMAN’s first chairperson

The SC has administered the OHMAN Questionnaire 4 times starting in 2013

The data show:

- We are making gains shifting social norms around consent, objectification, homophobia & gender equity
- We need to continue to increase men’s confidence in their skills that interrupt sexist behaviors
- Men relate masculinity to strength, respect & confidence
- Women relate masculinity to strength, caring & empathy

203



People have taken the OHMAN Pledge



493 Men have completed the OHMAN Questionnaire

The New Playbook (TNP)

The New Playbook curriculum was originally created by OHMAN SC members in 2015



The original Playbook sported 16 “modules” offered over 3 days.

In 2016, the 3-day curriculum was compressed to 2 days

Our TNP Formula: Awareness + Action = Social Change

311 people have participated in TNP

In response to the 2020 pandemic, TNP was rehailed to increase access by moving to an on-line asynchronous format with 10 modules

After participating in TNP training
80% of men felt more confident

- discussing topics related to violence prevention
- intervening in behaviors that support violence & oppression
- promoting healthy masculinity
- being in leadership roles to promote social change

Courageous Conversations (CCs)

Courageous Conversations: Fatherhood, Masculinity, and the Next Generation of Men and Boys



Carlos Christian, Avis Files, Hanad Duale



Stefan Dunn, Burt Lemon, Jeff Kramer



featuring a recorded message
from Commissioner Kevin Boyce

Join us for this free webinar on **June 14, 2022**

Know Better. Do Better. Be Better.

OHMAN introduced Courageous Conversations on March 9th, 2021. The CCs engage people in discussions that support violence prevention and focus on shifting the narrative around men's role in ending violence.

To date the Steering Committee has hosted 7 CCs

7

Courageous Conversation Topics:

Why Men, Fatherhood & GBV, Using Art & Social Media, Athletics & Masculinity, Faith & Masculinity, Men's Mental & Physical Health

Why Men?

Athletics & Masculinity

Fatherhood & GBV

CC data show:

- In the first year 456 people registered for the 4 CCs
- 27 panelists shared their thought leadership in the 7 CCs
- Participants are eager for more conversations about healthy masculinity & how they can take action to end gender based violence

Know Better. Do Better. Be Better. Campaign

The OHMAN Steering Committee launched the Know Better. Do Better. Be Better. Campaign Social Marketing Campaign on October 1, 2020

Other slogans tested:

Change the Game

Learn Change Grow

Learn it, Live it, Give it

Know Better. Do Better. Be Better.



at Central State

The **KBDBBB** campaign is currently on 4 Ohio campuses & intends to expand to **at least 4** additional campuses in 2023

KBDBBB data show:

- **Lessons Learned**--Coordinate with Campus White Ribbon Events
- Customize marketing gear to university colors & consider seasonality for any clothing gear
- **White Ribbon Campaigns** at Central State & Otterbein garnered **336** signatures of staff, faculty & students pledging non-violence

How do men think about gender equity? OHMAN Questionnaire results comparison 2014 to 2022



493 Men answered

In 2022, **77%** of men who responded were **White**, **20%** were **Black**

Most men who responded were **married**



NE and **Central** Ohio had the highest response rates every year

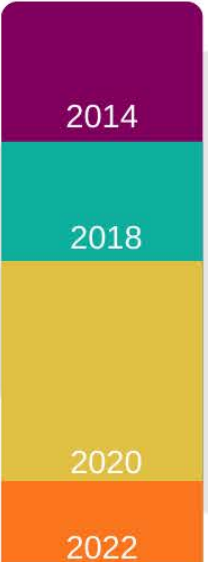
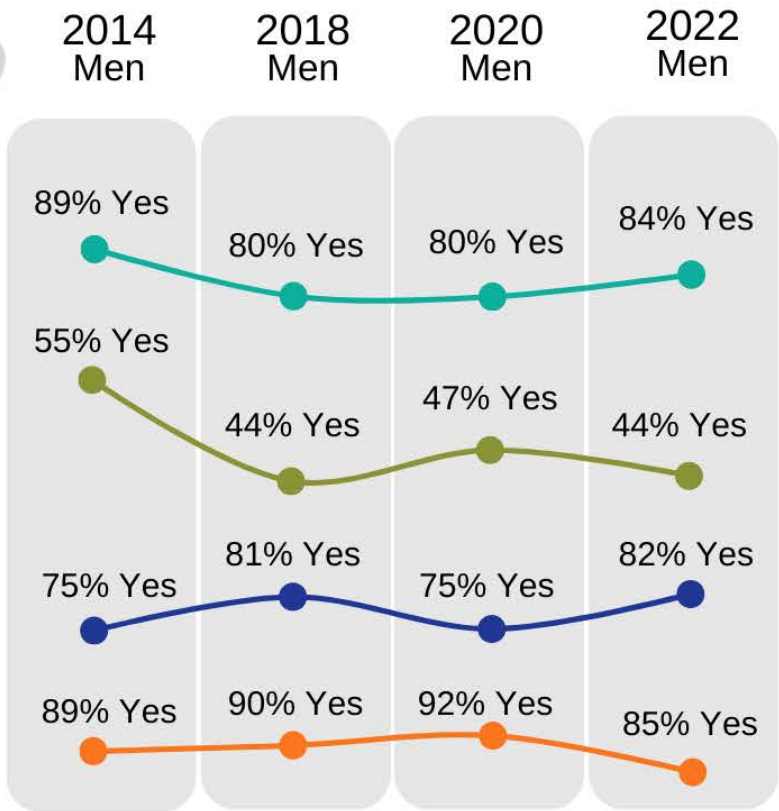
Do men believe that

violence against women comes from behaviors and habits that **can be changed?**

other men would listen if they confronted them **about their sexist behavior?**

they would **speak up to someone in authority** who is acting in a sexist way?

they would **speak up** when someone is **providing misinformation about sexual assault?**



More men said they believed that **women should take their husband's last name** in 2020 than in any other year.



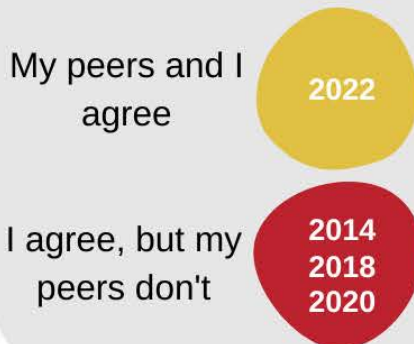
More men said they believed that **it was essential for a guy to get respect from others** in 2020 than in any other year.



Most men said that they didn't approve of behaviors that support violence. In previous years, they felt their peers would not or did not share their values.

After participating in The New Playbook, 80% of men said they felt more confident

Objectification of women is a problem



Lack of consent is a problem

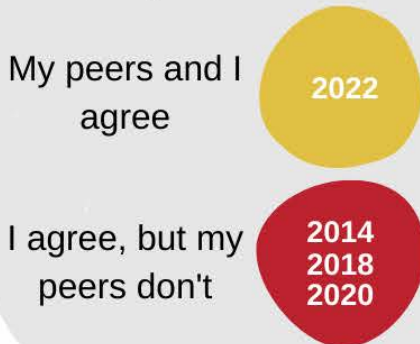


discussing topics related to violence prevention

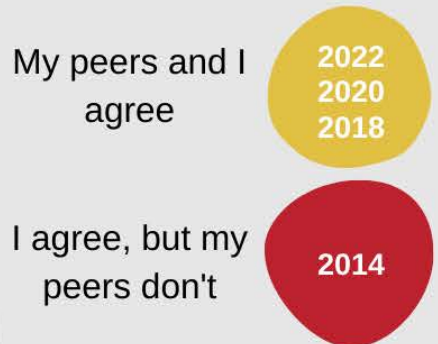


intervening in behaviors that support violence and oppression

The idea that girls are less than boys is a problem



Homophobia is a problem



promoting healthy masculinity



being in leadership roles to promote social change

When asked for the top three words associated with masculinity, the answers were

Men

- #1 Strength
- #2 Confidence
- #3 Respect

Women

- #1 Caring
- #2 Strength
- #3 Empathetic