



Engaging men and boys

Gender equality cannot be achieved by women and girls in isolation. Men and boys must also challenge the traditions and customs that support and maintain gender inequalities. Because social norms and gender stereotypes also limit men and boys in their societal and family roles, it is important that men and boys be engaged in the fight for greater gender equality, be given opportunities to advocate for equality, and be encouraged to lead by example in respecting and promoting the interests of women and girls.

It is particularly important to transform the attitudes of adolescent boys, as gender constructs are shaped during adolescence. Engaging with adolescent boys provides the best opportunity to promote positive gender norms and prevent the perpetuation of negative stereotypes throughout their lives.