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Day After Day: Promoting Healthy Masculinities During the COVID-19 Pandemic

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Community Engagement Team Lead

**OUR FUTURE HAS NO VIOLENCE
AGAINST WOMEN AND GIRLS**

Land Acknowledgment

“We begin today by acknowledging that we are meeting on Indigenous land. As settlers, we're grateful for the opportunity to meet here and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must also be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities, and in particular to bring justice for murdered and missing Indigenous women and girls across our country.”



Content Warning and Support

- Assaulted Women's Helpline
awhl.org
1-866-863-0511 (200
languages)
- For male-identified survivors:
1-866-887-0015



Agenda

About WR

Masculinities and COVID-19

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Promoting Healthy Masculinities



White Ribbon

White Ribbon engages men and boys in the prevention of gender-based violence by promoting equity and transforming social norms.

We are committed to support men and boys to realize their potential to be part of the solution to end gender-based violence.



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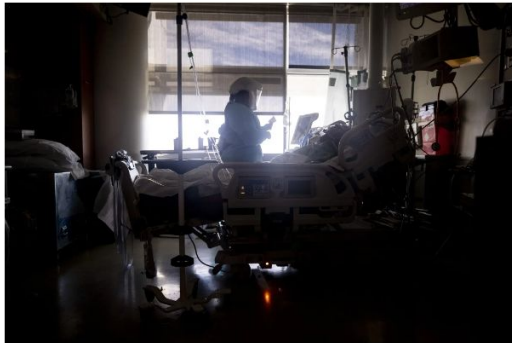
Gender, masculinities and the pandemic

The Shadow Pandemic: Violence against women during COVID-19

Why Are Men More Likely to Die of Covid? It's Complicated.

Sex differences in Covid death rates vary widely from state to state, suggesting they are rooted in behavior as well as biology.

Give this article



A Covid-19 patient in the intensive care unit of a hospital in La Mesa, Calif. Etienne Laurent/EPA, via Shutterstock



SCITECH | News

'Pure evil': How the pandemic has given rise to online child exploitation, livestreamed abuse



Two adolescents look at a smartphone in this undated stock image. (Pexels/Mary Taylor)



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Masculinities and the pandemic: Looking at the root causes of violence



Masculinities and the pandemic

Fearless	Emotionless
Successful	Never cries
Tough	Angry
Dominant	Powerful
In control	Strong
Confident	Player
Aggressive	Provider

OVER 33 MILLION
MEN IN NORTH
AMERICA BELIEVE
STRONG MEN DON'T
SHOW EMOTION.



Masculinities and the pandemic

- Adherence to safety and public health measures
- Isolation and loneliness
- Economic recession
- Increased time at home and online
- Mental health and physical health
- Interpersonal relationships

Fearless	Emotionless
Successful	Never cries
Tough	Angry
Dominant	Powerful
In control	Strong
Confident	Player
Aggressive	Provider



The shadow pandemic

“The pandemic is deepening pre-existing inequalities, exposing vulnerabilities in social, political and economic systems which are in turn amplifying the impacts of the pandemic.

Across every sphere, from health to the economy, security to social protection, the impacts of COVID-19 are exacerbated for women and girls simply by virtue of their sex”

United Nations Policy Brief: The Impact if COVID-19 on Women.



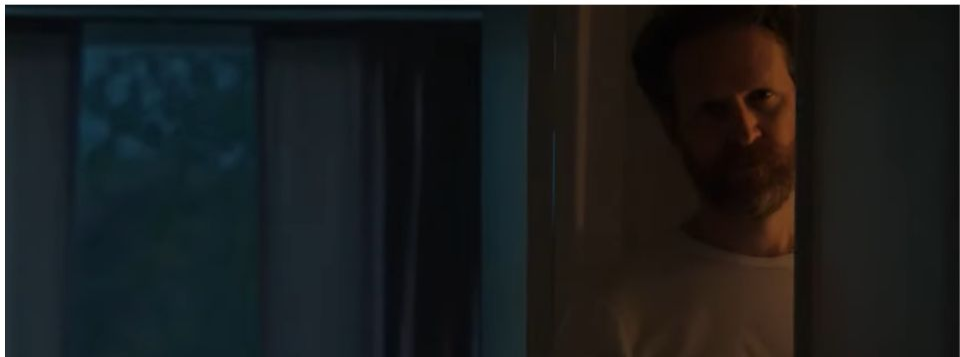
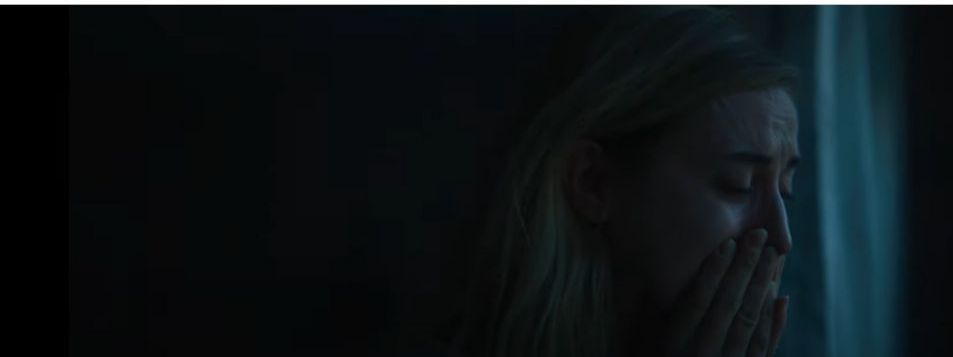
Day After Day

Day after Day follows the story of a family in lockdown experiencing a troubling pattern of gender-based violence.

This PSA shows the impact of that violence by highlighting two very different stories of isolation: one of a man, trapped with complicated emotions he never really learned to articulate; and of a woman and child who are trapped at home with him.

The powerful PSA calls on men and boys to reject gender-based violence and commit to change.





Kira Lynn 6 months ago

We are supposed to believe this man feels shame? Worthlessness?
Or, does he, like most men who abuse women, feel an immense amount of entitlement and superiority?

👍 3 🗨️ REPLY

▲ [Hide reply](#)

J Jona Orange 5 months ago

Let's say he feels entitled and superior, but he hasn't lived up to his expectations so he feels shame and worthlessness and takes it out on his wife. Should he not seek help?

👍 🗨️ REPLY

Alucard 2 months ago

I am so grateful this psa is here. Stress makes people do things they wouldn't. I've had it in my own marriage. Not this bad, but people doing things they wouldn't normally due to stress. Sometimes things escalate and you don't even know how bad you are getting before it gets too far. But when you try to get better, you can't without external help outside of your family. Things can get better if you want them to with help.

👍 1 🗨️ REPLY

OHMH 10 months ago

I really don't get this ad. What's the message?

👍 2 🗨️ REPLY

▲ [Hide 3 replies](#)

David Tampa 6 months ago

"Hey dude that's having a hard time: Get some help. You're hurting the people around you because you won't."

👍 5 🗨️ REPLY

Day After Day

whiteribbon.ca/dayafterday



A man who feels alone in his violent behaviours
never is.



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Violence, Gender Inequity and Masculinities in the COVID-19 era and the Post-Pandemic

- The Shadow Pandemic
- “Masculinist” responses to COVID-19
- Increased experiences / exposure of online violence
- Online sexual exploitation
- Online socialization and radicalization

Canadian extremists see spike in online engagement under COVID-19 lockdowns

As Canadians remain largely confined to their homes and the internet, researchers are seeing a “dramatic increase” in engagement with far-right extremist content online.



By Alex Boutilier Ottawa Bureau
Wed., June 10, 2020 3 min. read



Promoting Healthy Masculinities

- Awareness
- Allyship
- Intervention
- Role modelling

Always remember:

- Using a strength-based approach
- Meeting people where they are at
- Committing to being part of the change

GBV prevention in Canada: “Seeing the invisible”

- Approximately every six days a woman is killed by her current or former boyfriend or partner
- Half of Canadian Women will experience some form of Gender-Based Violence
- 45% of the violent crimes against women are harmed by their boyfriend or partner
- Any given night in Canada +6,000 women and children sleep in shelters because it isn't safe at home



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Some White Ribbon resources to expand your knowledge

Our website: whiteribbon.ca

[Draw The Line Guide](#) Lesson plans on sexual violence prevention and male allyship.

[Prevent](#). Lesson plans on the prevention of sexual exploitation and sex trafficking.

[Men of Quality](#), [PSA 1](#), [PSA 2](#). PSAs developed in partnership with the Maple Leafs

[Boys Don't Cry](#). PSA on masculinity directed by Hubert Davis, director of Giants of Africa

[Day After Day](#) PSA calls on men and boys to reject gender-based violence during the COVID-19 pandemic

[Men as gender Equity Allies](#). Conversation with Sophie Gregoire Trudeau and male-identified celebrities on masculinity and male allyship

[Preventing Online Sexual Exploitation Together](#) Resource on awareness and response to online sexual exploitation



Thank you!

surveymonkey.com/r/HealthyMasculinitiesWR2022

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