



EngenderHealth
for a better life




GEN.M
GENDER MATTERS

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Gender Matters Project


- Five year project (9/10 – 8/15) occurring in Austin, Texas.
- Prime recipient: EngenderHealth
- Partner Organizations:
 - Austin / Travis County Summer Youth Employment Program
 - SafePlace
 - Columbia University
 - Mathematica Policy Research Inc.



Gender Matters Project

Target Population:

- 14-16 year old youth enrolled in Travis County Summer Youth employment program.
- 90% African American or Latino.
- Majority reside in 12 low income zip codes accounting for 80% of teen births in Travis County.



Innovations of Gen.M

- Addressing gender norms as a key determinant for risk for teen pregnancy
- Working with young men and women together in a “synchronized” approach to transform gender norms.
- Providing comprehensive sexuality education within a youth development program, outside of a school setting.
- Using social media and new media to reinforce the key messages of the Gen.M Project.
- A SRH organization and an intimate partner violence organization partnering together to address a more holistic approach to prevention



Why Gender Matters

(Pleck, 1993; Stewart 2003; Jewkes, 2010)

Adolescent males who hold traditional attitudes towards masculinity :

- report more sexual partners
- less likely to use condoms consistently
- more likely to believe that pregnancy validates masculinity
- less likely to access health care



Adolescent females who hold traditional attitudes toward femininity:

- more likely to have an unintended pregnancy
- less likely to use condoms consistently
- more likely to accommodate the interests and desires of men



Gender Matters Intervention

Two-component teen pregnancy prevention intervention:

1. Workshops: 20-hour curriculum
2. Reinforcing Messages: Video and Social Media

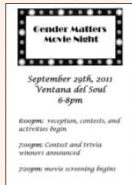


Gen.M Workshops

- Delivered over five days (four hours per day)
- Two facilitators (one male, one female)
- Workshop Sessions:
 - Day One: Understanding Gender
 - Day Two: Healthy Relationships
 - Day Three: Are You Ready to Become a Teen Parent?
 - Day Four: Skills to Prevent Teen Pregnancy
 - Day Five: Taking Action



Reinforcing Messages – Video and Social Media



- 4 month SMS text message campaign
- Facebook group page
- Youth-generated videos shared via Facebook and community event



Gen.M Video Clip (5 minutes)



Evaluation

- Independent Evaluators – Columbia University and Mathematica Policy Research Inc.



- Three Behavioral Outcome Objectives
 1. Delay onset of sex
 2. Increase use of condoms
 3. Increase use of contraceptives



Randomized Control Study (N=1080)

Experiment Group



Randomized Comparison Group



Three cohorts: Summer 2012, Summer 2013, and Summer 2014



In-Depth Interviews – Male Participant

- Q. You mentioned that “it’s okay to wait (to have sex),” did Gender Matters change that message for you at all or is that something that you had already thought about before?
- A. I mean, I always thought about it, but I didn’t think anyone else thought about it. I used to live like only nothing but (old) gender messages, so I lost my virginity behind that gender message, so I think that was something that was important. ...but I think being in Gen M has -- I think they have changed it (gender messages) for me because, I don’t know, like there was no one that really explained it that way as in saying gender messages and like really explaining what those are.
- Q. Can you give me a specific example from your experience at Gender Matters?
- A. Doing the poster, doing like the poster, like we got a big old poster of like all the (old) gender messages for guys and girls. And looking at them, I was like, you know, these are some of them that I live by. So looking at those after we all took turns like writing stuff on them and they hung them up, they asked us like, you know, they just asked us like rhetorical questions like, Do you think that you followed some of these? And, you know, in my head, I was like, yeah, I followed at least six of those. So that really stuck with me, these gender messages, that was the biggest part.



In-Depth Interviews – Male Participant

Q. So, it's been a few weeks since you finished Gender Matters. Can you tell me how you felt about your experience?

A. I really liked my experience because I have a girlfriend and this really did help out my situation with her. Our relationship has gotten better because I learned so much, and every time I come home, like every day I'd have something new, and it really helped out relationship-wise.

Q. Can you give me a specific example?

A. Well, I learned about sexual consent. That's very important, and if I would have known, I would have asked, but I didn't know nothing about that. So when I told my girl, did I ever cross the line, and if I did, I won't ever do it again, because now I know about sexual consent. And she was so happy. She was like oh, my god, I love this thing. And we talked about respecting each other and giving each other space. There's no trust, no nothing. You have to have trust in a relationship, and it really did help a lot.



In-Depth Interviews – Female Participant

Q. Let's look at this last Gen. M message that you told me. Have sex when you feel ready. Why is that a particularly important message to you?

A. Because in high schools the people say that's where you have to lose your virginity, and that you have to do it. And then your parents and older people tell you, you can't do it 'til you're married. I've never really had someone tell me do it when you're ready.

Q. Interesting. And can you tell me a little bit more about what that felt like to hear do it when you're ready?

A. It made me feel at ease because then I don't have to worry about, oh, I have to get married, or oh, I have to do this by the end of high school, but I do it when I feel ready.

Q. And what does being ready look like for you?

A. Confident, having someone good by you, understanding, trustworthy.



Participant Satisfaction

Question	Mean	Scale
Overall, how satisfied were you with Gen.M workshops?	3.77	1 to 4
Would you recommend Gen.M to your friends?	3.66	1 to 4
How much do you feel you learned from the Gen.M workshops?	3.78	1 to 4
I liked the group leaders of my Gen.M workshops.	3.91	1 to 4