

# Man to Man Canada



## Type of intervention



*Public Education*

## Target group/s, level/s of prevention and sub-group/s:

(Potential)  
**Offenders**

Primary prevention

Young Adults (18-20 Years), Adults (21 Years +) | Male | Public Education | English, French

(Potential)  
**Offenders**

Secondary prevention

Young Adults (18-20 Years), Adults (21 Years +) | Male | Public Education | English, French

**Communities  
/ Families**

Primary prevention

Young Adults (18-20 Years), Adults (21 Years +) | Male | Public Education | English, French

## Target population

The general public and situational offenders, through public campaign.

## Delivery organisation

Beyond Borders, ECPAT Canada and the Canadian Centre for Child Protection.

## Mode and context of delivery

It is an awareness raising campaign that uses high profile men to take a stand against commercial sexual abuse of children (CSEC). It aims to stimulate public discussion on the issue of demand and to make the general public aware that demand is at the root of CSEC. Also targets situational offenders. Campaign has different phases which use different approaches. These include a website, public service announcements and an advertising campaign (see below for details).

## **Level/Nature of staff expertise required**

Man to Man is a collaboration between voluntary sector and non-governmental campaigning organisations with specialist knowledge of CSEC and the media, to deliver a campaign using websites and public service announcements. It requires people with good knowledge of the problem of CSEC, the ability to engage celebrities and the media and strong campaigning skills. Additionally communication, media and advertising skills are essential, as well as website design and maintenance and artistic skills. This highlights the need for partnership across different types of organisations and for the involvement and effective management of volunteers.

## **Intensity/extent of engagement with target group(s)**

This is a public campaign with different phases, extended over several years. It aims to reach a very wide audience. Intensity of engagement will vary depending on whether the target audience sees the campaign and how they then respond.

## **Description of intervention**

The Man to Man campaign was launched in 2009 using celebrities and male leaders in political, economic and cultural sectors to promote a vision of a childhood free from sexual exploitation. These men aimed to provide a positive model for young men and boys based on healthy models of masculinity, by taking a stand against CSEC. The initiative has had several phases. Initially the focus was on awareness raising through the Beyond Borders website, through a series of head shots and written statements. In Phase 2, three hard-hitting public service announcements were aired on Canadian TV, again involving famous Canadian men. A campaign web page ([www.endthedemand.ca](http://www.endthedemand.ca)) included myths used to justify CSEC and facts that challenge these myths, plus video material. There is also a section for those seeking help who have carried out or have thought about committing sexual offences against children. In Phase 3 the campaign was extended to advertising in subways, buses and airports. A series of comic strips were developed depicting situations where there was a risk of sexual exploitation and asking men what they would do.

## **Evaluation**

Results are described as positive and promising by ECPAT – see submission by ECPAT to ISPCAN Denver Thinking Space 2013 in report on Working with Men and Boys – a child protection strategy (Hendry et al 2013) on ISPCAN website [www.ispcan.org](http://www.ispcan.org).

Results - contact with both French and English language campaign websites has increased and there has been an increase in the number of volunteers. The media has paid increased attention to subject of CSEC and to the apparent social tolerance towards it.

## **References**

Beyond Borders/ECPAT Canada (2011) *Not Your Child Not mine Not Anyone's*, 2011 President's Progress Report to Board. <http://www.beyondborders.org>

David Matas, "Protecting Children from Sexual Abuse" (Winnipeg, 2006).

*Global Monitoring: Status of Action Against Commercial Sexual Exploitation of Children – Canada* (ECPAT International: Bangkok, 2012).

*Report of the Canada-United States Consultation in Preparation for World Congress III Against Sexual Exploitation of Children and Adolescents* (Shared Hope International: Virginia, 2008).

*Report of the World Congress III Against Sexual Exploitation of Children and Adolescents* (ECPAT International: Bangkok, 2009).

### **Contact details**

<http://www.beyondborders.org>