

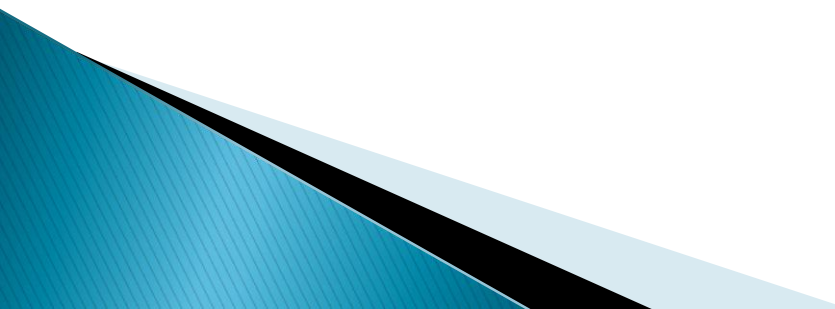
Raising Ethical, Responsible **Boys !**



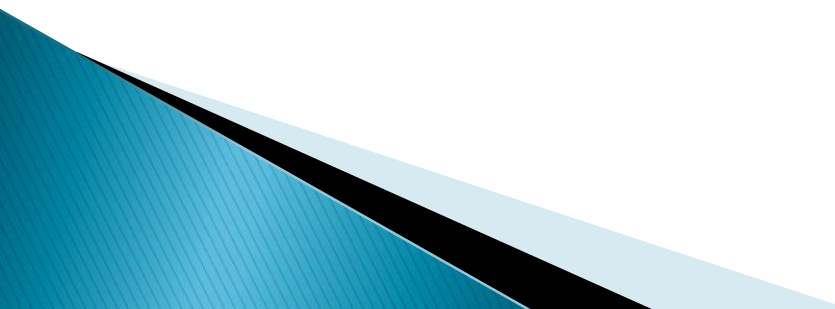
Q: Where is society to blame for some of the problems you see with boys?

*We are in a natural human evolution regarding both women and men, and I think that now we are entering the decade of the boy. We have been in the decade of the girl. We have studied, understood and continued to value what girls need in the new millennium. **We now need to ratchet up what boys and men need so we can have a whole new society.***

Michael Gurian – Author *The Purpose of Boys*



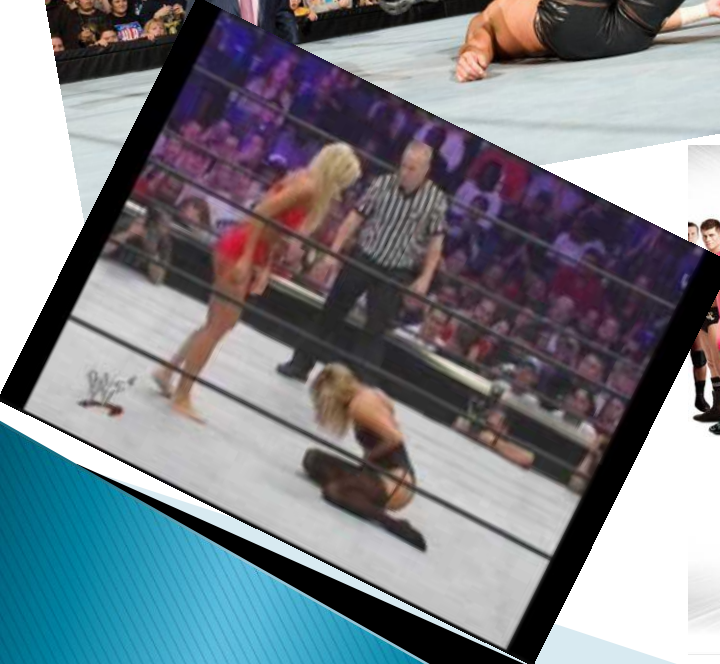
Role Models

- ▶ Boys grow into men believing that being the 'tough guy' is appropriate behavior.
 - ▶ Violent movies, video games, family and peers reinforce this behavior until it becomes the norm.
 - ▶ Unfortunately society romanticizes the tough guy and ignores what it is being done to our men and boys.
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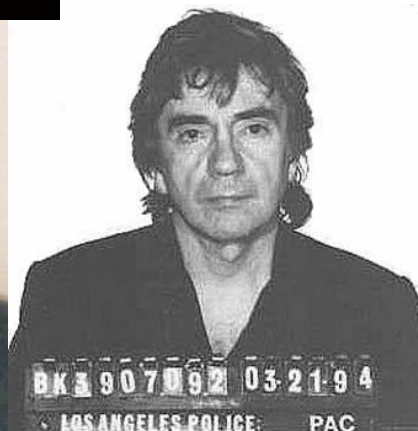
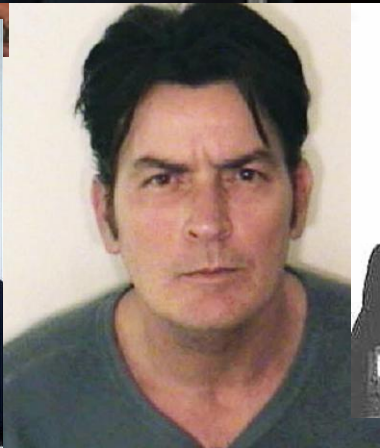
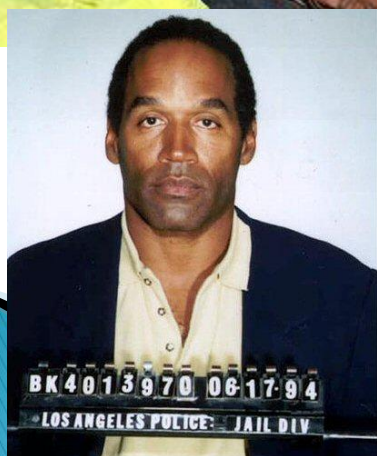


In addition to the violence, there is the objectifying of women





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Role of Men In Domestic Violence

- ▶ We are half the equation
- ▶ We perpetrate most domestic violence
- ▶ We can positively impact the negative cycle of domestic violence



The Problem

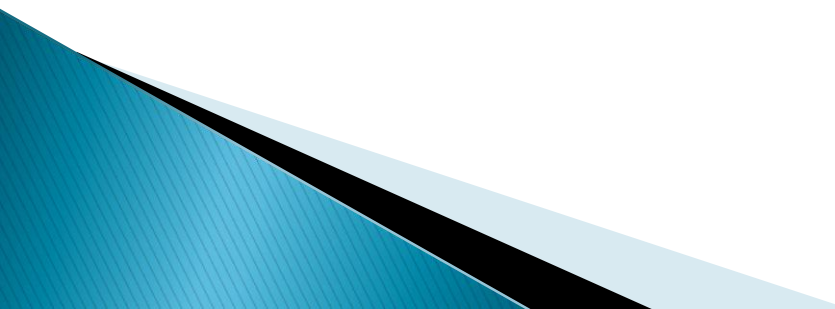
► Nationally:

- One in three women has been beaten, coerced into sex or otherwise abused during her lifetime.
 - On average, more than three women a day are murdered by their husbands or boyfriends in the United States.
 - Intimate partner violence is the leading cause of injury to women. It affects 1–3 million women a year in the U.S., making it more common than muggings, stranger rapes and car accidents combined.
 - Domestic crime against adults accounts for almost 15% of total crime costs: over \$67 billion per year.
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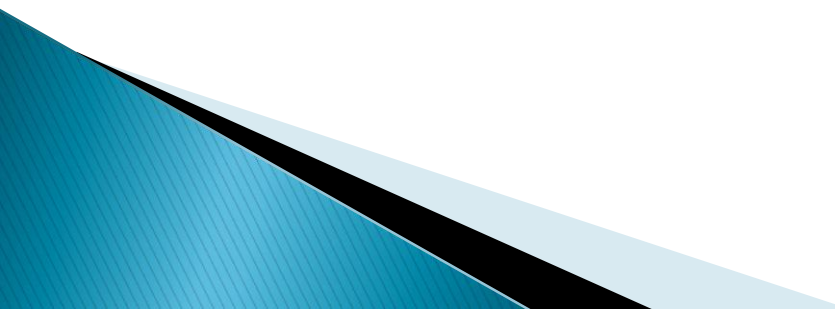
Washington State

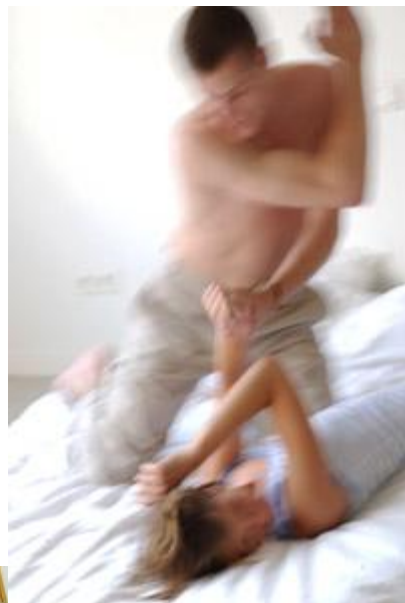
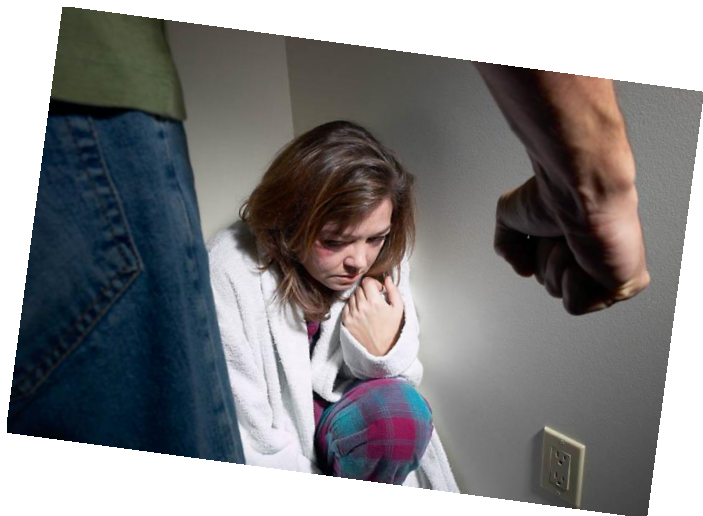
- ▶ At least 30% of all female homicide victims in Washington State are killed by a current or former intimate partner.
 - ▶ One in five Washington women reports being injured by domestic violence sometime in her lifetime.
 - ▶ Between 1997 and 2001, more than half of the people murdered in domestic violence-related homicides were woman killed by their current or former husbands or boyfriends.
- 

Past strategies for the prevention of domestic violence

- ▶ Successful efforts have included:
 - Protection, comfort, & guidance for victims
 - Education for law enforcement & public
 - Changes to laws adding protections for victims & legal consequences for perpetrators
 - And attempts have been made to attract men to become part of the anti-violence against women movement.
- 

Boys to Men

- ▶ Communities suffer because our young boys and men are no longer taught to respect women and children as they once were.
 - ▶ They learn that it's okay to be angry and violent, especially if it means revenge.
 - ▶ They're taught that being sensitive and empathetic is a sign of weakness.
- 



So how do we engage males to become involved in preventing violence against women?





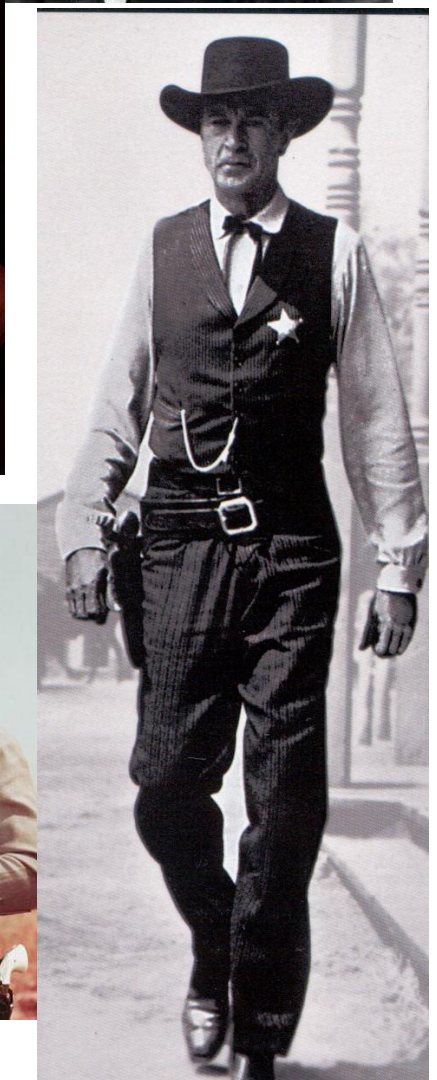
Cowboy Up!

Domestic Violence Grant Proposal

Core Partners:

Emergency Support Shelter
Peace Health/ St. John's Hospital
Cowlitz Substance Abuse Council
Longview Police Department

Our project brings back the 'good tough guy', the cowboy hero...



GENE AUTRY'S COWBOY CODE



1. The Cowboy must never shoot first, hit a smaller man, or take unfair advantage.
2. He must never go back on his word, or a trust confided in him.
3. He must always tell the truth.
4. He must be gentle with children, the elderly, and animals.
5. He must not advocate or possess racially or religiously intolerant ideas.
6. He must help people in distress.
7. He must be a good worker.
8. He must keep himself clean in thought, speech, action, and personal habits.
9. He must respect women, parents, and his nation's laws.
10. The Cowboy is a patriot.

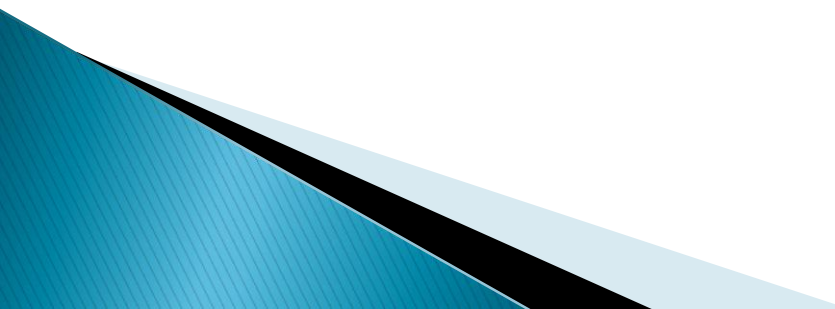
Gene Autry

Cowboy Up

Takes an innovative approach

Using gender-specific educational materials to reinforce positive norms, attitudes and behaviors to influence men and boys to step up and take a stand against relationship violence.

We will be creating a campaign model that can be replicated in other parts of the country.



Yardley Love and George Huguely



May 3, 2010
Charlottesville, Virginia

