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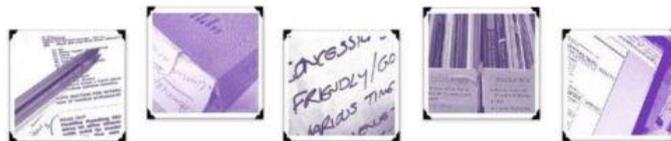


***Final report June 2021:***

# Evaluation of The Challenging Violence Against Women project

***Evaluation done by:***

**Ruth Stevenson**



**Ruthless Research**

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## EXECUTIVE SUMMARY

**Background and context:** The Challenging Violence Against Women (CVAW) Project was established in 2015 and is funded currently by the National Lottery (Large Grants), the Scottish Government Equally Safe funding programme and Henry Smith Charity but they were also funded previously by Henry Smith, Esmee Fairbairn, Tudor Trust and Robertson Trust. It consists of a team of men working in partnership with men in Glasgow to tackle issues of gender inequality with the objective to “ensure that everyone has basic knowledge of their rights and responsibilities to help us achieve our aim of enabling women to lead a dignified life free from violation of human rights”. The key activities of the project are awareness raising workshops (focusing on Female Genital Mutilation, Gender Based Violence and Honour Based Violence) and the recruitment of Community Champions to be ambassadors in their communities.

**Methodology:** Independent researcher Ruth Stevenson evaluated the CVAW project. The primary research component of the evaluation comprised a discussion group and workplace skills survey with paid staff, 4x depth interviews with Community Champions, 4x depth interviews with External Partners, 5x depth interviews with other strategic stakeholders, and 16x ‘Stories of Change’ gathered from community members. Secondary sources (including workshop evaluations) and internal documents were also reviewed.

**Summary of progress:** The various stakeholders involved with the CVAW project were very positive about the project and were satisfied with the progress and impacts of the work. The team were described as being hard working people doing a difficult but effective job in a novel way.

**Meeting the project objective:** The CVAW project succeeds in finding and engaging with men from potentially affected communities in Scotland but mainly in Glasgow, and in educating these men about violence against women. The evidence shows that this learning is well understood and retained, and that many of the men are subsequently inspired to pass on this information within their communities either informally to their own networks, or formally as volunteers with the project. The approach works well because it is based around ‘men working with men’, and furthermore ‘men working with men with common backgrounds’ which means that the message can be transmitted in a culturally sensitive way and the recipients are more likely to listen and take the message seriously. Where men have engaged with this project, the approach is extremely effective. The challenge, however, is in creating relationships which lead to engagement as many men are sceptical, hostile or disinterested because the topics are considered ‘taboo’ or ‘women’s issues’ or ‘Western supremacy’. In the course of project delivery workers have successfully established techniques to circumvent this, typically raising the subject of violence against women as part of a wider conversation about Scottish life and local expectations, supplemented by facts about the law and child protection. To ensure that these complex interactions can be successfully navigated, it is vital that the workers are well informed about the subject matter and skilled in handling difficult conversations so the ongoing training and support provided by CVAW is valued and it is essential that this continues to be prioritised.

**Other impacts:** The evaluation also showed that the CVAW project leads to positive social and employability impacts for Community Champions, and that the CVAW project is appreciated by External Partners as being a valuable – and otherwise missing – part of their ecosystem.

**Concluding remarks:** The CVAW project has clearly learned a lot during the delivery of this project and the process has been continually refined and improved based on this learning. It is highly likely that this project model could work elsewhere, in other diverse communities.

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### About Ruthless Research

Ruthless Research is an Edinburgh-based independent research consultancy, through which Ruth Stevenson provides a range of qualitative and quantitative research solutions to organisations who work for the benefit of the community.

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## BACKGROUND AND CONTEXT

### Background

Community InfoSource works in Glasgow with minority ethnic, migrant and refugee communities - including people who are survivors of abuse, persecution, torture, and trafficking. It is a human rights, equalities-based, community led organisation which currently runs three main projects: Challenging Violence Against Women (CVAW), Asylum Seeker Housing Project, and Wellbeing Project.

The Challenging Violence Against Women Project was established in 2015 and is currently funded by the National Lottery (Large Grants) and the Scottish Government Equally Safe funding programme and Henry Smith Charity. It is the only project of its kind in Scotland. It consists of a team of men working in partnership with men to tackle issues of gender inequality.

CVAW's objective is to "ensure that everyone has basic knowledge of their rights and responsibilities to help us achieve our aim of enabling women to lead a dignified life free from violation of human rights". The project does this in two ways:

- Firstly, it works by delivering workshops on raising awareness of Female Genital Mutilation (FGM), Gender Based Violence (GBV) and Honour Based Violence (HBV). The workshops raise awareness of the religious, legal, cultural and health issues which can be barriers to gender inequality and to addressing harmful practices affecting women and children.
- Secondly, it recruits Community Champions from communities of higher prevalence in terms of FGM, GBV and HBV. The Community Champions are inducted and given training. They support the staff team in recruiting participants for and delivering the workshops and they are also influencers in their own communities, including on occasion, communities in their home nations.

### Evaluating the project

Community InfoSource commissioned independent researcher Ruth Stevenson to undertake an evaluation of the process, outcomes and impact of the Challenging Violence Against Women project.

The key aims of the evaluation were to explore:

- To what extent CVAW equips people coming to Scotland with knowledge related to the religious, legal, cultural and health issues associated with FGM, GBV and HBV.
- Whether this leads to a shift in attitudes amongst those participating with CVAW.

Community InfoSource also wanted to use the evaluation to learn more about:

- CVAW's alignment with national and local policy;
- CVAW's standing with key national and local stakeholders;
- CVAW's objectives and targets and whether these require modification;
- CVAW's monitoring and evaluation systems and how these could be improved;
- The skills and resources within the CVAW team and how these should be developed.

## Evaluation methodology

The primary research component of the evaluation comprised consultation with the following project stakeholders:

- Discussion session with 5x members of CVAW staff
- 4x depth interviews with Community Champions
- 2x depth interviews with Steering Group members
- 2x depth interviews with Community InfoSource Board members
- 1x depth interview with Community InfoSource Co-ordinator
- 4x depth interviews with External Partners
- Workplace skills survey with 6x members of CVAW staff
- 'Stories of Change' provided by 16 members of the wider community (data collection form distributed online in English and Arabic)

To thank them for their participation and to reimburse any costs, Community Champions were offered a £20 voucher of their choice and providers of Stories of Change were offered a £10 voucher of their choice.

Secondary evidence was reviewed, including:

- 4x Community Champion case studies
- Workshops and outreach pre/post survey data (100 respondents)
- Comments collected from workshop participants in follow-up
- Zero Tolerance event evaluation survey data (41 respondents)

In addition, a range of internal documents were reviewed including:

- Big Lottery Fund Stage 2 application
- National Lottery Community Fund Progress Update Form
- Pandemic response report
- Sample Board report
- Various evaluation form templates
- Volunteer application form, agreement and induction checklist for Community Champions

The report that follows discusses the findings from this evidence gathering process.

Throughout the report, unedited verbatim comments are included to illustrate the findings.

## KEY FINDINGS

### Response to the CVAW project

The following section describes overall impressions of the CVAW project.

#### A positive response

**Whatever the Government is doing, I think the main project to fund is this project. (External Partner)**

Staff, Community Champions and External Partners alike spoke very highly of the CVAW project, describing it as “a very good project” and “a fantastic project” that is “doing well” and is “a good success” where the workers “do a really good job”.

Similarly all types of stakeholders commented that they felt CVAW is “making a difference” which will “bring change” because it “does reach the people it is trying to reach” and “it works”.

When asked in the staff survey, all of the staff members (100%) answered that ‘yes’, they feel they are making a difference by doing their job at CVAW. The staff also noted their enthusiasm for their work, saying that it was “very important work” and something they “felt passionate about”.

#### A unique project

**The project is the only project to work on the second side of the family, the men.**

The vast majority of those interviewed spontaneously described the CVAW project as being “unique” in Scotland “or maybe even the UK” because “it is the only one of men working in partnership with other men”.

### The need for this project in Glasgow

#### Support for tackling a local problem

**You can't just come and be abusing women here. (Community Champion)**

With “legislation gone through the Scottish Parliament recently” relating to FGM and violence against women, there is a clear national message that violence against women is not acceptable in Scotland. That said, the stakeholders felt that “violence against women is something that “is happening” in Scotland: which “is being tolerated and accepted” and as such is a “massive problem” and “is quite endemic in communities”. For this reason, “it is needed a lot to do something about it” in Glasgow as “there’s a local need, definitely”.

## **A greater need due to Covid**

**Violence against women has increased so much during the pandemic. People have been very isolated, in high rises with no gardens and a few children. This provides more issues than we had before the pandemic.**

Many of the staff and External Partners were concerned that the Covid-19 pandemic (and specifically lockdown) had led to “significant” and “increased” violence against women, with “women living with perpetrators unable to get away” and “no resources for women to go to”. As such, “the issues are becoming more and more so there is more need” for the CVAW project.

## **An influx of new arrivals**

**In Glasgow there are a huge number of refugees and people from different backgrounds.**

Of specific relevance to CVAW’s work, Glasgow is a “diverse” and “a multicultural city” with “a crazy amount of new arrival to Scotland” including “people from different backgrounds” and “a lot of ethnic minority” plus “a lot of migrants and asylum seekers and refugees coming”. This means that many people from affected communities live in Glasgow, and these people are often new to Scotland and sometimes unfamiliar with Scottish laws and customs.

## **A vital part of the jigsaw**

**We used to have men knocking on our doorstep and we had to say it is a women’s only organisation. There was no organisation for men. Now we have Community InfoSource. We say your husband can join Community InfoSource, or maybe your son. (External Partner)**

The stakeholders felt strongly that there was a need for projects that work with men to combat violence against women. They felt that “working with just women isn’t going to solve the problem” because “you need to be solving the problem from the root” and “dealing with the symptom not the cause”. Ultimately “it is the man that does the violence” and “the cause is the men”, which is “why you need to work with that group”. The stakeholders felt strongly that whilst women need to be supported this “wasn’t a women’s issue only” and there is a “need to come at it from both angles” and “work with men and women in parallel” with “men at the centre of the conversation”. In support of this, following the Zero Tolerance event, attendees were asked whether men should be more involved in challenging violence against women, and 93% agreed that they should.

More specifically, those stakeholders that work for women’s charities noted that “we work with only women” and “we’re not geared up to work with men - we’ve got enough on our plates!” which means that “bringing in the CVAW project and educating the man is complementary to our project” and is “very needed and timely”.

## Key activities of the project

As described in the introduction to this report, the key activities of the project are awareness raising workshops and outreach, and the recruitment of Community Champions to be ambassadors in their communities. The practicalities of the activities are described in this section.

### Direct reach of the project

Across their activities, CVAW project estimates that they have directly engaged with 1,264 men so far since 2015.

### Awareness-raising workshops

*CVAW delivers workshops on raising awareness of Female Genital Mutilation (FGM), Gender Based Violence (GBV) and Honour Based Violence (HBV). The workshops raise awareness of the religious, legal, cultural and health issues which can be barriers to gender inequality and to addressing harmful practices affecting women and children.*

**You talk about FGM and you look at the consequences – it is quite shocking and you feel that energy in the room and that is really positive and productive.**

To date, CVAW has run a total number of 72 workshops for East Africa and Middle East attended by 595 individuals in addition to outreach sessions and workshops for men from West African descent originating from at least 14 different countries (most often Sudan, Eritrea, Ethiopia, Egypt, Yemen, Iraq/Kurdistan and Syria in addition to men from Nigeria, Niger, Sierra Leon, Gambia, Cameroon...etc). The ultimate aim of the workshops is “making them happy to stop doing this” because “once you know, you accept what is correct to be done” and “we should be happy to change our beliefs”.

At the end of each workshop, attendees are asked for brief feedback:

Element of workshops	Average mark out of 5
Content	4.97
Organisation	4.95
Food	4.92
Time	4.88
Venue	4.88

According to this feedback, all practical elements of the workshops have been extremely well received by attendees.

In addition, CVAW’s East African/Middle Eastern Project Worker has undertaken 159 outreach sessions and CVAW’s West African Project Worker has undertaken 510 outreach sessions.

The impact of the workshops and outreach is discussed later in this report.

## Community Champions

*CVAW recruits Community Champions from communities of higher prevalence in terms of FGM, GBV and HBV. The Community Champions are inducted and given training. They support the staff team in recruiting participants for and delivering the workshops. They are also influencers in their own communities, including on occasion, communities in their home nations.*

**They say they would like to come to your office I would like to know more, there is some atom of belief. (Community Champion)**

The CVAW project recruits volunteers called Community Champions to be “ambassadors for change” in the community. They are recruited when “a person himself says he wants to volunteer” or by directly inviting “people who are engaged with the workshop, if we see passion”. To date, CVAW has trained 20+ Community Champions. Before the Covid-19 pandemic around 10 were active volunteers.

The Community Champions are provided with “extra training” about “FGM, GBV and GBV” along with “different types of rape, sexually abused victims, things like that, things that were against the law”. The Community Champions appreciated that this was “important information that we don’t know before” and as a consequence “I was learning lots” and “I now really understand”. CVAW emphasise the importance of being informed: “They say half education is dangerous – we need to know more”. The Community Champions appreciated this and felt that “it is important we have a vast knowledge” because “we get so many questions, we need to be equipped”.

The Community Champions were also supported in the community by CVAW staff members:

**Before I started going out of my own I was going out with [name]. I was learning from him how does he do it. He was mentoring me in the field – how he was talking to people, how he was approaching people. I apply the same methods**

The Community Champions then go on to speak with people in the community – to provide information about violence against women, and to invite men to the CVAW workshops.

**Mr Hassan tell me if I have people I can bring them here, and we have a big community here. I bring them to workshop. Every new one coming I arrange it. I bring people from Yemen and Egypt and from Syria – all the Arabic people I connect.**

The Community Champions speak to “quite a considerable number of people”, estimated by one as being “at least two or three persons every week”. These tended to be “my fellow countrymen” and “the black ethnic minorities” including “strangers”, “family” and “colleagues”. These conversations took place in a wide variety of locations “where we see people we can talk to” including: “libraries”, “African shops”, “churches”, “college”, “eateries”, “parks” and “sometimes the high street”.

## Other project activities

**I know Hassan's work has contributed to policy issues in terms of giving evidence in the Scottish Parliament.**

The CVAW project also:

- Runs occasional conferences such as the Zero Tolerance event;
- Contributes to policy-making and influencing activities.

## Relationship with other Community InfoSource projects

**They are all interconnected.**

The CVAW project has its own staff team, but is closely integrated within Community InfoSource and has “that crossover” with other projects run internally (Asylum Seeker Housing Project and Wellbeing Project) enabling mutual support and referrals.

## Relationship with External Partners

**It is a collective responsibility and partnership within the sector so any contribution to this social problem we are all working for social justice.**  
**(External Partner)**

The CVAW project has links with many other organisations in Glasgow, including:

- African Art Centre (AAC)#
- CEMVO
- FGM Strategy Group
- Freedom From Torture through their Healing Neighbourhoods Programme
- Glasgow Health and Social Care Partnership
- Glasgow Integrations Networks
- Glasgow Social Work
- Glasgow Violence Against Women Partnership
- Maryhill Integration Network
- National FGM Implementation Group
- North Glasgow Integration Network
- NW Violence Against Women Network
- Police Scotland (through their Violence Reduction Unit)
- Saheliya
- SAMH (Scottish Association for Mental Health)
- Scottish football Association and Jimmy Johnstone Academy
- Women's Support Project

The Partners described having a “comfortable and trustful” relationship with CVAW saying that “I think we work really well with each other”. The External Partners appreciated this relationship as they had “similar views” and “common goals” and “a common agenda” with CVAW.

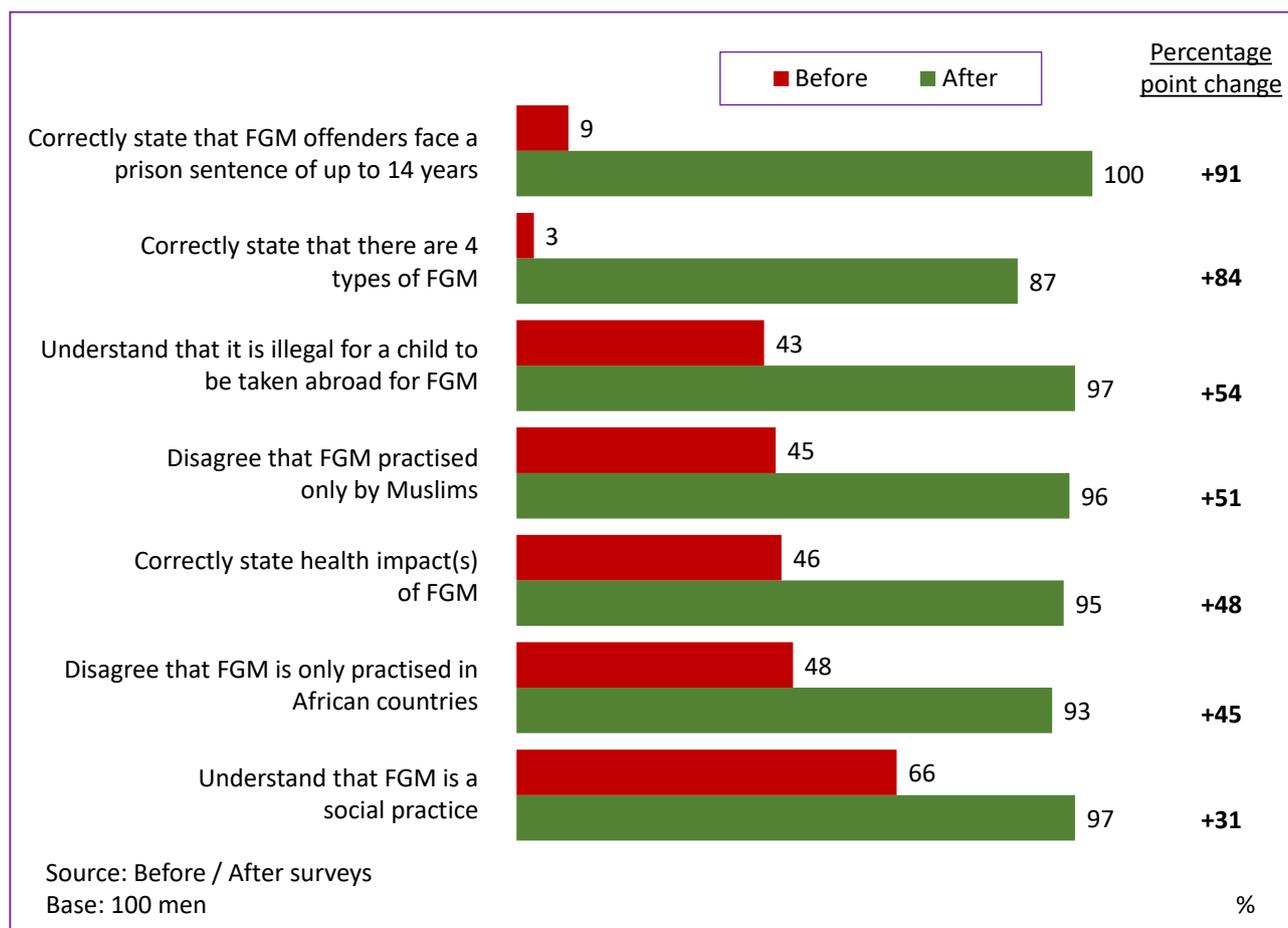
## The impact of CVAW workshops and outreach activities

The following section outlines the impact of the CVAW project on members of the community.

### Learning from the CVAW workshops and outreach activities

When men from the community take part in CVAW workshops and outreach activities, they are asked to fill in a survey before and after the interaction to measure change.

The following chart shows learning gained from the sessions:



The chart shows that men attending from the community had fairly limited knowledge about FGM before the sessions, as fewer than half of participants were able to correctly answer the majority of the questions.

Following the sessions almost all of the participants could correctly answer the questions, demonstrating a substantial change in their level of knowledge and understanding of the subject.

The greatest changes were around:

- Being able to correctly state that FGM offenders face a prison sentence of up to 14 years (9% before and 100% after – a positive change of 91 percentage points)
- Being able to correctly state that there are 4 types of FGM (3% before and 87% after – a positive change of 84 percentage points)

Several of the CVAW project workers (including staff and Community Champions) recalled times during the sessions when participants came to the realisation that FGM had happened to members of their family or neighbourhood, which had a profound affect on them.

**One man he is not feeling well and an ambulance has to come.  
I stayed with him at the hospital and I asked him what happened.  
He said he knew someone they died and it backflashed his memory.**

The CVAW workers also contact participants six weeks after the sessions to ask for feedback, and comments show that knowledge transferred during the session was successfully retained.

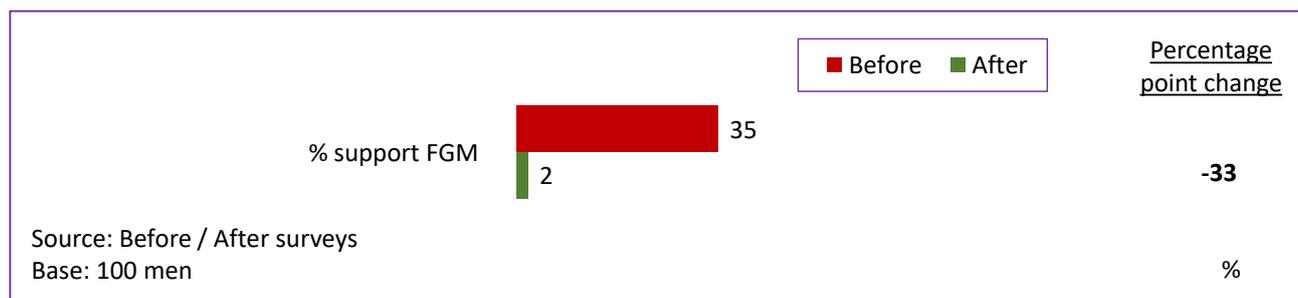
**I had some basic knowledge about that when I attended this workshop,  
I acquired more knowledge.**

**I am from Sudan but this is the first time for me as a man to know that FGM practice is a  
harmful practice as FGM in Sudan is a completely an women issue.**

**I acquired more knowledge. I come from area that does not practice FGM but I was  
surprised to know that a small minority are practicing it.**

### Changing attitudes through the CVAW workshops and outreach activities

The following chart shows the difference in attitudes, following the sessions:



In advance of the sessions around a third (35%) of the participants said that they supported the practice of FGM, however following the sessions this had fallen to only 2% - a reduction of 33 percentage points. This shows that the sessions were successful in presenting compelling evidence against FGM, and in positively changing attitudes to this.

Participants also changed their opinions around ways of communicating with “your family and your kids”.

**You not fight with the women, you not hit the woman.  
I went to Scotland and learned it’s not good.**

## **Changing behaviour through the CVAW workshops and outreach activities**

When asked for feedback six weeks after the sessions, some of the participants said that they had shared the information that they learned.

**I shared the information with my relatives and friends.**

**I totally oppose this practice and I am spreading the message now.**

**Last week I had an argument with friends in the issue and at the end everybody was convinced.**

The CVAW workers suspect that this information is being shared both locally and internationally.

**So many talk to their family back home and have stopped the practice based on our project.**

One participant stated that their future actions will be influenced by what they learned from CVAW:

**I have five daughters and I will never do this to them because I have seen the implication on my wife and relatives in my community.**

According to a CVAW worker, it is also possible that one incident of FGM may have been prevented due to a timely phone call:

**There was a man and after talking to him he followed me to the office. While he was being talked to he got a call from Nigeria about taking someone for circumcision. The man invites her to run away if she can. It was good timing.**

## The ongoing impact on the wider community

Men that had any previous direct or indirect contact with the CVAW project were invited to tell us what had changed for them as a result of their engagement.

- Of those members of the community that responded, 88% told us that they had learned something new because of the CVAW project. This learning typically focused around facts relating to FGM and its consequences, and equality, and the law relating to these.
- 81% told us that their opinion changed because of the CVAW project. This typically related to a changed perspective on FGM leading to them now condemning this as a practice, or a change in beliefs about gender equality.
- 81% told us that they changed their actions / behaviour or the things that they do because of the CVAW project. Generally this related to them now speaking out against violence against women, and their own more inclusive behaviour when interacting with women.
- 100% told us they felt that the CVAW project was important. They felt that raising awareness about these issues was vital, and that women could be protected as a result.

A selection of these stories of change are shown below (see Appendix 1 for translation):

**Africa needs a lot of intervention to curb crime against women. To fight female genital mutilation is seriously consider in the UK. My disposition to FGM as traditional practice is changed. Now I protect and defend women in an African setting. It gives me opportunity to educate others on the need to fight against FGM.**

تعلمت اشياء لا كنت اعلمها في بلدي المشروع يغير من سلوكيات الشخص القادم من أفريقيا والشرق الاوسط

**علمت ان الرجل و المرأة يجب ان يتعاونو على الحياة و عدم فرض الآراء الشخصية وان يعطى كل منهم فرصة تتيح للأخر ان يشارك برأيه. بأعطاء فرصة للجنس الآخر للتعبير عن رأيه والسماع له بالكامل.**

تعلمت أن لا أعنف النساء ، واحافظ على الاحترام والتقدير بيننا اصبح راي تجاه العنف ضد المرأة ، انني انبذه ويجب ان ينتهي هذا السلوك لا يجب علي التتمر علي المرأة بعد الان

**It has been a general belief that the law in UK is resigned to favour the female but I got a better understanding from CVAW that this is not true. I now walk with the mentality that the government is not bias or against the men in case of an issue. Knowledge is power. It makes you know the truth and also guides you not to become a victim as ignorance is not an excuse.**

علمت كثيرا مثل ضرر الختان للمرأة منتهى القسوة و الاحباط مهم جدا للتوعية التي يقدمها

**It made me aware of that these practices are widespread. I'm more aware of these wrongdoings. It help raising awareness about these matters which affects every family.**

بداية كنت اسمع عن بعض الممارسات ضد المرأة لكنني لم اعلم انها تتم في بلدي عندما علمت بوجود بعض الاشخاص من ذوي الافكار المتطرف لانقل لهم هذه الافكار استغربت ذلك حاولت الاتصال ببعض الناس الذين اعرفهم لانقل لهم هذه الافكار

**It will decrease violence against women. My opinion changed greatly, I learned a lot.**

أصبحت اكثر تعاطفا واهتماما بقضايا المرأة بعد حضوري للورش التدريبية والاطلاع على القضايا التي تهم المجتمع والمرأة على وجه الخصوص أشعر أنني اكثر نضجا وتفهمها واحاول مرارا وتكرارا على نشر الوعي عن العنف ضد المرأة في رأيي الشخصي، يساعد على اتزان المجتمع وتماسكه لأنه يحث الناس على احترام العمود الفقري للامم(المرأة)

## The impact on Community Champions

The following section describes the impact that the CVAW project has had on Community Champions.

### Igniting a passion

**I don't like people being in pain or being treated unjustly.  
If I can contribute to stop this it has really give me joy.**

**The thing that made me to remain is that I don't want to see life lost.  
They need to stop this. I say let me join the queue to speak to people.**

**If you want to help people, you help from the heart. It is important.  
The people need to stop. Everywhere, everywhere.**

The Community Champions all spoke extremely enthusiastically about the CVAW project, saying that they “like enlightening people” and describing speaking out about violence against women as being “my passion”.

### Learning new skills

**It would definitely help get a job because I am learning a lot.**

The Community Champions felt that volunteering with the CVAW project equipped them with new skills that could help them in the future.

The key skills that the Community Champions appreciated learning focused on communication – in particular “how we communicate with everyone” and “how to approach people”, including how to deal with difficult conversations and people that disagreed with them.

### English language skills

**When I came to Scotland I could not speak any English and it was a big challenge for me.  
The volunteering really really helped me with my English.**

Volunteering with the CVAW project helped the Community Champions to develop their English language skills. They have found this to be usefully socially, and additionally for the future as “if I have good English I can get good work”.

## A positive use of their time

**Maybe I can't get job but absolutely I can become a volunteer.**

The Community Champions felt that volunteering with CVAW was a positive use of their time, which felt particularly important to those that are “not allowed to get a job”.

## Integration into the local community

**If anyone want any other thing they just help, they just help.**

The Community Champions spoke about how working with CVAW had helped them to integrate into the local community.

Relationships built with their colleagues at CVAW had assisted them with settling in, for example helping them to “speak with the council” and “find an interpreter”. One Community Champion described his CVAW “mentor” as being “more or less a brother to me”.

Working with CVAW also introduced the Community Champions to “other organisations like the Football Academy” and because volunteering “gave me some confidence to speak to people” they had “met a lot of people and made friends, and we are still chatting on Whatsapp”.

## Further opportunities

Volunteering with the CVAW project led to further opportunities for some of the Community Champions.

One of the Community Champions now works in a paid position at Community InfoSource.

It was also noted in a CVAW-provided Case Study that one of the Community Champions had an international volunteering opportunity as a result of the CVAW project.

*OA received an offer to be a volunteer in Africa from International Citizen Service which is a global volunteering programme. It looks for volunteers from the UK working alongside volunteers from the developing world. Through this program, OA presented workshops on FGM and GBV for school students and men in villages.*

## The impact on CVAW workers

The depth of understanding gained from immersing themselves in the CVAW project has also had an impact on the workers – including staff members, Trustees and Steering Group members.

### Changing attitudes

**All my belief has been changed, 180 degree changed.  
It has really showed how bad it is these kind of action.**

Workers reported that they themselves had changed their opinions and attitudes due to learning from the CVAW project.

### Learning about their country of origin

**I want to say thank you for this project. It has changed my vision about my country. I lived there 40 years but something I didn't know about it.**

Several workers spontaneous mentioned that they appreciated having had the opportunity to learn more about their country of origin.

## The impact on partners

**It is all about collaboration, working together, exchanging learning and experiences. It is partnership. We are able to work together. (External Partner)**

As described earlier in the report, CVAW works closely in partnership with a number of external organisations. This is a mutually advantageous and “very responsive” relationship, and the External Partners described many positive impacts arising from their interactions with CVAW:

- CVAW “send a representative if we have events about violence against women”
- “They gave us advice”
- “The work that they do can benefit our clients too”
- “We have brought the groups together at cultural events”
- “We supported men to attend their workshops and projects”
- “We have done some joint events”
- “We’ve done a couple of stalls at some of their events”
- “We have done workshops together”
- “We did a lot of face to face training and Hassan was very good at getting his volunteers to come along”
- “Co-ordinating a range of [policy] responses about violence against women”

Several External Partners noted that they were “very pleased to reach that sort of group” (marginalised men) as “it would take us months for us to build up contact with them so to have them there ready and waiting is really effective”.

## Enablers of success

The positive impact of the CVAW project can be attributed to several enablers of success, as described in the following section of the report.

### Grassroots knowledge exchange

**Starting from me. Giving light to so many communities.  
If you educate one it is like you educate the community. (Community Champion)**

The CVAW project is based around an effective system for initiating grassroots knowledge exchange. Stakeholders described this approach of engaging directly with local men as being “very frontline” and “at the sharp end”.

As the evidence presented in this report shows, CVAW is doing an effective job in sharing learning with affected communities. Many of the stakeholders identified “raising awareness” and “sharing basic information” as being the “best” and “most important” and “most simple way” to “challenge their assumptions” and “tackle these kind of actions”.

CVAW advises their workshop attenders and their Community Champions to share what they learned - to “start from your family, then widen to the community” because “when you tell one person they relate it to another person and it multiplies”.

There are several elements of this process that contribute to its success:

- Men talking to men;
- Men to talking to men with common backgrounds;
- Establishing trust before talking about violence against women;
- Maintaining an active group of local men;
- Working with External Partners to source new clients.

These are described in more detail below.

### Men talking to men

**If women speak to men about equality they won't listen because they already have that mentality that she is less. So men are more convincing.**

As described earlier in this report, the CVAW project is unique because it is based around men talking to men. The stakeholders described this element of the approach as being “so important”. The workers described “the message we send to men” about violence against women as being “man to man talk” and “not something the man can discuss with the woman” because “it is shocking for them” and “it is taboo”.

It was felt that it was important that “men is taking the leading role” and “men try to explain the problem to a man” because “lived experience is so important” and “people from the same gender

are understanding the issues". Ultimately it was felt that "When men try to explain the problem to a man, maybe he more accept it and more understand it" and "the man will listen" so "men can change with men". In many cases "the man is the head of the family" and as such, if he is convinced "he can initiate a discussion with family" leading to "changing minds, changing community" and "changing the cultural perception of domination".

### **Men to talking to men with common backgrounds**

**There is something if somebody from our language or country or community talk to us. It is much better if someone from your language sends this message to them - sometimes in English my grammar doesn't help me. You have to send it in their language. It is easier to understand what they say and they are free to ask me anything, they have no shame and are confident to ask me. People from your background understand. (Community Champion)**

The workers felt that "it is important we are from the ethnic black minorities" and that they seek to engage "mostly with people from my country of origin". In their experience this leads to "more trust" because "they feel we will understand" and workers can better communicate because "you know the culture, you know what they think" and you "know how to introduce, subtly and in different ways, the subject matter without causing offense".

Additionally, "educating the people in their own language" is particularly effective because "translating some words into another language it can not have the same meaning".

### **Establishing trust before talking about violence against women**

**They go and meet men at their places. Finding the men on their site, outreaching. They are targeting first and going to them. It opens doors. A man may be in a café, he's not powerless so it is OK for someone to approach him there.**

The various stakeholders commented that the CVAW project process works because relationships are initially based around "building trust" before the topic of violence against women is introduced.

CVAW "work with men through different activities" and "different angles" by "befriending them" and "introducing the organisation as a whole, saying we are working with marginalised people". As well as approaching men and encouraging them to join wider Community InfoSource activities (e.g. weekends away and English language classes) they also seek to meet men through community activities such as religious observance, college and sports clubs.

Initially CVAW "don't talk about the project" and instead "talk about general subjects", but when "comfortability" and trust is established and when the men "know us better" the workers approach the subject "very indirectly" and "relay that information" about the project to them "very carefully".

## Maintaining an active group of local men

**Men that attend from any community is very very low.  
Men tend to just opt out, and even more so at the community level.  
So to access men in their own communities is quite valuable.**

Several of the stakeholders (including several External Partners) commented that the CVAW project “seem to have an active group” of men “who are prepared to engage, to listen to learn, to go out and engage with other men”. They felt that this was “quite unique”. In their experience “men don’t talk a lot” and men “are not really willing to attend stuff like this” so maintaining an active group of volunteering men “is a big achievement”.

## Working with External Partners to source new clients

**We use it as a hub to meet people.**

As described earlier in this report, the CVAW project has links with many organisations in Glasgow.

CVAW has been able to work with external organisations to source client referrals and to attend sites, activities and events with a view to meeting potential clients in neutral surroundings.

## Lessons learned from talking about violence against women

The CVAW workers have learned a lot about initiating conversations around violence against women, and this learning is discussed in the following section.

### Initiating difficult conversations

**One of the challenges we go through is some people don't want to talk or don't like what we do.**

The staff and Community Champions described the way that initiating conversations about violence against women could be very difficult because men were not always receptive.

In their experience, “some of the men run away” and “some just nod you and walk away” and some “say this is not for me”. Other men “react negatively” and “maybe argue” so the workers “calm them down and talk to them softly to help them understand” which means that “sometimes we talk for hours and hours, having the discussion”.

Some of the challenges and learning around discussing violence against women are described in more detail in this section of the report.

### Cultural sensitivity

**They have grown up in a community where these kind of actions is normal for them.**

One of the key areas where men typically disagree with the work of CVAW is around “tradition” and “culture” because some of the acts of violence are considered “a way of life” and “a centuries old practice” which can be “deeply rooted” and “most times very difficult to amend”. As a consequence, men in the community sometimes believe that the work of CVAW is “racially motivated” and that “talking against” their culture is the product of “brainwashing”. They believe that the CVAW workers have been influenced by “Western supremacy” and by “Westernised” people that are “racially profiling” people and “want to impose their culture on us”. This creates difficult conversations for the workers, because “it is as if you have touched a sensitive part of their culture” and sometimes the men feel “very insulted” by the conversation.

### A taboo subject

**This is a taboo subject and it is very hard to bring people on board.**

Linked to the above, violence against women – and FGM in particular – is considered “taboo” and “offensive” and “shocking” and “sensitive” so it can be a difficult subject to initiate a conversation about.

## A woman's issue

**The main challenge is that men think this is a woman's issue.**

Another typical argument against these discussions is a “misunderstanding of the man's rights” where men believe that violence against women is “a women's issue” and “nothing to do with being men” or even that the CVAW workers “are being sponsored to talk for women”.

## The experience of talking about female genital mutilation

**Many people after talking to them, you see them calling up people back home and tell them this thing is not the way we see it.**

In the experience of the CVAW workers, “most people are not aware” about FGM and “don't know it is happening”, and as such they are “prepared to give me an audience” because they are interested to find out more. Typically, when learning about “the consequences” and “medical implications” of FGM, men respond by being “shocked to be honest about how bad it was”. As such, many men tend to be open to receiving to this information, and when they have done so they are “happy with that [message]” and leave “promising to share the information with people”. Where men are not receptive to the message about FGM, their arguments tend to focus around:

- Religion - “They think it is normal, people practice it because of their religion”.
- Terminology - “When we say FGM they say we should say cutting, the word mutilation is degrading the woman and the communities that practice it are barbarians”.
- Scepticism - “That the prevalence of this practice in the UK had been greatly exaggerated with no evidence” and that they were “not convinced by the statistics”.
- Irrelevance - “FGM is not something related to them, not my problem”.
- Racially motivated and profiling communities and there should not be an Act specifically for FGM but should be incorporated within the Human Rights Act.

## The experience of talking about gender based violence

**Well well well yes, there are circumstances people say the law is wrong and it is a lie and men are not treated equally. Blah blah blah blah. I keep insisting you are to do the right thing. You are to be good to your wife. (Community Champion)**

The workers described gender based violence as being a particular issue because for some men “culturally they believe domestic violence is ok, it about being a man”. The workers described routinely speaking to people who come from “some cultures that don't think women should have any kind of status” and where there is a “a hierarchy with men at the top of the heap” as “a man in our country likes to become powerful at home” and some men “are proud to control the woman”. When speaking about gender based violence, the workers found that some men “don't believe the law here” or “are not aware of the law”, with some feeling that “women are favoured more than men” by the law in Scotland.

The workers seek to “change the cultural mindset in relation to women” but “it was difficult when we explain that for a man” and “more than 50% of people won’t listen”. Techniques included “correcting their understanding” and “providing them with information” about “their rights here in this country”, stating that “domestic violence is not tolerant here” and “there is equality in Scotland”.

### **Successful routes to conversation**

Because “it is hard to know how people might react”, the workers “use different tactics” to get their message across. Once trust has been established, the workers raise the issue of violence against women using “very careful language” which is “not about raising the finger” and is “not blaming individuals” and ensures “people are not humiliated”.

Where a direct approach to raising violence against women is not possible, successful conversational tactics might focus around:

#### Integration into Scottish life

**Yesterday I meet with someone, he don’t know nothing. I help him with a small form and after I give him my phone number and say I will help him.**

The workers sometimes raise issues of violence against women in amongst a wider discussion when “bridging the gap between the newcomers and the receiving communities”. The workers initiate a conversation “telling them about the new community they are living in” and “helping the people to integrate into the local community”. Through this, the workers “give them awareness about a lot of important things they need to know in this country” and tell them “how they should be in this country” including “rights and responsibilities” for example “as a citizen in this country we have a duty to look after those around us”.

#### A discussion about local laws

**To let people know you should not lay your hand upon a woman, and there is a law if you raise your hand to a woman or molest a woman you can be arrested. That is what the law says. They say wow are you serious? Of course I’m serious it is common sense.**

Sometimes the workers focus discussions around the legal consequences of violence against women to “make them aware that this is not just harmful but it is illegal”, “making them realise the law is involved” and that “it is not allowed”. Some men appreciate this message as “they like to protect themselves legally”.

#### Protection of children

**I tell them all these things are for children as well.**

Sometimes the workers focus on discussing how violence against women is a child protection issue, because they find that men “like to protect their child”.

## Challenges faced

The following section explores some of the challenges faced when delivering the CVAW project.

### Working with asylum seekers and marginalised groups

**The most challenging thing is out of control stuff. You work with asylum seekers and marginalised groups, the issues that they have reflect difficulties and issues around mental health and always under continual stress.**

The CVAW workers were very aware that their client group were “facing a lot of problems” and “struggling every day” as they “lead very very stressful lives”, relating to the challenges of their situation as asylum seekers or marginalised groups.

To provide a specific example, the CVAW Pandemic response report noted that:

*The recent shooting (June 26, 2020) at the Park Inn Hotel resulting in the death of Badreddin Abedlla Adam, for example, and subsequent removal of residents to new accommodation has created trauma and crisis for many people we know. This has made it difficult to engage with those living in the Park Inn being moved to new accommodation with little warning.*

As such, it is very important for CVAW to “try to understand more of those issues” in order to best support their clients and recognise the limitations of what can be achieved.

### Volunteer turnover

**The volunteer commitment. They are volunteering and getting trained and after three months they start a job or are moving away.**

Although the CVAW project provides a positive focus and employability impacts for Community Champions, a downside of this is that it is difficult for CVAW to maintain a stable pool of volunteers and get “people to stay for the job they have been trained for”. The Community Champions “naturally volunteer for a period of time and drop off” because in time they move away or become otherwise unavailable when they find jobs. This proves difficult for resourcing purposes, and must be acknowledged in succession planning.

### Sustaining funding

**Funding is one of the most challenging things here, we need it to continue making a difference.**

As is the case for many small not-for-profit organisations, access to sustainable long-term funding is a continual challenge in the project.

## The impact of the Covid-19 pandemic

Seeing what they have managed to continue to do despite the pandemic, it has been incredible, I take my hat off to them.

The Covid-19 pandemic has had a significant impact on the way that the CVAW project has been able to deliver their service.

In the early days of the pandemic, CVAW:

- Closed the office and began to work remotely, including holding weekly Zoom staff meetings;
- Sourced funding from the Foundation Scotland Response, Recovery and Resilience Fund for phones for staff and Community Champions, and top up cards for clients;
- Ran three sessions for staff and Community Champions to improve 'Active Listening' skills in online and telephone settings, delivered by Mandala Consulting;
- Delivered sessions with clients online;
- Set up a WhatsApp group to maintain contact with clients to keep discussions going.

CVAW found that it was possible to successfully engage with clients online and deliver CVAW services in new ways. However, a number of challenges were experienced:

- Some clients were unable to participate online in a sustained way because they do not have adequate IT, could not afford the costs of data or lacked the IT skills needed;
- It was harder for workers to deliver sessions where they could not see the faces of the people they were working with;
- It was more difficult to address issues of FGM and GBV in an online environment;
- Some clients responded better to socially distanced group activities e.g. outdoor visits, walking, sport and other social activities, which allowed more in depth and challenging conversations to take place.

Partnerships with external organisations have also been affected by Covid-19, with “multi-agency meetings all lost in the last year” and “not enough time to talk to people” because “people have suspended work” and “it has been a bit higgledy piggledy this year with people just trying to keep their core services going”. Partnership working is something that the External Partners were keen to “re-establish” when possible.

## Areas for future development

The following section details suggestions made for areas that CVAW could develop in the future.

### Sharing learning

**Bringing along information and sharing learning from their work. Their learning from the work they have done in communities. Having examples of the work they have done with men is really useful to feed into the strategic groups.**

The External Partners were all extremely keen to hear more about the work that CVAW is doing, and the way that the work is being done. External Partners felt that they would like to see “more work from Community InfoSource to present that evidence and those ideas” including “information”, “examples”, “case studies”, “good evidence of the experience and practice” and descriptions of “an effective way to do this work”. At an organisational level, the External Partners felt that CVAW “should be setting out their stall a bit more” to “advertise the project more” to “other agencies and organisations” through “leaflets” and regular contact. This would enable those working more broadly around combatting violence against women to “come together to discuss” and “talk about how services can respond to that situation” and show that “the strategies can work”. More broadly, this evidence could be used “on the campaigning side” to influence “the Scottish Government and MPs” and help to secure “more funding”.

### Extending the remit of CVAW

**Boys grow up to think they need to marry a woman who is like this. Focusing on the boy child. If we teach them at a younger age here in Scotland I don't think he would agree to what the woman is going through.**

Other suggestions were made for ways that CVAW could extend their remit. These included:

- Family-oriented activities to “bring the groups together”
- A youth club to provide “a safe space to talk about these issues”
- Work with children in schools
- Work with school teachers to recognise issues amongst their pupils
- Lobby to include these issues within sex education
- Work in prisons
- Work with convicted “perpetrators of domestic violence”
- “Using a creative way – TV, radio, theatre”
- Focus beyond the current client group as “it is not just our problem” and “actually although we work mainly with asylum seekers it is a wider problem than that - let's not say it is just for minority and ethnic communities.”

CVAW could consider whether it might be useful and possible to pursue any of these ideas.

Linked to this and as mentioned earlier, there is certainly a demand for CVAW to continue to work closely with women's organisations and statutory services in order to provide the most joined-up local response to issues relating to violence against women.

## Supporting the CVAW project

The following section describes the team and structure supporting the CVAW project, and their needs in relation to future development.

### The staff team

Every single person on the team is very passionate about it.

The CVAW project is run by five members of the Community InfoSource staff team, and an External Project Adviser who is a contracted consultant. More specifically, these are:

- 1x Project Manager
- 3x Project Workers
- 1x Sessional worker
- 1x External Project Adviser

These team members were asked, via an anonymous survey, about the skills and resources available to them when doing their jobs at CVAW.

Firstly, the team members were asked how confident they felt in various elements of their job role at CVAW:

Element of job role	% Feel confident
<i>Base: Those for whom the skill is relevant</i>	
Overall feel confident doing your job at CVAW	100
Understanding the facts about violence against women	100
Talking to men in the community	100
Giving presentations	100
Delivering training	100
Listening to people's opinions	100
Changing people's opinions	83
Talking to people that disagree with you	67
Administration tasks	60
Understanding the wider context like funding and policy	60

Overall all (100%) of the staff members responded that they felt confident doing their job at CVAW and on the whole most felt confident with specific elements of the role. Elements of the role for which one or more staff members felt less confident were:

- Changing people's opinions (17% do not feel confident)
- Talking to people that disagree with you (33% do not feel confident)
- Administration tasks (40% do not feel confident)
- Understanding the wider context like funding and policy (40% do not feel confident)

A number of additional training and support needs were highlighted in this survey and by other stakeholders across the course of the evaluation.

Specific and individual needs included:

- “IT literacy support”
- “One-to-one support”
- “Communication skills”
- “Policy-related training”
- More “senior level” support
- Wellbeing support as “the emotional impact of conversations can be hugely upsetting”.

It was also noted by staff, Community Champions, Board and Steering Group alike that a continual programme of training would benefit all because “we all need updates”.

According to the staff survey, almost all of the staff members (83%) felt that they had enough time in their working day to do their job at CVAW. That said, several stakeholders commented that with “additional funding we could bring in additional staff or increase their working hours” which would be appreciated in order to extend what the project could achieve. This is because “capacity always informs what one can and cannot do” and “we are struggling to employ the right amount of people in the project”. As one stakeholder noted: “we need other skills, tools, expertise, around us to continue because we know this issue is continuous.” It was also pointed out that extra job security for the workers might also be provided via “enough funding to enable staff as well as volunteers to commit for longer period”, and that “career and income progression” can “make for increased motivation”.

Additional funding might also allow the team to bring in additional staff members with different skills, including: “More computer skills, to teach the other members of staff”, “campaigning”, “research”, “marketing - raising the profile of the project” and “people with other language skills to reach other people in other communities”. Moreover additional staff would enable reaching other underrepresented language groups from communities with high prevalence of FGM like the Somalis and Kurdish for instance.

The only physical resource mentioned as being needed was “more space”, which post-Covid “would be good” because “if we had more space people could do more things and see folk in different ways”.

Community InfoSource could consider whether it might be useful and possible to pursue offering further support in any of these areas as mentioned above.

### Community Champions

**I would really like them to give us more training. FGM, domestic violence, they could be enlightening us more. We get so many questions, so many challenges out there, we need to be equipped.**

The Community Champions appreciated that they were closely involved with the staff team by taking part in “the meeting every Thursday” and that they received “my transport fare” and “£20 for my top-up so I can have data” to enable them to participate fully.

One Community Champion said that he would like to have more training, as he was keen to be well equipped with knowledge in order to fulfil his role.

### Strategic support

**We comment on how well they are progressing and the work and put suggestions on how they can improve and which approach they can take.**

The CVAW project is supported at a strategic level by the Community InfoSource Board, and the CVAW project Steering Group.

Members of these groups were satisfied that CVAW was “open and transparent about the activities” and provides “a very extensive report which is robustly discussed” including conversations about “what went well and what didn’t”.

Members of these groups commented on how positive and important it was that these groups are diverse, for example: “it is really important to include the women as part of the steering group. They didn’t just say us men sit around and discuss issues, they brought men and women together to find a space to feel safe enough to speak about this difficult issue” and “the Board is made up of more than 50% from minority backgrounds. We have asylum seekers on the Board so there is a lot of lived experience”.

One member suggested that it might be useful for the group “to meet services users so we can talk to them and listen to them and what their thoughts are”.

## Reflecting on monitoring and evaluation systems

Community InfoSource wished to use the evaluation to learn more about CVAW's monitoring and evaluation systems and how these could be improved.

It is the opinion of the evaluator that existing data collection mechanisms are broadly fit for purpose and appropriate, and that strategic planning and reporting against this is coherent and useful. That said, some suggestions for enhancing systems are detailed below.

### Routine reporting

CVAW should continue to collate and report on this data regularly for funding reports and for staff, Board and Steering Group reporting to understand current delivery and to make decisions.

It might be practical and useful for CVAW to create a KPI template (see Appendix 2) so that key information is presented six-monthly or annually, and trends are tracked over time.

### Demonstrating change

As utilised in this evaluation, it is suggested that the following questions may be useful for CVAW when collecting and collating future evaluative data, to enhance clarity around demonstrating change:

- What have participants learned?
- How have they changed their minds?
- How have they changed their actions or behaviour?
- Why is the CVAW project important?

These questions could be included in the post-workshop survey as follows:

- Did you learn something that you did not know before? (Yes/No)
- Did your opinion change, because of what you learned? (Yes/No)

These questions could be included in the six-week feedback survey as follows:

- Did your opinion change, because of what you learned? (Yes/No)
- Did you change your actions / behaviour or the things that you do, because of what you learned? (Yes/No)
- Did you tell anyone else about what you learned? (Yes/No)

When soliciting future case studies, these questions could guide the conversations to probe for relevant detail.

Any ad hoc quotes and anecdotes that are collected could be saved under headings based around these questions, as a way of organising data for future reporting.

Meaningful data about 'change of actions or behaviour' is likely to be the most challenging to collect, as this will not be an immediate impact for many (often arising later than the six-week feedback), because it is difficult to measure something that the men didn't do, because some men

are wary to share this information, and because it is hard to keep in touch with communities that are not permanently settled. Options for collecting this information might include:

- Asking for feedback after a gap (six months or one year) with a focus on changed behaviour
- Periodically asking for 'stories of change', as we have in this evaluation
- Tracking relevant trends in local / national / global crime and health statistics

### **Impact on volunteers**

The evaluation has shown the CVAW project has a substantial impact on the Community Champions, so it is suggested that more detail about any social and employability impacts is gathered routinely via volunteer surveys or case studies and is reported to funders and beyond.

### **Demonstrating reach**

The CVAW project suspects that it has a greater reach in the community due to participants spreading the message that they have learned amongst their family, friends and colleagues. CVAW could estimate the reach if they found an appropriate point to routinely ask volunteers and workshop participants something like "How many people did you tell about what you learned? (enter number)". This could be extended to differentiate between local and international contact.

### **Practicalities**

Surveys could be set up using survey software such as SurveyMonkey as it is much more user-friendly than Excel so this streamlines the data entry process and provides automatic analysis. It may be possible for workshop attenders to enter their responses directly into a phone or CVAW-provided computer saving time in data entry, or SurveyMonkey has a very user-friendly data entry function for entering written responses at a later date. SurveyMonkey has a fee (currently £384 annually) but it may be worth the cost in saved time, convenience and accuracy.

### **Sharing learning**

Learning from this evaluation and from the CVAW project generally is likely to have wider interest beyond Community InfoSource, and a demand for more information was highlighted during the evaluation. CVAW could prepare summary articles, opinion pieces, journal articles, blog posts or case studies on subjects including:

- Impacts of the CVAW project;
- Top tips or learning from project delivery, for example: effective ways of approaching conversations about these issues, effective ways of engaging with affected communities (barriers / enablers), the importance of men working with men around this issue.

CVAW could also look for opportunities to present these findings at events and conferences.

### **Authentic voice**

Overall, CVAW should confidently use their learning and their evaluative data to help 'set the tone' of how they present themselves as an organisation – ensuring that the voices of the workers, volunteers and beneficiaries are represented in an authentic manner.

## IN CONCLUSION

At the close of the evaluation, those involved with the CVAW project were very positive about the project and were satisfied with the progress and impacts of the work. The team were described as being hard working people doing a difficult but effective job in a novel way.

The CVAW project has certainly accomplished what it set out to accomplish by making a positive difference to those that have participated in a city where there is need and a country where this is supported in policy and law. The project succeeds in finding and engaging with men from affected communities in Glasgow, and in educating these men about violence against women. The evidence shows that the learning is well understood and retained, and that many of the men are subsequently inspired to pass on this information within their communities either informally to their own networks, or formally as volunteers with the project. The approach works because it is based around 'men working with men', and furthermore 'men working with men with common backgrounds' which means that the message can be transmitted in a culturally sensitive way and the recipients are more likely to listen and take the message seriously.

Where men have engaged with this project, the approach is extremely effective. The challenge, however, is in creating relationships which lead to engagement as many men are sceptical, hostile or disinterested because the topics are considered 'taboo' or 'women's issues' or 'Western supremacy'. In the course of project delivery the workers (including staff and Community Champions) have successfully established techniques to circumvent this. They tend to engage with men who have similar backgrounds to their own and make a generalised approach around helping them to settle into the community, which helps to establish trust. Violence against women can then be raised as part of a wider conversation about Scottish life and local expectations, and supplemented with facts about the law and child protection. To ensure that these complex interactions can be successfully navigated, it is vital that the workers are well informed about the subject matter and skilled in handling difficult conversations so the ongoing training and support provided by CVAW is valued and it is essential that this continues to be prioritised.

As difficult as this task is, CVAW workers take considerable pride in spreading this message and appreciate the social and employability skills that they have gained from undertaking this challenging role.

A project based around 'men working with men' is considered unique, and the External Partners particularly valued this as being an otherwise missing part of the local ecosystem for tackling violence against women. They appreciated that the CVAW project works at the root cause of the issue, and additionally because many projects are women-only the CVAW project is a useful resource for being able to engage with men. As such, the External Partners were very keen to hear much more about the work of CVAW and there was significant demand for more informal and formal knowledge exchange to be driven by CVAW.

There is no question that the CVAW project is effectively raising awareness and changing opinions amongst those that it engages with, and that those men are spreading the information more widely. What is unclear at this point is the extent to which behaviour is changing and levels of violence against women are reducing locally. That said, it is natural that such a cultural shift would not be immediate (and nor would it be easy to measure something that does not happen at an individual level) so exploring this change should be a longer-term goal.

The CVAW project has clearly learned a lot during the delivery of this project and the process (including delivery materials, training for staff and volunteers, and ways of approaching men in the community) have been continually refined and improved based on this learning. It is highly likely that this project model could work elsewhere, in other diverse communities.

## Recommendations

- Continue to ensure that CVAW staff and volunteers have access to an ongoing programme of training and support (particularly relating to up-to-date factual information and managing difficult conversations);
- Consider how best to address the specific training needs mentioned by the staff members;
- Ideally source funding to employ more staff members and increase capacity;
- Expect that volunteers will move on and build this into planning, but consider ways to enhance retention where possible;
- Find ways to share learning widely about the process and impact of the CVAW project;
- Consider whether it is appropriate to pursue the suggestions offered by the stakeholders around areas to extend the project;
- Examine Governmental crime and health statistics to look for relevant national measures which can be tracked over time;
- Consider integrating suggestions around monitoring and evaluation into routine processes.

## Appendix 1: Translated Stories of Change

Africa needs a lot of intervention to curb crime against women. To fight female genital mutilation is seriously consider in the UK. My disposition to FGM as traditional practice is changed. Now I protect and defend women in an African setting. It gives me opportunity to educate others on the need to fight against FGM.

I learned things I didn't know in my country. The project changes the behaviour of a person from Africa and the Middle East.

I learned that men and women should cooperate in life and not impose personal opinions and give each of them an opportunity to allow the other to share his opinion. By giving the opposite sex an opportunity to express their opinion and be heard fully.

It has been a general belief that the law in UK is resigned to favour the female but I got a better understanding from CVAW that this is not true. I now walk with the mentality that the government is not bias or against the men in case of an issue. Knowledge is power. It makes you know the truth and also guides you not to become a victim as ignorance is not an excuse.

I learned not to be violent towards women, and to maintain respect and appreciation between us. It has become my opinion about violence against women, that I reject it and would like this behaviour to end. I don't have to bully women anymore.

It made me aware of that these practices are widespread. I'm more aware of these wrongdoings. It help raising awareness about these matters which affects every family.

At first, I heard about some practices against women, but I did not know that they were taking place in my country. When I learned about the existence of some people with extremist ideas, I was surprised by that. I tried to contact some people I know to pass on these ideas to them.

I learned a lot like the harmfulness of circumcision to women. Absolute cruelty and frustration. It is very important for the awareness it provides.

It will decrease violence against women. My opinion changed greatly, I learned a lot.

I became more sympathetic and concerned with women's issues. After attending the training workshops and learning about issues of interest to society and women in particular. I feel more mature and understanding and I try again and again to spread awareness about violence against women. In my personal opinion, it helps to balance and cohesive society because it urges people to respect the backbone of nations (women).

## Appendix 2: Draft KPI template

This KPI template is included as a visual example of a way that CVAW could concisely present their data and track change over time. If CVAW wished to pursue this they should insert their own measures of success, whilst ensuring that the template remains fairly brief.

### Challenging Violence Against Women project: Key Performance Indicators

#### Delivery:

	<i>Source</i>	<i>Measure of success</i>	<i>(Date 1)</i>	<i>(Date 2)</i>	<i>(Date 3)</i>
			%	%	%
Number of workshops run	Workshop records	Maintain or Increase			
Number of workshop participants	Workshop records				
Number of participants in other outreach activities	Outreach records				
Estimated community reach	Survey				
Number of Community Champions trained	CC records				
Number of Community Champions active	CC records				

#### Impact:

	<i>Source</i>	<i>Measure of success</i>	<i>(Date 1)</i>	<i>(Date 2)</i>	<i>(Date 3)</i>
			%	%	%
% support FGM	Post-workshop survey	Decrease			
Support FGM percentage point change	Pre / Post-workshop survey				

% correctly state that FGM offenders face a prison sentence of up to 14 years	Post-workshop survey	Maintain or Increase			
Correctly state that FGM offenders face a prison sentence of up to 14 years percentage point change	Pre / Post-workshop survey				
% understand that it is illegal for a child to be taken abroad for FGM	Post-workshop survey				
Understand that it is illegal for a child to be taken abroad for FGM percentage point change	Pre / Post-workshop survey				
% learned something that they did not know before	Post-workshop survey				
% opinion changed, because of what they learned	Post-workshop survey				
% opinion changed, because of what they learned	Six week feedback				
% changed actions / behaviour or the things that they do, because of what they learned	Six week feedback				
% told anyone else about what they learned	Six week feedback				
Estimated community reach	Six week feedback				

**This template could also include measures relating to:**

- Funding
- Staffing
- Partnership working
- Local / national / global crime and health statistics