



Promoting Healthy Masculinities from

Coast to Coast



What:

A free 10-hour workshop series for boys ages 13-17 to build allyship skills and help prevent gender-based violence.

When:

Nov. 14, 15 & 16th
F: 1-6pm. S,S: 12-6pm

Where:

701 Rosser Ave, Brandon, MB

Join us for a fun, activity-based weekend exploring Masculinity, Healthy Relationships, Consent, and Allyship.

- \$50 honorarium for completing the program
- Food and snacks provided all weekend.
- Out-of-town participants can stay overnight
- Games and Prizes + bring-a-friend bonus!

How to Register:

✉ youask@huddlebrandon.ca

☎ 204-717-6565

Questions/Want more details?

Adjei Scott (ascott@whiteribbon.ca)

Community Engagement Manager, White Ribbon

Layne Mills-Mentuck (layne@huddlebrandon.ca)

Peer Supporter, Huddle Brandon

Scan Here to Register:



Promoting Healthy Masculinities from **Coast to Coast**

November 14th–16th/ 1–6pm, 12–6pm / 701 Rosser Avenue

Boys ages 13–17 — this one's for you!

A 10-hour workshop on Masculinity, Consent, Relationships, and Allyship — through games, prizes, and real conversations.

Register Now!



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Huddle

📍 BRANDON

Promoting Healthy
Masculinities with Youth from

COAST TO COAST

PROJECT INFORMATION BOOKLET

PARENTS & YOUTH



About White Ribbon

White Ribbon is a Canadian not-for-profit, registered charitable organization that engages with boys and men in the prevention of gender-based violence by promoting equity and transforming social norms, attitudes and behaviours. Using a positive strength-based approach, we promote gender equality, consent, allyship, healthy relationships, emotional intelligence, safe and inclusive spaces, and a new vision of masculinity to create lasting lifelong changes.

Project Description

Promoting Healthy Masculinities Coast to Coast is a free 10-hour workshop series designed for young men and boys. Through engaging discussions, activities, and reflection, young men explore what it means to have a positive sense of masculinity and how this can help prevent gender-based violence (GBV).

The program looks at how unhealthy ideas about masculinity can shape attitudes and behaviours, and how these ideas are connected to GBV. Together, we learn about the impacts of GBV, challenge harmful stereotypes of masculinity, and build practical skills to become allies and leaders in creating safer, more respectful communities.

The Coast to Coast curriculum is interactive, supportive, and tailored for young men. Participants are encouraged to share their thoughts, ask questions, and engage in peer-to-peer learning. The program is offered in partnership with local organizations in both urban and rural communities across New Brunswick, Quebec, Ontario, Manitoba, and Saskatchewan.

Why Join?

By joining Promoting Healthy Masculinities Coast to Coast, young men and boys have the opportunity to build confidence, strengthen relationships, and become positive role models—while contributing to the prevention of GBV.

Phase 1 Results



81% of youth reported learning healthier ways to manage their emotions



78% of youth reported learning new strategies for taking care of themselves



78% Had a better understanding of positive roles that they can play in ending gender-based violence



71% Felt better prepared to build equitable and healthy relationships with friends and romantic/intimate partners



Promoting Healthy Masculinities Coast to Coast: Module Outline

The six topics covered in the 10-hour curriculum are outlined below. All modules and topics are activity- and discussion-driven, creating an interactive space where youth feel comfortable sharing their thoughts and experiences.

Topics

1. Unpacking Masculinity
2. Healthy Relationships
3. Understanding Gender-Based Violence
4. Consent Culture
5. Bystander Intervention
6. Allyship

Youth Participation & Engagement

Young men must be from Ontario, Quebec, New Brunswick, Manitoba, or Saskatchewan.

Youth will receive:

- An honorarium for participation in the 10-training and research study
- Volunteer hours
- Certificate of completion
- Support/reference letters

White Ribbon Leadership Program

All participants will have the opportunity to join the youth leadership program after completing the 10-hour curriculum.

We look forward to co-creating the model to match youth interest, but it could include:

- The option to join a National Youth Council
- Ongoing leadership training
- Booster workshops that build on topics and themes covered in the 10-hour curriculum
- Opportunities to connect with other young people working to end gender-based violence (GBV)
- An Annual WR Youth Summit

The Longitudinal Study

At White Ribbon, we know that creating lasting change takes time. That's why we're launching a three-year research project to see how long-term programs can help young men and boys develop and maintain healthy attitudes and behaviours—and play an active role in preventing gender-based violence (GBV).

Working with a partner academic institution, we'll be following 150 participants from our Promoting Healthy Masculinities Coast to Coast program over three years. We'll check in regularly to learn about their experiences, challenges, growth, and how they're putting the principles of healthy masculinity into practice in their everyday lives.

By studying the impact over time, we aim to strengthen future programs, influence positive policy change, and create communities where everyone can live free from violence.

For youth, this is a chance to share your journey, have your voice heard, and help shape programs that can make a real difference in your community. For parents, it's an opportunity to see how this program equips young men with the skills, knowledge, and confidence to challenge harmful stereotypes and build respectful, healthy relationships.

What are the Requirements for Youth Participation?

Year 1:

- Participation in the 10-hour Promoting Healthy Masculinities Program through a local organization
- Completion of a pre-program/pre-study evaluation against which changes in attitudes and behaviours will be measured on an ongoing basis
- Post-program Interview with the Study Research Team (for some participants, but not all (this is optional)

Years 2-5:

- Participation in ongoing engagement activities to continue the learning process and receive on-going training (e.g. annual virtual leadership symposium; peer-to-peer engagement sessions; etc)
- 2-3 meetings a year (interviews/focus groups/ surveys or questionnaires etc.) with the research team.

Research FAQ for Youth and Parents

Why are you doing this study?

We know that the men and boys who take our workshops and trainings learn new skills and perspectives, but we haven't been able to understand what that means over a longer term and how they use those tools out in the world. There has been very little research overall into how programs like ours affect young men over time, and what there is has focused on whether those young men cause harm in relationships - we want a broader understanding of changes to attitudes, values and behaviours (including being an ally).

What do you want me/my child to do to be part of the study?

The study involves completing five surveys and two interviews. We'll do a survey right at the beginning and end of the workshops, then again once it's been 6 months, one year and two years since the workshops. Our researchers will reach out to schedule interviews 9 months and 18 months after the workshops.

How much time will it take?

A two-year study sounds like a long time, but each survey should only take about 15 minutes and the interviews about 30 minutes each. Keeping in mind the timeline above, that's one interview and one or two surveys per year following the workshops.

Who is conducting this study? Are they safe and trustworthy?

We're working with an experienced researcher out of Wilfrid Laurier University in Ontario whose work is focused on gender-based violence and how communities can respond to make change. White Ribbon has worked successfully with him on many projects before, and as part of our agreement, he and any students or research assistants he works with have to complete a police background check.

How will my/my child's privacy be protected?

The information collected for this study will be kept anonymous, and stored securely only for as long as we need to keep it (about 7 years). After the research is completed and published, all the surveys, interview recordings and notes will be destroyed.

Research FAQ for Youth and Parents

Is there any risk to being part of this study?

Any risks are minimal and have to do with the material being covered in the workshops. It's possible that while talking about masculinity and gender-based violence, some sensitive discussion and obscene language could come up. Our research plan has been reviewed and approved by the Community Research Ethics Office, who agree that it's low risk

What incentives are you offering for the youth who join the study? Why are you giving me/my child money for participating?

We're offering a \$50 honorarium for all participants who complete the workshops (whether or not they join the study), and then \$20 for completing each survey and \$30 for each interview. Anyone who completes all stages of the study will be entered to win a prize worth around \$500. It's a small way of saying thank you for taking the time to connect with us, and acknowledging that your time is valuable.

Is this mandatory in order to attend the workshops?

Not at all! If you choose not to join the research study, we'll still ask you to complete a short survey, but this would be separate from the research and it's something we do for any workshop or training we run.

What if I change my mind or want to stop being part of this study?

That's okay, too. Anyone participating in the study can choose to withdraw at any time, for any reason.

What are you going to do with what you learn?

We'll use those insights to help improve all of our work, and knowing this is a new area of research we're hoping to share the research results in a number of ways. We'll produce a summary of the results to share with participants, and we may share major findings through social media channels and media appearances; early results could also be featured in some of our ongoing youth engagement activities. The lead researcher intends to write at least one journal article, and might also present at conferences, on webinars (and/or write a book!).



For more information, please contact:

Adjei Scott

Community Engagement Manager

ascott@whiteribbon.ca

