"Men of Strength" Campaign

ACTIVITIES | **OUTCOMES** | **DIVP Logic Model Outcome**

Print Media

Website

Radio Materials

Men ages 14-30

See the campaign material as modeling desirable behaviors

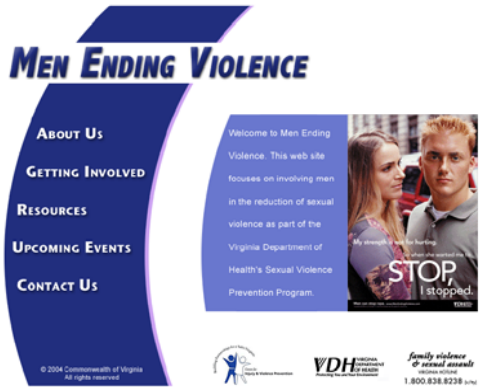
Men internalize masculine messages

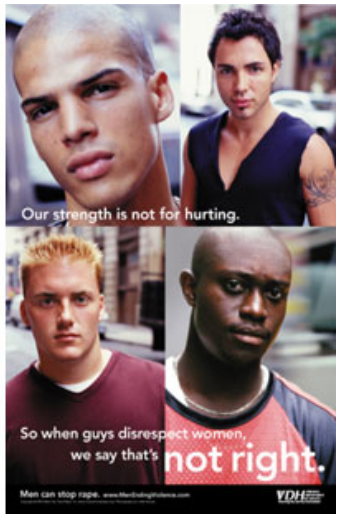
Men accept expanded definition of masculinity

Men have healthy, respectful relationships with women

Men speak up when they see behaviors that are disrespectful to women

Increase in cultural norms that do not support violence





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