



FOR IMMEDIATE RELEASE

NOV. 5, 2019

A new provincial project challenging social norms for masculinity is underway in Newfoundland and Labrador. Funded by the Newfoundland and Labrador Beard and Moustache Club (Merb's Calendar Project) and managed by a provincial advisory committee, the year-long project is focused on engaging men in the prevention of intimate partner violence.

Val Barter, Executive Director of Violence Prevention Avalon East, said this is a project she and the other directors of the ten provincial collations have long wanted to get going.

“Men are surrounded by harmful and limiting representations of masculinity and these representations create a culture where violence against women is tolerated.”

The project, Navigating modern masculinity- engaging men in violence prevention will focus on changing attitudes, recognizing harmful stereotypes, and creating spaces where different perspectives on what it means to be male in modern society. The project will develop

1. A suite of awareness-raising materials targeted at deconstructing toxic and harmful definitions of masculinity;
2. An effective outreach strategy to ensure maximum uptake and impact of developed materials; and
3. Community engagement to promote developed materials and encourage mobilization.

Barter said the provincial advisory committee will support the work of the project consultant and ensure a diversity of ideas and approaches is built into the content. Given this is Family Violence Prevention Month, Barter said it was especially important to look at developing strategic approaches with which to engage men on the issue.

“Our project will offer useful tools and innovative content to educators and community advocates who want to create a better future for all,” Barter said. “We know men want to be better and we want to support them in making those changes.”

-30-

#### Media Contacts

Val Barter  
Executive Director  
Violence Prevention Avalon East Ltd.  
[violencepreventionae@gmail.com](mailto:violencepreventionae@gmail.com)

Martha Muzychka, ABC, MC  
Principal, Praxis Communications  
[martha.muzychka@gmail.com](mailto:martha.muzychka@gmail.com)