

**SWEDD SERIES: OPERATIONAL BRIEF**

**DEVELOPMENT OF CLUBS FOR HUSBANDS AND FUTURE HUSBANDS**

The research informing this brief was led by Equimundo and relates to the SWEDD project. The information will guide the implementation of SWEDD+

This operational brief is part of a series that retrospectively documents the process of implementing the interventions of the Sahel Women's Empowerment and Demographic Dividend (SWEDD) project. It describes the good practices, challenges and lessons learned in the implementation of Husbands' Clubs (known as CdM for the French name Clubs de Maris) and Future Husbands' Clubs (known as CdFM for the French name Clubs de Futurs Maris). It summarizes the literature review and conversations with key respondents in Burkina Faso, Mali, Mauritania and Niger between February and March 2023. The implementation experiences described in this brief and the guide of the same name serve to inform the CdM and CdFM interventions in SWEDD+, and other projects in countries in the Global South, particularly those in West and Central Africa. Implementation took place in three phases.

“ At the meeting to set up the CdFMs, the parents are called in, for an explanation of what is involved, and then they give their agreement for their children to take part in all the CdFM activities.

**Niger programme officer**

**Key aspects for the CdM/CdFM**

**Phase 1: Design and planning**

- Selection and recruitment of implementing NGOs.
- Identification and mobilization of communities to select those where young people are at risk of perpetuating gender inequalities.
- Identification and selection of participants in the CdM/CdFM on the basis of criteria defined by the project management units (PMUs), communities and other stakeholders.
- Recruitment of facilitators.

**Phase 2: Implementation**

- Choice of a venue for club meetings that suits the participants.
- Quality training for facilitators.
- Roll-out of engaging sessions and activities, once to three times weekly, depending on the country.
- Inclusion of exercises that follow a transformative gender approach.

**Phase 3: Monitoring, evaluation and learning (MEL)**

- Use of various sources, including detailed reports of activities within the clubs, a monitoring/evaluation manual and reports of monitoring and supervision missions carried out by PMU members, the Ministries concerned, implementing NGOs and technical assistance institutions.
- Implementation of a mechanism with several levels of stakeholders to facilitate monitoring at several levels of implementation.

**According to global best practice, the essential elements for successful CdM/CdFMs include:**

- ▶ Take account of participants' logistical constraints when choosing a venue and planning group sessions.
- ▶ Ensure that messages and programmes respond to men's aspirations and knowledge.
- ▶ Include participants and communities in the adaptation of content to ensure that it is relevant and that participants relate it to their daily lives.
- ▶ Mobilize participants' communities and families so that they feel involved in the programme.
- ▶ (In the case of CdMs) involve other members of the spouse's family to facilitate change in gender norms in the household.

Sources: Equimundo 2022; Greene et al 2019; Project Passages, 2019; Promundo-US and Plan International-Canada 2020a, 2020b, 2020c.

“.....”

*...the men are led to think about how they can change the way they do things. In terms of housework, how they communicate... when people go home, they try to do something new.*

**Mali NGO field coordinator**

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CdMs and CdFMs are initiatives designed to engage men and teenagers with the aim of getting them to question inequitable social gender norms and bring about positive transformations in the relationships and power dynamics between men and women. CdFMs target male adolescents and young men aged 12 to 24 and CdMs target married men aged 25 to 50. They meet one to three times a week.

## SUMMARY OF KEY LESSONS

Phase 1: Design and planning	1	Involve all stakeholders from the outset, i.e. from the design stage, and ensure that communities are well informed about the programme.
	2	Adapt the content of the clubs' manuals to the national sociocultural and religious context. This adaptation must engage religious, traditional and community leaders of all denominations and traditions, while ensuring that the content remains transformative in nature.
	3	Develop documents that reflect the needs of the strategy and enable the recruitment of the appropriate structures to carry out the intervention effectively.
Phase 2: Implementation	4	The attractiveness of club activities ensured adequate attendance of participants.
	5	To encourage community support, it is essential to use promising and convincing strategies that are adapted to the context in which they are implemented.
	6	In the case of a strategy of gender norm transformation, aimed at bringing about real changes in norms and sustainable results within communities, create synergy with Safe Spaces hosting unmarried or married female adolescents and young women.
Phase 3: Monitoring, evaluation and learning	7	Implementation of a monitoring and evaluation framework specific to CdMs and CdFMs, using appropriate tools, will help to ensure the success of the initiatives.
	8	Collect information from participants during training and monitoring and supervision missions in order to evaluate the work of CdMs and CdFMs.
	9	Regular supervision is important for better monitoring of interventions in the CdMs and CdFMs.
	10	Always insist on local involvement in monitoring.

Sources: Equimundo. 2022. The International Men and Gender Equality Survey: A status report on men, women, and gender equality in 15 headlines. Washington, DC: Equimundo; Greene et al. 2019. Getting to Equal: Men, Gender Equality, and Sexual and Reproductive Health and Rights. Washington, DC: Promundo-US; Project Passages. 2019. Study of the effects of the École des Maris (Husbands School) intervention on gender dynamics to improve family planning and reproductive health in Niger. Washington, DC: Institute for Reproductive Health, Georgetown University, for the United States Agency for International Development (USAID); Promundo-US and Plan International Canada. 2020a. Recruitment and Retention of Male Participants in Gender-Transformative Programs. Washington, DC: Promundo. Promundo-US and Plan International Canada. 2020b. Engaging Missing Populations in Gender-Transformative Programs. Washington, DC: Promundo. Promundo-US and Plan International Canada. 2020c. Role of Facilitation in Gender Transformative Programs That Engage Men and Boys. Washington, DC: Promundo.

This brief is based on a guide detailing the development processes for the Clubs for Husbands and Future Husbands. It was developed by Equimundo with the technical support of UNFPA and the World Bank.

For more information on the documentation of the processes involved in this intervention and on the SWEDD project, visit the SWEDD project's virtual resource platform: <https://sweddknowledge.org/>.