

Men urged to take a stand against GBV

Today marks the launch of the annual 16 days of Activism for No Violence against Women and Children campaign and the Tears Foundation, through its *I am a Man* campaign, is reaching out to men, inviting them to consider their own personal behaviour and empowering them with the knowledge to stand with women and children against GBV.



Source: [Pexels](#)

As part of the campaign, men will be encouraged to take a pledge online to acknowledge that there is no small act of GBV, to speak up against gender-based violence and sexism and to lead the fight against this scourge.

Mara Glennie, founder and director of the Tears Foundation, said: “We are all aware of the country’s violent history, which may have created the prevalence of violence, be it structural or otherwise, that the country is facing currently. As the majority perpetrators of rape and gender-based violence, male intervention is key if we want to put an end to this extreme burden on our society.

“For us, it’s about women and children, with the support of men. Women shouldn’t have to fight the battle against GBV alone and men should be part of the solution. Through these dialogues, we want to reach men and boys and empower them with the knowledge to stand with women against GBV.”



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Sandri Appelgryn, MANGO-OMC 23 Nov 2021



Glennie added that “standing up against GBV starts with acknowledging there is a problem and that every man is part of the solution”. Recognising that rape, abuse, and other forms of GBV are happening in their community, workplace, school or church and reporting it is an important first step men can take,” she says.

The *I am a Man* campaign offers practical and simple tips to men so that they can take responsibility and create a positive behaviour change towards GBV.

Some of the tips encourage men to create a violence-free environment for their family members, be aware of the violence and abuse in their community, be accountable for their actions, educate themselves about GBV, start tough conversations with friends, or sign the Tears Foundation pledge against GBV and report any form of wrongdoing to authorities.

“We have to stop gender-based violence and we are giving tools to men to be aware, accountable and active in the fight against GBV. They can become the new partner, husband and friend, and be the change to end GBV. We invite men to show their support to the women in their lives by signing the pledge against GBV,” concludes Glennie.

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