



**White Ribbon
Ireland**

Men Ending Gender-Based Violence



How do men and boys benefit from Gender Equality?

Gender Equality neutralises the negative implications of the Man Box. As a consequence, men and boys are free from the societal pressure of conforming to rigid gender norms, and can remove barriers to achieve their full potential.

What is the Man Box?

Men and boys are socialized in a way that requires **adhering to strict gender norms (the Man Box)** which establish what is expected from and acceptable for men and boys.

This is a **taught behaviour**, achieved through **messaging** coming from family, education settings, faith leaders, peer culture, the media, the world of sport, media influencers, the gaming culture, etc.

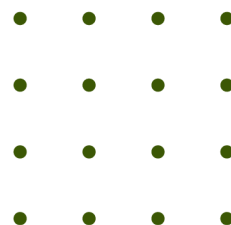
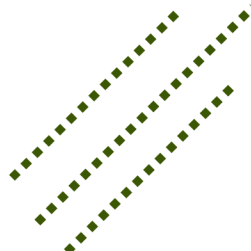
These norms are also **continually reinforced** in society

- **Individual level** – peer pressure, discrimination, exclusion, and in extreme cases, violence
- **Systemic level** – legislation, policy, etc. (gender inequality & discrimination)



CUAN

An Ghníomhaireacht um Fhoiréigean Baile,
Gnéisach agus Inseanbunaithe
The Domestic, Sexual and
Gender-Based Violence Agency





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What does the messaging look like?

Man Up! *What are you, gay?*

Where are your six packs?

Men don't cry! **Boost your testosterone!**

Boys don't play with dolls! DID YOU F*CK HER?

You gonna let her talk to you like that?

Don't be such a pussy! **Stop whining!**

BE AN ALPHA MALE *Men don't go to dance classes*

What are the implications of Man Box?

Several, including:

- Having to 'Prove your masculinity' engaging in risky behaviours that can lead to poor health consequences, injury, and premature death.
- Self-damaging behaviours such as overdrinking, substance abuse, suicide
- Unhealthy personal and romantic relationships
- Engaging in aggressive and violent behaviour

If you want to learn more about the man box and how gender equality is good for men, contact us wri@mensnetwork.ie



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