

## The Men's Development Network's Strategic Plan 2016-2025

**Men's Development Network** was formally established in 1997 and is 'about change for men and in men'.

**Vision of MDN:** A society where men have better lives and where men and women live equal, engaged, healthy, safe lives.

**Purpose of MDN:** Building on all men's humanity and ability to connect, MDN works to better men's lives through addressing the social determinants, social conditioning, gender conditioning and gender-based role stereotypes cause harm to men and women. MDN works from the belief that a society where men and women are free from the negative effects of these factors will lead to better lives for men, and women.

**Values and Principles.** Men. Equality of all men and women. Participation. Empowerment. Inclusion. Diversity. Non-discrimination. Connection. Transformation. Community Development. Respect. Good Governance. Best Practice.

**Model of work.** The MDN works from a model of practice informing theory, influencing practice, policy and legislation. It is a model that recognises that the change MDN is working for change that happens at individual, family, community and societal **levels**. It will involve changes in all spheres of life from economic, to legislative, political, cultural, and societal.

**MDN works** to achieve its purpose by using a model of change developed through its work with men. The model of change operates both from the bottom up and from the top down. MDN works to build up a strong, confident community of men who can articulate their needs and also works through advocacy and lobbying for policy and legislative changes.

### Outcomes.

Progress towards the vision of MDN will be evident through the attainment of outcomes in the short, medium and long term.

| Short Term Outcomes. 3 years.                                                                                                                                                                                                                                                                                                                                                        | Medium Term Outcomes. 5 years.                                                                                                                                                                                                                                                                                                                       | Long Term Outcomes. 10 years.                                                                                                                                                                                                                                                                                         |
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| <ul style="list-style-type: none"> <li>Men empowered, supported, mentored, trained and engaged.</li> <li>More men are engaged in care-giving, especially as fathers.</li> <li>Models of practice in development, health, parenting, gender-based and trauma-based violence, and equality are documented, disseminated, and advocated for, and training is provided to key</li> </ul> | <ul style="list-style-type: none"> <li>Increased understanding of gender conditioning, power relations and other developmental issues in individuals, organisations and society.</li> <li>Increased awareness, recognition and openness to MDN analysis and model of practice by service providers</li> <li>Growth in number and range of</li> </ul> | <ul style="list-style-type: none"> <li>Empowered men, women and children.</li> <li>Men and women, boys and girls living their lives fully, without discrimination.</li> <li>MDN methodology is mainstreamed in all services for boys and men</li> <li>Men are actively engaged in creating a safe society.</li> </ul> |

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| <p>institutional agencies.</p> <ul style="list-style-type: none"> <li>• Men are seen as a resource for positive change towards gender equality.</li> <li>• MDN is an organization that shares values and understanding of differing strands of work and how they fit within coherent strategy.</li> </ul> <p style="text-align: center;">•</p> | <p>skilled gender conditioning change agents at local, regional and national levels.</p> <ul style="list-style-type: none"> <li>• The role of fathers as care-givers is understood and appreciated.</li> <li>• MDN is a learning and sustaining organisation.</li> </ul> | <ul style="list-style-type: none"> <li>• MDN is an organization that models its vision and works according to its values</li> </ul> |
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### Levers of Change:

In order to reach the identified outcomes, MDN uses a combination of top down and bottom up levers of change. These are the focus areas of work identified as being key to bringing about the named outcomes. MDN has identified strategic objectives for each lever of change for the next 5 years.

| Agreed Focus Areas or Agreed Levers of Change.                                                                                                                                                                               | Strategic Objectives...                                                                                                                                                                                                                                                                                                                 |
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| 1. Developmental Training and Mentoring – of individual men, of groups of men, of facilitators and of service providers in the four thematic areas of men’s development, health, gender-based violence and caring/parenting. | 1.1 Individual and groups of men trained and mentored in gender analysis and deconstruction of conditioning.<br>1.1.1 Men trained and mentored to represent MDN and its work.<br>1.2 Training of facilitators, agency and institutional staff in MDN analysis and methodology.<br>1.2.1 Mainstreaming of MDN model of practice          |
| 2. Direct work with men in seven thematic areas – men’s development, health, gender-based violence, equality, training, counselling and men as carers and parents.                                                           | 2.1 Development work with men living with the consequences of marginalization, in community settings.<br>2.2 Health and well-being awareness and action planning<br>2.3 Ending Domestic violence and men’s violence against women.<br>2.4 Equality.<br>2.5 Training<br>2.6 Counselling Service<br>2.7 Men as carers/parents programmes. |
| 3. Establishment of theoretical framework from the experience of direct practice with men. This includes research, data analysis, reflection, discourse, evaluation and learning, and documentation.                         | 3.1 Evaluation and documentation of models of work.<br>3.1.2 Reflection and learning from practice.<br>3.2 Documentation and dissemination of models of practice.                                                                                                                                                                       |
| 4. Advocacy with relevant agencies, institutions and service providers.                                                                                                                                                      | 4.1 MDN work included with key national, regional and international bodies.<br>4.2 National agencies practice incorporates MDN analysis and approach.<br>4.3 MDN approach adopted as good/best practice nationally and internationally.                                                                                                 |

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| <p>5. Development and sustaining of partnerships and collaborations in each of the thematic areas.</p>       | <p>5.1 Develop model of practice through partnerships and collaborations for service delivery and theoretical model development.<br/> 5.2 Expand the numbers and range of skilled change agents incorporating MDN analysis and model of practice.<br/> 5.3 Development of international network of organisations with shared values and approach.</p> |
| <p>6. Communication and Awareness Raising on the issues, progress, learning, expertise, need for change.</p> | <p>6.1 Awareness raising campaigns on key issues that open further discussions about gender roles of men and women.<br/> 6.2 Engagement work with hard to reach/less engaged groups of men<br/> 6.3 Engagement with community based services to bring focus on impact of gender roles on men.</p>                                                     |
| <p>7. Maintaining MDN as a well-resourced, forward looking, and learning organisation.</p>                   | <p>7.1 Maintain good practices of governance, organisational development, management.<br/> 7.2 Develop and maintain funding strategy.<br/> 7.3 Ensure learning and development cycles maintained to ensure MDN is an organisation of praxis.<br/> 7.4 Develop clear, explicit understanding of our shared values.</p>                                 |

**Praxis** is the process by which a theory, lesson, or skill is enacted, embodied, or realised. "Praxis" may also refer to the act of engaging, applying, exercising, realizing, or practicing ideas. Also "acts which shape or change the world" and "practical application of a theory".

Table 2: Relationship between levers of change and outcomes.

| Focus Areas or levers for change to get desired outcome | Short/Mid term outcomes | Long term outcomes |
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| <ol style="list-style-type: none"> <li>1. Developmental Training – of individual men, of groups of men, of facilitators and of service providers.</li> <li>2. Direct work with men.</li> <li>3. Establishment of theoretical framework from the experience of the direct practice with men.</li> <li>4. Advocacy for Better Lives for Men with relevant agencies, institutions, service providers.</li> <li>5. Development and sustaining of partnerships and collaborations.</li> <li>6. Communication and awareness raising on the issues, needs, progress, expertise, the need for changes.</li> <li>7. Maintaining MDN as a well-resourced, learning organisation.</li> </ol> | <p>Increased understanding of gender conditioning, power relations and other developmental issues in individuals, organisations and society.</p> <p>Increased awareness, recognition and openness to MDN analysis and model of practice by service providers.</p> <p>Growth in number and range of skilled gender conditioning change agents at local, regional and national levels.</p> <p>MDN as learning and sustaining organisation.</p> | <p>Empowered men, women and children.</p> <p>Men and women, boys and girls living their lives fully, without discrimination.</p> <p>MDN methodology is mainstreamed in all services for boys and men.</p> <p>Men are actively engaged in creating a safe society.</p> <p>MDN is actively engaged with allied organization with shared values on the national and global stages</p> |
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