

Engaging Men on Gender and Domestic Violence Prevention:

Analysis of the 12 Men Model at Vera House, Inc.



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Executive Summary

The 12 Men Model is a domestic and sexual violence prevention program created by Vera House. The program organizes small group discussions among men that focus on rethinking gender norms and preventing domestic violence and sexual assault. The Worker Institute undertook a survey of the model to collect information from participants and evaluate the program. The survey was electronically distributed to all individuals who had participated in the 12 Men Model and received a 16.11% response rate. The sample showed a broad and fairly varied distribution of demographic characteristics of participants.

Men in the program revealed that they had absorbed patriarchal messages about gender expectations while growing up. However, participants demonstrated a new understanding of gender norms through participation in the program. They pushed back against societal expectations and connected restrictive gender roles and behaviors to issues of domestic and sexual violence. Participants reassessed their definition of violence and abuse, understanding the issues from the perspective of survivors, and attained a better knowledge of the tactics and attitudes of abusers. Most importantly, they learned and enhanced their skills in domestic violence prevention. A vast majority of participants in the program demonstrated they could better engage other men on the issue of domestic violence, provoke conversation, and unpack unconscious bias.

Participants in the 12 Men Model utilized what they learned. Eighty-nine percent of participants reported implementing these strategies in their own life. A large majority personally used domestic and sexual violence prevention techniques in their own relationships or community, and many intervened in a non-aggressive way against demeaning language or potential domestic violence situations. Respondents felt that when they employed strategies, these techniques were impactful. Most encouragingly, after their participation, participants engaged other men on issues of domestic violence, with the majority engaging more than six others. Men who participate in the model also recommend the program to others and can identify men who would be willing to participate, and so the 12 Men Model demonstrates large potential for growth.

The program can transform its participants' attitudes about gender and masculinity and engenders the ability and willingness to speak out about oppression and dangerous attitudes. Men feel they have a responsibility to act against domestic and sexual violence and engage other men in the necessary work of preventing demeaning behavior and abuse. In this way, the model shows strong indications that it could lead to reductions of violence in communities.

Background

Vera House is a non-profit organization in Syracuse, New York, dedicated to responding to and preventing sexual and domestic violence and other forms of abuse. The organization shelters survivors of domestic violence, offers prevention education programs, operates a 24-hour crisis line, organizes nurse treatment for victims of sexual assault, and performs outreach and advocacy. In 2009, Vera House launched the 12 Men Model as a preventive program for men to commit to ending domestic violence. The model gathers men into small groups, emphasizing masculinity and gender roles and their relation to violent behavior. The curriculum discusses how participants can prevent domestic and sexual violence in their community and engage with other men, while covering a wide breadth of topics such as bystander intervention, homophobia, sexual assault, and healthy relationships.

The 12 Men Model has a target audience of cisgender heterosexual men over the age of sixteen. However, the program aims to be inclusive and is designed not to marginalize anyone. The length of program curriculum is five hours, although it often runs longer and is split up into several sessions over a period of weeks. Recently, the program has often been administered as five 1.5 hour sessions. The model centers on discussion groups, but contains some structured programming. The facilitators utilize a wide array of tools to bolster the conversations including videos about masculinity, local news articles relevant to the group's demographic and cultural background, and statistics about domestic and sexual violence in the United States. The 12 Men Model also uses participatory group activities that allow participants to confront their own masculinity, such as "Gender Box" and "Agree, Disagree, Unsure (ADU)," and programming that reframes conversations, such as the "Power and Control Wheel." At the close of the program, men plan for how they will implement their own prevention activities (ICF, 2017).

The program covers a wide range of topics but messaging emphasizes how men can and should change other men's opinions and attitudes about sexual violence, abusive behavior, and sexist language. It also encourages men to create their own version of gender and masculinity and actively intervene in and prevent abuse in their own lives and communities. Participants are also informed about how cisgender men perpetuate the majority of gendered violence, how cultural and societal messages condone violence, how abuse can take many forms, and how through reinventing the concept of masculinity, they can stop violence and create better relationships with women and children (ICF, 2017). The model also employs programming specifically focusing on sexual violence prevention through activities such as "Mike and Melissa's Story," or more recently through reviewing films such as "My Masculinity Helps." These activities question participants' assumptions about consent and foster discussions on sexual assault prevention and how to empower survivors.

Context

Over the last decades, activists, advocates, and scholars have considered engaging men as a crucial part of preventing gender-based violence. Some programs have emphasized teaching men to become ethical bystanders, to confront traditional ideas of masculinity, and to rework understandings of gender and aggressiveness. Participants in these programs reduced their perpetuation of sexual violence, engaged other men on violent behavior, challenged victim blaming, and advanced their knowledge of sexual violence issues and myths (Carmony, 2013; Salazar et al., 2014). Models that challenge traditional gender norms and behaviors and enhance equitable gender attitudes as a means to decrease sexual and domestic violence take a “gender transformative” approach. This gender transformative curriculum has demonstrated decreases in intimate partner violence and increases in equitable gender expectations (Casey et al., 2018).

Effective prevention methods ask men to question their own core beliefs about gender and sex, confront patriarchal power, and accept identities outside of dominant masculinity (Flood, 2006). Men in these models are encouraged to build trusting and equitable relationships with women based on dignity and egalitarianism (Peacock and Barker, 2014). However, these models must be comprehensive, utilize intensive and interactive learning, address how people feel and behave, maintain relevance and culture appropriateness, and include positive messages about the role that men must take in reducing violence (Flood, 2006). Correcting men’s false normative perceptions about sexual violence has also been demonstrated to enhance men’s willingness to take action to reduce violence, consistent with the “gender norms” theory of violence prevention (Fabiano, 2003; Hillenbrand-Gunn et al., 2010; Miller et. al, 2012). Programs that concentrate on men should also be careful not to eliminate the voices of women, create alternative patriarchal constructions, or promote male-centered activism (Peacock and Barker, 2014; Flood, 2015).

Interviews conducted with men involved in violence prevention reveal that engagement in this type of work is a process. Emotional connections or experiences with violence or opportunities with anti-violence work can spark men’s involvement. Interviewees also express how engagement comes through personal connections and social networks and that building community and participating in community efforts drives them to sustain their anti-violence activities (Casey and Smith, 2010). However, a large part of the research on engaging men as allies has focused on sexual assault, especially in schools or college settings. Further research on other forms of gender-based violence in differentiated spaces with diverse populations is necessary. This study of the 12 Men Model is an important step in addressing this need.

Methodology

The overall objective of the study conducted by The Worker Institute was to collect information from the 12 Men Model program participants to evaluate the program. The research team developed a survey to distribute to all past participants of the 12 Men Model in order to accomplish this goal. Questions for the survey were developed by examining the “12 Men Model Evaluability Assessment Site Visit Summary Report,” published by ICF, a consulting group, on behalf of the Centers for Disease Control and Prevention (CDC). This report was compiled by ICF and CDC evaluators who visited Vera House in August of 2017 to collect data from staff members and allied organizations working with the 12 Men Model. Members of The Worker Institute research team also completed interviews with five individuals who participated in the 12 Men Model to help develop questions for the survey. During these interviews, researchers asked individuals about the impact of the model, their use of strategies from the program, how they connected with other men, and their opinion about gender roles (see Appendix A for the qualitative interview script and Appendix B for the qualitative interview communications). Interviewees were entered into a raffle for a \$50.00 Visa gift card.

Table 1: Response Rate

	N
Initial Sample	203
Duplicates	2
Undeliverable emails	13
Did not take part in program	7
Initial Sample	180
Duplicates	2
Undeliverable emails	149*
Completes	29
Response Rate	16.11%

*Note - some emails may not have been updated in 9 years and hence there was no way to verify if the email was still active or valid.

Based on the qualitative interviews, a survey instrument was developed that targeted individuals who participated in the 12 Men Model program. The survey was programmed using Cornell’s Qualtrics account, and email invitations and reminders were managed using the Qualtrics mailer. A pre-test was conducted with five representatives of the study population. Three individuals completed the survey and provided feedback. The invitation email for the pre-test was sent on September 25, 2018 and ended on October 2, 2018. The research team modified the survey based on the pre-test findings (see Appendix C for the survey and Appendix D for the emails). All pilot-test participants received a \$10.00 Amazon e-gift card via email.

The full study included all individuals who ever participated in the 12 Men Model Program. The program started in 2009. A list of 203 program participants’ names and emails were provided by Vera House. As some email addresses had not been updated in nine years, it was not possible to determine if all email addresses were still active and if emails reached all respondents. George Kilpatrick (Vera House Project Coordinator) sent an email to the study participants announcing the survey in advance of the start of the data collection effort. Data collection for the full study began on November 12, 2018 and ended December 17, 2018. A total of 29 surveys were completed resulting in a final response rate of 16.11% (Table 1). Although only 14 emails were returned as undeliverable, it was not possible to determine how many of the non-respondents actually in fact received the emails. All participants who fully completed the survey received a \$10.00 Amazon e-gift card via email.

Demographics

The demographic characteristics of the survey respondents were in line with the known demographic characteristics of the entire population of program participants. Two out of three participants (65.4%) reported being married or partnered. One out of two participants (50.0%) stated they had children. There was a good distribution of educational attainment of participants: 3.7% reported having a high school degree or equivalent, 18.5% attended college but no degree, 3.7% had an academic associates degree, 3.7% completed a vocational or occupational associates degree, 33.3% received a bachelor's degree, 25.9% had a master's degree, and 11.1% completed a doctorate. The age distribution of study participants had a good representation across age ranges, with 25.9% of the participants between 26 and 35 years old, 11.1% between 36 and 45 years old, 22.2% between 46 and 55 years old, 22.2% between 56 and 65 years old, and 18.5% between 66 and 75 years old (see Appendix E).

Almost all (96.1%), identified as male and 100.0% identified as heterosexual. These characteristics conform to how Vera House has advertised and crafted the program primarily towards heterosexual men. In terms of ethnic and racial background, 37.0% of participants were white or Caucasian, 55.6% were black or African American, 3.7% were Native American or Alaskan Native, and 3.7% identified as other. This high response rate of African Americans demonstrates how at certain times some recruitment for the model was targeted at people of color. However, the program was never limited to recruiting certain groups. The survey participants also represented a good mix of low, middle and high annual household income. In 2017, 23.1% earned between \$25,000 and \$49,999, 46.2% earned between \$50,000 and \$99,999, 19.2% earned between \$100,000 and \$149,999, and 11.5% earned more than \$150,000 (see Appendix E).

Messages and Norms

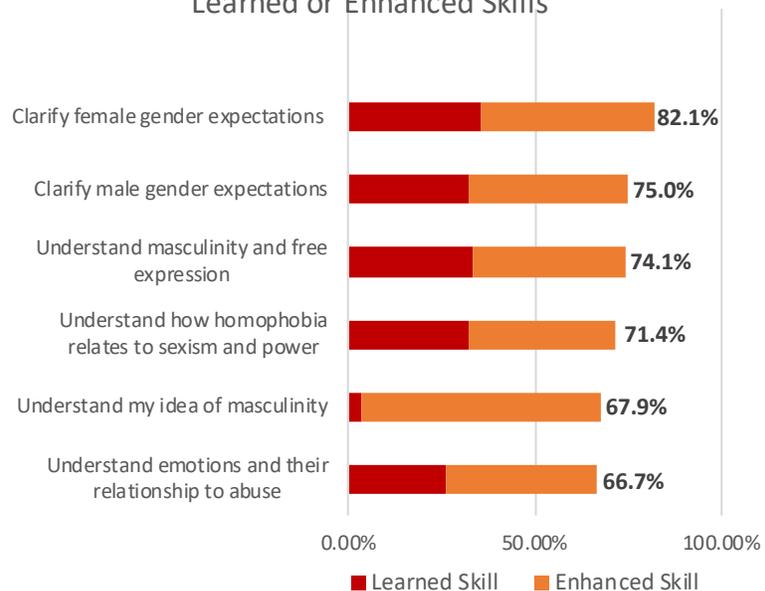
Participants indicated they had received patriarchal messages when growing up and from society at large. More than two out of three participants (68.9%) heard at least one of the following messages about gender expectations while growing up: "boys will be boys, girls will be girls;" "a man's place is at work and a woman's place is in the kitchen;" or "use women to make a man feel like a man." These responses indicate that a large majority of the participants heard and absorbed patriarchal messages about the roles that men or women should occupy in society. In fact, only 34.5% of participants stated they received the messages that "Mom is the provider and central supporter of the family" or that "boys and girls are equal." In addition, four out of five (79.3%) agreed that the statement "man is the provider" reflects societal expectations of what being a "real man" means. For men who did not fit societal expectations, three out of four (74.1%) felt that society would say "they are weak" or that society would describe them as "wimpy/not masculine" (see Appendix F).

Results

Skill Enhancement

Participants in the 12 Men Model demonstrated a newfound understanding of the role that gender plays in their own lives and gained skills in how to break out of the restrictions imposed by societal expectations (see Table 2a). After completing the program, three out of four participants (75%) learned or enhanced their skills in clarifying expectations of gender roles for men, and four out of five (82.1%) learned or enhanced skills in clarifying societal expectations of gender roles for women. Two out of three participants (67.9%) also learned or enhanced skills in how they could understand their own masculinity, and three out of four (74.1%) reported being better able to freely express themselves. One participant observed, “I’m more aware of how my actions can contribute to the dominant story of masculinity.” Those who attended the program not only understood the power and privilege of their gender and how that power impacted women on a daily basis, but also how gender could confine their own choices and lives. Most significantly, they comprehended how internalized repression could impact domestic violence. Two out of three (66.7%) of the participants better understood that not dealing with emotions in a healthy way can contribute to violence and abuse. This growth also applied to sexuality, as 71.4% learned or enhanced skills in understanding how homophobia relates to sexism and power.

Table 2a: Percentage of Participants who Learned or Enhanced Skills



Participants demonstrated a shift in their perspective on domestic violence and gained skills to contribute to preventing domestic violence in their own lives (see Table 2b). After completion of the program, they could question many of their own assumptions and ideas about what constituted abuse: 71.4% better understood inaccurate domestic violence and sexual assault stereotypes, and 69.0% expanded their knowledge of the definition of domestic and sexual violence. A large portion demonstrated a heightened sense of empathy for victims:

“I’m more aware of how my actions can contribute to the dominant story of masculinity.”

64.2% could better put themselves in the shoes of survivors after completing the 12 Men Model program, and 67.9% had a greater understanding of the real-life consequences of abuse and its impact on future relationships. Participants also made the often ignored link between verbal expression and

Table 2b: Percentage of Participants who Learned or Enhanced Skills



with other men that brought awareness to demeaning and violent language against women. Four out of five (82.1%) understood how to provoke conversation, unpack unconscious bias, and motivate people to rethink their opinions on domestic violence issues. It is through learning these skills that men can question ideas of masculinity and gender roles in their work or social circles and influence each other to prevent abuse. In fact, 64.3% reported enhancing or learning skills in how to be an ally or an empowered bystander (see Appendix F).

Impact on Participant Behavior

As a result of the program, a large majority (85.2%) of participants agree that they were more equipped to intervene in a domestic violence situation because of the 12 Men Model. However, participants did not just learn what strategies and skills to utilize in hypothetical situations, they used them. The vast majority of participants, 89.3%, applied strategies or exercises from the 12 Men Model program in their daily life. This included 46.4% of participants who implemented strategies in their workplace. Two out of three

89.3% applied strategies in their own life

(66.7%) of participants personally used a domestic violence prevention technique they learned during the 12 Men Model program in their own life, with 55.6% of program participants stating they personally used these strategies several times. This most commonly included walking away from heated exchanges with spouses, patiently listening to others, and changing their use of language. One participant noted that, "The tools I learned from the 12 Men Model impact how I speak to my partner. I have a clearer

understanding of how my emotions affect whether or not we overcome a challenge." In addition, 48.2% intervened in a non-aggressive way when they observed abusive language, potential domestic violence,

physical abuse. Two out of three (64.2%) reported they learned or enhanced their understanding of how words and psychological tactics of abusers fuel violence, 58.6% grew their knowledge of how name-calling can lead to suicide or physical violence, and three out of four (75.9%) comprehended the tactics of abusers in controlling relationships. The 12 Men Model reframed participants' thinking about domestic violence. It developed their ability to view issues of abuse from the perspective of a survivor and utilize techniques to curb behavior that escalates to violence.

However, most encouragingly, the program effectively taught concrete skills on how participants can engage other men on the topic of domestic violence. The majority, 78.6%, learned or enhanced their skills in having effective conversations

"During general conversations at work I have mentioned to some men to look at how they interact with their children and their friends on dating and sexual relationships."

or threats of sexual violence. Most often these participants redirected or reframed a conversation or gave feedback on offensive behavior.

Fulfilling a primary purpose of the 12 Men Model, men in the program engaged other men. A participant stated that, "during general conversations at work I have mentioned to some men to look at how they interact with their children and their friends on dating and sexual relationships." Participants spread the knowledge and techniques they gained to their friends, family, and co-workers: 57.7% shared or educated/trained at least six other people on what they have learned, with 34.6% sharing knowledge with more than 11 individuals. Participants also reported positive results when using the techniques and skills in their daily lives. When they were asked to evaluate the impact of domestic violence

84.0% agree strategies from program were impactful

prevention strategies they learned, 84% of participants agreed that the strategies were very or somewhat impactful on their community or networks. Participants were also asked to rate how likely the program was to be effective on a scale of 1-10, with 7-10 indicating a strong likelihood that the program would be effective. Respondents gave a mean score of 7.19, indicating a strong likelihood the program would lead to changes in domestic and sexual violence prevention (see Appendix F).

66.7% personally used domestic violence prevention techniques

Growth Potential:

The results of the survey suggest that the 12 Men Model has enormous potential to grow. Program participants indicate they thought the program was highly valuable: 88.9% of participants rated the program as excellent or very good. Participants also endorsed the program to other men in their circles: 85.2% stated they had or would recommend the program to others. Of those that had recommended, 60% said that most or some of those people to whom they recommended the program had participated in the 12 Men Model. This illustrates the potential for organic growth, as the program expands based on participant

85.2% will or have recommended the program to others

recommendations. Participants were asked to rate if they would promote the program on a scale of 1-10, with 7-10 indicating respondents would be promoters of the program. Participants gave a mean score of 8.3, indicating a strong likelihood that participants would be promoters. In addition, men who participated in the 12 Men Model could identify many other men who would be willing to participate, a key factor in expansion: 68% knew three or more men who would be willing to participate, and 36% knew six or more such men (see Appendix F).

68.0% knew three or more men who would be willing to participate in the program

Further Program Needs

Participants reported more funding as a key need to continue the effectiveness of the program: 75% of participants wanted greater financial support for programs and their participants as a way to sustain the success of the strategies they learned (see Appendix F).

Summary of Findings

The 12 Men Model utilizes a transformative approach to domestic and sexual violence prevention (Casey et al., 2018). A large percentage of the participants received patriarchal messages about gender expectations growing up and from society at large. However, the 12 Men Model gives participants the tools and knowledge to challenge their understanding of gender and sexuality and question confining gender roles. The program connects restrictive masculinity to domestic violence, and helps men reassess their definition of violent and abusive behavior. The model also teaches men how to engage with other men in conversation to confront behavior that can contribute to domestic violence and sexual assault and undertake the necessary work to prevent abuse.

Many participants in the program intervened in domestic violence situations or questioned behavior that leads to abuse, using the skills they developed in the 12 Men Model. A large majority employed domestic violence prevention techniques in their own personal life. Respondents felt that the program was effective and the techniques they employed were impactful. Participants were also willing to recommend the program to others and could identify many men who would be willing to participate, suggesting a large potential for growth of the program.

This evaluation indicates that the 12 Men Model could be important for preventing violence in communities. Participants developed concrete strategies for deescalating situations and stopping aggressive behavior. They used these strategies in their own life and shared them with those around them. Men were willing to challenge behavior of their friends, family, and co-workers that could lead to physical violence. The program shows that its participants feel a responsibility to change their own lives and reduce the violence that they see around them.

“The tools I learned from the 12 Men Model impact how I speak to my partner. I have a clearer understanding of how my emotions affect whether or not we overcome a challenge.”

Moving Forward with the 12 Men Model

Already, Vera House participates in an on going process of evaluation. This has involved both internal reviews and external assessments from evaluators such as ICF and the Centers for Disease Control and Prevention. Through this process, the 12 Men Model has changed over the years and functions as a fluid module. One substantial adjustment has been spreading out the model over the course of multiple weeks instead of one session and increasing the time of sessions to 1.5 hours. Indeed, studies show that programs with more depth over time can be more effective than a one-off workshop (Flood, 2006). Vera House has also committed to a more robust internal evaluation schedule. Facilitators administer pre and post surveys to all participants in the 12 Men Model. In the future, Vera House will also offer follow-up surveys at three and sixth month intervals and convene focus groups of program participants. These changes allow Vera House to implement a continuous process of gathering data, evaluating the curriculum, and then adjusting its program.

However, this report offers new data that could be utilized by Vera House to adapt its program. After completing the study, the research team shared final drafts of the report with past program participants to help create next steps for the enhancement and expansion of the model. This community input, along with reviewing academic and applied research, shaped the following recommendations:

- Implementing Personal Outreach to Individuals
- Destigmatizing the Promotion of the Program
- Varying Program Activities
- Continued Inclusivity and Openness
- Enhancing Solutions and Prevention-Based Programming
- Engagement Beyond the End of the Model
- Scaling Up the 12 Men Model in the Workplace and Community Spaces

Implementing Personal Outreach to Individuals

In order to enhance recruitment, the program should individually and personally reach out to members of the community to ask for their participation. This allows potential participants to feel that their participation is valuable and that they can play a significant role in preventing domestic violence and sexual assault. Scholars find that individual outreach designed for a specific participant that comes from an established, close, and trustworthy community member can be effective in recruiting participants (Casey et al., 2018). Vera House has already begun this work, but could expand its outreach in an individualized manner and attempt to recruit previous participants to further their commitment and understanding.

Destigmatizing the Promotion of the Program

Some men who do not consider themselves abusers, condemn abuse, or believe they are not “part of the problem” may not participate in the program or may stop attending as they believe they already understand the information or skills presented in the model. The association of the program with Vera House, a well-known organization in Syracuse, can lead some to believe the program is only designed for those who are actively abusing. There is a need to present the program as growing the participants and encouraging positive action, rather than seeing it as solely designed to confront the negative behavior of perpetrators (Casey et al, 2018). Men should also understand that the program will allow them to better understand themselves and live their life in a more healthy way.

In the past, the 12 Men Model has been promoted as a leadership development course in order to engage a wider audience. Framing the model as a leadership program encourages men to see their participation as part of solving the issue of abuse in their community. In fact, studies have shown that engaging men as part of the solution to the issue of gender-based violence can aid in their recruitment (Casey et. al, 2018). The model could also be seen as an educational training course that equips men to talk about and aid in preventing domestic and sexual violence. This would allow men to see their attendance as building skills they can use to improve themselves.

However, researchers have recommended reviewing the recruitment process of engaging-men programs to ensure that they do not appeal to participants through the lens of gender. Programs that attract men based on their masculinity, or being a certain type of “man,” risk reinforcing gender hierarchies and undermining content, even if these programs advertise anti-violence themes (Casey et al., 2018). In changing the promotion of the course to focus on leadership or education, recruitment should be inclusive of all identities and not promote ideas of exclusive male leadership on these issues.

Varying Program Activities

Practitioners have found that varying program formats can be effective. Models can incorporate other types of workshops in addition to traditional trainings or discussion groups (McGann, 2014). Exercises such as theatrical or artistic activities encourage men to move around and engage with each other on a more personal level and may help build deeper connections between participants. These dynamic activities foster one-on-one interactions that promote sharing.

Continued Inclusivity and Openness

Although the model has often been targeted at cisgender heterosexual men, it aims to continue to promote openness and not marginalize anyone who wishes to participate. The program should continue to promote itself as inclusive and work to appeal to individuals of different sexualities and identities, especially as almost all participants identified as cisgender heterosexual men. The model should create a space where participants feel comfortable talking about their sexuality and gender identity if they want to share those pieces of themselves.

Scholars also debate whether engaging-men programs should consist of all-male groups. Some participants may feel more comfortable in all-male groups, especially when sharing past experiences, viewpoints, and feelings. Although studies are inconclusive on what group makeup is most effective, the 12 Men Model should ensure that its gendered groupings fit the purpose of the program and could offer more sessions where non-male voices are present (Flood, 2015). Already, Vera House recently has utilized male and female identified co-facilitators in overseeing the programming.

Enhancing Solutions and Prevention-Based Programming

A great deal of the 12 Men Model program focuses on rethinking gender and understanding abuse and its impact. A smaller portion focuses on prevention. The program could be extended to focus more on solutions to violence, including more time spent on exercises on how to prevent domestic violence and sexual assault on a personal level and in participants' communities. For example, many participants fear being ostracized or retaliated against for speaking out against misogynistic language or dangerous behavior. Participants envision a loss of social standing and even financial loss at the workplace if retaliation occurs. The 12 Men Model could foster discussions about dealing with the fear of repercussions and how to effectively approach or speak with men in situations where the potential for retaliation occurs. This will also help in ensuring that participants can utilize all the strategies they learn from the model's programming.

Part of this enhancement could be focusing on empowering women. Men do not only need to rid themselves of restrictive gender norms and engage other men, but they should build up women and discuss how eliminating patriarchal economic and social practices can help reduce violence (Jewkes et al., 2015; Flood, 2015).

Engagement Beyond the End of the Model

Participants should be engaged after the completion of the model to ensure continued violence prevention efforts and the sustainment of the movement. Vera House offers refresher programs and regular monthly meetings for some 12 Men Model participants that should be continued and expanded. These programs may focus on having participants review important information, share their experiences of implementing the 12 Men Model in their life and community, and organize events for further action. Another form of engagement could be convening a repeating conference of 12 Men Model participants to talk about the impact of the 12 Men Model in their life and community and to plan the future of the model.

Since not all participants are located in the Syracuse area, electronic communication could be used to reach out to participants and create online spaces for communication. Building groups on social media platforms will create a network of participants that can share information, keep informed about ongoing campaigns, and connect about potential actions. This may also encourage men to post on social media about the 12 Men Model and foster growth of the program. Vera House should also distribute an electronic newsletter with updates explaining how model participants can continue the work of domestic violence and sexual assault prevention.

Scaling Up the 12 Men Model in the Workplace and Community Spaces

The conclusions of this report indicate that the 12 Men Model could be viable for implementation outside of Vera House. The willingness of men to recommend the program to others and the growth potential demonstrates the capability to expand. As 46.4% of respondents stated they implemented strategies at work, the workplace could be one of these spaces in which the 12 Men Model has the potential to create change. In the same manner that professionalized sexual harassment trainings have been mandated in some workplaces, the 12 Men Model could occupy a similar place at work or be combined with sexual harassment seminars. However, this may require participation by proactive employers who understand the value of intensive abuse prevention programs.

The 12 Men Model undoubtedly would face challenges within the workplace or other community spaces. Most importantly, the model relies on forming close relationships between participants and engendering trust and a sense of comfort. This may be difficult or impossible in some workplaces or other community settings where employment dynamics or hierarchal arrangements hinder open discussion. In some workspaces, more time should be spent on forming trusting relationships between co-workers before complex discussions occur in order to build a space of openness and understanding. Facilitators could also experiment with holding 12 Men Model programs at a neutral location outside the workplace that would be more comfortable.

Even if completely open discussions may be impossible in some workspaces, the model would still be beneficial to begin conversations about gender and domestic violence prevention and plant the seeds for future participant reflection. In addition, a model at the workplace could serve as a referral tool for recruiting participants to models outside of work. After completion of the program, participants also may fear financial or employment repercussions for speaking out against the behavior of co-workers. The model may need to provide the tools to confront harmful conduct or abuse in the workplace where repercussions could occur.

A program addressing gender norms at the site of employment will need to confront the patriarchal systems that operate at work. Facilitators may need to address topics such as gender discrimination, inequitable pay, occupational segregation, unequal familial responsibilities, and sexual harassment that arise from discussions of gender with co-workers. In addition, the need to promote non-male voices could be important for administering the 12 Men Model in the workplace, especially in fields that are male-dominated or lack visible female leadership.

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Appendix A: Interview Script for Question Development

SCRIPT INTRODUCTION BEFORE TURNING ON RECORDING DEVICE

Locations of interviews:

Vera House, Syracuse or via zoom or telephone

1. READ THE FOLLOWING TO EXPLAIN THE PURPOSE OF THE STUDY.
2. MAKE SURE THEY SIGN OR GIVE YOU PERMISSION FOR THEM TO SIGN THE CONSENT FORM—BOTH LINES!

Thank you for participating in this interview. This interview is part of a project that examines the 12 Men model in preparation for a survey we will be developing for all participants who attended the program. We are particularly interested in your experience as a participant. Your participation is completely voluntary and confidential. If we come to any questions that you do not want to answer, just let me know and we'll move on.

The interview should take about an hour to an hour and a half of your time. I'm going to audio record the interview, so that I can concentrate on what you're saying. After the interview, the recording will be transcribed and erased. Your interview will then be identified by a number, and your name removed. Your name will never be identified in the study. You can even choose your own initials now if you'd like.

In order to ensure that your privacy is protected, to demonstrate that we've discussed this before the interview, and to give you the number where you can reach the Project Director if you have further questions, I'll need you to sign this consent form. One copy is yours to keep, and the other copy goes in our locked files. Please note that there is a separate line to consent to the audio recording. Please read this and let me know if you have any questions.

** HAVE THEM READ AND SIGN BOTH CONSENT FORMS OR READ ALOUD TO THEM IF ON PHONE OR VIA ZOOM **

INFORMED CONSENT

Study Purpose: Thank you for participating in this interview. This interview is part of a project that examines the 12 Men model in preparation for a survey we will be developing for all participants who attended the program. We are particularly interested in your experience as a participant. Your participation is completely voluntary and confidential. If we come to any questions that you do not want to answer, just let me know and we'll move on.

Study Risks and Benefits: We do not anticipate any risks to you participating in this study other than those encountered in day-to-day life. There are no direct benefits to you. By participating in this study, you will help us learn more about the 12 Men Model program, your experience as a participant and ways to improve the program in the future. If you choose to participate in this interview, you will receive \$50 cash at the conclusion of the interview.

Study Privacy: Your answers will be confidential. The records of this study will be kept private. In any sort of report

we make public we will not include any information that will make it possible to identify you. Research records will be kept in a locked file; only the researchers will have access to the records. If we audio-record the interview, we will destroy the recording after it has been transcribed, which we anticipate will be within two months of its taping.

Study Procedure: The interview should take about an hour to an hour and a half of your time. I'm going to audio record the interview, so that I can concentrate on what you're saying. After the interview, the recording will be transcribed and erased. Your interview will then be identified by a number, and your name removed. Your name will never be identified in the study. You can even choose your own initials now if you'd like. If you decide to take part, you are free to withdraw at any time.

Study Contacts: The researchers conducting this study are KC Wagner, The Worker Institute at Cornell, Dr. Zoe West, Dr. Sanjay Pinto, and Arianna Schindle. If you have any questions, you can reach KC Wagner at kcw8@cornell.edu; Dr. Zoe West at zoewest@gmail.com, Dr. Sanjay Pinto at sanjaypinto@gmail.com, and Arianna Schindle at arianna.schindle@gmail.com. If you have any questions or concerns regarding your rights as a subject in this study, you may contact the Institutional Review Board (IRB) at 607-255-5138 or access their website at <http://www.irb.cornell.edu>. You may also report your concerns or complaints anonymously through Ethicspoint (www.hotline.cornell.edu) or by calling toll free at 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured.

By continuing with the interview, you are agreeing to participate in this study. If you would like a copy of this informed consent form to keep for your records we will provide you with one.

Please sign and date below, or give verbal consent, if you consent to participating in this research:

Name of participant: _____ Date: _____

Do you consent to being audiotaped?

____yes ____no

Name of participant: _____ Date: _____

****TURN ON RECORDER ON IPAD USING INSTRUCTIONS or record via zoom****

This is an interview with *ENTER NUMBER FROM CONTACT SHEET* at Vera House

DEMOGRAPHICS

We want to know some basic information about you.

1. How do you describe yourself – gender, gender identity, age, race, religion, national origin, work history, school history, family situation etc. ?

What does it mean to be a Man; What Does this mean to be a Woman

1. What messages did you get growing up about expectations for males and females? (Probe using the

terminology, what came up for you when you did the Man Box Activity? What are the societal expectations of being a “real man”? ; How would you describe what society says about men who don't fit into societal expectations?

2. How did that shape how you see your current role in addressing domestic and sexual violence?

PROGRAM EXPERIENCE

We are very interested in learning about your program experience with the 12 Men Model.

1. How long ago did you participate in the 12 Men program? Probe - past, current?
2. What caused you to want to participate in this program?
3. What aspect of the 12 Men program's mission and values inspired you?
4. What influences or experiences in your life made this program of particular interest to you?
5. Please describe your relationship to fellow participants in the 12 men program? e.g. coworkers, frat brothers, didn't know them, etc.
6. Can you tell me some of the things you learned about in 12 Men? What learning was new to you?
7. Looking back over the time since you first participated in 12 Men, what do you think is the most significant change you've noticed in yourself?
 - a. Can you describe the time when you first noticed that change? Do you remember what happened?
 - b. Why do you think this change is important – why would you call it the most significant change?
8. Looking back over the time since you first participated in 12 Men, what do you think was the most significant change you've noticed in your ability or willingness to take action against sexism, domestic & sexual violence, or homophobia?
 - a. Can you describe the time when you first noticed that change? Do you remember what happened?
 - b. Why do you think this change is important – why would you call it the most significant change?
9. Looking back over the time since you first participated in 12 Men, what do you think was the most significant change you've noticed in your ability to recognize actions and statements as sexist, abusive, homophobic, etc.?
 - a. Can you describe the time when you first noticed that change? Do you remember what happened?
 - b. Why do you think this change is important – why would you call it the most significant change?

10. Looking back over the time since you first participated in 12 Men, what do you think was the most significant change you've noticed in your motivation or commitment to preventing domestic & sexual violence, sexism, and homophobia?
 - a. Can you describe the time when you first noticed that change? Do you remember what happened?
 - b. Why do you think this change is important – why would you call it the most significant change?
11. Tell me about a time before the training when you saw or heard something that was sexist, abusive or homophobic or otherwise oppressive and you wanted to speak up. Did you feel able to speak up and challenge it at the time? Why or why not?
12. Tell me about a time during and/or after the training when you saw or heard something that was sexist, abusive or homophobic or otherwise oppressive... and you wanted to speak up. Did you feel able to speak up and challenge it at the time? Why or why not?
13. Can you describe a specific moment during and/or after participating in 12 Men when something you had learned in the 12 Men program "clicked" for you — that is, it suddenly made sense or gave you an insight?
14. Have you participated in other Vera House Programs; Probe: Please describe

Circle/Networks OF INFLUENCE; This means the people with whom you are connected to or interact with on a regular basis

1. In addition to the men who were in your 12 Men cohort, what would you consider your most important social circles/worlds/ with other men? e.g. friends, frat brothers, faith community,, sports club, Facebook, social media, etc., school, family, etc.
2. After participating in the 12 Men program, in what ways do you think your behaviors or your roles in these circles/networks changed in any way, as a result of your experience in the program?
3. In these other social circles/networks, how many of the men do you think would be willing to participate in a program like 12 Men? e.g. none, a few, about half, most, all
4. After participating in 12 Men, did you feel more able to take more leadership in stopping domestic & sexual violence? If so, can you describe an example of how?
5. Have you participated in other Vera House Programs; Probe: Please describe

IMPLEMENTATION OF STRATEGIES

What strategies learned in the 12 Men Program have you found most useful to apply to your circle/networks/

community/ workplace/

Can you describe how you applied the strategy and the impact on your community, circle/network /workplace

OUTREACH TO OTHER MEN

1. Have you recommended 12 Men Model or Vera House to other men? If so, whom? Do you know if they then participated in the program? Probe : which specific program -- please describe
2. Have you continued to engage in work with the 12 Men Model or Vera House? If yes, please describe how. If no, please explain why not. Probe : which specific program -- please describe

That wraps up what we had planned to discuss today—is there anything else you wanted to add? Maybe something you thought you'd be asked and weren't? Or maybe something you accidentally forgot or left out? We really appreciate your time today, thank you.

Appendix B: Qualitative Interview Communications



726 James Street,
Syracuse, NY 13203

Phone: (315) 425-0818, ext. 208
Fax: (315) 425-8942

www.verahouse.org

To be communicated via email, telephone or personal conversation to a select group as determined by
Vera House

Dear Participant:

We appreciate your past participation in Vera House's 12 Men Model. We are working with Cornell University to evaluate our program and invite you to participate in a pilot interview to help us both evaluate our program and create questions for a survey we will be developing to send out to all program participants.

Would you be willing to participate in an individual, confidential interview at our office, via telephone or via remote video conferencing at a time or place convenient to you?

If you are interested please email me at gkilpatrick@verahouse.org or call me at 315-425-0818. We estimate that the interview should take no more than an hour and one half. Interview participants will be entered into a raffle to win a \$100 VISA gift card.

Thank you,

George Kilpatrick
Men's Outreach Coordinator
12 Men Model

INTRODUCTION EMAIL:

Thank you for your participation in the 12 Men Model. Your participation is a valuable part of our research and we look forward to talking with you soon!

Sincerely:

[YOUR Vera House

PHONE INTRODUCTION SCRIPT:

Hello, may I speak to _____?

My name is _____. I am calling to find out if you received a letter from Vera House inviting you to participate in an interview to help Vera House and Cornell University prepare a survey of all participants in the 12 Men Model.

Your participation is completely voluntary and confidential. I will ask questions about your experience in the program and how you have used this knowledge you acquired there in personal and interpersonal interactions.

The interview should take about an hour to an hour and a half of your time, and with your permission I will audiotape it so that we can analyze it later. After the interview, the recording will be transcribed and erased. Your interview will then be identified by a number, and your name removed. Your name will never be identified in the study.

In order to compensate you for your time, we will provide \$25 cash for completing the interview. Are you still interested in participating?

If **No**, Thank them.

If **Yes**, begin to arrange a time.

We will be conducting interviews at Vera House in Syracuse via zoom or telephone call, I have availability [LIST TIME WINDOWS]. Would any of those times work for you? What times would work for you?

[AFTER CONFIRMING TIME]—great! We will call you the day before with a reminder (or email you, if you'd prefer [GET EMAIL ADDRESS IF NOT PROVIDED]). (YOU MIGHT GIVE THEM YOUR PHONE NUMBER JUST IN CASE.)

[IF THEY DON'T HAVE A TIME FREE WHEN YOU ARE FREE, ASK WHEN A GOOD TIME IS FOR THEM AND TELL THE TEAM—TELL THEM SOMEONE ELSE WILL CONTACT THEM SOON TO SET UP A TIME]

Appendix C: Survey Questions for Program Participants

12 MEN MODEL PROGRAM - VERA HOUSE EVALUATION

Consent

Thank you for participating in this survey. Your experience is important to us.

Purpose: This survey is aimed to understand your experience as a participant of the 12 Men Model program. Your participation is completely voluntary and confidential.

Potential Risks & Benefits: We do not anticipate any risks to you participating in this study other than those encountered in day-to-day life. There are no direct benefits to you, although you will receive a \$10 Amazon e-gift certificate after completing the survey (which may take up to 10 business days to receive). By participating in this study, you will help us learn more about the 12 Men Model program, your experience as a participant and ways to improve the program in the future.

Study Procedure: The survey should take no more than 20 minutes of your time to complete. If, for any reason, you would like to stop taking the survey, you may do so at any time. You may also stop and return to the survey at any time. Just make sure you copy and save the URL link.

Study Contacts –The lead researcher conducting this study is KC Wagner, The Worker Institute at Cornell. If you have any questions, you can reach KC Wagner at kcw8@cornell.edu. If you have any questions or concerns regarding your rights as a subject in this study, you may contact the Institutional Review Board (IRB) at 607-255-5138 or access their website at <http://www.irb.cornell.edu>. You may also report concerns or complaints anonymously through Ethicspoint (www.hotline.cornell.edu) or by calling toll free 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured.

Please click below to continue:

- I agree to participate in this survey (1)
- I do not agree to participate in this survey (2)

Qscreen Have you ever participated in the 12 Men Model program?

- Yes (1)
- No (2)

Section1 Section 1 - Messages and Norms

Q1 Which of the following statements best describes the message you got growing up about expectations for males and females? (please select all that apply)

- Boy will be boys, girls will be girls (1)
- A man's place is at work and a woman's place is in the kitchen. (2)
- Mom is the provider and central supporter of the family. (3)
- Use women to make a man feel like a man. (4)
- Boys and girls are equal. (5)
- Write the message you got growing up: (6) _____

Q2 Which of the following statements most closely reflects what you believe is the societal expectation of being a "real man"? (Please select all that apply)

- To conquest. (1)
- Do man-type work. (2)
- Man is the provider. (3)
- It's okay for a man to get angry. (4)
- Men do sports/are athletic. (5)
- Other reflections: (6) _____

Q3 How would you describe what society says about men who don't fit into societal expectations? (please select all that apply)

- They are weak. (2)
- Lives inside the box. (3)
- Act like a man. (4)
- Wimpy/not masculine. (5)
- Other description: (6) _____
- I don't know (7)

Q4 How did society's messages about men who don't fit into societal expectations shape how you see your current role in addressing domestic and sexual violence? (Please select all that apply)

- It was a predominant message from society and everyone plays a part in this. (1)
- Need to help young boys not feel pressured into these stereotypical roles. (2)
- I didn't see it as a problem I need to be concerned with. (3)
- Your own perspective: (4) _____

Section 2: Program Experience

We are very interested in learning about your program experience with the 12 Men Model program.

Q5 How long ago did you participate in the 12 Men Model program?

- Within the past year (1)
- 1 - 2 years ago (2)
- 5 - 9 years ago (3)
- I don't recall (8)

Q6 What caused you to want to participate in this program? (Please check all that apply.)

- To learn the skills to deal with domestic/sexual violence. (1)
- To protect women and children. (2)
- To break the cycle of domestic violence. (3)
- It was recommended to me. (4)
- I could be a role model to young people to influence their behaviors. (5)
- Self-healing that allows me to share personal experiences to prevent domestic/sexual violence moving forward. (6)
- Wanted to be part of building a healthy community. (7)
- Other - please specify: (8) _____

Q7_1

For each of the following skills and knowledge areas, please indicate if the program contributed to your learning in any of the following areas below: (select ONE per skill)

- 1- allowed you to learn the skill or knowledge areas
- 2 - enhanced your skill or knowledge in the area
- 3 - you already had the skill or knowledge area prior to the program, so it didn't enhance your skills
- 4 - you don't recall learning this in the program

	1-Learned skill (1)	2-Enhanced skill (2)	2-Already had skill (3)	4- Do not recall learning this (4)
a) Learning accurate information about stereotypes (e.g. use of alcohol, money as a cause for rape and sexual assault) as it pertains to domestic violence and sexual assault (1)				
b) To understand my perceptions about sexual assault. (2)				
c) To understand that words have power - understanding that abusive words and psychological and emotional tactics are fuel that contributes to physical abuse. (3)				
d) To understand my idea of masculinity. (4)				
e) To understand that anger is just an emotion that I can choose to turn into violence and abuse. (5)				

Q7_2

For each of the following skills and knowledge areas, please indicate if the program contributed to your learning in any of the following areas below: (select ONE per skill)

- 1 - allowed you to learn the skill or knowledge areas
- 2 - enhanced your skill or knowledge in the area
- 3 - you already had the skill or knowledge area prior to the program, so it didn't enhance your skills
- 4 - you don't recall learning this in the program

	1-Learned skill (1)	2-Enhanced skill (2)	2-Already had skill (3)	4- Do not recall learning this (4)
f) To understand how to clarify societal expectations about gender roles for women. (6)				
g) To understand how to clarify societal expectations about gender roles for men. (7)				
h) To understand how we can be in control of our own masculinity and be free to express ourselves in our own way without being labeled. (8)				
i) To understand how men are socialized not to deal with emotions in a healthy way and that violence and abuse can be a result of that. (10)				

Q7_3

For each of the following skills and knowledge areas, please indicate if the program contributed to your learning in any of the following areas below: (select ONE per skill)

- 1 - allowed you to learn the skill or knowledge areas
- 2 - enhanced your skill or knowledge in the area
- 3 - you already had the skill or knowledge area prior to the program, so it didn't enhance your skills
- 4 - you don't recall learning this in the program

	1-Learned skill (1)	2-Enhanced skill (2)	2-Already had skill (3)	4- Do not recall learning this (4)
k) To understand the dynamics of what power and control looks like in a relationship; and the tactics the abuser will use and how that contributes to domestic violence. (11)				
l) To understand what equality looks like in a relationship - how to think about behaviors that exemplify healthy relationships. (10)				
m) To demonstrate how name calling, or other verbal abuse, etc. can escalate to other forms of violence such as rape, suicide and/or physical violence. (9)				
n) To understand all the way that domestic violence and sexual violence can occur and what it is and isn't. Either by physical or non-physical acts. When consent is valid or not. (8)				
o) To understand what consent is. (7)				

Q7_4

For each of the following skills and knowledge areas, please indicate if the program contributed to your learning in any of the following areas below: (select ONE per skill)

1 - allowed you to learn the skill or knowledge areas

2 - enhanced your skill or knowledge in the area

3 - you already had the skill or knowledge area prior to the program, so it didn't enhance your skills

4 - you don't recall learning this in the program

	1-Learned skill (1)	2-Enhanced skill (2)	2-Already had skill (3)	4- Do not recall learning this (4)
p) To learn about real life consequences of emotional, physical and psychological abuse and how it impacts relationships, future partners. (11)				
q) To understand the impact of sexual assault and domestic violence on children. (10)				
r) To understand how to have effective conversations with men to bring their awareness to what can be considered disrespectful, demeaning, or violent comments or behaviors about women. (9)				
s) To demonstrate empathy and put myself in the shoes of another person to understand the impact of interpersonal violence on women and girls. (8)				
t) To understand what it is like to be an ally or empowered bystander. (7)				

Q7_5

For each of the following skills and knowledge areas, please indicate if the program contributed to your learning in any of the following areas below: (select ONE per skill)

1 - allowed you to learn the skill or knowledge areas

2 - enhanced your skill or knowledge in the area

3 - you already had the skill or knowledge area prior to the program, so it didn't enhance your skills

4 - you don't recall learning this in the program

	1-Learned skill (1)	2-Enhanced skill (2)	2-Already had skill (3)	4- Do not recall learning this (4)
u) To understand how homophobia relates to power and sexism. (11)				
v) To understand how to explore ideas around domestic violence to provoke conversation, unpack unconscious bias and get people to rethink their opinions and positions. (10)				
x) To know that being an ally requires active engagement and you have an important role to play. (7)				
y) Other - please specify: (25)				

Q8 Have you applied any of these strategies/exercises? (Please check all that apply.)

- Yes - at work (1)
- Yes - with friends/family (2)
- Yes - within my community (3)
- No - please explain why: (4) _____

Q9 How would you rate the degree of impact these strategies have had on your community, circle/network/workplace? Would you say the strategy was:

- Very impactful (3)
- Somewhat impactful (2)
- Not impactful at all (1)
- Do not know the impact (8)

Section 3 - Sustainability of Strategy

Q10 How many times have you engaged with/participated in the 12 Men Model program?

- Just once (1)
- 2 - 4 times (2)
- 5 - 10 times (3)
- 11 - 15 times (4)
- More than 15 times (5)
-

Q11 How easy or difficult is it to use what you learned in the 12 Men Model program in your day-to-day life?

- Very easy (4)
- Easy (3)
- Difficult (2)
- Very difficult (1)
- Do not know/have not tried it (8)

Q12 Thinking of the men in your social circles/networks, how many of the men do you think would be willing to participate in a program like 12 Men Model?

- None (0)
- 1 - 2 (1)
- 3 - 5 (2)
- 6 - 10 (3)
- 11 - 15 (4)
- 16 - 20 (5)
- More than 20 (6)
- Don't know (8)

Q13 Please indicate which of the following you've done (and please provide an example):

- Asked individuals to make a commitment to bring more men into the conversation and do specific actions. Please provide an example: (1) _____
- Solicit other men to join me in spreading the message to never support, commit or remain silent about domestic or sexual assault. Please provide an example: (2) _____

Commit to attending regular meetings with my 12 Men Model Group. (3)

Commit to educating men to become more active in the work to end sexist violence. Please provide an example: (4) _____

Create an action plan with the support of Vera House staff and your 12 Men Model group. Please provide an example: (5) _____

Commit to increase your skills in supporting loved ones who are survivors. Please provide an example: (6) _____

Q14 How are you using what you learned in your life (at home and/or at work)?

Q15 After participating in the 12 Men Model program, how comfortable do you feel in your ability to take more leadership in stopping domestic and sexual violence?

- Very comfortable (4)
- Somewhat comfortable (3)
- Somewhat uncomfortable (2)
- Very uncomfortable (1)

Section 4 - Evaluation of Program

Q16 Thinking back to the prevention strategies you learned, how would you rate the strategies overall with respect to:

	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	Do not know (8)
a. Respecting individual's rights (1)						
b. Protecting human dignity (2)						

Q17 How would you rate the 12 Men Model program overall?

- Excellent (5)
- Very good (4)
- Good (3)
- Fair (2)
- Poor (1)

Section 5 - Reach to Target Population

Q18 How likely are you to recommend the 12 Men Model program or Vera House to other men?

- Not Likely at all (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- Very Likely (10)

Q19 Have you recommended 12 Men Model program or Vera House to other men?

- Yes (1)
- Not yet, but will do so (2)
- No, please explain why not: (3) _____

Q20 Did they participate in the program?

- Yes, most of them did (1)
- Yes, some of them did (2)
- They have not yet participated, but said they will (3)
- No, they have not participated (4)
- Do not know (8)

Q21 To whom did you recommend the program (select all that apply):

- Colleagues (1)
- Friends (2)
- People I think will be involved in future training (3)
- People from the community (4)
- Coaches (5)

Q22 In what other ways have you remained engaged with Vera House? (Please check all that apply.)

- White Ribbon (1)
- Real Men Real Talk (2)
- White Ribbon Walk (3)
- Report to the Community (4)
- Board of Directors (5)
- Vera House Foundation (6)
- Other, please specify: (7) _____

Q23 What do you need to ensure you continue to implement the skills you learned to implement the 12 Men Program in your own program or community?

Q24 How many people approximately, have you either educated/trained or shared what you've learned? This would include developing your own training of other men/boys and/or worked with people in your life you feel could benefit from what you've learned.

- 1-5 (1)
- 6-10 (2)
- 11-20 (3)
- 21-30 (4)
- 31-50 (5)
- More than 50 (6)
- Do not know (8)

Q25 What resources/support do you think is needed to apply and sustain these strategies?

- Ability to pay participants to participate in programs. (1)
- Funds to purchase snacks/food/beverages to encourage participation in programs. (2)
- Financial support to develop more programs. (4)
- More focus on developing skills to prevent domestic violence and sexual violence. (5)
- Less focus on the emphasis of negative impact of domestic and sexual violence, more focus on how to make changes. (6)
- Other (please specify) (7) _____

Section 6 - Plausibility

Q26 Do you agree or disagree with the following statement: I feel more equipped to intervene in a potential situation that could be domestic and/or sexual violence because of my training through the 12 Men Model program.

- Strongly agree (1)
- Agree (2)
- Disagree - please explain: (3) _____
- Strongly disagree - please explain: (13) _____

Q27 Have you personally used any of the techniques you learned, such as taking a walk, to diffuse anger?

- Yes, several times (1)
- Yes, one time (2)
- No, never needed to (3)
- No, have not done so (4)

Q27a Describe what techniques you learned that you've personally used.

Q27b Please explain why you've not yet used any of the techniques you've learned.

Q28 Have you intervened in a non-aggressive way when you've observed abusive language or potential domestic violence and/or sexual violence threats or situations?

- Yes, one time (1)
- Yes, more than one time (2)
- No, never needed to (3)
- No, have not done so-the situation was too dangerous for me to intervene (4)

Q28a What did you do? Select all that apply.

- Gave feedback about offensive behavior (1)
- Didn't laugh at the joke (2)
- Redirected the conversation (3)
- Reframed the conversation in a respectful and neutral way (4)
- Reached out to the target of the offender in a supportive way to communicate concerns (5)
- Asked a follow-up or clarifying question (6)
- Other - please describe: (7) _____

Q29 How likely do you think it is that this program will lead to changing domestic and sexual violence prevention?

- Not likely at all (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- Very likely (10)

Section 7 - Demographics

Q30 Are you currently:

- Single (1)
- Married/partnered (2)

Q31 Do you have any children for whom you are financially responsible?

- Yes (1)
- No (2)

Q32 What is the highest level of education you have completed?

- Less than high school (1)
- High school degree or equivalent (2)
- Some college but no degree (3)
- Associate degree - vocational/occupational (4)
- Associate degree - academic (5)
- Bachelor degree (i.e. BA, BS, AB) (6)
- Master's degree (i.e. MA, MS, MBA, MSW, MEng) (7)
- Doctorate degree (i.e. PhD, MD, EdD) (8)

Q33 Which of the following best describes your gender identity? Select all that apply.

- Man (1)
- Woman (2)
- Other gender identity (3)
- Prefer not to disclose (4)

Q34 What is your sexual orientation?

- Straight (heterosexual) (1)
- Gay (2)
- Other sexual orientation (3)

Q35 What is your age?

- 18-25 (1)
- 26-35 (2)
- 36-45 (3)
- 46-55 (4)
- 56-65 (5)
- 66-75 (6)
- 76+ (7)

Q36 Are you of Hispanic or Latina/o origin?

- Yes (4)
- No (5)

Q37 Which of the following best describes your racial or ethnic background?

- White or Caucasian (1)
- Black or African American (2)
- Asian or Pacific Islander (3)
- Native American or Alaskan Native (4)
- Multi-racial (5)
- Other (6)

Q38 What was your total annual household income before taxes in 2017?

- Less than \$25,000 (1)
- \$25,000-\$49,999 (2)
- \$50,000-\$99,999 (3)
- \$100,000-\$149,999 (4)
- \$150,000 or more (5)
- Do not know (8)

Section 8 - Summary

Q39 Please provide any additional comments or suggestions to help improve the 12 Men Model program.

Appendix D: Data Collection Emails

Pilot test emails

PILOT TEST INVITATION: September 25, 2018

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell
SUBJECT: Your assistance to test Vera House's 12 Men Model Program survey

Dear [[name]],

As a member of the 12 Men Program, we're delighted you are able to help us review our survey. This survey is being conducted by Extension Faculty member KC Wagner of Cornell University

Please take a moment to answer this survey to help us better understand your experience and opinions regarding the 12 Men Model Program and your thoughts on the questions themselves. Your participation in this survey is voluntary and please be assured that all the information you provide will be kept strictly confidential and will never be used in any way to permit identification of you.

As a token of our appreciation we will send you a **\$10 Amazon e-gift card**. Dr. Zoe West, who is part of the research team, will then follow-up with you by phone to get your input on how we can improve the survey.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner
Extension Faculty
The Worker Institute at Cornell

PILOT TEST REMINDER: September 30, 2018

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell
SUBJECT: Vera House's 12 Men Model Program help testing the survey- Reminder

Dear [[name]],

You recently received an email asking for your help in reviewing the Vera House's 12 Men Model Program survey. Our records show that you have not yet completed the survey and we want to give you another opportunity to participate. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding this work.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**. Dr. Zoe West, who is part of the research team, will then follow-up with you by phone to get your input on how we can improve the survey.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner
Extension Faculty
The Worker Institute at Cornell

PILOT TEST REMINDER 2: October 2, 2018

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell
SUBJECT: Vera House's 12 Men Model Program please help test the survey

Dear [[name]],

You recently received an email asking for your help in reviewing the Vera House's 12 Men Model Program survey. Our records show that you have not yet completed the survey and we want to give you another opportunity to participate. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding this work.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**. Dr. Zoe West, who is part of the research team, will then follow-up with you by phone to get your input on how we can improve the survey.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner
Extension Faculty
The Worker Institute at Cornell

Full Study emails

ANNOUNCEMENT EMAIL FROM GEORGE:

DATE: Monday, November 12, 2018

Dear XX,

I hope this email finds you doing well. At this moment in time, when the #MeToo movement and issues of sexual harassment and violence are in the spotlight, it is more critical than ever that we strengthen this movement within our own communities. Because you have previously participated in Vera House's 12 Men Model program, I would like to invite you to take an online survey that will help us make the program even stronger and share the model with people nationwide. Please be on the lookout for an email from researcher KC Wagner at Cornell ILR with a link to a confidential and anonymous survey. Your answers will go directly to a Cornell site where researchers will gather all data into a summary report.

Our 12 Men Model program is being looked to as a promising model for organizations across the country to learn from and implement, so your feedback in the survey will be highly valuable. The survey should take approximately 15-25 minutes of your time, and you will receive a \$10 Amazon e-gift card to thank you for your participation.

Thank you for being part of the movement to create a world without sexual harassment & violence. We appreciate your time in helping to make this work even stronger.

Sincerely,
George Kilpatrick

INVITATION:

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell
SUBJECT: Your assistance to evaluate Vera House's 12 Men Model Program
Date: Wednesday, November 14, 2018

Dear [[name]],

As a member of the Vera House 12 Men Program, you recently received a letter from George Kilpatrick regarding this survey. We're delighted to get your input about your experience with the program. As an extension faculty member, I will be coordinating the survey that is being conducted by the YMG Survey Group in partnership with the Worker Institute at Cornell ILR. The results of this survey will be used to help improve the program for future participants.

Please take a moment to answer this survey to help us better understand your experience and opinions regarding the 12 Men Model Program. Your participation in this survey is voluntary and please be assured that all the information you provide will be kept strictly confidential and will never be used in any way to permit identification of you. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner
Extension Faculty
The Worker Institute at Cornell

REMINDER #1:

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell

SUBJECT: Vera House's 12 Men Model Program survey- Reminder

Date: Sunday, Nov. 18 2018

Dear [[name]],

You recently received an email asking for your help in evaluating the Vera House's 12 Men Model Program. Our records show that you have not yet completed the survey and we want to give you another opportunity to participate. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding this work and improve it for future participants.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner

Extension Faculty

The Worker Institute at Cornell

REMINDER #2:

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell

SUBJECT: Vera House's 12 Men Model Program please help

Date: Sunday Nov. 25, 2018

Dear [[name]],

You recently received an email asking for your help in evaluating the Vera House's 12 Men Model Program survey. Our records show that you have not yet completed the survey and we want to give you another opportunity to participate. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding this work and improve it for future participants.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner

Extension Faculty

The Worker Institute at Cornell

REMINDER #3:

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell
SUBJECT: Evaluate the Vera House's 12 Men Model Program and receive \$10
Date: Wednesday Nov. 28, 2018

Dear [[name]],

We are working to improve the 12 Men Model Program and need your assistance. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding this work and improve it for future participants.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner
Extension Faculty
The Worker Institute at Cornell

REMINDER #4:

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell

SUBJECT: Receive \$10 to Evaluate the 12 Men Model Program

Date: Sunday Dec. 2, 2018

Dear [[name]],

Many of the other 12 Men Model Program participants have provided their input on their opinions and experiences regarding the program. In order for the results to be truly representative, your input is critical. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding this work and improve it for future participants.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**.

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner

Extension Faculty

The Worker Institute at Cornell

REMINDER #5 – FINAL

FROM: KC Wagner, Extension Faculty, The Worker Institute at Cornell
SUBJECT: Final reminder - Receive \$10 to Evaluate the 12 Men Model Program
Date: Thursday Dec. 13, 2018

Dear [[name]],

We are quickly running out of time and would very much appreciate your help as your opinions cannot be substituted by anyone else. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding the 12 Men Model Program so we may improve it for future participants.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only. As a token of our appreciation we will send you a **\$10 Amazon e-gift card**. **The survey will close on Monday, December 17, 2018.**

To access the survey, please use the following URL:

<http://xxx.unh.edu/XXXXXX>

(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact staff at the YMG Survey Group at 607-592-1067 or Yasamin.Miller@outlook.com.

Thank you very much.

KC Wagner
Extension Faculty
The Worker Institute at Cornell

Appendix E: Demographic Distributions

Table 3: Marital Status and Children

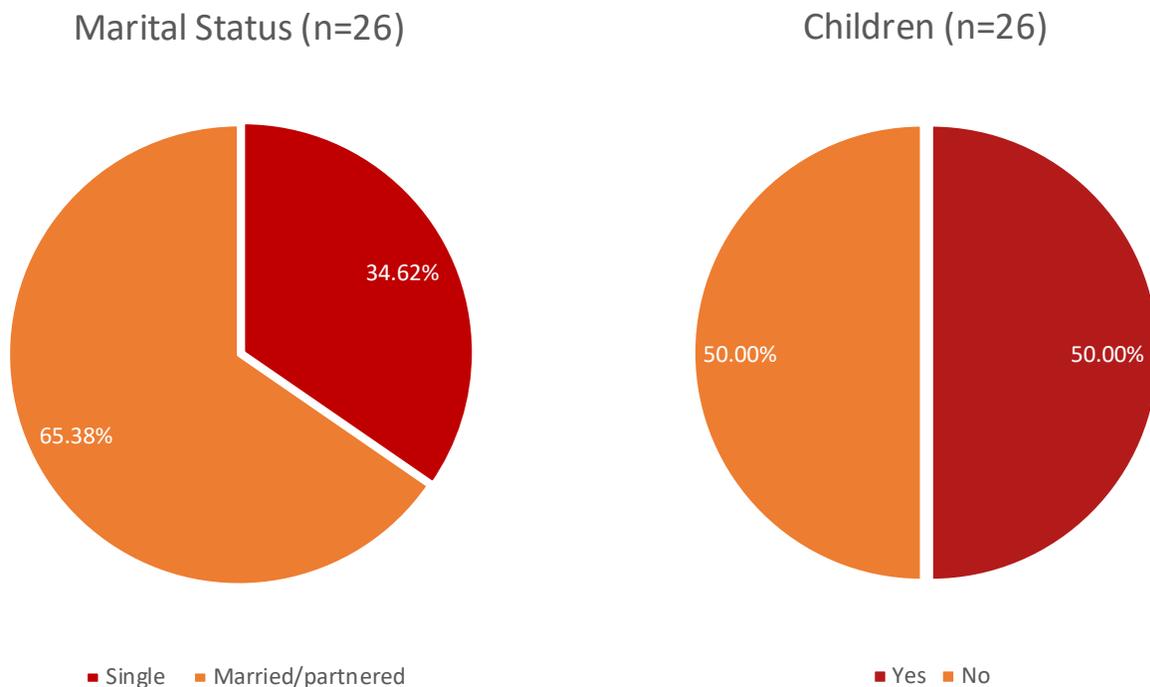


Table 4: Education Level

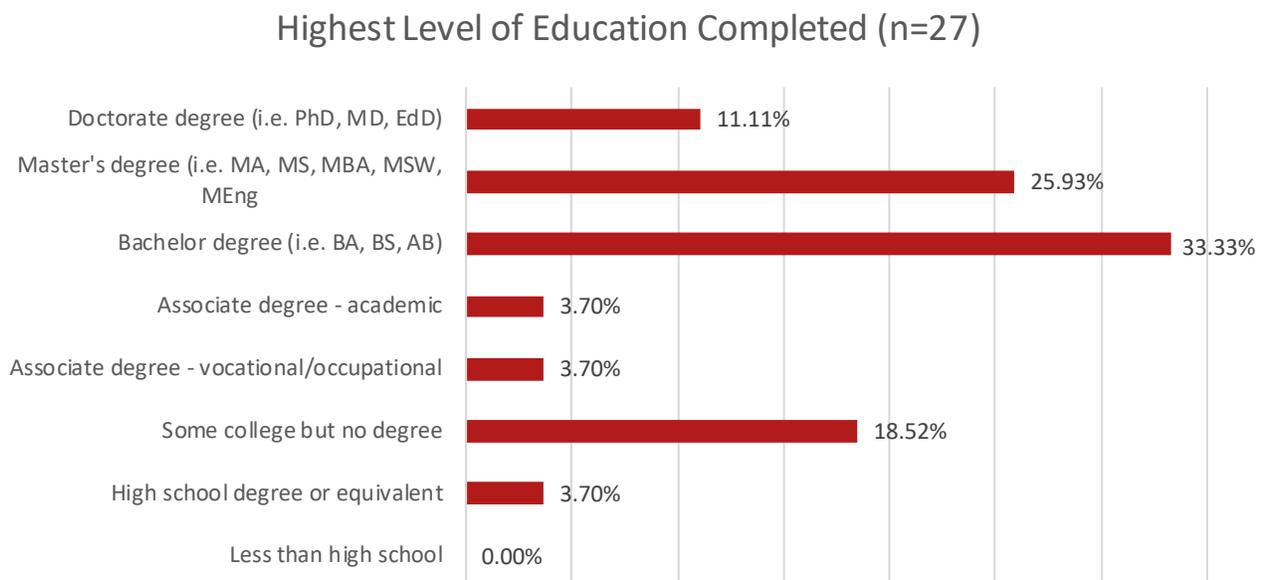


Table 5: Age

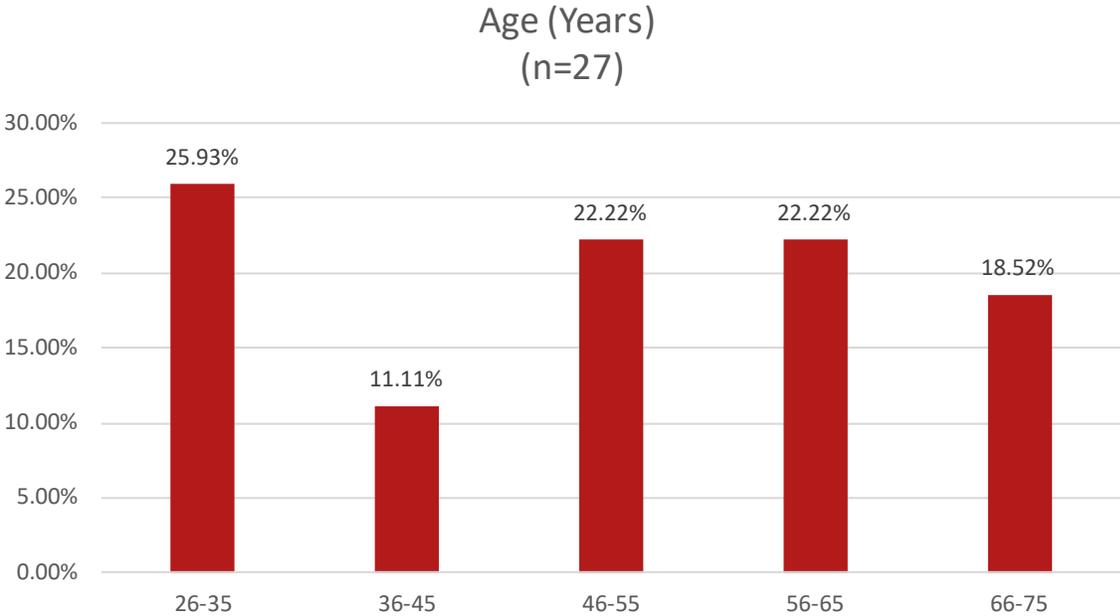


Table 6: Gender Identity and Sexual Orientation

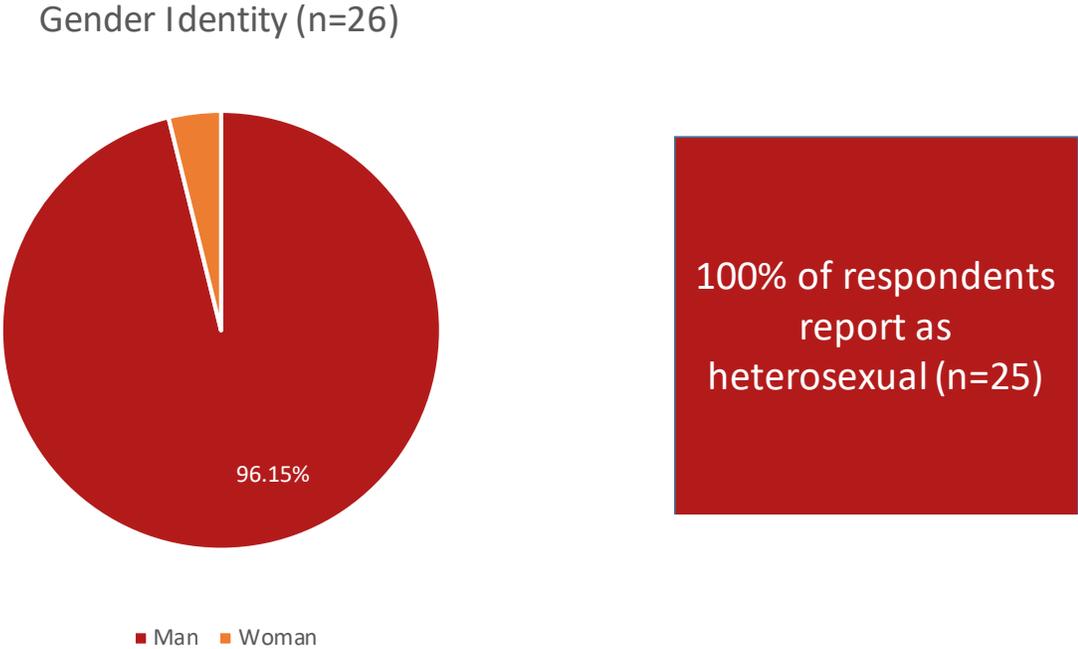


Table 7: Race and Ethnicity

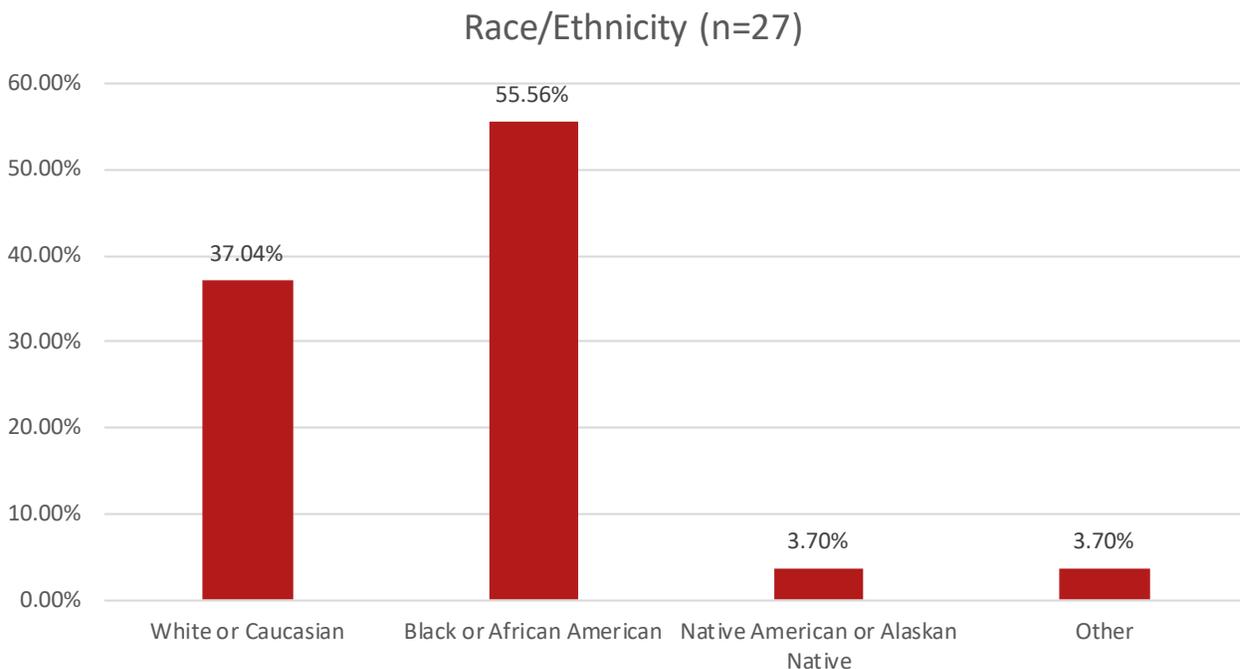
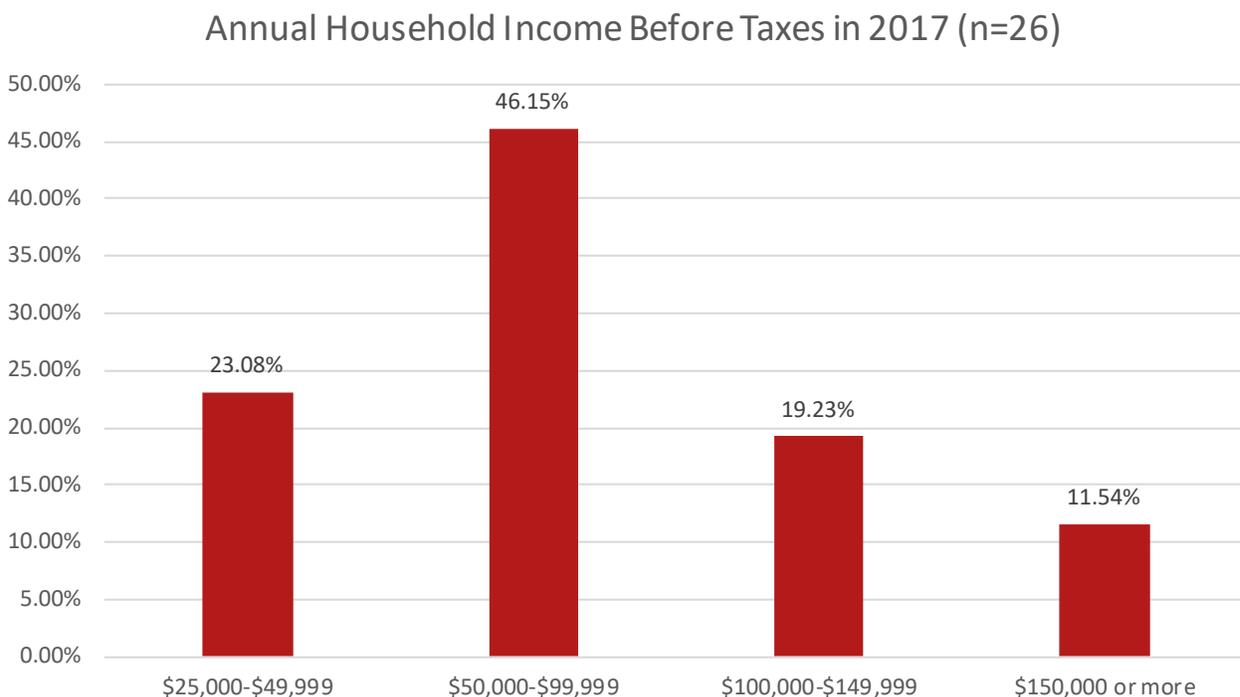


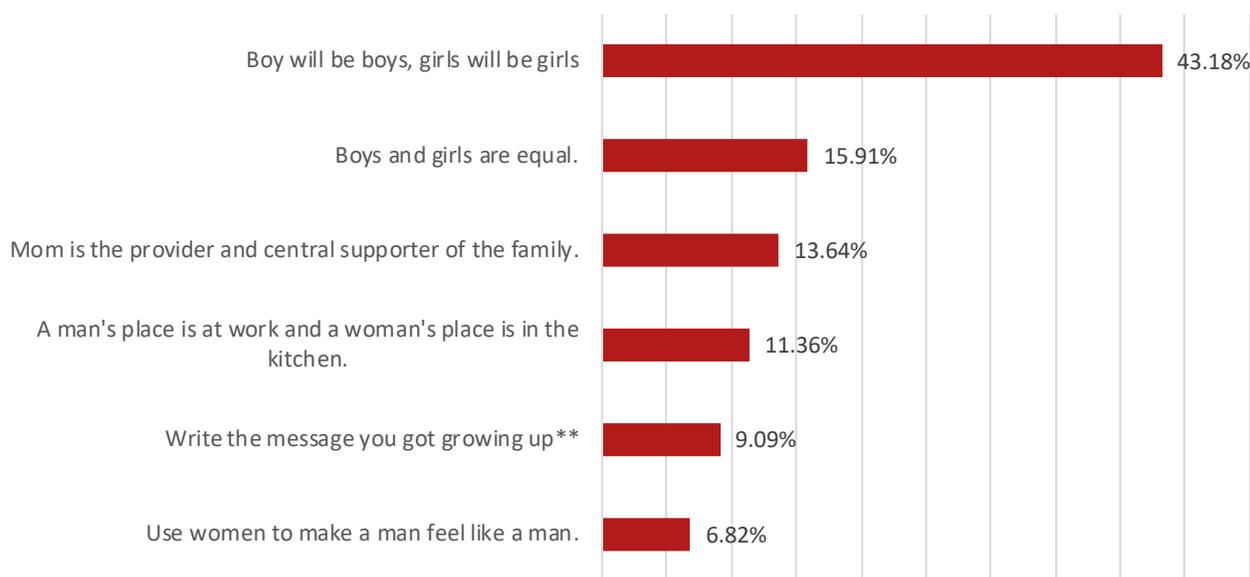
Table 8: Annual Household Income



Appendix F: Selected Survey Results

Table 9: Messages Growing Up About Expectations for Boys and Girls and Girls

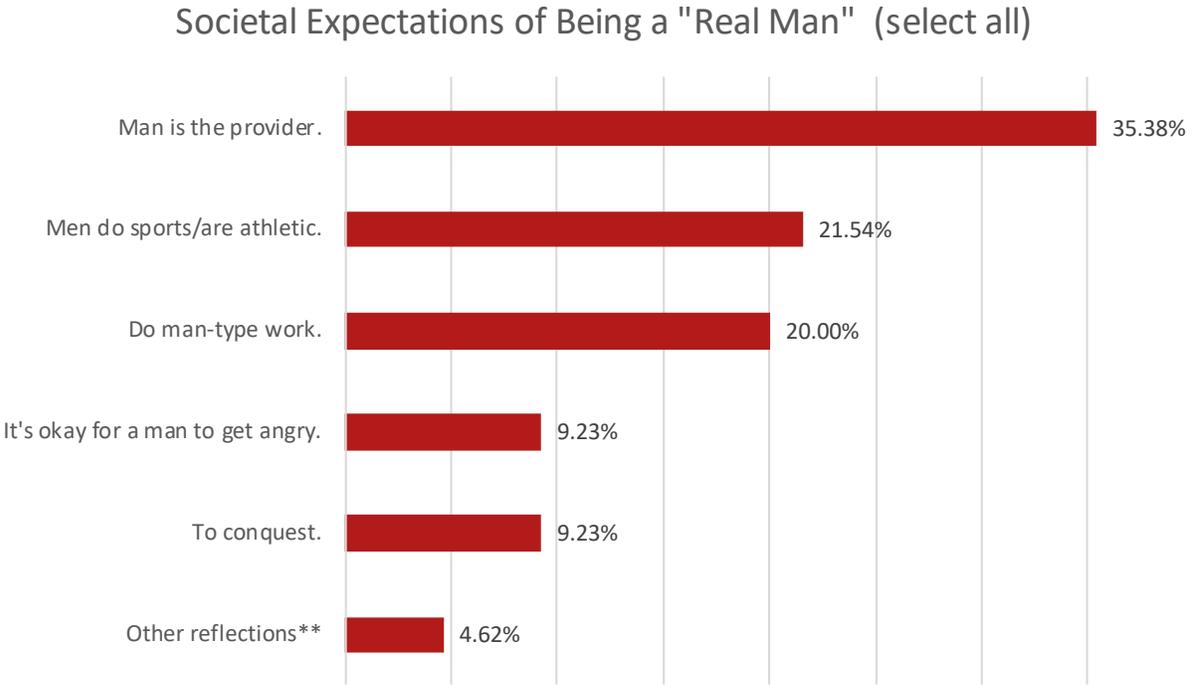
Messages Growing Up About Expectations for Boys and Girls
(select all)



Response	Number of Responses	Total	Percentage
Responded with at least one of the following: <ul style="list-style-type: none"> Boys will be boys, girls will be girls A man's place is at work and a woman's place is in the kitchen Use women to make a man feel like a man 	20	N= 29	68.9%

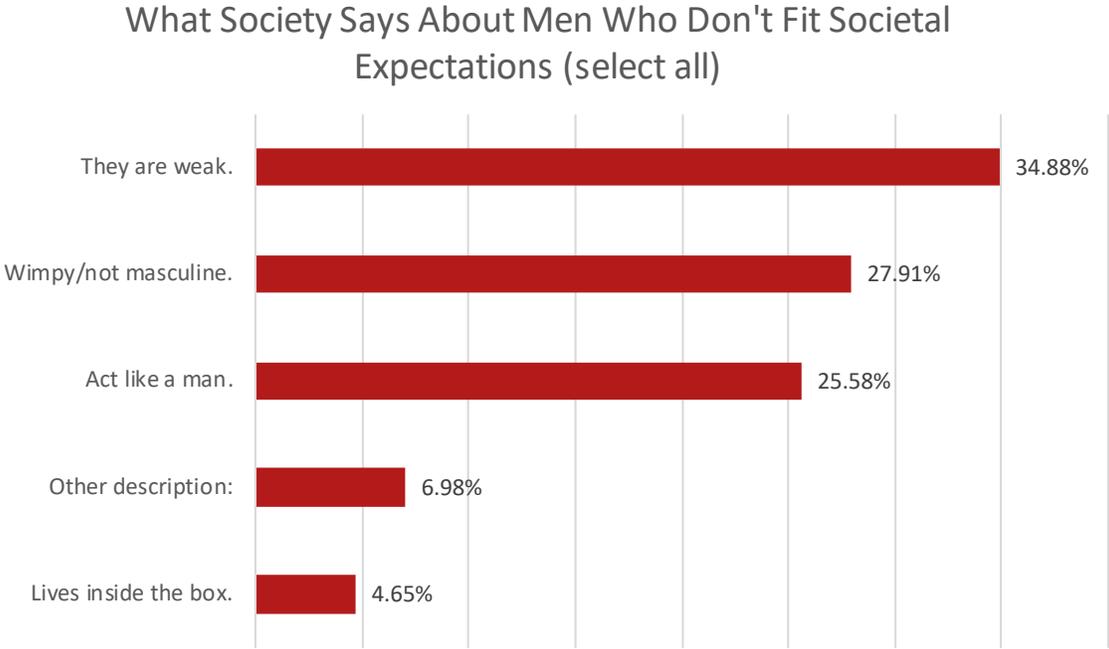
Response	Number of Responses	Total	Percentage
Responded with at least one of the following: <ul style="list-style-type: none"> Mom is the provider and central supporter of the family Boys and girls are equal. 	10	N= 29	34.5%

Table 10: Societal Expectations of Being a "Real Man"



Response	Number of Responses	Total	Percentage
Responded with:	23	N= 29	79.3%
<ul style="list-style-type: none"> Man is the provider 			

Table 11: What Society Says About Men Who Don't Fit Societal Expectations



Response	Number of Responses	Total	Percentage
Responded with at least one of the following: <ul style="list-style-type: none"> • They are weak • Wimpy/not masculine 	20	N= 27	74.1%

Table 12: Learned or Enhanced Skills Through 12 Men Model Program

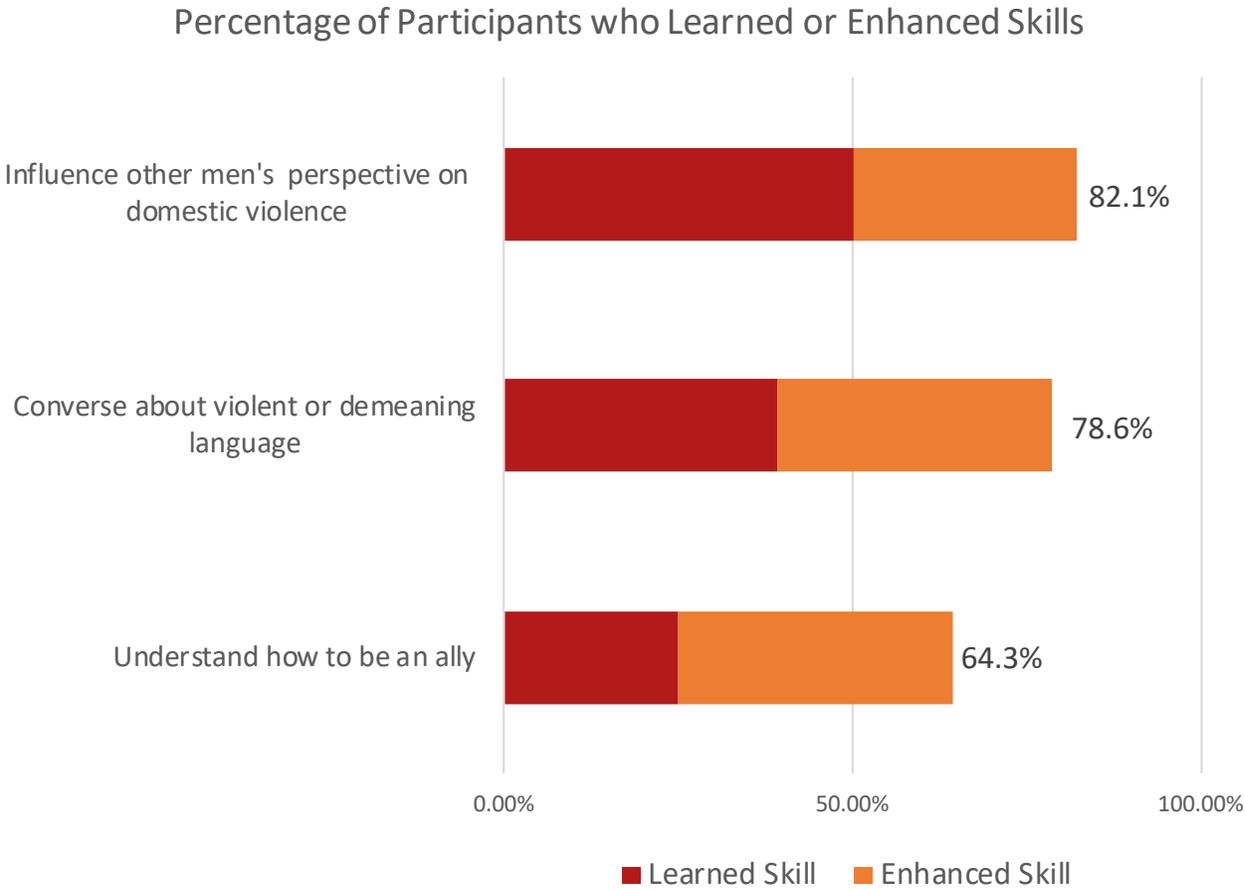
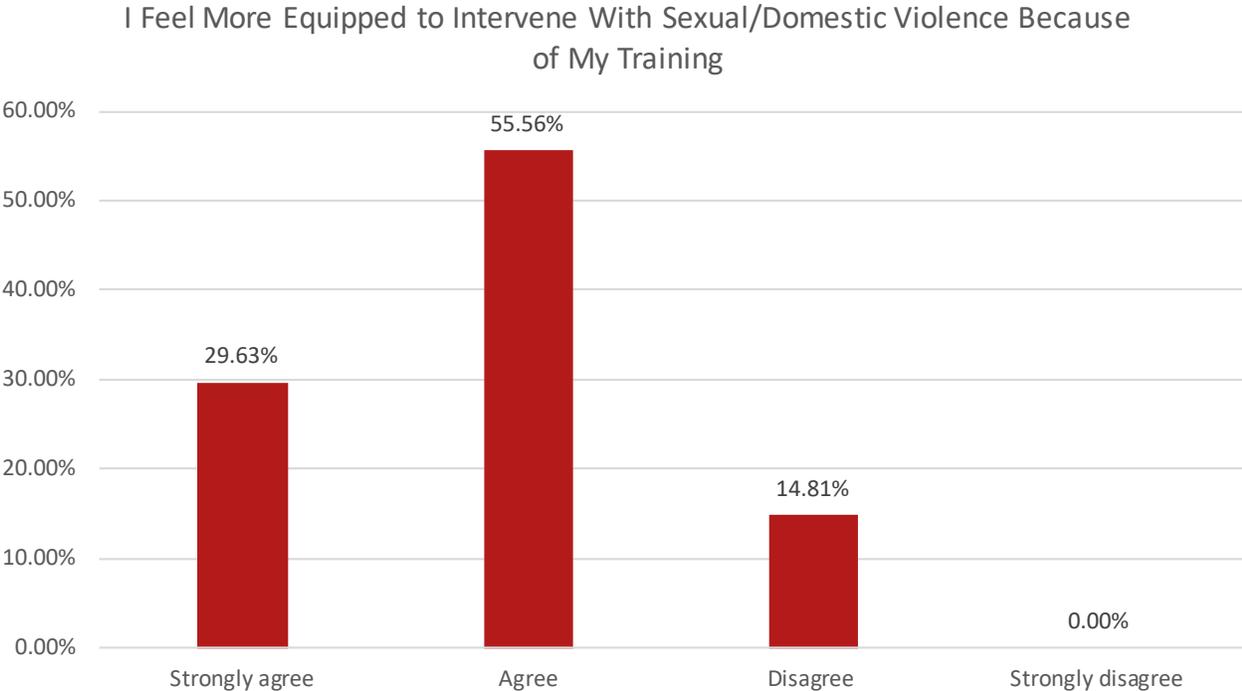


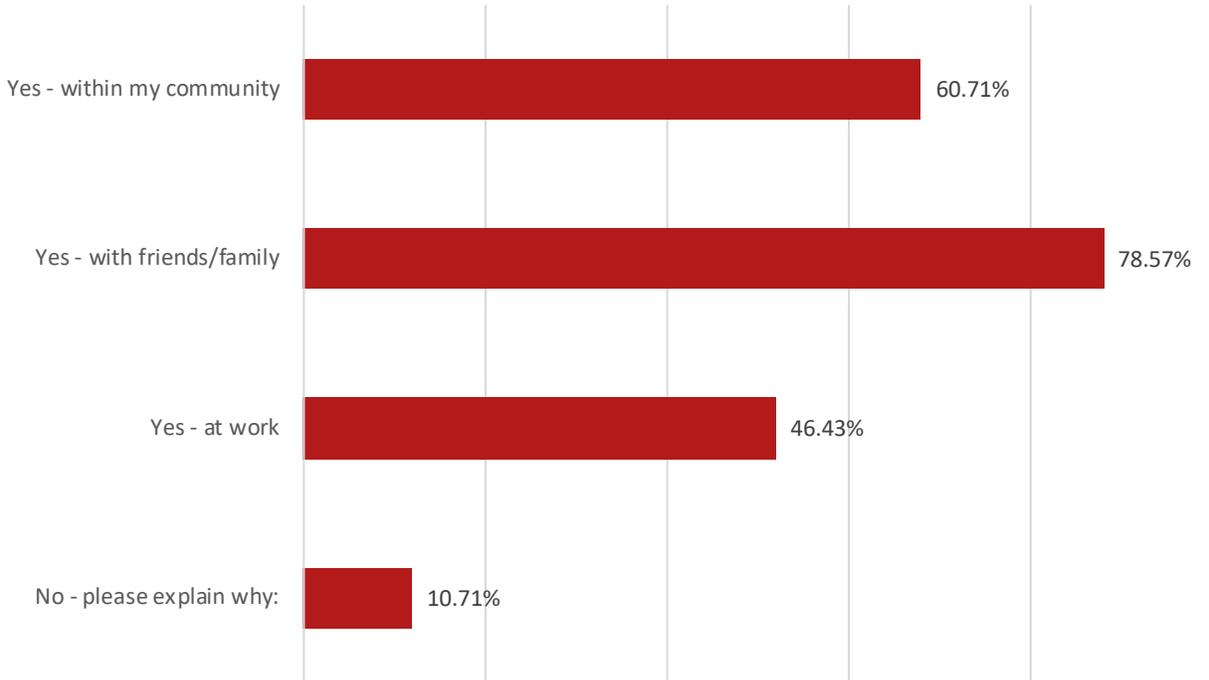
Table 13: More Equipped to Intervene with Sexual/Domestic Violence



Response	Number of Responses	Total	Percentage
Responded with at least one of the following: <ul style="list-style-type: none"> • Strongly Agree • Agree 	23	N= 27	85.2%

Table 14: Applied Strategies/Exercises

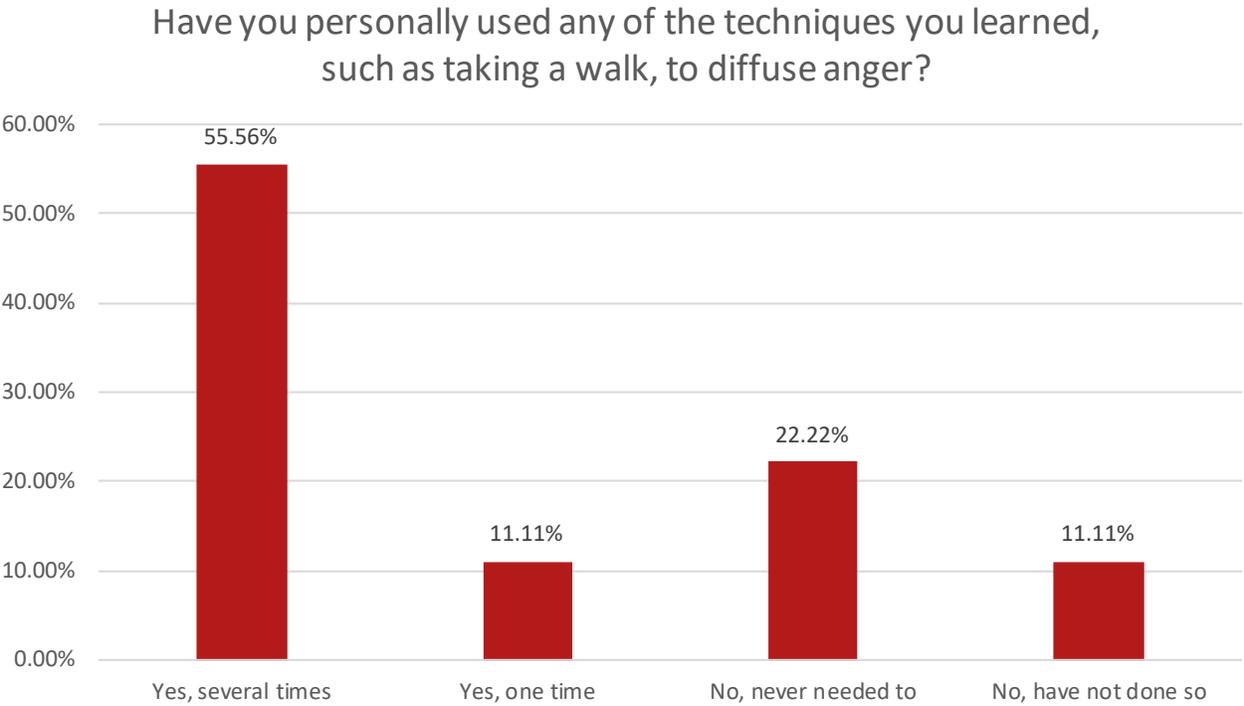
Have you applied any of these strategies/exercises (select all)?



Response	Number of Responses	Total	Percentage
Responded with at least one of the following: <ul style="list-style-type: none"> • Yes – with friends/family • Yes – within my community • Yes – at work 	25	N= 28	89.3%

Response	Number of Responses	Total	Percentage
Responded with: <ul style="list-style-type: none"> • Yes – at work 	13	N= 28	46.4%

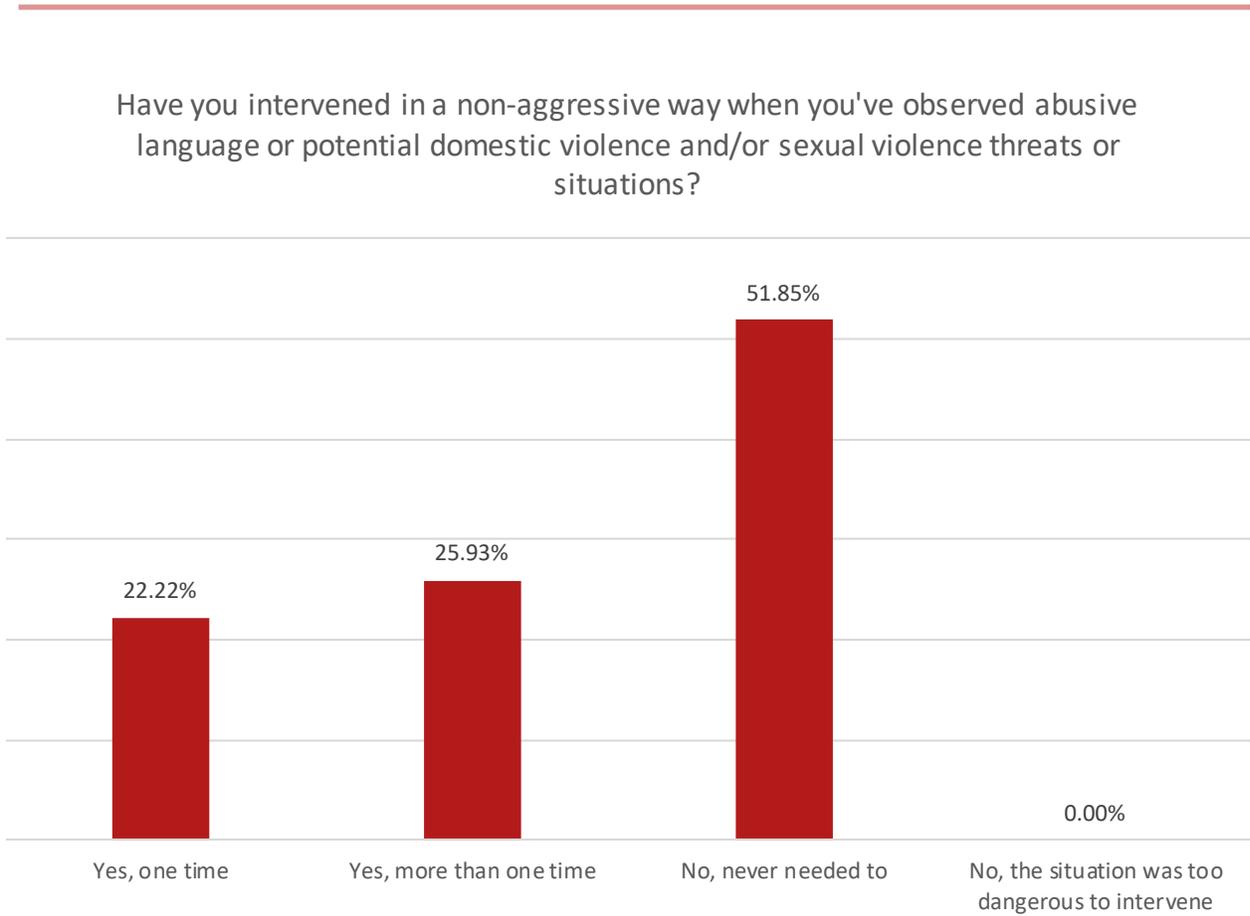
Table 15: Personally Used Domestic Violence Prevention Technique Learned



Response	Number of Responses	Total	Percentage
Responded with at least one of the following: <ul style="list-style-type: none"> • Yes, several times • Yes, one time 	18	N= 27	66.7%

Response	Number of Responses	Total	Percentage
Responded with: <ul style="list-style-type: none"> • Yes, several times 	15	N= 27	55.6%

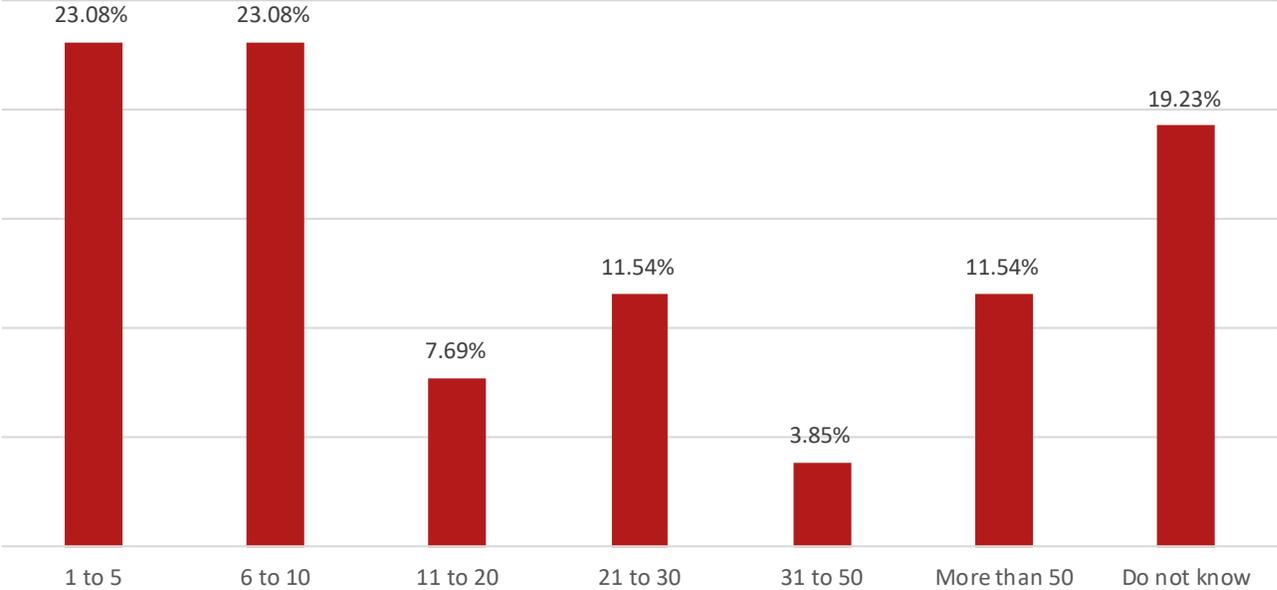
Table 16: Intervened in a Non-Aggressive Way



Response	Number of Responses	Total	Percentage
Responded with at least one of the following:	13	N= 27	48.2%
<ul style="list-style-type: none"> • Yes, one time • Yes, more than one time 			

Table 17: People with whom Educated/Trained or Shared Learning

How many people approximately, have you either educated/trained or shared what you've learned?

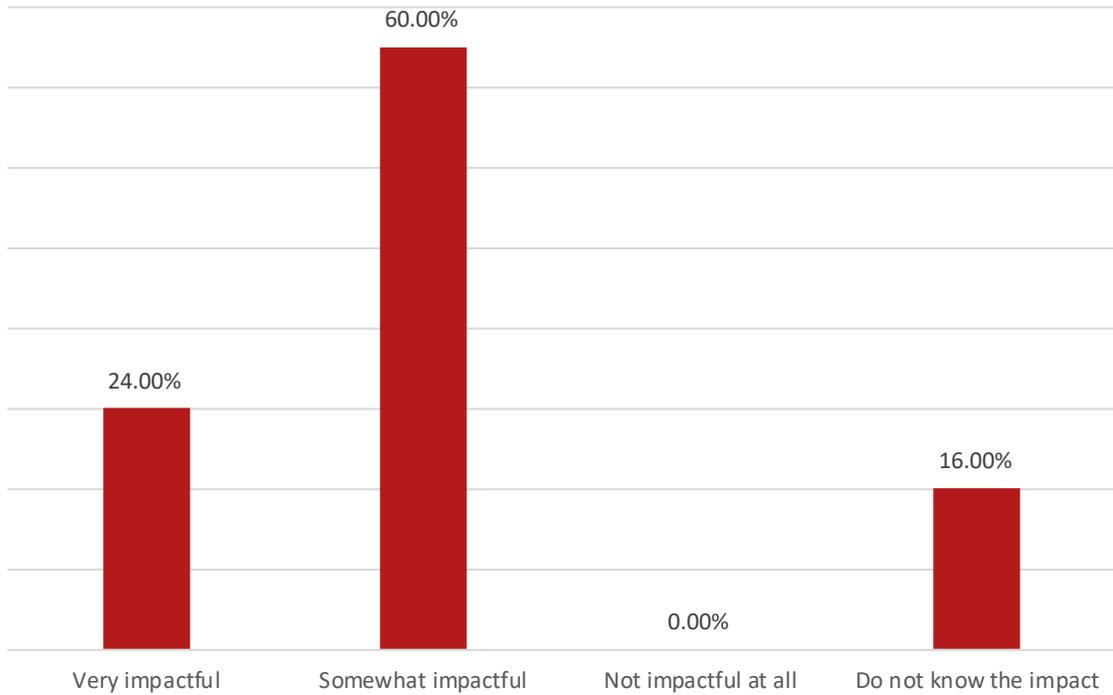


Response	Number of Responses	Total	Percentage
Responded with one of the following: <ul style="list-style-type: none"> • 6 to 10 • 11 to 20 • 21 to 30 • 31 to 50 • More than 50 	15	N= 26	57.7%

Response	Number of Responses	Total	Percentage
Responded with one of the following: <ul style="list-style-type: none"> • 11 to 20 • 21 to 30 • 31 to 50 • More than 50 	9	N= 26	34.6%

Table 18: Impact of Strategy

How would you rate the degree of impact these strategies have had on your community, circle/network/workplace?
Would you say the strategy was:



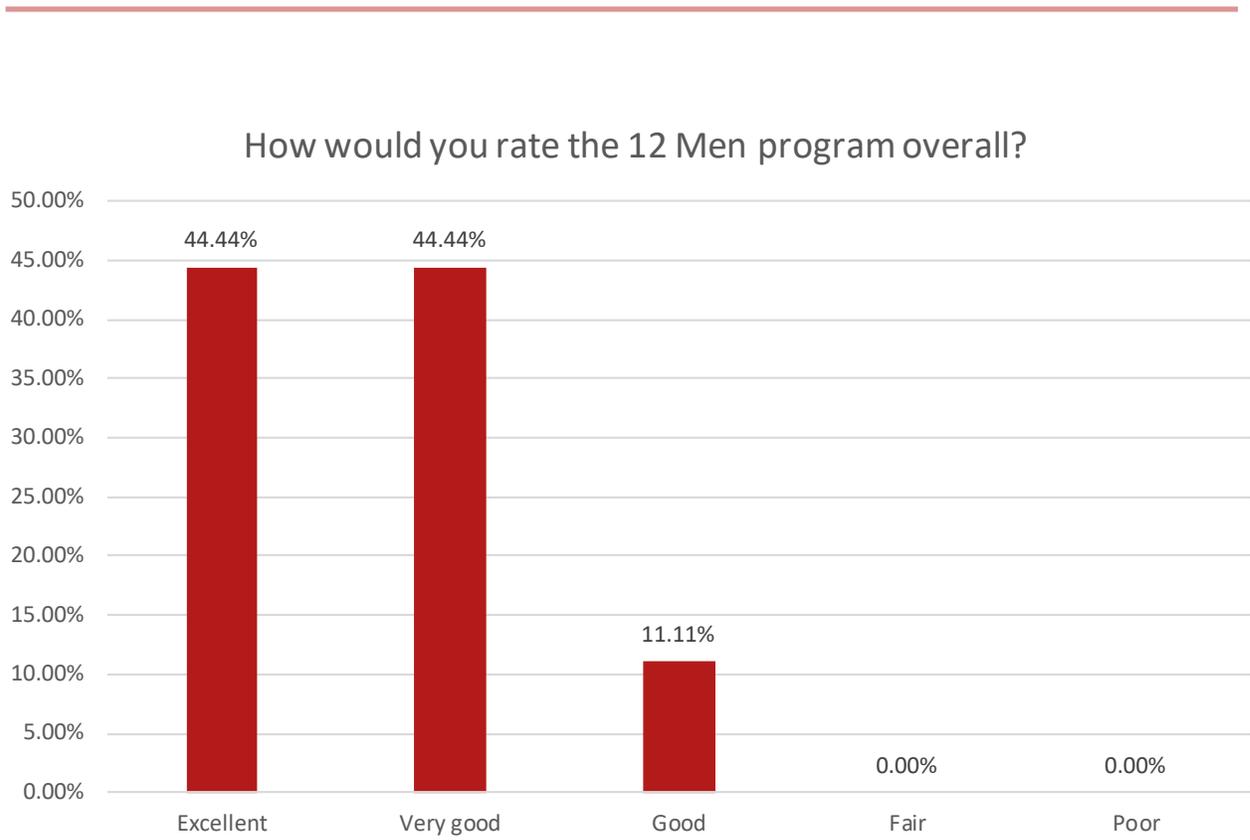
Response	Number of Responses	Total	Percentage
Responded with one of the following: <ul style="list-style-type: none"> • Very Impactful • Somewhat Impactful 	21	N= 25	84.0%

Table 19: Change in Domestic and Sexual Violence Prevention

Likelihood this program will lead to changing domestic and sexual violence prevention (7-10 is strong likelihood, n=27)

Mean score is 7.19,
– which means there is a **strong likelihood**
this program will lead to changing domestic
and sexual violence prevention

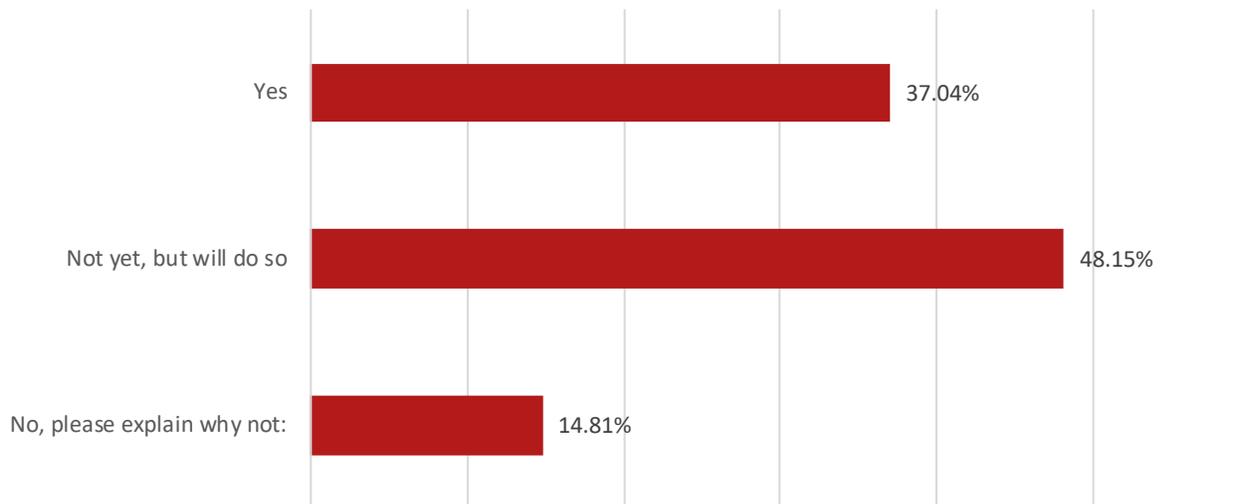
Table 20: Overall Program Rating



Response	Number of Responses	Total	Percentage
Responded with one of the following: <ul style="list-style-type: none"> • Excellent • Very Good 	24	N= 27	88.9%

Table 21: Recommend Program to Others

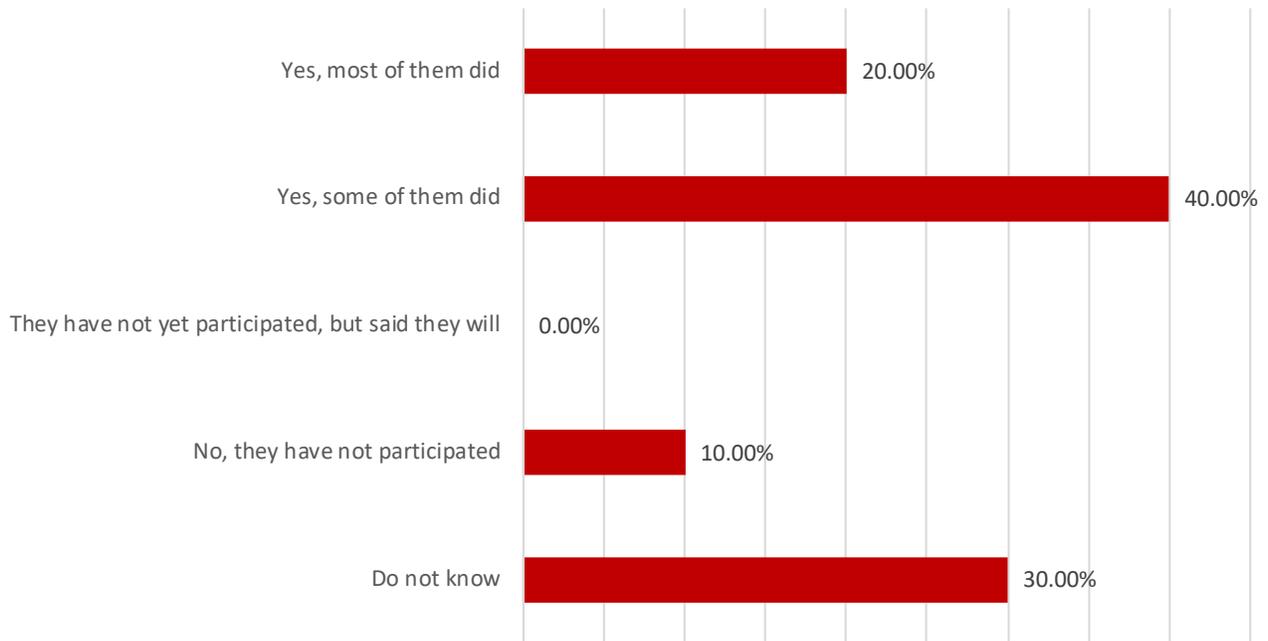
Have you recommended 12 Men Model program or Vera House to other men?



Response	Number of Responses	Total	Percentage
Responded with one of the following: <ul style="list-style-type: none"> • Yes • Not yet, but will do so 	23	N=27	85.2%

Table 22: Recommend and Participation in Program

(If Recommended) Did they participate? (n=10)



Response	Number of Responses	Total	Percentage
Responded with one of the following: <ul style="list-style-type: none"> • Yes, most of them did • Yes, some of them did 	6	N= 10	60.0%

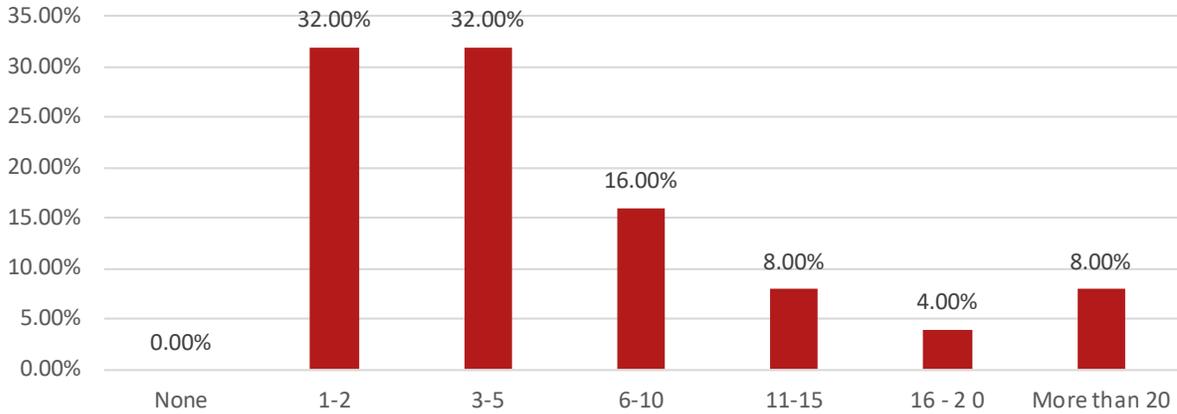
Table 23: Likelihood of Recommending Program to Others

Likelihood to recommend 12 Men Model program to Others (Net promoter score, scores of 7, 8, 9 and 10 are considered “promoters” of this program, n=27)

Mean score is 8.3,
– which means there is a **strong likelihood** –
the participants will be promoters of this
program

Table 24: Number of Men Willing to Participate in 12 Men Model Program

Thinking of the men in your social circles/networks, how many of the men do you think would be willing to participate in a program like 12 Men Model?

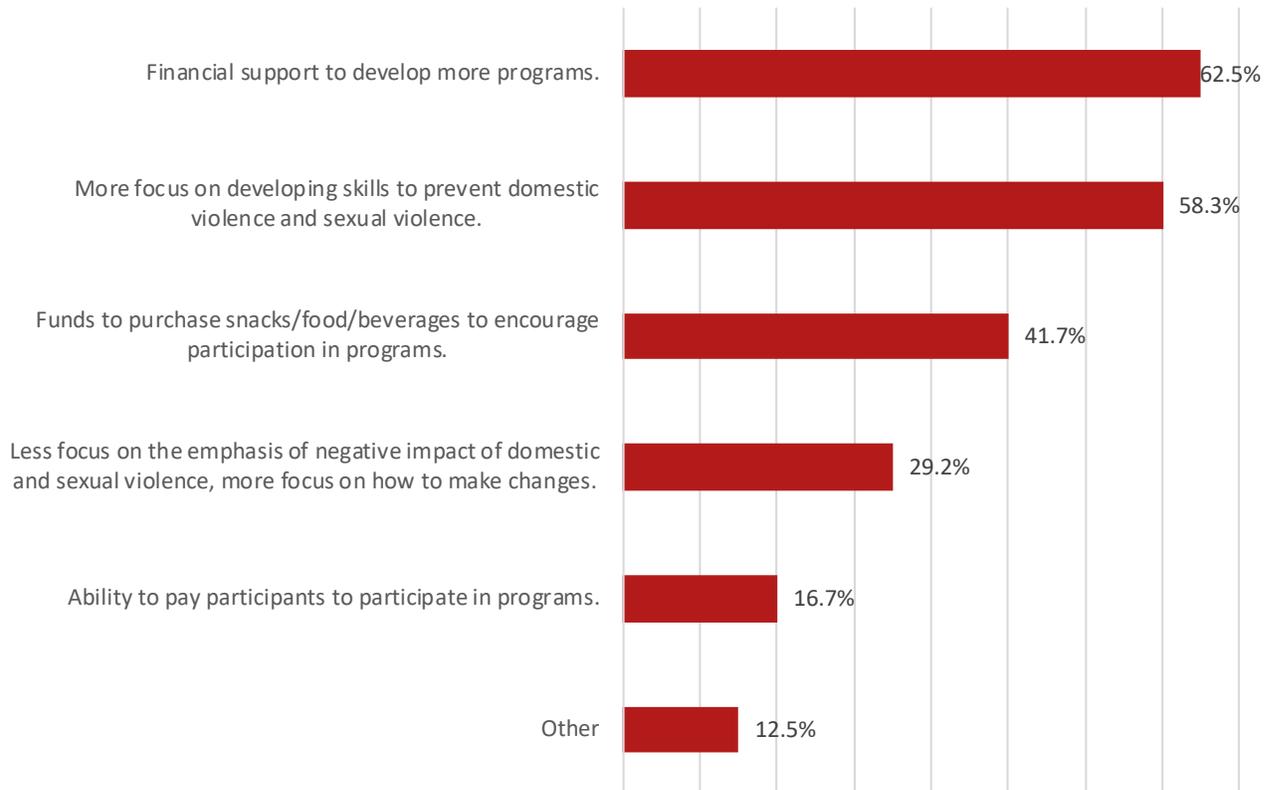


Response	Number of Responses	Total	Percentage
Responded with one of the following:	17	N= 25	68.0%
<ul style="list-style-type: none"> • 3-5 • 6-10 • 11-15 • 16-20 • More than 20 			

Response	Number of Responses	Total	Percentage
Responded with one of the following:	9	N= 25	36.0%
<ul style="list-style-type: none"> • 6-10 • 11-15 • 16-20 • More than 20 			

Table 25: Resources Needed to Sustain Strategies

What resources/support do you think is needed to apply and sustain strategies (select all)?



Response	Number of Responses	Total	Percentage
Responded with at least of the following: <ul style="list-style-type: none"> • Ability to pay participants to participate in programs • Financial support to develop more programs • Funds to purchase snacks/food/beverages to encourage participation in programs 	18	N= 24	75.0%

About The Worker Institute

The Worker Institute at Cornell, an institute of the ILR School, engages in research and education on contemporary labor issues to generate innovative thinking and solutions to problems related to work, economy and society. The Institute brings together researchers, educators and students with practitioners in labor, business and policymaking to confront growing economic and social inequalities, in the interests of working people and their families. A core value of The Worker Institute is that worker rights and collective representation are vital to a fair economy, robust democracy and just society.

About Vera House, Inc.

Vera House is a comprehensive domestic and sexual violence service agency providing shelter, advocacy, and counseling services for women, children and men, education and prevention programs and community coordination. Vera House's mission is to prevent, respond to, and partner to end domestic and sexual violence and other forms of abuse.

