Men’s Anti-Violence Network (MaN) has a rich history of community engagement and domestic violence prevention.

Established in the year 2000, MaN is one of the only organizations in the country engaging men as allies of women in the effort to end violence against women. Now, similar groups are emerging nationwide, signaling the strength of the movement.

**IMPACTFUL SUCCESS**

- **In 2002**
  - MaN hosted statewide policy Summit on DV with over 250 policymakers and stakeholders from around the state.
  - MaN began first public awareness campaign, which involved print ads and posters featuring AZ Cardinals players, designed to appeal to a broad spectrum of men, but especially men of color.

- **In 2003**
  - MaN hosted “DV101 Training for 400-plus participants. Its PR campaigns focused on children and healthcare professionals, and Harkins Theaters (owner Dan Harkins, a MaN member) distributed 100,000 shoecards (containing information on area shelters, easily concealed in a shoe) in theaters during October.

- **In 2004**
  - The Olweus Bullying program (a U.S. Department of Justice “Blueprint” program) is brought to Arizona. MaN invested in Bullying Prevention on the theory that today’s bullies are tomorrow’s abusers. The program remains active in over 100 schools.

- **In 2005**
  - Harkins theaters and Bashas’Supermarkets (Eddie Basha was a MaN Founder) participated in employee domestic violence education activities.
  - The Arizona Cardinals hosted DV awareness day, airing video PSAs featuring Cardinals Players in both English and Spanish. The PSAs were subsequently run on local television, including Spanish-language programs.

- **In 2006**
  - The Phoenix Suns participated in public awareness efforts, featuring rookie African American player Bryan Grant in a video PSA- the message: “The rough stuff is fine on the court, at home a real man keeps things safe.” Subsequent years focused on public leaders and gaining their commitment to DV prevention.

- **In 2008**
  - MaN hosted the first County Attorney Candidate Forum specifically dedicated to DV issues. The event was covered by every media outlet in town, including Spanish-language newspaper, television, and radio.

- **In 2009**
  - On Domestic Violence Awareness Day, a “Boy-to-Man” online video was disseminated via viral email. The video shows how witnessing domestic violence harms boys and may lead them to become abusers themselves. The effort was groundbreaking in that it relied on specific research and input from treatment professionals indicating that abusive men most often are not capable of empathy for their female victims.