“It is easier to build strong children than to repair broken men.”
– Frederick Douglass

The Healthy Masculinity Action Project (HMAP)

Be a part of history.

The traditional “boys will be boys” mentality is changing. As a result of HMAP, organizations, schools, and agencies across the country are positively engaging boys and young men in efforts to reduce violence, especially men’s violence against women. In 2012, the nation’s leading non-profit organizations came together to launch HMAP, the most comprehensive effort centered on boys and young men and healthy, non-violent masculinity in history.

What is the Healthy Masculinity Action Project (HMAP)?

- HMAP is a national movement to eradicate the harmful expectations and stereotypes our society teaches boys about what it means to be a man. Since 2012, MCSR’s HMAP has built a new generation of male leaders who will model strength without violence and serve as positive change makers in society – taking their communities from awareness to action. Every day men, women and teens nationwide are all driving HMAP.

Who is behind HMAP?

- Men Can Stop Rape (MCSR) conceptualized, led, and continues to implement HMAP. Over the life of the project more than 60 national ally organizations have played a part in HMAP, including the original six organizing partners: Men Can Stop Rape, the National Resource Center on Domestic Violence, Men Stopping Violence, Coach for America, Women of Color Network, and A CALL TO MEN.
HMAP has included:

- **The National Healthy Masculinity Summit** was the launch of HMAP, bringing together current and emerging leaders from various sectors—including policy, business, education and mental and physical health—to build on the best strategies to engage men and boys on this issue and uncover how masculinity continues to create environments where men’s violence against women, girls, and other men has been normalized and accepted.

- **Healthy Masculinity Conversations** provide campuses and communities with the space and opportunity for critical, constructive, and contemplative dialogue around individual and shared understandings of healthy and unhealthy masculinity. Based on an innovative format using storytelling to spark conversations, this event has created opportunities to raise the visibility of healthy masculinity across colleges, cities, and towns throughout the country.

- **The Healthy Masculinity Training Institute (HMTI)** is a three-day intensive training conducted by Men Can Stop Rape that includes discussions about theory, interactive group exercises, role-playing, and multi-media presentations. HMTI mobilizes HMAP ambassadors and equips them with tools to present in schools and local forums on the importance of healthy, non-violent masculinity.

- **Healthy Masculinity Twitter Town Halls** took advantage of social media to address current issues such as “Healthy Masculinity after Steubenville” and “Healthy Masculinity and Race.” Guest moderators asked a series of questions and encouraged participants to respond.

**HMAP Successes:**

- Since the start of HMAP, more than 60,000,000 people have been exposed to the messages of the project through traditional media, social media, events, and trainings.
- More than 200 people attended the National Healthy Masculinity Summit.
- The Healthy Masculinity Summit Report documented the results of the Healthy Masculinity Summit and was widely distributed.
- MCSR has provided the tools for organizations and schools to organize more than 30 Healthy Masculinity Conversations around the country.
- MCSR has conducted more than 20 Healthy Masculinity Training Institutes.
- A small sample of healthy masculinity work conducted by organizations and agencies around the country includes:
  - State Youth Services in Louisiana created a “Healthy Masculinity Program.”
  - Men Matter held a “Healthy Man Beard Competition” to promote healthy masculinity in Michigan.
  - The Teen Pregnancy and Prevention Partnership in Missouri held a “Teaching Healthy Masculinity to Teens” training for its members.
  - White Buffalo Calf Woman created a healthy masculinity curriculum it implemented in South Dakota tribal

For more information about the Healthy Masculinity Action Project visit www.mcsr.org or email training@mencanstoprape.org.