

Coalition Capacity for Engaging Men and Boys

Key Readiness Issues

There are many organizational capacity issues that coalitions should consider:

1. **Framework.** Articulate and incorporate ethics and framework(s) for engaging boys and men into your organizational practices and policies. Understand that this may mean a cultural shift that can include both losses and gains.
2. **Integration.** Assess staff comfort and capacity to intentionally and thoughtfully include work that engages boys and men that considers impact on and interaction with existing services.
3. **Training.** Provide ongoing training and dialogue regarding research/evaluation of engaging boys and men framework (s) and specific outcomes on coalition work around engaging boys and men.
4. **Communication.** Develop communication/marketing plan (internal and external) that includes engaging boys in men as part of coalition work. This plan should be grounded in the coalition mission and show the integration of engaging boys and men with all organizational elements. (see, hear and feel)
5. **Partnerships.** Cultivate partnerships with key informants and allied organizations that can support and grow work to engage boys and men.

