

THIS ENDS NOW

#ALLMEN



THE CAMPAIGN

We want to encourage men to talk about sexual violence so we can end sexual violence, **with the belief that conversation can create real change**. As part of our mission for men to do their part, we've launched the #allmen campaign which invites men to engage in **active discussions around patriarchy and its link to male violence against women and girls (MVAWG)**.

THE AIMS

- To involve men in the conversation around the patriarchy and misogyny
- Create attitudinal changes towards women and girls
- To dilute the effect of the patriarchy

Patriarchy is the system of relationships, beliefs and values embedded in political, social, and economic systems that structure gender inequality between men and women. **What patriarchy does is often pit men and women against each other, when actually it's the system of patriarchy that is to blame.**



WHY NOW?

WOMEN ARE STILL TREATED AS SECOND-CLASS CITIZENS

This work is needed now more than ever. This Ends Now has heard first-hand reports of female teachers being verbally abused by their male students, female students being harassed and assaulted, and boys watching pornography or incel propaganda in the classroom - these are all examples of **patriarchy** in action: *a system of political, social, and economic relations and institutions structured around the gender inequality of socially defined men and women.*

Patriarchy creates a world where 'men must be men', resulting in men feeling unable to be their true selves. This oppression of men, borne of the patriarchy, leads to anger towards women, male suicide, male mental health issues, sexual violence and more.

So many incredible people have campaigned, marched, and produced vital reports calling for change. To enact that change, the **next wave of feminism must include men**. Our #allmen campaign invites men into the conversation and asks for their views on patriarchy. By talking like this, a pocket of space is created in which real change can be made.

This Ends Now. And it starts with #allmen.