



Positive Male Socialization

UNFPA in collaboration with the CBMP has produced an exciting and innovative Public Service Announcement (PSA) the Fund hopes will help to reverse and eventually eliminate some of the negative attitudes and practices that promote a lack of respect for, and undermine the dignity of, women and girls in the region. The PSA, which forms part of the LIVE UP campaign, targets young men in particular. The animated PSA seeks to promote positive male behaviour by persuading young men to reject the negative values and cultural practices that encourage risky behaviour, promote objectification of women and hinder the achievement of gender equality. The PSA was officially launched on Valentine's Day, February 14 on television in 24 Caribbean countries through the 106 broadcast media houses.

The UNFPA Sub-regional Office for the Caribbean is collaborating with CBMP in an attempt to extend UNFPA's reach in its efforts to empower young men and provide an opportunity to engage them in the dialogue about gender and negative attitudes and practices.

Guided by international agreements, such as the Programme of Action of the international Conference on Population and Development (ICPD), and the Millennium Development Goals (MDGs), UNFPA advocates widely for legislation and other initiatives to advance gender equality, eliminate all forms of discrimination based on sex, and prevent sexual violence.