
The messages boys receive about how they should behave encourage them to close themselves off emotionally, which can limit their most important relationships, reinforce sexist attitudes and behaviors, and even, in the most extreme cases, encourage the use of violence, including aggression and harassment.

Unhealthy ideas about boyhood and manhood are reproduced generation to generation around the world in families, schools, athletic and community programs, and in media.

The Global Boyhood Initiative is designed to break this pattern.

“...To achieve gender equality and end violence and discrimination of all kinds we need to start early, by engaging boys when they are being exposed to and internalizing messages about what it means to be a boy, or a man."

Every day, boys encounter messages about what it means to “act like a boy.” According to our research:

- At least 72% of young men (18-30 years old) in the US say they’ve been told “a ‘real’ man behaves a certain way” at some point in their life, which often involves being heterosexual, tough, and a risk-taker.

- Male characters commit the majority of violent acts against another person (63%) in the most popular TV shows with boys (7-13 years old).

- Almost 70% of parents in the US say their sons don’t feel comfortable sharing when they feel scared or lonely.
The Global Boyhood Initiative is about guiding boys to:

- **SHARE EMOTIONS IN HEALTHY WAYS**
- **STAND UP & SPEAK OUT AGAINST BULLYING & INEQUALITY**
- **ACCEPT & CONNECT WITH OTHERS**
- **BREAK FREE FROM STEREOTYPES**

The Global Boyhood Initiative will support boys (ages 4-13) and the adults in their lives with resources they need to raise, teach, coach, and set an example for boys to become men who embrace healthy masculinity and gender equality.

The Global Boyhood Initiative is informed by intersectional, feminist principles and aims to contribute to a more just, nonviolent, and equal world.

Launching in the United States and expanding globally, the Global Boyhood Initiative will include:

- **Media campaigns**
- **Evidence-based activities, tools, and educational resources**
- **Network of international partners, stakeholders, and influencers**

The Global Boyhood Initiative is designed to achieve long-term systems change, ensuring that we’re impacting every level of the child’s environment: the messages they’re receiving at home, at school, and in the media. The Global Boyhood Initiative ultimately aims to prevent violence and achieve gender equality.

We believe that with research-backed guidance from the adults in their lives, boys will be themselves – their wonderful, complex, healthy, emotional, nonviolent selves.

Get involved at [www.BoyhoodInitiative.org](http://www.BoyhoodInitiative.org)  |  Contact us at hello@BoyhoodInitiative.org