10 YEARS OF OHMAN
2012-2022

OHMAN Steering Committee

OHMAN was “born” in May 2012 & the Steering Committee was formed in 2014 with 25 members from state & local organizations.

India Harris-Jones was the founding “mother” of OHMAN & 1st lead ODVN staff.

Aaron Eckhardt served as OHMAN’s first chairperson.

The SC has administered the OHMAN Questionnaire 4 times starting in 2013.

The New Playbook (TNP)

The New Playbook curriculum was originally created by OHMAN SC members in 2015.

The original Playbook sported 16 “modules” offered over 3 days.

In 2016, the 3-day curriculum was compressed to 2 days.

Our TNP Formula: Awareness + Action = Social Change

311 people have participated in TNP.

In response to the 2020 pandemic, TNP was rehauled to increase access by moving to an on-line asynchronous format with 10 modules.

After participating in TNP training, 80% of men felt more confident.

- discussing topics related to violence prevention
- intervening in behaviors that support violence & oppression
- promoting healthy masculinity
- being in leadership roles to promote social change
Courageous Conversations (CCs)

OHMAN introduced Courageous Conversations on March 9th, 2021. The CCs engage people in discussions that support violence prevention and focus on shifting the narrative around men’s role in ending violence.

To date the Steering Committee has hosted 7 CCs

Courageous Conversation Topics:
Why Men, Fatherhood & GBV, Using Art & Social Media, Athletics & Masculinity, Faith & Masculinity, Men’s Mental & Physical Health

CC data show:
- In the first year 456 people registered for the 4 CCs
- 27 panelists shared their thought leadership in the 7 CCs
- Participants are eager for more conversations about healthy masculinity & how they can take action to end gender based violence


The OHMAN Steering Committee launched the Know Better. Do Better. Be Better. Campaign Social Marketing Campaign on October 1, 2020

Other slogans tested:
Change the Game
Learn Change Grow
Learn it, Live it, Give it

The KBDBBB campaign is currently on 4 Ohio campuses & intends to expand to at least 4 additional campuses in 2023

KBDBBB data show:
- Lessons Learned--Coordinate with Campus White Ribbon Events
- Customize marketing gear to university colors & consider seasonality for any clothing gear
- White Ribbon Campaigns at Central State & Otterbein garnered 336 signatures of staff, faculty & students pledging non-violence
How do men think about gender equity? OHMAN Questionnaire results comparison 2014 to 2022

NE and Central Ohio had the highest response rates every year.

493 Men answered
In 2022, 77% of men who responded were White, 20% were Black
Most men who responded were married

Do men believe that

violence against women comes from behaviors and habits that can be changed?

other men would listen if they confronted them about their sexist behavior?

they would speak up to someone in authority who is acting in a sexist way?

they would speak up when someone is providing misinformation about sexual assault?

More men said they believed that it was essential for a guy to get respect from others in 2020 than in any other year.

More men said they believed that women should take their husband’s last name in 2020 than in any other year.
Most men said that they didn't approve of behaviors that support violence. In previous years, they felt their peers would not or did not share their values.

Objectification of women is a problem
- My peers and I agree 2022
- I agree, but my peers don't 2014 2018 2020

Lack of consent is a problem
- My peers and I agree 2022 2020
- I agree, but my peers don't 2018 2014

The idea that girls are less than boys is a problem
- My peers and I agree 2022
- I agree, but my peers don't 2014 2018 2020

Homophobia is a problem
- My peers and I agree 2022 2020 2018
- I agree, but my peers don't 2014

When asked for the top three words associated with masculinity, the answers were:

Men
#1 Strength
#2 Confidence
#3 Respect

Women
#1 Caring
#2 Strength
#3 Empathetic

After participating in The New Playbook, 80% of men said they felt more confident discussing topics related to violence prevention.

Intervening in behaviors that support violence and oppression.

Promoting healthy masculinity

Being in leadership roles to promote social change.