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Young Men Initiative

- An program focused addressing social norms around what it means to be a man in society.
- The program utilizes a gender and youth work framework to promote attitudes and behaviors that contribute to healthier lifestyles and resolving of conflict without the use of violence.



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Young People in Europe

- Health and Safety is a vital issue impact the positive development of children and youth throughout Europe.
- According to WHO the 3 leading causes of death amongst young people (and a higher proportion of which is young men) are;
 - Traffic accidents
 - Suicide
 - Interpersonal violence



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Promoting Healthy Behaviors

- To address the health and safety risks that young people face during adolescence, programs should include;
 - Life skills education
 - Youth Leadership
 - Lifestyle campaign
- Bringing together schools, families and communities...



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- The young men initiative works with local youth offices throughout Serbia on the development of local Budi muško clubs.
- Young men trained in peer education work with youth in schools.



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Group Education

- Sexual and reproductive health
- Emotional Health
- Drugs and alcohol
- Gender and Homophobia
- Anger, Violence and Resolving Conflict



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Campaign

- Community actions
- Regional linkages
- Social media and the internet



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Results

- Young people have the information needed to make informed decisions about issues affecting their health;
- Youth have the skills to address conflicts in a non violent manner;
- Youth actively leading social change at the community level.



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Challenge

- We all have a role to play
- The challenge starts with oneself...
- Building a movement



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