

MESSAGE EVALUATION



ALCOHOL

Relevance: ● ● ●
(50-70% of men drink)

Clarity: ● ● ●
(easy to understand)

Impact: ● ● ●
(strong link to IPV in research)

 Small risk if drinking shifts from bar to home

Resonates most; seen as key driver of change

IPV & CHILDREN

Relevance: ● ● ○
(most couples have children, but not all)

Clarity: ● ● ●
(well understood)

Impact: ● ● ○
(less clear link in research)

 Risk of retraumatization and stigma for children

Resonates with parents, but risks for children

HEALTHY COMMUNICATION

Relevance: ● ● ●
(applies to all couples)

Clarity: ● ● ○
(understood, but can be improved)

Impact: ● ● ●
(clear link between poor communication and conflict)

 May reinforce humbleness expectation on women

Resonates but difficult to make concrete

FORCED SEX

Relevance: ● ○ ○
(Prevalence: 10% yearly, higher with conflict)

Clarity: ● ○ ○
(some interpret as avoiding unprepared sex)

Impact: ● ● ●
(by definition IPV)

 Risk of retraumatization, not suitable for minors

Most men already know, hard to air sex scenes

VIOLENCE AGAINST MEN

Relevance: ● ○ ○
(10% emotional IPV, 50% controlling behavior)

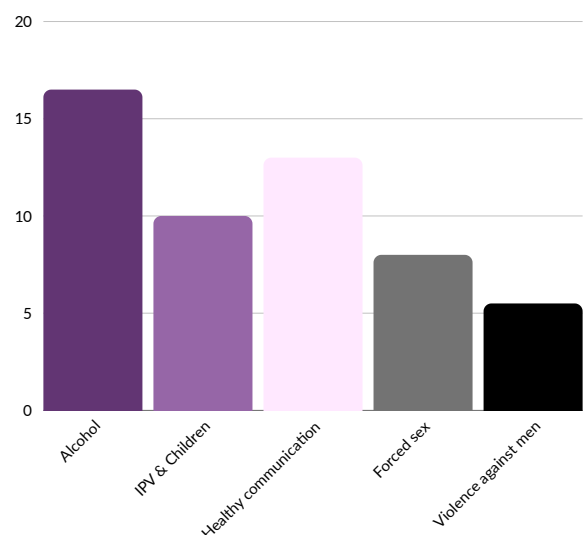
Clarity: ● ○ ○
(stigma makes it hard to discuss openly)

Impact: ● ○ ○
(unclear if men get community support)

 Risk of reinforcing silence and stigma to speak up

Issue seen by few; unclear where men find help

OVERALL COMPARISON



[Read full analysis here](#)