

**SOUND IT OUT  
SOUND ADVICE  
SOUND AS**



## **1. INTRODUCTION**

“I’ve done these things, they made me feel rubbish.”

## **2. EXISTING ATTITUDES AND UNDERSTANDING**

“The media talks about gender based violence all the time, but no one actually talks to us about it.”

## **3. ENLISTING THE SOUND SQUAD**

“We genuinely want to do better.”

## **4. TOUGH QUESTIONS NEED SOUND ADVICE**

“You just want everyone to think you’re sound.”

## **CONTACT.**

If your organisation is interested in finding out more about Sound, and how you can get involved with the project, you can email: [sound@wearecowshed.co.uk](mailto:sound@wearecowshed.co.uk)

**I'VE DONE  
THESE THINGS  
BEFORE, IT  
MADE ME FEEL  
RUBBISH, BUT  
I DIDN'T KNOW  
WHERE TO GO  
FOR ADVICE.**

Footballer, Cardiff (17)

**THE MEDIA  
TALK ABOUT  
GENDER BASED  
VIOLENCE ALL  
THE TIME,  
BUT NO-ONE  
IS ACTUALLY  
TALKING TO  
US ABOUT IT.**

Apprentice Electrician, Ystrad Mynach (18)



## **1. INTRODUCTION.**

**1 IN 3 WOMEN  
EXPERIENCE  
GENDER  
BASED ABUSE  
GLOBALLY.**

**IT'S ENDEMIC  
AND IT'S  
HIGHLY  
DESTRUCTIVE.**

**BUT IT IS NOT  
INEVITABLE.**

We all have a responsibility to prevent violence before it occurs.

In a recent survey conducted by Welsh Government, 39% of men interviewed said efforts to achieve women's equality had led to discrimination against men.

In the same survey, those who were interviewed underestimated how many women are subject to abuse, and overestimated how many men are subject to the same abuse.

It's clear there is a pervasive knowledge gap around abuse, and a worrying shift in attitudes towards equality, perpetuated by the rise of high-influence misogynists in the public domain.

We have to challenge this toxic rhetoric. To create a truly safe society where everyone can thrive and there is a zero-tolerance approach to any and all violence, we need to infiltrate the 'man-o-sphere,' placing ourselves in the spaces men currently inhabit, providing them with a positive alternative which de-normalises violence against women and girls.

We must provide men with positive role modelling, trustworthy advice, and importantly, encourage open and honest conversations amongst male peers without fear of judgement.

## 2. EXISTING ATTITUDES AND UNDERSTANDING.

In June 2023 Welsh Government surveyed a total of 505 men aged 18-54 living in Wales to explore their views and understanding of issues relating to gender equality, gender based violence and problematic behaviours.

### ON GENDER BASED VIOLENCE:

# 64%

When asked how many women experience domestic abuse in their lifetime<sup>1</sup>, 64% of participants believed domestic abuse perpetrated against women is less common than it actually is.

# 50%

When asked how many men experience domestic abuse in their lifetime, half (50%) believed it to be more prevalent than statistics show<sup>2</sup>.

1: 1 in 3; World Health Organisation, Global, regional and national estimates for intimate partner violence against women and global and regional estimates for non-partner sexual violence against women, 2021.

2: 1 in 6-7; ONS, Domestic Abuse in England and Wales overview, November 2022.

### ON IMPACT OF ABUSE AND VIOLENCE:

When given three scenarios relating to different forms of abuse (street based catcalling, emotional gaslighting and physical abuse) the catcalling scenario was considered both the least wrong and least harmful. Around two thirds of men believed that the behaviour in the gaslighting scenario was extremely wrong, but only a third considered it

very harmful. Of the three scenarios, the one involving physical violence was considered the most wrong and harmful, with a large proportion of participants believing the behaviour was extremely wrong (83%) and very harmful (77%).

**THIS SUGGESTS VERBAL AND EMOTIONAL ABUSE ARE STILL HUGELY UNDERESTIMATED IN TERMS OF THE LEVEL OF HARM THEY CAN CAUSE VICTIMS.**

### ON EQUALITY.

# 29%

Believe there is no inequality between women and men.

# 37%

Believe we have gone far enough in closing the gender equality gap.

# 39%

Believe efforts to achieve women's equality have led to discrimination against men.

# 43%

Believe traditional masculinity is under threat.

### ON SAFETY.

# 75%

Agree that Wales is a safe place to be a woman.

# 72%

Believe violence against women is a major problem.

# 63%

63% believe violence against men is a major problem.

### 3. ENLISTING THE SOUND SQUAD.

**IT IS IMPERATIVE TO WORK WITH MEN FROM A VARIETY OF BACKGROUNDS TO CO-DEVELOP SOLUTIONS TO GENDER BASED VIOLENCE.**

Interventions developed in partnership with communities are proven to be much more effective.

In early 2023 we enlisted a 'Sound Squad' of Welsh men aged 16-54 from across the country.

Over the course of 6 months they have given us detailed insights into how they live their lives, who and what influences them, what motivates them, what worries them, and how they think organisations should be engaging with them around the topic of violence against women.

Our campaign has also been informed by perpetrators and survivors of abuse, to ensure content is appropriate and beneficial to all those with direct experience of VAWDASV.

#### **OUR SOUND SQUAD:**

**BARBERS: NEWPORT**

**ELECTRICIANS:  
YSTRAD MYNACH**

**BOXERS: NEWPORT**

**COLLEGE STUDENTS:  
CROSS KEYS**

**FOOTBALLERS:  
CARDIFF AND  
SURROUNDING AREAS  
(BILINGUAL)**

**MIXED  
PROFESSIONALS:  
CYNON VALLEY (WELSH  
LANGUAGE)**

**MUSICIANS:  
CARMARTHENSHIRE  
AND CARDIFF (WELSH  
LANGUAGE)**



# WHAT OUR SQUAD TOLD US...

**100% LISTEN TO MUSIC OR PODCASTS DURING THE DAY.**

**MANY DON'T UNDERSTAND ALL THE TERMS AND DEFINITIONS OF GENDER BASED VIOLENCE.**

**THEY HAVE VERY LITTLE RESPECT FOR AUTHORITY FIGURES.**

**MOST EXPRESSED ABILITY TO CHAT OPENLY IN PRIVATE MALE-ONLY SPACES.**

**PROTECTIVE OVER SISTERS, FEMALE FAMILY MEMBERS AND FEMALE FRIENDS.**

**MALE ROLE MODELS ARE EXTREMELY IMPORTANT – FRIENDS, BROTHERS, FATHERS AND GRANDFATHERS.**

**THEY DON'T ALWAYS NEED A REASON TO GET TOGETHER, THEY JUST LIKE TO HANG OUT.**

**SOCIAL MEDIA FEATURES IN ALL THEIR LIVES IN SOME RESPECT.**

**SOME SPEND AROUND 3 HOURS A DAY GAMING.**

**LOTS NEVER SHARE WITH ANYONE IF THEY ARE WORRIED OR STRESSED ABOUT SOMETHING.**

**“WORST THING EVER IS THINKING YOU’VE UPSET YOUR MUM.”**

**“THE CHANGING ROOM IS THE THERAPY SESSION.”**

**“IT’S A PROBLEM FOR EVERYONE BUT DON’T FORGET WHERE THE FOCUS IS.”**

**“IT’S NOT A HARD TOPIC, IT’S SOMETHING PERSONAL AND THERE NEEDS TO BE TRUST.”**

When speaking to our Sound Squad about masculinity, they told us they feel:

**PRESSURE TO CONFORM TO MASCULINE STEREOTYPES.**

**'GUILTY' FOR BEING A MAN BECAUSE THEY ARE ALL SEEN AS VIOLENT.**

**A DESIRE TO 'DO BETTER' BUT FEAR OF GETTING IT WRONG, INSTEAD FALLING INTO TYPICAL BEHAVIOURS.**

**INSECURITY AROUND HOW THEY ARE PERCEIVED AND WANTING TO BE WELL REGARDED BY ALL.**

This led us to three key barriers to behaviour change:

**1. MEN DON'T REALLY KNOW WHAT GENDER BASED VIOLENCE IS.**

**2. THEY ARE AFRAID TO ASK IN CASE IT LEADS TO SOCIAL ALIENATION OR MORE SERIOUS CONSEQUENCES.**

**3. THERE IS A LACK OF RESOURCES AIMED AT THEM THAT AREN'T ACCUSATORY OR PERSECUTORY.**

This enabled us to devise a simple theory of change: Young men need clear, positive and encouraging direction and support which removes stigma around asking questions on how to cultivate a healthy relationship.





**SOUND IT OUT  
SOUND ADVICE  
SOUND AS**

**TOUGH QUESTIONS  
NEED SOUND ADVICE.**

Sound is a new platform providing men aged 18-34 in Wales with encouragement to 'sound out' their relationships, behaviours, and thoughts with each other, to get 'sound advice' from sector-informed trusted sources and to embody the 'sound as' spirit of those they consider role models.

The ultimate aim of the project is to create a sound Welsh society in which we can all thrive.

COMING UP...

# SOUND PROOF

Podcast presented by Gavin Murphy.

# SOUND ON THE STREET

Street interviews presented by Luke Davies.

# SOUND IT OUT

Real conversations with men across Wales.

# SOUND ADVICE

Definition and advice carousels to promote healthy behaviours in relationships.

# SOUND AS

Campaign endorsement from high reach figures relevant to our target audience.



# WHAT AND WHERE.

## NEW CHANNEL LAUNCHES.

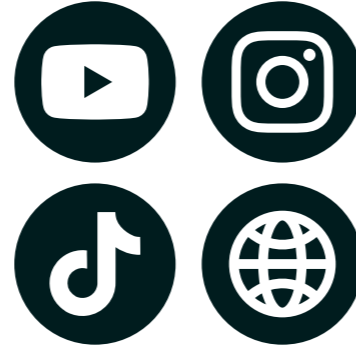
- YouTube
- Instagram
- TikTok
- Dedicated website

## NEW STAKEHOLDER WEBSITE.

- [gov.wales/sound](http://gov.wales/sound)

## PAID MEDIA.

- Sky Adsmart
- Sky VOD (inc BT sport)
- Sky digital
- Youtube
- TikTok
- Sport social podcast sponsorship
- Spotify podcast sponsorship
- Meta
- Google Display
- Google Search
- Reddit



# SUSTAINABLE SCALING UP.

## PARTNERSHIPS.



## PILOTS.

Newport County Association Football Club is a professional football club competing in EFL League Two, the fourth tier of the English football league. We are currently in discussions with the club to develop a face-to-face partnership pilot scheme around healthy relationship training, workshops and events.



