

**Title of the Innovation/Practice**

ENGAGING MEN AND BOYS FOR THE ADVANCEMENT OF WOMEN'S SEXUAL AND REPRODUCTIVE HEALTH AND RIGHT (SRHR) THROUGH TAILORED BOARD GAMES

**Lead Organization(s) and Country/Region**

Stand With A Girl Initiative and Nigeria\West Africa

**Problem Statement (100–150 words) – What health or service gap does this address?**

Despite increased investments in women's sexual and reproductive health and rights (SRHR), harmful gender norms continue to limit progress, particularly in marginalized settings such as Internally Displaced Persons (IDP) camps. In many of these communities, the involvement of men and boys in family planning and SRHR programming remains low, reinforcing unequal power dynamics and misinformation about contraceptive use, consent, and gender-based violence. Traditional sensitization methods often exclude or fail to resonate with male audiences. This limits the overall impact of SRHR efforts and keeps women's rights under threat. There is a clear need for localized, interactive strategies that address male engagement in a way that is both culturally relevant and participatory. Our innovation addresses this gap by leveraging board games as a tool to educate and involve men and boys in the promotion of SRHR and gender equality

**Innovation or Practice Description (200–300 words) – What was done, by whom, and how? Geographical scope.**

To address the lack of male engagement in SRHR education, Stand With A Girl Initiative (SWAG) developed and piloted SRHR-tailored board games specifically designed for men and boys living in the Wassa Internally Displaced Persons Camp in Abuja, Nigeria. The project was implemented over a three-month period with the goal of using game-based learning to initiate dialogue, challenge harmful gender norms, and increase knowledge on critical SRHR issues among men and boys.

The board game included scenarios and discussion prompts on topics such as family planning, contraception, consent, sexually transmitted infections (STIs), sexual and

gender-based violence (SGBV), and shared responsibility in reproductive decision-making. The Participants engaged in peer-peer learning, healthy debate and enjoyed a safe space where they could freely ask questions and correct common misconceptions. The gameplay encouraged peer-to-peer learning, fostered debate, and created a safe space where participants could openly ask questions and correct misinformation.

This innovation was co-designed with community members, including young men, to ensure cultural relevance. Sessions were facilitated by trained peer educators who guided discussions during the game. The project created an interactive learning environment where misconceptions such as women do not matter in decision making on SRH and were addressed, and positive masculinities were modeled.

The geographical scope of the intervention was limited to the Wassa IDP camp during its pilot phase, with potential for scale-up to other conflict-affected or low-resource settings. The innovation's uniqueness lies in transforming SRHR education from a passive lecture model into an engaging, social, and inclusive experience.

### **Results and Evidence of Impact (150–250 words) – Include quantitative or qualitative data, outcomes, or evaluation results**

The project reached 50 men and boys, aged 15 to 35, within the Wassa IDP camp. Pre- and post-intervention assessments showed an increase in SRHR knowledge, particularly on contraception and SGBV. Participants demonstrated improved attitudes toward gender equality and expressed willingness to support women and girls in accessing SRHR services.

Several participants have taken on informal roles as SRHR champions, engaging peers in conversations and advocating for respectful relationships and contraceptive use within their families and social networks. Feedback collected through focus group discussions revealed that the game-based approach helped reduce stigma associated with discussing sexual health and created stronger community cohesion around gender issues.

Additionally, community leaders expressed support for scaling the initiative, acknowledging that it filled a gap in male involvement in health discussions. While quantitative data was limited to knowledge assessments, qualitative feedback highlighted the innovation's acceptability, cultural relevance, and impact on behavioral intentions.

**Scalability & Sustainability (100–150 words) – Is it adaptable for other contexts? What resources or policies support it?**

The board game model is low-cost, replicable, and adaptable for diverse settings. It requires minimal infrastructure and can be translated or localized based on the target community's language and cultural context. The peer-led facilitation model builds local ownership and sustainability by embedding capacity within the community.

The innovation aligns with national strategies to increase male involvement in reproductive health and can be scaled through integration into existing SRHR, HIV prevention, or youth programs. Collaboration with partners such as youth groups like African Youth and Adolescent Network on Population and Development, (AfriYAN Nigeria) NGOs like Global Rights and ministry of health will support scale-up.

Sustainability is also supported by the availability of game materials and guides that can be reused or easily reprinted. Community interest and the engagement of local leaders provide an enabling environment for its adaptation.

**Lessons Learned or Key Insights**

The Integration of games into existing SRHR programs is an innovative way of engaging men and boys in communities such as the Internally Displaced Persons Camps can help to influence community leaders to amplify the impact of reproductive health and rights.

**Partner Quotes or Community Voice (optional but encouraged)**

*While playing the game, I started to gain a better understanding of how Abuse against women and girls also affect everyone in the community ~ **Player 1***

*The board game has taught me ways that i can stand up for my younger sisters at home and educate them about certain topics mentioned here ~ **Player 2***

**Images**



*Adolescent boys engage with board game at Wassa Internally Displaced Persons Camp.*



*SWAG team members with adolescent boys after engaging with boardgame at Wassa Internally Displaced Persons Camp*





*Adolescent and young women engaging with the board game at the 8th Nigeria Family Planning Conference in Abuja. December, 2024.*

*Photographer: SWAG Initiative Communications Team*