Ten Men Theory of Change-in-Action

**Education and Experiences**

- Ten Men experience and co-create education & support
- Educational sessions
- Mutual support within cohort
- Annual summit
- Annual retreat
- Digital storytelling
- Public relations campaign

**Action**

- Ten Men act in their spheres of influence at different layers of the SEM

**Grounded in multiple theories including**
- Theory of Planned Behavior
- Social Norms Theory
- Diffusion of Social Innovation
- Bystander theory

**Increase in healthy, non-violent masculinity within individuals, relationships, community and society**

**Decrease in Intimate Partner Violence**