

EDITORIAL



At the end of May, days before the beginning of the World Cup in Brazil, Promundo launched a campaign to prevent the sexual exploitation of children and adolescents. The launch coincides with the increased vulnerability of children and adolescents to sexual exploitation during major sporting events like the World Cup. However, Promundo intends to take the campaign beyond the World Cup, and to raise awareness about patterns of masculinity that legitimize sexual exploitation of children and adolescents in Brazil and worldwide. Executive Director Tatiana Moura reflects on these issues in the article “It’s not just for fun, it’s exploitation.”

In this edition, we include an interview with Jorginho, a former football player on the Brazilian national team, who sponsors the campaign. Jorginho acts as the campaign’s spokesperson and participates in its videos, available [here](#)...

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INTERVIEW



Jorginho
Right defender of the Brazilian national team that won the 1994 World Cup and current coach of AI Wasl

Former football player Jorginho is the campaign spokesperson of “It’s not ‘just having fun’, it’s sexual exploitation.” Launched by Instituto Promundo with funding from the Oak Foundation, the campaign will reach the Brazilian cities with the highest rates of Commercial Sexual Exploitation of Children and Adolescents (CSECA). In this interview, he talks about the importance of embracing the cause, and he points out what he considers to be the greatest legacy of the World Cup for Brazil.

> [Read the full interview](#)

NEWS



Article
It’s not just for fun, it’s exploitation!
 (By Tatiana Moura - Executive Director, Instituto Promundo, Brazil.) “I’m more of a man when I teach how to have sex.” This sentence could be from a B-series movie, but the context of this phrase is often far from camera sight and is in fact a common reality in many public and private...

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News
Campaign against the sexual exploitation of children and adolescents launched during the World Cup in Brazil
 On May 26th, Promundo launched the campaign “It’s not just having fun, it’s sexual exploitation of children and adolescents,” which aims to raise awareness and prevent the commercial sexual...

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News
International Director Gary Barker testifies at US Senate Subcommittee hearing on violence

PROMUNDO'S AGENDA

Project Bolsa Família in rural community
 This project aims to involve men in the economic empowerment of women beneficiaries of the Bolsa Família program – a direct cash transfer program run by the Brazilian federal government – and is being implemented in the rural community of Nova Friburgo, Rio de Janeiro. Work with women began in May, and in July, the project will begin to target men’s involvement through sports. In addition to promoting women’s economic empowerment, the project seeks to sensitize men and partners to engage and promote gender equality. In 2013, the project was implemented in Morro dos Prazeres (Rio de Janeiro) and is funded by UN Women.



against women

On June 24, Promundo's International Director Gary Barker testified at a United States Senate Subcommittee hearing on the need for global action to prevent violence against women. In...

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News

In-depth report on gender and conflict in eastern Democratic Republic of the Congo reveals high levels of violence and inequality

Promundo and Sonke Gender Justice have released the complete results from the International Men and Gender Equality Survey (IMAGES) in eastern Democratic Republic of...

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News

NYU Hosts Special Presentation of "Becoming Papa" and a Discussion on Young Men, Fatherhood and Pathways to Non-Violence

Around the world, low-income young men are at risk of dropping out of school and at higher risk of experiencing multiple forms of violence (including homicide). In Brazil, low-income...

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News

"Shameless" campaign will reach new schools in 2014

The "Shameless" Campaign, aimed at promoting the sexual and reproductive health of young women and men, reached nine public schools in Rio de Janeiro in 2013 and will be expanded in 2014. In partnership with the program "Health...

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News

Promundo's Children's Book Wins 3rd Annual Avon Communications Award for Community Change

On March 31st, Promundo was announced as one of five recipient organizations of the 3rd Annual Avon Communications Awards: Speaking Out About Violence Against Women...

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News

Living Peace Groups Offer a Path for Healing After War

When conflict ends, violence often continues inside the home. This is true for Burundi and the Democratic Republic of Congo (DRC) – central African countries that have endured genocides, wars and conflicts in the 20th century...

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News

Promundo Wins Inaugural Womanity Award to Transform Gender Norms in Lebanon

On May 20th, Promundo and ABAAD were announced as the recipients of the first-ever Womanity Award from the Womanity Foundation. With the award's support, Promundo and ABAAD will collaborate on a pilot project to

Michael Kaufman and Shereen El Feki join Promundo as Senior Fellows

[Michael Kaufman](#), co-founder of the [White Ribbon Campaign](#), and [Shereen El Feki](#), author of [Sex and the Citadel: Intimate Life in a Changing Arab World](#), joined Promundo this year as the organization's first Senior Fellows. Michael and Shereen bring decades of expertise in gender equality to Promundo, and will represent our work nationally and internationally in associated programs, events and publications.

Pachuca Declaration

Promundo participated in drafting the "Pachuca Declaration" in Mexico. This is a regional instrument created by the Hemispheric Forum of Belém do Pará + 20, the "Belém do Pará Convention and the Prevention of Violence Against Women: Good Practices and Future Proposals." Promundo participated in the working group on education with recommendations related to the transformation of masculinities. Read the full declaration [here](#).

Recent Journal Article

[Global pathways to men's caregiving: Mixed methods findings from the International Men and Gender Equality Survey \(IMAGES\) and the Men Who Care study](#)

Recent Publication

[The Making of Sexual Violence: How Does a Boy Grow Up to Commit Rape? Evidence from Five IMAGES Countries](#)

Promundo in the media

Promundo's campaign "It's not just for fun. It's sexual exploitation of children and adolescents" has raised great media interest in Brazil, including mentions in print and internet media, in addition to a [feature](#) on TV Brasil. Promundo has also been featured in the international media in dozens of stories this year, including articles in Reuters, the Guardian, Forbes and the Huffington Post. Check

engage young men displaced by conflict in Lebanon in the prevention of violence against women...

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out some of them here:

[Why don't men care?](#)

[Being Honest About Sexual Violence in War, and Everywhere Else](#)

[Brazil's Undeclared War on Young Black Men](#)

This is a publication



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