Few violence prevention programs of any kind foreground discussions of masculinity. In his work with college athletes, Jackson Katz positions the sociocultural construction of manhood as central to the problem of men's violence against women, as well as the basis of potential sources of prevention. Through the Mentors in Violence Prevention (MVP) Project at Northeastern University in Boston, Katz and his colleagues seek to reduce men's violence against women by inspiring athletes and other models of traditional masculine success to challenge and reconstruct predominant male norms that equate strength in men with dominance over women. The Project specifically encourages participants to use their stature among their peers on campus to promote healthier attitudes and behaviors towards women.

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5.24.12 Reading Response #11 Jackson Katz' "Reconstructing Masculinity in the Locker Room" provides an in-depth explanation of the MVP program. MVP targets division one college athletes, particularly football, basketball, baseball, and hockey players, encouraging them to stand up against inter-sexed violence. Although it seems as though this program may very well alter the way boys and men view violence against women, it does not address the underlying issues involved. MVP aims to teach that violence against women is unacceptable and that not only should men not participate in it, they should stand up against it. What MVP fails to recognize is that male violence against women is part of our culture; it is something that males must work not to do. Unlike prevention strategies directed mainly toward victims or perpetrators, bystander intervention strategies emphasize the importance of a wider social ecology approach that involves active participation of constituencies representing a variety of populations. For example, in a campus community this includes administrators, faculty, staff, students, family members, and even local business owners who engage to prevent and reduce sexual assault and harassment. Reconstructing Masculinity in the Locker Room: The Mentors in Violence Prevention Project. Harvard Educational Review 68: 94-101. Merrow, Martha.