In 2012, Men Can Stop Rape (MCSR) led a group of national nonprofits in starting the Healthy Masculinity Action Project (HMAP), a multi-year initiative designed to raise the national visibility of healthy masculinity and build the next generation of men who role model strength without violence. The goal of primary prevention according to HMAP is to replace the harmful attitudes, assumptions, and behaviors connected to a "less than" perspective that is part of unhealthy masculinity with prosocial healthy masculinity norms.

MCSR describes those prosocial norms in the following way:

- Recognizing unhealthy aspects of masculinity that are harmful to the self and others;
- Empathizing with the self and others;
- Supporting gender equity and other forms of equity;
- Replacing harmful risky and violent masculine attitudes and behaviors with emotionally intelligent attitudes and behaviors that respect the self and others;
- Learning and using emotional and social skills to constructively challenge unhealthy masculine attitudes and behaviors expressed by others.

To learn how men can stop rape, go to www.MenCanStopRape.org
Learn more about our youth development programs, public education materials, and trainings for professionals.