

Takeaways for those who make or influence culture

Artists, creators, athletes, barbers, influencers, media professionals



Your role in the ecosystem

You set a standard, on purpose or by accident, every time boys see you handle pressure, conflict, tenderness, apology, or care.

WAYS TO EXPAND POSSIBILITY

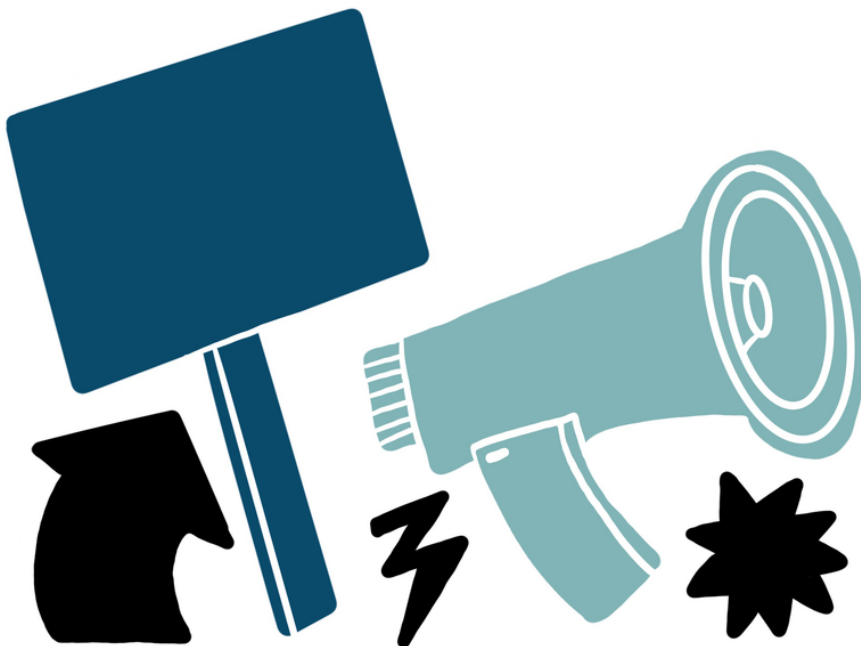
Model nuance. Show repair without humiliation. Make care ordinary. Be the one who goes first.

WHAT MEN LEARN HERE

How men talk, disagree, apologize, lead, joke, grieve, ask for help, and treat the people around them.

PLACES TO LOOK FOR INSPIRATION

Story-based prevention programs, masculinity-expansive creators, restorative moderation, and community traditions that already do this work.



The State of Masculinity 2025 is a project of A Call to Men. 25 years of violence prevention, healthy manhood, and culture change. Get the report and free resources at acalltomen.org.

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A Call to Action

Two invitations from the report to try at home

A CALL TO CONSIDER

REFLECT ON THE PROMPTS BELOW AS THEY RELATE TO YOUR EXPERIENCE OR CONTEXT.

- What early stories shaped your understanding of what it means to be a man?
- When was the first time you saw a man express vulnerability in a way that felt real, and how did it influence you?
- Whose stories about masculinity are amplified in your community or industry, and whose voices need to be heard more?
- Where do you have influence you may not have recognized before? At work, at home, online, in your community?
- What cultural messages about manhood do you hope the next generation inherits, and what do you hope they never have to unlearn?



AUDIT YOUR ART

TAKE A CRITICAL EYE TO YOUR MOST RECENT BODY OF WORK. DOES IT:

- Put men in scenes where they repair harm without being humiliated for it.
- Show men asking for, offering, and accepting help, with no punchline attached.
- Portray men in friendships where care is ordinary, not exceptional.

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From the Field: What We Heard In Our Interviews



"The first time I saw another man cry, I felt empowered to be brave."

— Teacher, 30



"The economy... the grind... it shapes what people can oler at home, even when the love is there."

— Lawyer, D.C.

"You don't realize how much the locker room holds you up until it's gone. Suddenly, you're building connections from scratch."

— Retired NFL Player

"If we make care a practice, imagine how many people we'll catch before they fall."

— Therapist

"Leadership sets the emotional temperature of the whole place."

— Tech professional, early 30s



"I have people I talk to, but nobody I'm honest with."

— College student, 21



"I've seen tough men soften instantly when someone gives them permission."

— Veteran, late 30s

"I had a single father growing up, but I was always able to be a!ectionate with my father. I lived in a very privileged and safe household with my dad."

— Data Analyst, TX

"If I want [my children] to respect women, they gotta see me respecting my wife."

— Faith Leader, LA