

Men Care

A GLOBAL FATHERHOOD CAMPAIGN



APRIL 2014

MenCare's April 2014 newsletter features updates from our partners in Cape Verde, Chile, DRC, India, Indonesia, Nicaragua and Russia. Read about award-winning campaigns, International Women's Day events, pilot programs and more.

Also, our new [MenCare blog](#) is now live. Check it out!

FEATURE ARTICLE

Nicaragua's Fatherhood Campaign wins finalist spot for the 2014 Avon Communications Awards



NICARAGUA - La Red de Masculinidad por la Igualdad de Género ([REDMAS](#)), the coordinator of MenCare Nicaragua, won a place as one of the 2014 Avon Communications Awards [finalists](#) for its Fatherhood Campaign, "Vos sos mi papa." In Nicaragua, the campaign uses innovative messaging on posters, handouts, t-shirts and baseball caps to promote men's involvement in bringing up their children, encouraging young men to become better fathers by respecting women and not using violence in relationships.

The 2014 Avon Communications Awards, "Speak Out Against Domestic Violence," recognize strategic communications campaigns that are most effectively helping change communities, policies, institutions and behaviors to end violence against women. REDMAS was one of four finalists in the "Community Change" category.

See more campaign materials and learn more about MenCare Nicaragua ([here](#)).

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WHAT'S NEW

MenCare Chile launches "Active Fatherhood" materials at public health centers across the country

CHILE – [EME-CulturaSalud](#), a coordinator of MenCare Chile, recently published an innovative "Active Fatherhood" guide and poster with information for new fathers and male caregivers. Two hundred thousand copies of the first edition will be distributed at public health centers across

UPDATES AT A GLANCE

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IN THE NEWS

To Protect Women, Engage Men

By Chika Noya, Rutgers



Chile, which serve 70% of the country's population.

The goal of the posters and guides is to support new fathers in practicing active fatherhood, beginning with the very first stages of a child's life. Themes in the guide include: supporting your child in each stage of his/her development; supporting your partner/child's mother throughout pregnancy and during the postpartum period; services available to support active fatherhood; and tips and advice for being a present, active father.

While previous fatherhood guides had been written for healthcare professionals, this is the first guide geared toward fathers themselves. EME-CulturaSalud developed the Active Fatherhood materials jointly with UNICEF Chile and Chile Crece Contigo.

Download the full guide and poster in Spanish ([here](#)) and learn more about MenCare Chile ([here](#)).

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COMEN pilots MenCare activities in 8 locations in DRC



DRC - The Congo Men's Network (COMEN) has piloted MenCare activities in eight different locations in the North Kivu province of DRC, reaching a total of 480 people, including 324 adult men, through workshops and focus group discussions thus far. COMEN is a men's organization advocating for positive masculinity and positive fatherhood, as well as for eliminating all forms of sexual and gender-based violence.

COMEN's initiatives include the distribution of visual aids, such as MenCare posters, banners, leaflets and brochures. Its workshop discussions focus on sensitizing men and boys about positive fatherhood, preparing them to stand up against gender-based violence and reviewing their understanding of gender equality.

COMEN also participated in a three-day festival on peace held in Goma, in eastern DRC, from Feb. 14 to Feb. 16. The festival allowed COMEN to share its activities with the Governor of the North Kivu province, representatives from the UN and the World Bank and local and international journalists.

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MenCare India shares personal anecdotes from its 2013 Fathers Care Campaign



INDIA – The [Centre for Health and Social Justice](#), coordinator of MenCare India, shared the results of its 2013 Fathers Care Campaign through a collection of personal stories and narratives. The stories feature ways in which the campaign has made a significant impact on the lives of individual men, children and families. By the end of 2013, the Fathers Care Campaign had reached one thousand villages in four states in India. Read stories like “My family, my responsibility” and “My daughter's education, equally important” by downloading the full publication ([here](#)).

Learn more about MenCare India ([here](#)).

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WPF Indonesia

Read an [opinion piece](#), by MenCare+ Indonesia Partner Chika Noya, the Program Manager for gender-based violence at Rutgers WPF Indonesia, which was published in the Jakarta Globe on International Women's Day.

The article, “To Protect Women, Engage Men,” discusses the pervasive problem of violence against women in Indonesia and the need for a “multifaceted approach that includes men in the effort to change patterns of behavior.” Chika describes how Indonesia's MenCare+ program “Laki-Laki Peduli” offers such an approach to engaging men for gender equality.

Read the full article on [The Jakarta Globe](#).

FUNDING OPPORTUNITY

What Works To Prevent Violence: Call for Pre-Application Notices

'What Works To Prevent Violence' is a global program that builds knowledge on what works to prevent violence against women and girls, administered by an international consortium on behalf of the United Kingdom's Department for International Development (DFID).

What Works To Prevent Violence will be making innovation grants to support 10-14 national organizations or international NGOs working in DFID priority countries to fund innovative approaches to preventing violence or to meeting the needs of victims/survivors. What Works is requesting expressions of interest to apply for an innovation grant or to apply for an

MenCare Cape Verde sends Father's Day suggestions to parents and teachers

CAPE VERDE – “Ami ê Pai,” the MenCare campaign in Cape Verde, circulated a letter to teachers, educators, parents and guardians proposing constructive ways to celebrate International Father’s Day on March 19. The letter encouraged parents to dedicate time and care to their children on the holiday. It also suggested that schools work with children to develop positive messages to strengthen their relationships with their fathers, such as:

- Dad, I like when you take care of my health.
- Dad, I want you to be my best friend.
- Dad, I love hanging out with you.

The letter recommended that parents and family members increase their participation in school-related activities, noting that a significant percentage of parents living with their children have low levels of involvement in their children’s education.

The National Commission for Human Rights and Citizenship and the White Ribbon Campaign (Rede Laço Branco), partners of the MenCare campaign in Cape Verde, authored the letter.

Read the full letter in Portuguese ([here](#)).

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intervention to be evaluated before April 25. Pre-application notices can be emailed to whatworks@mrc.ac.za.

For more information, see the [pre-announcement](#) and [guidance notes](#).

Who’s Who at MenCare

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Russian art exhibition sends message to men: "Don't know what to be? Be a good father!"

RUSSIA - Moscow and St. Petersburg celebrated International Women’s Day with an engaging exhibition of graphic art, called ‘Feminist Pencil,’ that featured comics, posters, and street art created by women with a social message. Many members of Feminist Pencil used graphic art to share their personal experiences with gender-based violence, and the exhibition featured work that called attention to the struggles faced by sex workers, enslaved migrant workers and other marginalized groups in Russia.



Many of the works on display also had a message for men: Posters by Anna Repina called for an end to domestic violence, while a series of stencil pieces conveyed messages such as, “Don’t know what to be? Be a good father!” and, “Fear is not love!”

The exhibition also offered master classes for social movement activists. The master classes examined gender-based violence and how graphic art can be used as a medium to expose acute social problems.

Learn more about MenCare Russia ([here](#)).

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On International Women's Day, MenCare Chile receives award for Fatherhood Campaign

CHILE - In celebration of International Women’s Day, Comunidad Mujer recognized MenCare Chile with [an award](#) for its Fatherhood Campaign (Campaña Paternidad) on March 7, emphasizing the campaign’s work in promoting shared family responsibilities. The ceremony acknowledged six



initiatives by civil society organizations and institutions that work to promote women's rights and leadership in Chile.

Participants in the ceremony included ambassadors, government representatives, members of international agencies and a diverse group of female leaders. Francisco Aguayo, director of EME-CulturaSalud and Coordinator of MenCare Chile, accepted the award.

Learn more about MenCare Chile ([here](#)).

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[MenCare](#) is a global fatherhood campaign, coordinated by [Promundo](#) and [Sonke Gender Justice](#). Our mission is to promote men's involvement as equitable, non-violent fathers and caregivers in order to achieve family well-being and gender equality.

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