

Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Men Care



JANUARY 2014

Happy New Year to all MenCare partners, colleagues and friends!

Welcome to the first newsletter of 2014. Please read below to learn more about how our partners are supporting involved, positive fatherhood and caregiving around the world.

FEATURED VIDEO

Video Highlights MenCare Partnership Between Sweden and South Africa



(Click on the image to watch)

“He has changed a lot now; he has changed to a better father and even a better man.”

–Wife of MenCare Participant

A new 5-minute [video](#) showcases the ongoing collaboration between MenCare partners Sonke Gender Justice, in South Africa, and Men for Gender Equality (MFJ), in Sweden.

The organizations have been sharing their experience and knowledge related to MenCare and fatherhood since 2012, with the support of SIDA (Swedish International Development Cooperation Agency). MFJ brings their extensive experience working with fathers in Sweden, while Sonke has particular expertise on campaign creation, mass media, and policy advocacy strategies. They plan to continue this partnership in the future.

Watch the video ([here](#)).

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WHAT'S NEW

MenCare Leader in Chile Gives Interview About Fatherhood

CHILE - Psychologist Francisco Aguayo who leads the MenCare campaign in Chile with EME and CulturaSalud gave an [interview](#) to the Peruvian magazine 'Boletin Info Familias,' which is published by Ministry of Women and Vulnerable Populations. He presented the MenCare campaign in Latin America,

IN THE NEWS

Fatherhood's a struggle for the fatherless

By Mbuyiselo Botha, Sonke Gender Justice

Every morning, when I



entitled “Campaña de Paternidad: Tú eres mi papa,” and analyzed recent advancements in public policies for fatherhood.

One of Aguayo’s main concerns is the paternity leave policy in Chile. The leave has recently been extended from 2 to 5 days but it excludes fathers with informal jobs, which is the case of many men in the country. Aguayo’s suggestion is a one-month leave that includes all fathers and takes place once the child is six months old: “It’s the best way to motivate men to participate in fatherhood and to get involved, so that we can advance in gender equality and co-responsibility.”

Read the interview ([here](#)) and learn more about MenCare Chile ([here](#)).

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Cape Verde Launches Local Blog for MenCare

CAPE VERDE - ‘Ami ê Pai’, the MenCare campaign in Cape Verde, has launched a new [blog](#) in Portuguese. The blog will provide information about fatherhood groups, which continue to meet on the islands, despite the formal campaign ending in November 2013.



The blog also has information about past activities, posters and brochures, as well as testimonies from participants. The MenCare campaign in Cape Verde is supported by the National Commission for Human Rights and other partners, such as the local White Ribbon Campaign (Rede Laço Branco).

Read the blog ([here](#)).

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MenCare + Rwanda Has a New Name: Bandedereho



RWANDA - Our partners in Rwanda wanted to have a name that was just right to describe [MenCare+](#) and what the project will mean to the community. This is why the staff of MenCare+ Rwanda proposed to rename the project ‘MenCare+ Bandedereho.’ Bandedereho can be translated

as ‘role model’ and was chosen from a long list of names through a voting session in the office. The name will be featured in new posters and brochures.

Learn more about MenCare+ Rwanda ([here](#)).

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Bulgaria is Officially Part of the MenCare Family

BULGARIA - In December 2013, Bulgaria became an official part of the global MenCare family. MenCare Bulgaria will work to prevent violence against children by promoting men’s active, positive involvement in parenting. Local research indicates that a number of barriers hinder men from participating in childcare activities, such as stereotypes of masculinity, lack of public support and absence of public policies that support men’s

wake up, I write a text message to my 19-year-old daughter, Sbonganjalo, saying: “I love you nana, I miss you, I adore you, I admire you, I respect you, and you mean the world to me.” I do the same to my other two kids, Rraphakisa and Latiwe, though not as often as I do to Sbonganjalo, only partly because they are a bit older (33 and 23).

Why do I send these SMSs to Sbonganjalo? There is a simple explanation. I am in my 50s, but I have never known what it means to be loved by a father. I have never experienced the impact of being hugged by a father and told: “You are a star! You are meant to succeed. The world is your oyster and you can achieve beautiful things if you put your mind to it.”

I have never had the opportunity to be deeply appreciated, acknowledged and affirmed by a father figure. I aim to give them that which I was never given by my father.

Read the full article on The Mail & Guardian.

Who’s Who at MenCare

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The project will include launching a nationwide campaign and forming a network of partner organizations throughout the country. Project partners will also work with teachers and social workers to create educational models and methods, encouraging greater engagement of men in childcare. MenCare Bulgaria is led by a coalition of local NGOs and supported by the Oak Foundation.

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

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Updates

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Photo Exhibition “Be a Real Man” was a Success in Vietnam



VIETNAM - The photo exhibition “Be a real man” displayed in Hanoi through December 2013 was a success. Dozens of visitors viewed the photos of modern Vietnamese men who say ‘no’ to violence. The photographs were chosen to represent men from different geographic areas, ethnicities and professions. The exhibition was a response to the International day of

Elimination of violence against women and girls (November 25th).

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

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Moldova Focuses on Domestic Violence in Workshop Series

MOLDOVA - In December 2013, Moldovans participated in the second of a series of workshops in Chişinău about the prevention of domestic violence. Facilitator Volodymyr Martseniuk (Manager of Swedish-Ukrainian Project "OLEH" and Coordinator of All-Ukrainian Network of Papa-schools) discussed positive masculinity and shared practices and tools to involve men in combating domestic violence. Based on the information obtained, participants were encouraged to develop a plan for setting up national violence prevention centers.

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Indonesian Government Takes Steps to Engage Men in Preventing VAW



INDONESIA - The Indonesian Ministry of Women's Empowerment has expressed the desire to engage men in the prevention of violence against women in the country. They are working on the development of a new project that would use Promundo's Program H - an integrated group education and a community outreach model to engage young and adult men in health promotion, gender equality and violence prevention.

The Ministry also acknowledged the Indonesian MenCare + program (Laki Laki Baru) as a new men's alliance for gender equality. Partners on MenCare+ in Indonesia are working with couples and fathers as caregiving partners; with young men and women to increase communication and sexual and reproductive health outcomes; and with men and families in reducing and preventing violence, by expanding access to violence counseling.

Learn more about MenCare+ Indonesia ([here](#)).

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Fathers Care Campaign Reaches a Thousand Villages in India

INDIA - By the end of 2013, the Fathers Care Campaign, implemented by the Centre for Health and Social Justice, had reached one thousand villages located in four states in India. The campaign focuses on the promotion of women's and children's rights, as well as the relationship between fathers and their children.



Recent campaign activities have included debates, signing pledges, postcard writing, poster competitions and other cultural programs. For the first time CHSJ also launched a "Toll free Number" to help provide information related to men, masculinity, children's rights and responsible fatherhood.

Learn more about Fathers Care in India ([here](#)).

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Enter Communications X-Change for a Chance to Win 1 of 5 Grants Totaling \$25,000

The 2014 Avon Communications Awards recognize organizations worldwide whose strategic communications tools are changing our communities, institutions, policies, and behaviors to prevent and eliminate violence against women and children.

Submit material to the [Communications X-CHANGE](#), a digital global communications library funded by the Avon Foundation and managed by Futures Without Violence, by January 31, 2014 to be automatically eligible for one of five grants totaling \$25,000. Please contact Celia Richa at cricha@futureswithoutviolence.org for more information.

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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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