

Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Men  
Care

JULY 2014

MenCare's July 2014 newsletter features updates from our partners in Brazil, Guatemala, Mexico, Peru, Russia, Slovakia, South Africa, Uruguay and globally. See the newest MenCare films and posters, learn about Father's Day celebrations from Europe to Africa, and more!

## FEATURED VIDEO

### New MenCare South Africa film reaches over 10,000 views



[\(Click to play video\)](#)

Just in time for Father's Day, MenCare released its newest film, "The Gift of Fatherhood" from South Africa. After gaining international attention and being featured by [UNICEF](#), the film has received over 10,000 views in its first month alone. "The Gift of Fatherhood" tells the story of two brothers, Themba and Andrew, who live in Khayelitsha, in Cape Town, South Africa.

Through his love for his two daughters, Themba inspires his brother Andrew, who is about to become a father. The film shows that fatherhood is not only a gift to children, but also a gift to dads.

Watch all of the MenCare films ([here](#)).

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## WHAT'S NEW

### MenCare animation from Latin America inspires dads to get involved

LATIN AMERICA – A new animation in Spanish from [Paternidades](#), the MenCare Campaign in Latin America, invites dads to get actively involved in caring for kids. The film sends a simple message: from birth through childhood, from mealtime to bedtime, whether learning or playing, "I'm always here for you. I'm your father."

## UPDATES AT A GLANCE

[New MenCare South Africa film reaches over 10,000 views](#)

[MenCare animation from Latin America inspires dads to get involved](#)

[MenCare Peru highlights "affectionate, active and equitable fathers" through photo contest](#)

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[Featured Study](#)



[\(Click to play video\)](#)

Learn more about Paternidades ([here](#)) and MenCare in Latin America ([here](#)).

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### MenCare Peru highlights “affectionate, active and equitable fathers” through photo contest



PERU – The [Red Peruana de Masculinidades](#), a [MenCare Peru](#) coordinator, held a photography competition from June 13 to July 4 to showcase “images of affectionate, active and equitable fathers.” The goal of the competition was to increase visibility around fatherhood beyond Father’s Day, and the winning photographs will be displayed in an

exhibition in the Metropolitan Municipality of Lima’s cultural office.

The photography competition is part of a greater fatherhood campaign that the Red Peruana de Masculinidades has organized in conjunction with the Metropolitan Municipality of Lima, which includes workshops for parents in June and July, urban murals depicting involved fathers and a forum and panel discussion around fatherhood.

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

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### MenCare Guatemala holds Program P training sessions for health educators



GUATEMALA – [ECPAT](#), [MenCare Guatemala](#)’s coordinator, held 10 training sessions on [Program P](#) during the first week of June for dozens of health educators. The objective of the training sessions was to teach health educators how to carry out Program P workshops for parents and expectant parents in their own communities. Each

volunteer will hold at least three workshops in his or her community, which are expected to reach over 300 men.

Program P (“P” for “Padre” and “Pai” in Spanish and Portuguese, respectively, meaning “Father”) provides concrete strategies and activities to engage men globally in active fatherhood from their partner’s pregnancies through their children’s early years. It identifies best practices on engaging men in maternal and child health, caregiving, and preventing violence against women and children.

Learn more about MenCare Guatemala ([here](#)) and Program P ([here](#)).

[In The News](#)

[Featured Article](#)

[Who’s Who At MenCare](#)

### FEATURED STUDY

Global pathways to men’s caregiving



“Caregiving may be an arena in which gender equality can finally be viewed and promoted beyond a ‘zero-sum’ approach that is beneficial to women, children, men and societies as a whole.”

This new study published in the journal [Global Public Health](#) supports the need to promote caregiving among boys and young men, and to identify opportune moments in the cycle of parenthood for engaging men.

[Read the complete study.](#)

### IN THE NEWS



[When women go to work, where do men go?](#)

By Gary Barker in the *Inter-American Development Bank blog*

[The dad who was really there](#)

By Tanya Charles in *Mail & Guardian*

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## Mexico launches series of fatherhood activities to create connections between dads and children



MEXICO – “I want to ask him if he loves me.” This is one of the questions a 10-year-old boy will pose to his father after taking part in a short workshop on radio journalism – one of the many fatherhood activities held in five states in Mexico this year. For the third year in a row, *Cómplices por la Equidad/MenEngage Mexico* has launched a series of activities around fatherhood, with the goal of creating spaces for reflection and for

forming closer connections between fathers and their children. These activities include cooking and games, workshops for new fathers, music, theater, conferences, and a circus.

This year’s launch was held at Radio Educación, an official cultural channel that, for the first time in 70 years, has begun to specifically address men as fathers. Over 300 people attended a live transmission of the event, and with the help of a large volunteer-run organizing committee, the launch succeeded in attracting national attention to the theme of active fatherhood.

Other states in Mexico, like Puebla, Hidalgo, San Luis Potosí and Veracruz, followed the launch with different fatherhood activities directed toward audiences in universities, public institutions and the media.

Find out more about MenCare Mexico ([here](#)) and MenCare’s steering committee member MenEngage ([here](#)).

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## MenCare Uruguay publishes new fatherhood posters

URUGUAY – This spring, [MenCare Uruguay](#) launched two new posters as part of its fatherhood campaign. The posters speak to the importance of caring, involved fatherhood and use the MenCare tagline “You Are My Father.” [MenCare posters](#) from partners around the world encourage fathers to see themselves the way that their children see them: to see the power and the potential, the importance and the responsibilities of fatherhood.



Caption (left): “People take better care of themselves when there was a father figure to provide them with love and care during childhood.”

Caption (right): “Did you know that showing affection as a father positively impacts the emotional development of your son or daughter?”

Learn more about MenCare Uruguay ([here](#)) and about MenCare’s posters

## [To Empower Women and Girls, Engage Men and Boys](#)

By Promundo-US in *Girls’ Globe*

## [MenCare in South Africa](#)

By Colin Adam Young in *Voice Male*

## FEATURED ARTICLE

### The Gift of Fatherhood

“More than half of the children growing up in South Africa do so without a father present in the home. A confluence of history, poverty and harmful ideas about manhood has led to more and more men becoming absent in the lives of their children.

“In 2012, 48% of South African children had fathers who were living elsewhere than in their home, 16% had fathers who were deceased, resulting in a massive 64% of children growing up without their father in the home. In many of these cases, it means that other members of the family - mostly mothers or older siblings – are relied upon for all the care work.

“Children benefit when men are more involved in doing child care work; Women benefit since the work is shared more equally; but men benefit too. Take Themba, a young man growing up in Khayelitsha, in Cape Town, South Africa. Themba is very involved in the care and education of his two daughters, and he describes them as the ‘light in his life’.”

[Continue reading on Sonke Gender Justice.](#)

## Who’s Who at MenCare

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[\(here\)](#).

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## MenCare applauds Brazil's landmark decision to ban corporal punishment



BRAZIL – In June, Brazil [made history](#) as the 38th country in the world to ban all forms of corporal punishment against children. Ending physical punishment and humiliation as ways to discipline children and adolescents is at the core of the Brazil's [Não Bata, Eduque](#) Campaign (in English, “Don’t Hit, Educate”). As a campaign member, MenCare’s co-coordinator [Promundo](#) applauds this landmark decision to

protect children from all forms of violence under Brazilian law.

As part of the *Não Bata, Eduque* Campaign last year, Promundo [launched](#) the children’s book [Vento no Rosto](#) (in English, “Wind on my Face”), which promotes violence-free education from the perspective of children. This spring, *Vento no Rosto* [won](#) the 3rd Annual Avon Communications Award for Community Change, which recognizes organizations whose innovative communication strategies help to transform communities, institutions, policies and behaviors to prevent and end violence against women and children.

Ending corporal punishment is one of MenCare’s [policy focus areas](#), and the campaign has produced various materials on children’s rights and positive parenting. MenCare’s co-coordinator [Sonke Gender Justice](#) recently authored eight [Corporal Punishment Fact Sheets](#) that debunk common myths about corporal punishment and promote positive discipline and caregiving.

Find out more about Corporal Punishment as a MenCare policy focus area [\(here\)](#).

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## FATHER’S DAY SPECIAL

### MenCare+ South Africa hosts Father’s Day event in Khayelitsha with Department of Health



SOUTH AFRICA – Close to 100 men filled the maternity unit of the Michael Mapongwana Community Health Clinic in Khayelitsha (Cape Town, South Africa) on Friday, June 13th. The clinic staff declared it the first time so many men occupied the maternal unit at the same time, an exciting start as they try to get men more involved in parenting and maternal health.

[Sonke Gender Justice](#) and [MOSAIC](#), who co-coordinate [MenCare+ South Africa](#), which promotes male involvement in healthy and positive parenting, maternal and child health and equitable relationships, are working with the clinic to involve more men, and many of the men who were at the event are involved in [MenCare+](#) fathers' groups.

The event was an early Father’s Day celebration and speakers included MenCare+ leaders and representatives from the Department of Health, who said that Father’s Day celebrates fathers being positive and active members of their families.

Learn more about MenCare+ South Africa [\(here\)](#).

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## Father’s Day is celebrated across Eastern and Central

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## Europe



EUROPE – On Father's Day, MenCare partners across Eastern and Central Europe celebrated the holiday with many different events and activities.

In Slovakia, fathers organized a variety of celebrations. In Bratislava, dads attended a football match and a picnic, while Ružinov town and Breza village held municipal

festivities to commemorate the holiday.

Although Father's Day is not an officially recognized holiday in Russia, many regions of the country also organized events to celebrate. Dads in Moscow had a "Papa Fest," while in St. Petersburg, other fathers held parades and get-togethers.



Organizers of the festivities believe that Father's Day is primarily an opportunity to draw public attention to responsible fatherhood and fathers' presence in the lives of their children.

Learn more about MenCare Russia ([here](#)) and visit MenCare's Russian language website ([here](#)).

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## On Father's Day, "Becoming Papa" highlights positive transformation for fathers, families and communities



([Click to play video](#))

On Father's Day, "[Becoming Papa](#)," a new documentary from PBS-To The Contrary, highlights the work of the MenCare Campaign and co-coordinator [Promundo](#) in Rio de Janeiro, Brazil to transform fathers, families and communities.

The film tells the stories of two men, [Marcio](#) and Fumaça, who overcome childhood experiences of violence and combat negative expectations of what it means to be a man, becoming involved, invested fathers for their own children.

Promundo and MenCare work with community leaders and activists to improve Rio de Janeiro's favelas by creating safe spaces for men to talk about gender-equitable relationships, shared caregiving, health promotion and violence prevention. Men learn how they can [be involved from the start](#), attending prenatal visits with their partners, learning how to make joint decisions regarding maternal and child health and discovering how to take better care of their own health as well.

Watch the documentary and find out more ([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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