

Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Men Care



MARCH 2014

WHAT'S NEW

MenCare+ Will Host Two Events at the 58th CSW



USA - The 58th Commission on the Status of Women (CSW) will take place in March at the United Nations in New York. The annual gathering aims to involve government representatives and non-profit organizations (NGOs) in a discussion about gender equality: evaluating progress, setting global standards and formulating policies. MenCare+

partners will host two events to present the program's work and successes related to engaging men in gender equality.

On March 10th, MenCare+ will host the NGO parallel event "A Sustainable Approach for Engaging Men in Caregiving to Advance Women's Empowerment." Promundo and Rutgers WPF staff and country partners will present examples of MenCare+ programming in South Africa, Indonesia, Rwanda and Brazil to show how positively engaging men in fatherhood, and sexual and reproductive health and rights leads to the empowerment of women and the positive transformation of men.

On March 11th, MenCare+ will host the panel "MenCare+: Men Caring for Gender Equality," with the Netherland's Ministry of Foreign Affairs, Rutgers WPF and Promundo. The Minister of Foreign Trade and Development Cooperation of the Netherlands, Hon. Lilianne Ploumen, will provide introductory remarks. Soon after, the CEO of Save the Children in Sweden, Elisabeth Dahlin, will host the panel discussion, focusing on the sustainability of MenCare+, with representatives from South Africa, Indonesia, Rwanda and Brazil.

Follow MenCare's [Facebook](#) and [Twitter](#) account for more updates.

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Mozambique Launches Materials Package on Responsible Fatherhood

MOZAMBIQUE - "O meu pai cuida. Tu és o meu Papá!" (My father cares. You are my dad!) is the title of the new materials package being distributed in Mozambique as part of the local MenCare campaign. The packet features primarily posters and flyers addressing gender equality and is aimed at semi-rural and urban Mozambican men. The idea is to to promote recognition and support for the positive role that father figures can play in children's lives.



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FEATURED VIDEO

USIP Video Features MenCare Coordinators from Sonke and

In Mozambique, women are overwhelmingly responsible for caregiving, a scenario that perpetuates norms about the “incapacity” of men to care for themselves and for others. The goal of the campaign is to advocate for laws, policies and public services to encourage and enable fathers and male mentors to invest more of their time and energy in the direct care of their children. These new practices would relieve women from the responsibility of being sole caregivers and give them an opportunity to pursue other interests.

Fanelo Ya Mina was inspired after attending the MenCare Global Meeting that took place in in June 2013, Cape Town, South Africa. With financial support from Sonke Gender Justice Network and MenEngage Africa, they tailored the global campaign to the Mozambican context. The organization had the support of ATEHOMENS, a “men engage task force” comprised of 26 representatives of local partner organizations.

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International Seminar Discusses Cape Verde’s MenCare Campaign

CAPE VERDE - Cape Verde’s MenCare campaign “Ami ê Pai,” conducted throughout the year 2013, is now being evaluated. The initiative was discussed during the international [seminar](#) “Family Dynamics, Sexualities and Gender: Challenges of the Cape Verdean context,” which took place on January 4th and 5th at the University of Cape Verde, in Praia. Participants included specialists on family and gender relations from Cape Verde, Brazil and Portugal.

Zelinda Cohen, President of the National Commission for Human Rights and Citizenship of Cape Verde, presented campaign results and offered her conclusions regarding the program. Cohen believes that the initiative was extremely important in drawing attention to the importance of fatherhood in child development, as well as for supporting families, social cohesion and even political stability. But she also argued for the continuation of such projects, since more time is needed to change the national mindset regarding the role of men in childcare.

Read local blog for MenCare Cape Verde ([here](#)).

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Vietnam Holds “Responsible Fathers” Contest

VIETNAM - Vietnamese fathers and their children participated in the “Responsible Fathers” contest in Hanoi, on December 7th. The contest aimed to create an interactive playground in which local families could compete in outdoor games for small prizes and trophies. The event was organized by the Center for Studies and Applied Sciences in Gender - Family, Women and Adolescents (CSAGA), the United Nations Population Fund (UNFPA), and partners.



Throughout the day, participants welcomed the opportunity to spend time with their families. Le Van Than, 30 years old, was also looking forward to engaging with other fathers: “I also wanted to share childcare experiences with other dads in the contest,” he said.

The contest was a response to the national campaign: “Join hands to end violence against women and girls,” launched in 2013 by the Ministry of Culture, Sports and Tourism, and other organizations. The long-term goal of the campaign is to address violence against women and girls in Vietnam by involving men in prevention campaigns.

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Jakarta Globe Highlights MenCare+ and the One Billion Rising Campaign



(Click on the image to watch)

“It’s easy to assume that most men are opposed to gender equality, but that has not been our experience.”

– Dean Peacock, Co-Founder and Executive Director of Sonke Gender Justice Network, South Africa

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IN THE NEWS

On International Women’s Day, Is There a Place for Men?

Gary Barker

Let me start with an affirmation: I consider myself a pro-feminist man. I believe it’s possible to be a man and to view gender equality as being as important as any social cause on this planet. I have a daughter and a partner and a mother and a sister. I founded an NGO in Brazil that works to engage men and boys in achieving gender equality and ending violence against women. Of course I think there is a place for men in achieving full equality for girls and women. I’ve got skin in this game.

As a man, I celebrate the advancements the world has made toward gender equality. Women are now 40% of the global paid workforce and half of the world’s food producers. With a few exceptions, girls are as likely as boys today to be in primary school. Millions of women in the Global South benefit from microcredit programs, and millions more are being lifted out of poverty with cash transfer programs. Fewer

INDONESIA - On February 18th, Jakarta Globe, an English language newspaper in Indonesia, [published an article](#) about the “One Billion Rising campaign” - a global initiative implemented locally to reduce violence against women. The piece describes the campaign’s goal to increase the participation of men in anti-violence campaigns and highlights similar work developed by MenCare+ in the country.

In 2012, over 200 cases of violence against women were reported in Indonesia, although specialists believe many more victims chose to remain silent for fear of retribution or being stigmatized. Siska Dewi Noya, Program Manager for gender-based violence at Rutgers WPF Indonesia, describes engaging men as allies to end gender-based violence as a good strategy to decrease cases of physical or sexual abuse.

Watch films from MenCare Indonesia ([here](#)).

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Report Uncovers Sexual and Reproductive Practices of Uruguayan men



URUGUAY - A new [report](#) published in Spanish by non-profit MYSU - Mujer y Salud in Uruguay (Women and Health in Uruguay), reveals the sexual and reproductive practices of Uruguayan men. The publication uses data from the research project *Demands and needs of sexual and reproductive health among Uruguayan men in reproductive age* conducted between 2012 and 2013. Among other

issues, researchers wanted to identify the type and quality of information about health and sexuality available for men aged between 15 and 49.

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

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Podcast: Francisco Aguayo Talks about Fatherhood and Neo-sexism

CHILE - Listen to a [podcast](#) with MenCare Latin America partner and Director of [EME. Masculinidades y Equidad](#). Francisco Aguayo about fatherhood and neo-sexism. In the interview (starting at 40:30) Aguayo answers questions in Spanish for Chilean radio Zero about the relationship between masculinity and caregiving.

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Politician argues for All-Russia Father’s Day

RUSSIA - Father’s Day in Russia is celebrated unofficially, with different cities promoting activities on different days between November and March. But starting in 2014, the country could have its first all-Russia Father’s Day on June 15th. The idea was proposed by Alexander Sidyakin, deputy of the ruling party, in a speech to the Parliament.



Sidyakin justified the necessity of a Father’s Day due to the growing number of families in Russia in which children are raised by single fathers: “This number is close to one million (...) the lack of fathers causes many issues within the family,” he reported. Activists believe that an official date will trigger state-driven programming for fatherhood issues and involve state institutions in the work currently driven by non-profit organizations.

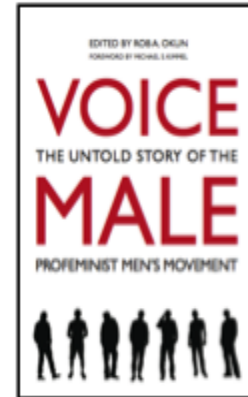
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women today die during childbirth. There are more women in politics, in business, in government jobs and working outside of their homes than ever before.

(...)

Continue reading: [Huffington Post Women](#)

FEATURED BOOK



VOICE MALE
The Untold Story of the
Profeminist Men’s Movement

Author: ROB OKUN

“Readers interested in gender issues will appreciate the strength of the individual articles and the book’s powerful message.”

—Publishers Weekly

Purchase [here](#).

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Who’s Who at MenCare

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Research on Russian Men as Fathers is Available in English

RUSSIA - The report, "Impact of Gender-Sensitive Social Services on the Transformation of Parental Values and Practices in Today's Russia," based on research conducted by Alexander Malyshev in 2014, is now available for English readers. The study, conducted among fathers' group attendees in St. Petersburg, is one of only a few in Russia that analyze men's roles as fathers after the Soviet state.

On January 31st the author presented his findings in St. Petersburg: Having analyzed fathers' engagement based on various parental practices, Malyshev concluded that men in fatherhood groups demonstrated greater involvement in childcare practices in comparison with men who did not attend such sessions. The attendees were more engaged in child care (21.4%), playing with their children (26.2%), taking their babies outdoors (23.3%) and cooking for their babies (13.3%).

The research in English can be requested free of charge by sending an email to contact@svrp.ru by March 30th, 2014.

Read more about MenCare Russia ([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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