

OCTOBER 2014

MenCare's October newsletter features events and updates from our partners in Brazil, Bulgaria, Croatia, Guatemala, India, Rwanda, South Africa, and Sri Lanka. Join us in working to launch new global campaigns, involve students in questioning gender norms, get men involved in sharing the care work, and more!

## GET INVOLVED



## The State of the World's Fathers

Join us at the 2nd MenEngage Global Symposium  
in advocating for  
caring, equitable, and  
involved fatherhood  
worldwide!

Men Care

**Where:** India Habitat Centre, New Delhi, India  
**When:** November 10, 2014, 9:00 am - 3:30 pm IST  
**What:** Learn how to use MenCare's forthcoming *State of the World's Fathers* report for advocacy  
**RSVP:** [mencaresowfdelhi.eventbrite.com](http://mencaresowfdelhi.eventbrite.com)

## UPDATES AT A GLANCE

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## FEATURED INTERVIEW

We are pleased to announce *State of the World's Fathers*, a new [MenCare Global Campaign](#) report to be launched in June 2015. The *State of the World's Fathers* report will highlight research, data, policies and programs from around the world related to men's participation in caregiving and fatherhood, and it will define a global advocacy agenda for involving men and boys in care to achieve gender equality and positive outcomes for women, children and men themselves.

We invite all interested partners and organizations that work on these advocacy goals to join us for a training session on November 10 as part of the MenEngage Global Symposium in New Delhi. If you would like to join, please RSVP here: <http://mencaresowfdelhi.eventbrite.com>.

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## MENCARE SHARES



We're excited to present the third installment of "MenCare Shares," the question-and-answer feature in our monthly newsletter! Last month, we asked partners and readers:

### How do you encourage fathers to share the care work?



"Love and respect – he learns it from you." – **Chris Green, White Ribbon Campaign**

"At the fatherhood classes, discussions are initiated about: (1) The share of work of a woman and a man per day (24 hours). This helps the men understand the load of women's work without pay. (2) The family being constituted of both man and woman (father and mother), and how both should engage in household chores and care of children. (3) The children feeling loved and protected because they see both parents supporting each other with care work. These discussions have helped men realize the importance of sharing the care work." – **Ashok Kumar, MenCare Sri Lanka, Ambagamuwa Area Development Program**

"We are looking to involve fathers in the process of pre- and post-natal visits of their partners or wife, as well as in labor. We are also encouraging them to involve other fathers, sharing their experiences with them and sharing the benefits of changing attitudes." – **María Eugenia Villareal, MenCare Guatemala**

[Read more answers here](#), and send in your answers to next month's



*"I have been involved in prenatal care, sharing this phase with my wife and supporting her. My son Douglas is also very involved. We are preparing everything that is necessary together, the three of us, and we are enjoying it."*

Douglas Mendoza, co-coordinator of [MenCare Nicaragua](#) (and more) responds to questions around implementing [Program P](#) in Nicaragua, the challenge of contesting the concept of masculinity in Central America, and on how MenCare has changed his own life.

Read the full interview [here](#).

## FEATURED VIDEO

### Dads Who Do Chores Bolster Girls' Aspirations



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

Alyssa Croft discusses her new study in [Psychological Science](#), which finds that fathers who do household chores bolster their daughters' career aspirations.

Learn more about the study results and watch the full video [here](#).

## CALL FOR PROPOSALS

### Grand Challenges: Putting Women and Girls at the Center of Development

question! November's MenCare Shares question is:

## How do you get dads involved in health care (for their partners, their children and themselves)?

Please email your response to [n.ford@promundo.org.br](mailto:n.ford@promundo.org.br) by November 15, 2014.

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### WHAT'S NEW

#### MenCare Bulgaria launches national campaign "Being a Father"



BULGARIA – An alliance of 10 NGOs that have experience working with children, parents, and educational and social institutions recently announced the launch of a new campaign called "Being a Father" in Bulgaria. This initiative, which forms part of the global [MenCare Campaign](#), focuses on the benefits of men's active participation in childcare and family care.

"Being a Father" aims to increase the proportion of fathers who are actively involved in childcare by providing a variety of opportunities to engage positively in children's lives in supportive, non-violent family environments. The campaign will provide fathers – and all parents and guardians – with access to practical resources about child development and caregiving. Its main activities will include a national media campaign, educational workshops with professionals and parents in schools, and the creation of a network of organizations that are committed to working to produce policy changes and positive male involvement in children's lives.

As part of the campaign, [MenCare Bulgaria](#) has launched a [new website](#), which includes campaign information, personal stories, news, events, resources and information (in Bulgarian) on how to join the movement. Don't miss [this interview](#) with John Crownover, Program Advisor at CARE International and MenEngage Europe, about the launch of the campaign.

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

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#### Webinar launch of "A More Equal Future" highlights how MenCare is transforming attitudes and behaviors around child marriage in India

INDIA - On September 10, [MenCare](#) co-hosted the [online launch](#) of *A More Equal Future*, a MenCare manual designed to help fathers, daughters, and families critically examine and change norms that support child marriage in India. Developed as part of a collaboration between [World Vision](#) and MenCare's global co-coordinator [Promundo](#), *A More Equal Future* addresses harmful societal and cultural practices that support the continuation of child marriage in India.

The event highlighted research results on the



The Bill & Melinda Gates Foundation is launching a new *Grand Challenge: Putting Women and Girls at the Center of Development*. This challenge focuses on how to effectively reach and empower the most vulnerable women and girls to improve health and development – including economic – outcomes as well as gender equality.

Applications will be accepted beginning on November 4, 2014. Find out more [here](#).

### UPDATES IN BRIEF

#### MenCare+ Brazil launches new campaign T-shirts



[MenCare+ Brazil](#) is unveiling new T-shirts to spread a positive message about fatherhood and caregiving. These t-shirts surround the word 'father' (in the center of the shirt) with words commonly associated, including affection, communication, equality, prenatal participation, care, dialogue, uncle, and stepdad, and more to illustrate the inclusive and positive nature of the campaign. The bottom corner of the T-shirt will have a logo that reads, "You Are My Father," which corresponds to MenCare's global campaign of the same name.

#### MenCare Sri Lanka holds family retreat program



**A MORE  
EQUAL  
FUTURE**



attitudes and behaviors around child marriage in the Agra region of India, including family roles and relationships, as well as how Promundo and World Vision are equipping group facilitators to address and change behaviors through gender transformative group education.

The webinar's presenters were Jane Kato-Wallace, Program Officer at Promundo, and Yeva Avakyan, Senior Advisor of Gender and Evaluation at World Vision US.

Read more about the launch of *A More Equal Future* [here](#).

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**“Shameless” campaign will reach new public schools in Rio de Janeiro in 2014**



BRAZIL – [MenCare+ Brazil](#)'s “Shameless” campaign (“*Campanha Sem Vergonha*,” in Portuguese), which engages students to question gender norms and to develop their own awareness campaigns around sexual and reproductive health and rights, was launched in nine public schools in Rio de Janeiro in 2013 and is being expanded

to new schools this year. In partnership with Rio de Janeiro’s “Health and Prevention in Schools” program, the campaign is expected to reach more than 3,000 students by the end of 2014.

The young men and women who serve as campaign mobilizers in schools have already participated in workshops on gender and sexual and reproductive health, as well as on communication strategies for the dissemination of campaign messages and materials. Created by these students, the campaign includes manuals, posters, and short videos with scripts and interpretations, as well as a website, Facebook page, and campaign T-shirts.

This year, the “Shameless” campaign is incorporating Project F methodology (“F” stands for football, or soccer) into its activities, using sports as an entry point to promote gender equality and sexual and reproductive health and rights on and off the field. The campaign will encourage physical education teachers in participating schools to incorporate campaign themes and activities into their classes.

The “Shameless” campaign is part of the [MenCare+](#) project, a three-year, four-country collaboration between [Rutgers WPF](#) and [Promundo](#).

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

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**MenCare Guatemala holds caregiving workshops with fathers in armed forces**

GUATEMALA – [MenCare Guatemala](#) held four workshops around the theme of male involvement in caregiving. Two of these workshops were held with parents in the military detachment of the National Army in San Julián Chinautla,



[MenCare Sri Lanka](#) coordinates a family retreat program as part of its MenCare fathers groups. Family members, including children, have the opportunity to have discussions and carry out activities – like the art project above – together.

**Who’s Who at MenCare**

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and the rest were with fathers in the National Civil police.

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These workshops have led participants to a newfound desire to change their attitudes and behaviors, demonstrating that even though deep-rooted sexism may commonly result in a lack of male involvement in caregiving and household responsibilities, attitudes and behaviors can still be changed. A participant reported that he had never been given the opportunity to take part in such a workshop before, which provides support to the idea that change can take place when people are given the opportunity and space to transform harmful norms.

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

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## MenCare+ Rwanda launches "Bandeberaho" in Kigali



RWANDA – In August, [MenCare+ Rwanda](#) launched the MenCare+ "Bandeberaho" campaign in Kigali. This campaign addresses topics such as caregiving, sharing household responsibilities, prenatal care, and violence. Each of these themes is covered over a three-week period. The campaign has been launched in 16 different

sectors with over 3,500 people attending these launches; the campaign's reach is expected to grow as more activities are implemented in collaboration with local authorities.

MenCare+ "Bandeberaho" has now successfully carried out its first cycle of group education sessions, reaching more than 1,500 participants with activities from a newly adapted manual. In September, all participants who attended group education sessions met with over 750 local authorities and partners. Testimonies that were shared confirmed that the project helped couples gain an understanding about the role men can play in care work and in the health of the mother and child and, most importantly, about gender.

Additionally, in August, more than 105 health providers officially became MenCare+ Bandeberaho partners, participating in a workshop organized by MenCare+ Bandeberaho and the Rwandan Ministry of Health.

In total, MenCare+ Rwanda has held four workshops with health care providers, each featuring discussions on gender, human rights and local policies on sexual and reproductive health, with a special focus on adolescents and on maternal and child health.

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

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## MenCare+ South Africa engages health care workers in dialogue about male involvement in maternal and child health

SOUTH AFRICA – In September, 40 health care workers, health care promoters and facility staff from the Michael Mapongwana Midwife Obstetrics Unit (MOU) attended an interactive dialogue about the MenCare+ program, which has been working closely with the clinic to increase the



number of men engaged in maternal and child health (MCH).

Participants were divided into small groups and provided with self-administered questionnaires that addressed male involvement in MCH and sexual and reproductive health. Their responses informed action charts, which explored what could be done to better facilitate access to services and the inclusion of men on an individual, facility and provincial level. The action charts also aided to highlight what is already being done effectively concerning male involvement within the clinic, as well as to provide practical ideas for moving forward. [MenCare+ South Africa](#) will continue to work with the Michael Mapongwana MOU clinic to carry on the dialogue around male involvement, and to serve as a referral source for parenting groups and IPV counseling.

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

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## MenCare+ Brazil organizes workshops with male perpetrators of violence in Rio de Janeiro



BRAZIL - As part of the [MenCare+ Brazil](#) project (“+Pai” in Portuguese), [Instituto Noos](#) and [Promundo](#) are organizing gender-reflective groups with male perpetrators of violence against intimate partners and women using a responsibility-based approach. Instituto Noos has been working in this field since 1999, seeking to build a culture of peace and promote gender equality.

Participants, together with the facilitators, define the rules of group coexistence and the topics to address in each meeting. The men seek involvement with Instituto Noos either voluntarily or by court indication, under the Maria da Penha Law on Domestic and Family Violence, to participate in 13 two-hour meetings.

According to Alan Bronz, coordinator of MenCare+ Brazil at Instituto Noos, as the number of men referred by the judicial system has increased, so have the challenges of his job. “It is harder to work with this new profile of men, because it is a conviction. They arrive feeling victimized, angered, and wronged. To remove them from that place is a challenge, and it is a necessary step to build a more critical stance,” Alan Bronz said.

Continue reading [here](#), and learn more about MenCare+ Brazil [here](#).

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## The first meeting of the MenEngage Europe network discusses men's role in childcare



CROATIA - From September 17-19 in Zagreb, [MenEngage Europe](#), a network of organizations and individuals who work on the inclusion of men in achieving gender equality, held a three-day meeting of its regional networks. The meeting brought together more than 40 people from 16 European countries (Croatia,

Spain, Bosnia and Herzegovina, Switzerland, Albania, United Kingdom, Serbia, Ireland, Croatia, Sweden, Norway, Bulgaria, Macedonia, Portugal, Kosovo, Netherlands), among which were also representatives of the

leading actors in this topic area such as White Ribbon UK, and Ombudsperson for Gender Equality of Republic of Croatia.

Participants presented best practices in working on involving men in the care of children from an early age and the Report of the United Nations on the role of fathers in achieving gender equality, while the end of the meeting was provided for planning the future joint activities and regional network MenEngage Europe.

Continue reading [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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