

# Men **Care** +

ENGAGING MEN IN A 4-COUNTRY INITIATIVE



Photo by Gary Barker

## The Context

Improving the sexual and reproductive health rights (SRHR) of girls and women is critically hindered by rigid gender and cultural norms, and an overall lack of decision-making power. Because of this, many girls and women suffer from poor SRHR and maternal health (MH) outcomes, HIV/AIDS, and gender-based violence.

Engaging boys and men is crucial for improving SRHR and MH, reducing gender-based violence, and building more respectful relationships between men and women. Furthermore, becoming a father is a 'life-event' and offers an exceptional opportunity to reach young and adult men with a new perspective on manhood.

When men become more involved and supportive as fathers, intimate partner violence declines, women's rights advance, and children's development improves. Men's positive involvement in the lives of their partners and children creates a global opportunity for equality, and it benefits women, children and the men themselves. In fact, research has shown that men's involvement as caregivers improves their intimate relationships, makes them better fathers, and enhances their quality of life.

## About MenCare+

The MenCare+ Program, developed from the tenets of the MenCare Campaign, is a 3-year, 4-country collaboration between Rutgers WPF and Promundo-US, created to engage men, ages 15-35, as caregiving partners in maternal and child health (MCH) and sexual and reproductive health rights (SRHR). The program is supported by the Ministry of Foreign Affairs of the Netherlands and is being implemented in Brazil, Indonesia, Rwanda and South Africa.

## Activities

Working within the public health systems in Brazil, Indonesia, Rwanda and South Africa, country partners are implementing:

- Group education with young men on SRHR, gender equality and caregiving;
- Group education with fathers and their partners on SRHR/ MH, gender equality and caregiving;
- Counseling/group therapy with men who have used violence;
- Workshops with health sector workers on the importance of engaging men in SRHR and MH services;
- MenCare community campaigns focused on increasing awareness of men's roles in fatherhood and caregiving;
- Advocacy and alliance building with organizations/ governments that are working on these issues.

Rutgers WPF, Promundo and their partners are also developing and testing evidence-based approaches to enhance the program's activities and outcomes. To ensure the sustainability of MenCare+, it is planned that by the end of the project, public health systems will have incorporated its initiatives into their services.

## Expected Outcomes

1. Adult and young men will participate more equitably in caregiving, and will be empowered to make healthier choices regarding their sexuality, relationships, and participation in maternal health.
2. Young men and couples will have increased access to contraceptives, including male and female condoms, and exhibit more positive health seeking behaviors.
3. Public and private clinics will provide better and more utilized sexual and reproductive healthcare services, including domestic violence services.
4. There will be greater respect for the sexual and reproductive health rights of people to whom these rights are now denied.

## Contact

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## About the Partners

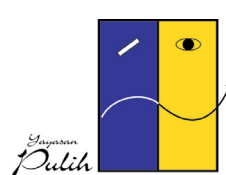
**Rutgers WPF**, the lead partner known for its expertise in the field of sexual and reproductive health and rights in the Netherlands and internationally, will coordinate the program with **Promundo**, an international NGO, with offices in Brazil, Rwanda, the United States, known for its groundbreaking work in engaging boys and men in promoting gender equality to prevent violence against women, children and youth. Rutgers WPF and Promundo are working in collaboration with long-term partners who possess extensive regional knowledge in the four countries. For more information, visit Rutgers WPF ([www.rutgerswfp.org](http://www.rutgerswfp.org)) and Promundo ([www.promundo.org.br/en](http://www.promundo.org.br/en)).

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PUSAT PENGEMBANGAN SUMBERDAYA  
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LAKI-LAKI BARU



## About MenCare

MenCare is a global fatherhood campaign that promotes men's involvement as equitable and non-violent fathers and caregivers in order to achieve family well-being and gender equality. Through media, program development and advocacy, the campaign works at multiple levels to engage men.