

MenCare Webinar Series nr 6

Generate and disseminate mainstream media that portrays men and boys as non-violent and equitable caregivers

Friday, 8 December, 2023

9:00 - 10:30 am EST / 03:00 - 04:30 pm CET / 04:00 - 5:30 PM South Africa ST

Agenda

| | | |
|--|---------------------------|---------------------|
| Opening and welcome | | Wessel van den Berg |
| Topic and speakers, #HowToTalkWithMen campaign | | Tom Hornbrook |
| State of the World's Fathers and CARING | | Nikki van der Gaag |
| <u>I knew all along</u> | (White Ribbon Canada) | Humberto Carolo |
| <u>Be that dad</u> | (Status M Croatia) | Tamara Tokic |
| <u>Rashmi Matric Pass</u> | (Breakthrough India) | Saswati Chatterjee |
| <u>Fathers Matter</u> | (Heartlines South Africa) | Harriet Perlman |
| Speaker and Audience Reflections, QnA. | | Tom Hornbrook |
| Announcements and Closing | | Wessel van den Berg |



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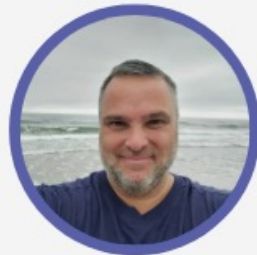
Today's panel



Tom Hornbrook
moderator
MenEngage Alliance



Nikki van der Gaag
Equimundo



Humberto Carolo
White Ribbon
Canada



Harriet Perlman
Heartlines



Saswati Chatterjee
Breakthrough



Tamara Tokic
Status M

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equimundo MenCare

State of the World's Fathers 2023

Centering Care in
a World in Crisis



Center care systems in policies and public institutions, focusing on the most marginalized

Advocate for a culture of care in all workplaces

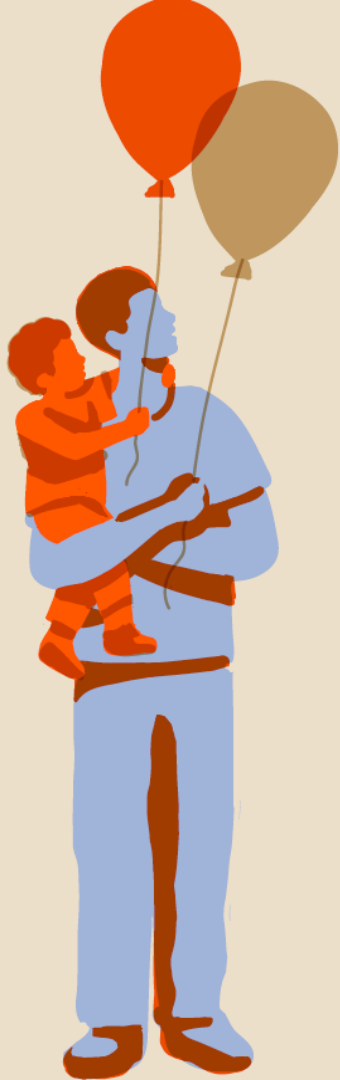
Revolutionize the way boys are taught about care

Invest in care, measure it, and disaggregate by gender, social class, and age

Normalize equal parental leave for mothers, fathers, and all caregivers, and for care of all kinds

Generate and disseminate mainstream media that portrays men and boys as caring and competent caregivers





Everyone cares about care; they do care and benefit from it

70% to 90% of men across 17 countries agreed that “I feel as responsible for care work as my partner.”

Caregiving brings us happiness...

Men and women who said they were satisfied with how involved they were in raising their children were

1.5 times

as likely to agree that “I am the person I always wanted to be” - and to feel a sense of gratitude.





Research affirms that women and men want to care and teach their children to care

- **The vast majority of parents believe sons as well as daughters should be taught to do care work, a positive sign of change. A majority of men and women – more than 80% in most countries – disagreed with the statement that ‘boys should not be taught how to do household chores and care work during childhood’. (SOWF 2023)**
- **Numerous studies affirm that boys learn to care by seeing men around them do care work and by doing it, and that men and women as well are influenced by their perceptions of the care-related norms around them. (SOWF 2021)**

So why aren't more men and boys caring?

- Risk of ridicule or rebuke from others – both men and boys and women and girls – if boys and men are seen performing caregiving tasks. (SOWF 2021)
- Few men in caring professions – globally 80% of healthcare professionals are women.
- Few models in the media of men or boys as carers.
 - Of the 20 most-watched shows by boys ages 8 to 13 in the United States, few showed men as competent caregivers and most presented men as uncaring and violent rather than caring and connected. (Geena Davis Institute on Gender in Media, Promundo-US, and the Kering Foundation, 2020)
 - More than half of men in a US and UK survey said that media is making them feel worse about themselves because their desires in life do not align with what media portrays. (New Macho, 2022)



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State of the World's Fathers 2023

Centering Care in a World in Crisis



Recommendation 18: Implement communications and media campaigns to promote men's involvement in care work, prevent gender-based violence, teach the value of care, and promote equitable, nonviolent, caring relationships.

Recommendation 19: Produce, support, and multiply campaigns, television shows, and other media that **show men and boys doing the care at home and sharing it equally with their partners.**

Recommendation 20: Support the **active engagement of fathers and male caregivers** in care work by means of public campaigns that engage communities for change.

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I knew all along

Humberto Carolo

White Ribbon Campaign Canada



MenEngage Alliance
working with men and boys for gender equality

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Ready to go

Tamara Tokic
Status M Croatia



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Rashmi Matric Pass

Saswati Chatterjee
Breakthrough India



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Fathers Matter

Harriet Perlman
Heartlines South Africa



MenEngage Alliance
working with men and boys for gender equality

MenCare

Six 24-Minute Films



HEARTLINES

**FATHERS
MATTER**



**Promoting the Active Positive Presence of
Men in the Lives of Children**

EDUTAINMENT PROCESS

Formative **Research**



Message design



Scripting /material design



Pretesting



Production



Implement



Evaluate



Formative Research
Understanding Fatherhood in South Africa



HEARTLINES
FATHERS
MATTER

MULTI-MEDIA CAMPAIGN

Films, Radio, Social Media,
Community Mobilisation

6 Anthology Films:

Each different message

- In Time
- Melodi
- Manskap
- Everything a boy could want
- Airwalker
- Family Portrait

HEARTLINES
Presents

FATHERS MATTER

6 SHORT FILMS

JOIN THE NATIONAL CONVERSATION!

Watch the 6 films on **SABC 2** every Saturday 8:30pm from 17 September 2022

Also available for livestreaming on SABC's video-on-demand app, TelkomONE.
Visit fathersmatter.org.za to find out more.

- **Films launched SABC: June**
- **Leverage Youth Day (16 June , Fathers Day (18 June)**
- **Saturday Evenings**
- **Repeats: Weds**
- **Youtube Channel**



SABC / Viewership

- **6 premiere weeks** Saturdays, Sept 2022: **1 061 804 viewers**
- **Repeats** October 2022: **2 356 673**
- **Rebroadcast** June 2023: **626 897**
- **Youtube** views (Jan – Oct 2023): **60 104**
- **Sunshine Cinema**: 8 screenings: 284 people (small towns, rural. (Eastern Cape, KZN)



Radio



Mainstream radio station coverage

(estimated/published listenership)

- Ukhozi FM (7,504,000)
- Umhlobo Wenene (5,394,000)
- Motswedding FM (3,158,000)
- Ligwalagwala FM
- Lesedi (3,084,000)
- Thobela (2,643,000)
- Ikwekwezi (1,125,000)
- 702 (774,000)
- Good Hope FM (667,000)
- SAFM (586,000)
- Power FM (261,000)
- Phalaphala
- Munghana Lonene

Cumulative
listenership of
>32 million
people



SHORT FORMAT SEGMENTS

- **Leverage popularity of brand**
- SABC talkshows. Online.Website.
- AIM – continue portray fathers in a new way.
- On the ground community mobilisation. Fathers Matter Sports Clubs. Where they meet.

All films can be viewed on :

bit.ly/Fmfilms

www.fathersmatter.org.za



SHOW BIKER DADS

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Check out the MenCare VIDEOS page

ABOUT MENCARE

WHAT WE DO

WHERE WE WORK

NEWS

RESOURCES

FORUM

GET INVOLVED

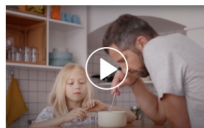
Featured Videos



Who Does What? (English Subtitles)

MenCare: Who will do what? Women carry the biggest burden of family life. In addition to paid work, they spend significantly more time than men on unpaid care and domestic work. It's time we men step up and take on an equal share of the burden.

→ SHARE



Ready to Go (English Subtitles)

Caring and involved dads raise happy children. Be that dad! The video was produced within the project MenCare – Promoting engaged and caring fatherhood which is supported by the Central State Office for Demography and Youth, Active Citizens Fund and Erasmus+.

→ SHARE



Join the Movement: Time for Action

The inaugural State of the World's Fathers, a landmark analysis of fatherhood, launched in 2015, inspiring advocacy and action with MenCare partners in over 40 countries. Now, it's time for action.

→ SHARE



It's About Time: The Case for Parental Leave

Hear from children how paid, equal, non-transferable leave for all parents can benefit us all in "It's About Time: The Case for Parental Leave."

→ SHARE

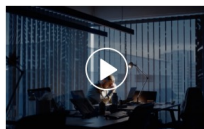
More Videos

COUNTRY



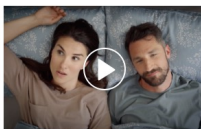
It's About Time: The Case for Parental Leave in Georgia

რას ვეულისხმობით, როცა მამების დარეუბლი შევხვდებით მნიშვნელობაზე ვლასარაკობთ? – შეიძლება მუტი დროის გადარებას, რაც დადებითად იახლება ბავშვის განვითარებაზე; – თანასწორ მშობლობას, რაც ასე სჭირდებათ



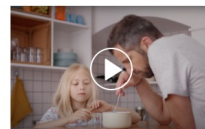
Where You'd Rather Be (English Subtitles)

MenCare: Where you'd rather be? Be an engaged and caring dad from day one. Use your right to father's leave! For more information about father's leave in Croatia visit [festivalatata.hr](#).



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Allan Shedlin · Oct 18

DADDYING FILM FEST 2024 EXPANDS TO CELEBRATE THE MANY FACES OF CARING MEN

By Scott Beller

Daddying Editor and [Daddying Film Festival & Forum \(D3F\)](#) Comms Director



The D3F Men's Caring Award will recognize the best film submission that in some way celebrates one of the many other faces of daddying, including men who play nurturing, fatherly roles and make a positive impact in the lives of children and youth.

Examples include foster dads, adoptive dads, granddads, uncles, teachers, mentors and "big brothers," inspirational philanthropists/patrons, and other daddying role models and VIP dads (e.g., Dwayne "the Rock" Johnson, Ryan Reynolds, Lin-Manuel Miranda, etc.).

CALL FOR SUBMISSIONS OPENS ON 1
JANUARY 2024

<https://www.dadvocacyconsultinggroup.com>

**The first
Government Department
MenCare 50/50
Commitment Profile is live!**

Policy Commitments

1. Establishing equal, fully paid, non-transferable parental leave for all parents, in addition to maternity leave and care days.
2. Providing state-supported, high-quality childcare that facilitates the full participation in economic activities for all working parents and caregivers.
3. Transforming health sector institutions to promote fathers' involvement from the prenatal period through birth and childhood and men's involvement as caregivers.
4. Establishing national care policies and campaigns that recognize, reduce, and redistribute care work equally between men and women.
5. Expanding social protection programs to redistribute care equally between women and men who are unemployed or working in the informal economy, while keeping a focus on the needs and rights of women and girls.

Systems Commitments

1. Holding male political leaders accountable for their support of care policies, while advocating for women's equality in political leadership.
2. Collecting regular data on time use in unpaid care work and how it is divided between women and men, girls and boys and use it to measure progress toward equality, inform policy-making and budgeting decisions.
3. Integrating strategies to actively engage fathers and male caregivers in key services and programs directed to families seeking to promote children and adolescent development that reach



About Government Commitments

The MenCare 50/50 Commitment for Governments calls for a bold commitment to unlock the power of care.

Gender norms and a lack of supportive government policies hold both women and men back. Governments have a responsibility to create laws and policies that support all parents, caregivers, and families, in all their diversity, to thrive – from affordable childcare to living wages, social support to affordable education, and equal, fully paid, non-transferable parental leave. They also have a responsibility to set this crucial standard on care work, and to ensure that it is valued and shared equally.

To reach full gender equality in care work, we must set institutional goals of achieving equality in care work, measure who does the care, and track progress toward equality.

Rwanda

Rwanda demonstrates an unwavering commitment to gender equality through various initiatives. Notable efforts include but not limited to the gender-sensitive policies, social protection programs, parental leave policies, anti-gender-based violence measures, and gender budgeting, Bandedereho program, promising a brighter and more equitable future.



Ministry of Gender and Family Promotion

<https://www.migeprof.gov.rw/>

Our Commitments

How It's Going

1 Parental leave

IN PROGRESS

OUR ACTION: Rwanda has made strides in parental leave policies. There is already maternity leave provided to mothers, and a progressive approach to a fully equal and paid parental leave; maternity leave is now at 14 paid weeks while paternity leave shifted from 4 to 7 days. The progressive approach is informed by the need to couple this with efforts to encourage paternal involvement in the care for children and in unpaid care work at large.

2 State-supported, high quality child care

IN PROGRESS

OUR ACTION: There are initiatives supporting childcare, but a comprehensive state-supported, high-quality childcare system is still under development. Efforts are ongoing to facilitate the economic

MenCare

A GLOBAL FATHERHOOD CAMPAIGN

www.men-care.org
Get Involved - info@men-care.org

MenCare is coordinated by Equimundo and Sonke Gender Justice