

About the Partners

MenCare+ is led by Rutgers WPF, known for its international expertise in the field of sexual and reproductive health and rights, in collaboration with Promundo, an international NGO doing groundbreaking work on engaging boys and men in promoting gender equality and ending violence. Rutgers WPF and Promundo are working with long-term partners with extensive knowledge and experience working in Brazil, Indonesia, South Africa and Rwanda.

For more information, go online:

www.rutgerswfp.org

www.promundo.org.br/en



MenCare Campaign

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. The campaign works at multiple levels to engage men through media, programs and advocacy.

www.men-care.org,

www.facebook.com/mencarecampaign, and

www.twitter.com/mencareglobal

About RWAMREC

The Rwanda Men's Resource Center is a Rwandan NGO with a mission to mobilize men to support women's leadership; to contribute to the eradication of men's violence against women; and to serve as role models for the promotion of positive masculine behaviors.



Rwanda Men's Resource Center

Men working with women to promote gender equality

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Men Care+

ENGAGING MEN IN A 4-COUNTRY INITIATIVE



The Context

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

Objectives

The MenCare+ program has the following broad objectives:

- Addressing male norms and behaviors that influence SRHR outcomes;
- Engaging young men in ending domestic violence as a major impediment to SRHR;
- Engaging young men via caregiving and as fathers as an effective way to promote better MCH outcomes as well as men's support for women's contraceptive use; and
- Creating an enabling environment for engaging men in SRHR and MCH and for ending domestic violence.



MenCare+ Rwanda

In Rwanda, the Rwanda Men's Resource Center is implementing the MenCare+ program. The three-year program will work via the health sector to provide group education for young men and women, fathers and couples, as well as training for health care providers, advocacy and community campaigns. It is implemented in collaboration with the Ministry of Health and Promundo in Karongi, Musanze, Nyaruguru, and Rwamagana districts.

Expected Results

In Rwanda, the program aims to contribute to the following results, in line with national policies and targets:

- Increased sexual and reproductive health (SRH) and maternal health (MH) knowledge and positive decision-making among young people, fathers and couples.
- Increased use of contraceptives by young men and couples.
- Better sexual and reproductive health service provision that engages young men and women in SRH and fathers in MCH.
- Increased respect for SRHR through partnership and advocacy to promote policy change around engaging men in SRH and MCH.