

# Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Men  
Care



April 2015

MenCare's April newsletter features events and updates from our partners in Armenia, Guatemala, Latvia, Lebanon, Nicaragua, Pakistan, Peru, Portugal, Russia, Rwanda, South Africa, Switzerland, Uruguay, and worldwide. Learn about the launch of new MenCare campaigns, innovative initiatives to end violence against women and children, work with health providers, and more!

## FEATURED STORY

### MenCare welcomes new partners in Pakistan, Portugal, and Switzerland

MenCare is excited to welcome new country partners in Pakistan, Portugal, and Switzerland to the global campaign! [Promundo-Europe](#) in Portugal, [masculinities.ch](#) and the Swiss Institute of Masculinities and Gender Issues in Switzerland, and the [AMAL Human Development Network](#) in Pakistan joined MenCare this year to work on research and community campaigns that support men's active involvement in fatherhood and caregiving.

#### PORTUGAL



In March, Portugal launched its MenCare campaign, "[Eu sou pai](#)" (in English, "I am a father"), led by [Promundo-Europe](#), using health centers as a key entry point for spreading messages about the importance of paid paternity leave and the benefits of active fatherhood. The campaign is working to raise awareness and decrease stigma around involved fatherhood by engaging men and health providers as agents of change in their families and communities. Learn more about the campaign launch [below](#).

#### SWITZERLAND

## UPDATES AT A GLANCE

[MenCare welcomes new partners in Pakistan, Portugal, and Switzerland](#)

- [Portugal](#)
- [Switzerland](#)
- [Pakistan](#)

[Health providers in Guatemala and Nicaragua engage men in maternal and child health](#)

[MenCare+ hosts CSW59 event on achieving gender equality by engaging men](#)

[MenCare Latvia launches "It is an art to be a father" campaign](#)

[Lebanon produces new adaptation of MenCare's Program P in Arabic](#)

[Portugal launches country's first MenCare campaign on Father's Day](#)

[MenCare+ Rwanda carries out impact evaluation of fathers' groups](#)

[International conference in Russia considers factors that impact involved fatherhood](#)

[MenCare Uruguay celebrates Women's History Month with new campaign materials](#)

[MenCare Peru launches gender equality manifesto on International Women's Day](#)

[Featured Resource](#)



Switzerland's MenCare campaign aims to create a shift in social norms and to prevent child abuse by engaging men in gender equality, by increasing their participation in caregiving, and by targeting and transforming inequitable attitudes and cultural values related to fatherhood. Led by [masculinities.ch](http://masculinities.ch) and the Swiss Institute of Masculinities and Gender Issues, MenCare Switzerland will be implemented from 2015 to 2017.

[Featured Report](#)

[Featured Interview](#)

[MenCare Guiding Principles](#)

[Who's Who at MenCare](#)

## PAKISTAN



[AMAL Human Development Network](#), a youth-focused HIV and AIDS action group, also joined MenCare in March as a country partner in Pakistan. AMAL works to raise awareness and advocate for the prevention, treatment, and awareness of HIV and AIDS, particularly among marginalized youth and women. The organization's MenCare work will focus on men's attitudes and behaviors related to caregiving, as well as the linkages between fatherhood, masculinities, and gender-based violence in Pakistan.

[Tweet](#)

## Health providers in Guatemala and Nicaragua engage men in maternal and child health



GUATEMALA AND NICARAGUA – Engaging men as active partners and allies in maternal, newborn, and child health is vital to achieve positive outcomes for women, children, and men. Health providers who deliver pre-

## FEATURED RESOURCE

### Caring for Equality: Ending Prenatal Sex Selection in Armenia



Prenatal sex selection—choosing to continue or terminate a pregnancy based on the baby's sex—is a blatant form of gender-based violence.

The [Caring for Equality](#) manual, developed by World Vision Armenia, Promundo, and MenCare, is designed to work with youth and couples in Armenia to critically examine, question, and transform the underlying social norms that contribute to this harmful practice, in order to prevent prenatal sex selection and contribute to greater gender equality within Armenian families and communities.

Find out more [here](#).

## FEATURED REPORT

### State of the World's Fathers: Coming June 2015

and post-natal care are a key gateway to more involved, gender-equitable fatherhood. The gender attitudes of health providers and the way that health systems are structured greatly affect the quality of care they provide to the mother and the extent to which they involve the father.

From 2013 to 2015, MenCare partners [ECPAT](#) in [Guatemala](#) and [Puntos de Encuentro](#) and [REDMAS](#) in [Nicaragua](#) worked within their countries' existing health systems to promote men's engagement in fatherhood and in maternal, newborn, and child health. They trained health providers, health facility staff, and health educators; developed culturally appropriate materials; and provided group education to nearly 1,000 fathers and mothers. In both countries, this work has led to positive changes in understanding the importance of men's role in caregiving and involvement in pre- and post-natal care at both the individual and institutional level.

Read more about the project and its results [here](#).

[Tweet](#)

---

## MenCare+ hosts CSW59 event on achieving gender equality by engaging men



UNITED STATES - The [59th Session of the Commission on the Status of Women](#) (CSW) examined the challenges that have affected the implementation of the [Beijing Platform for Action](#) 20 years after its launch, and addressed the opportunities for achieving gender equality and the empowerment of women in the post-2015 development agenda. [MenCare+](#) held a CSW parallel event on March 12 to focus on the root causes of gender inequality and showcase opportunities for achieving equity through engaging men.

The event, entitled *Achieving Gender Equality Through Engaging Men: Stories of Impact from MenCare+*, brought together MenCare+ representatives from [Promundo](#), [Sonke Gender Justice](#), [RWAMREC](#), [Rutgers WPF Indonesia](#), and [MOSAIC](#) to share the impact that work with men has had in [South Africa](#), [Rwanda](#), [Indonesia](#), and [Brazil](#).

Learn more about the event [here](#) and about MenCare+ [here](#).

[Tweet](#)

---

## MenCare Latvia launches "It is an art to be a father" campaign

LATVIA – MenCare Latvia's coordinator [Center Dardedze](#) launched a national campaign in Latvia called "It is an art to be a father" as part of its ongoing activities to promote fathers' engagement in caregiving. The aim of the campaign, held from December 2014 to March 2015, was to promote active fatherhood by showing its impact on a child's life. The campaign included posters and a video that illustrate positive father-child relationships and their impact.



*State of the World's Fathers*, a new MenCare Global Campaign report, will 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 as part of the solution to achieve gender equality and positive outcomes for women, children, and men themselves.

We hope that the report will be a useful tool for MenCare partners and other organizations advocating for change.

For more information, contact [sowf@men-care.org](mailto:sowf@men-care.org).

## FEATURED INTERVIEW

**Should fathers who don't pay maintenance be jailed?**



[Wessel van den Berg](#), MenCare Global Co-Coordinator at [Sonke Gender Justice](#), discusses South Africa's Maintenance Amendment Bill and why he opposes the option of extended prison sentencing for fathers who fail to pay maintenance.

"It actually defeats the





Watch the video in [Latvian](#) or [Russian](#), or view photos from the launch of the campaign [here](#). Learn more about MenCare Latvia [here](#).

[Tweet](#)

### Lebanon produces new adaptation of MenCare's Program P in Arabic



LEBANON – At the end of February, [ABAAD](#), in partnership with Save the Children, launched an Arabic version of MenCare's [Program P](#) fatherhood training manual for use in Lebanon and the greater Middle East and North Africa region. Program P, which has been adapted in at least 10 countries, from Latin America to Asia and Africa, identifies best practices and provides concrete strategies for engaging men in active fatherhood from prenatal care through delivery, childbirth, and their children's early years.

The full Program P manual in Arabic (along with versions in English, Spanish, and Portuguese) is available for download [here](#).

[Tweet](#)

### Portugal launches country's first MenCare campaign on Father's Day

purpose of having more support for a child if you place the defaulter in prison, especially for periods as long as two to three years," he says.

Listen to the full interview [here](#).

### MENCARE GUIDING PRINCIPLES

**MenCare welcomes new partners with updated membership process**



MenCare is pleased to announce our updated membership process for new country partners to join the campaign. As part of the process, new partners will sign onto a set of ten [MenCare Guiding Principles](#), which hold gender equality and the wellbeing of women and girls, as well as men and boys, at their core.

The Guiding Principles are based on the outcomes of the inaugural MenCare global campaign meeting in June 2013 in Cape Town, South Africa, attended by MenCare representatives from more than 25 countries. Current MenCare partners are also welcome to sign onto these principles in solidarity.

For more information, contact [info@men-care.org](mailto:info@men-care.org).

**Who's Who at**



eu sou  
pai



Não deixe para amanhã  
o pai que pode ser hoje.

[www.eusoupai.pt](http://www.eusoupai.pt) [geral@eusoupai.pt](mailto:geral@eusoupai.pt) [facebook.com/PromundoEuropa](https://facebook.com/PromundoEuropa)

PORTUGAL – On March 19, which is Father's Day in Portugal, [Promundo-Europe](#) launched a new [MenCare campaign](#) in Portugal called "[Eu sou pai](#)" (in English, "I am a father"). For the campaign launch, MenCare Portugal distributed postcards about active fatherhood in health centers, maternity hospitals, and pediatric hospitals in Coimbra, Portugal. Each postcard includes both an illustration and an infographic that share useful information about parental leave legislation and the benefits of involved fatherhood. These postcards, which can also be used as bookmarks, will soon be available across the country. MenCare Portugal will begin to adapt the [Program P](#) fatherhood training manual in April.

Learn more by visiting the campaign website at [www.eusoupai.pt](http://www.eusoupai.pt).

[Tweet](#)

## MenCare+ Rwanda carries out impact evaluation of fathers' groups



RWANDA - Group education for young and expecting fathers is one of the cornerstones of the [MenCare+](#) program in [Rwanda](#). Since 2014, more than 1,000 men and their partners have participated in 15 weekly sessions to promote men's greater involvement in caregiving and in maternal, newborn, and child health. Fathers' group participants, their partners, and community members report many positive outcomes, including men's increased participation in antenatal care and delivery, and in sharing care work within the home.

## MenCare

### Ruti Levtov

MenCare Global Co-Coordinator  
Program Officer, Promundo-US  
Washington, DC  
[r.levtov@promundo.org.br](mailto:r.levtov@promundo.org.br)

### Wessel van den Berg

MenCare Global Co-Coordinator  
Programme Manager, Sonke  
Gender Justice  
Cape Town, South Africa  
[wessel@genderjustice.org.za](mailto:wessel@genderjustice.org.za)

### Giovanna Lauro

MenCare Global Advocacy  
Deputy Director, Promundo-US  
Washington, DC  
[g.lauro@promundo.org.br](mailto:g.lauro@promundo.org.br)

### Alexa Hassink

MenCare Communications  
Communications Officer,  
Program Associate, Promundo-  
US  
Washington, DC  
[a.hassink@promundo.org.br](mailto:a.hassink@promundo.org.br)

### Jane Kato-Wallace

MenCare Asia Representative  
Program Officer, Promundo-US  
Guangzhou, China  
[j.kato@promundo.org.br](mailto:j.kato@promundo.org.br)

### Nina Ford

MenCare Updates & Media  
Communications Associate,  
Promundo-US  
Washington, DC  
[n.ford@promundo.org.br](mailto:n.ford@promundo.org.br)

### Tatiana Elghossain

MenCare Communications  
Consultant  
Communications & Media  
Consultant, Promundo-US  
Washington, DC  
[t.elghossain@promundo.org.br](mailto:t.elghossain@promundo.org.br)

In February 2015, [Promundo](#) and the [Rwanda Men's Resource Center \(RWAMREC\)](#), launched a randomized controlled trial (RCT) in collaboration with the Rwandan Ministry of Health to evaluate the impact of fathers' group education. In February and March 2015, baseline data was collected from nearly 1,200 fathers, half of whom will participate in fathers' groups in the coming months. Endline data collection is planned for December 2015. The RCT will assess the impact of fathers' group education on a range of outcomes, including: men's participation in reproductive health, family planning, and maternal, newborn, and child health; gender attitudes and household dynamics; violence; risk behaviors; and men's health and wellbeing. Results from the RCT will be available in 2016.

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

[Tweet](#)

---

## International conference in Russia considers factors that impact involved fatherhood



RUSSIA – [MenCare Russia](#) reports that in St. Petersburg, about one in five children is brought up without a father, due to high rates of divorce and children born to single mothers. In the city, more than 20 percent of children are born out of wedlock, and almost half of all marriages end in divorce.

At the International Conference on Family and Child Integration in St. Petersburg on March 26, MenCare Russia's coordinator Nikolai Eremin discussed the ways in which MenCare programming works to engage men in healthy, active ways in the lives of their children and families. Conference participants considered both the individual and structural factors that impact fathers' involvement in caregiving and household work.

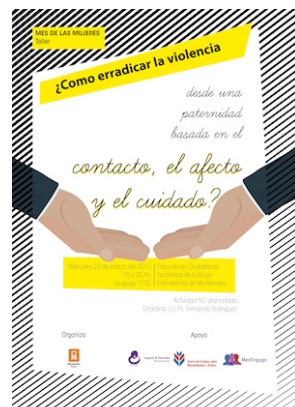
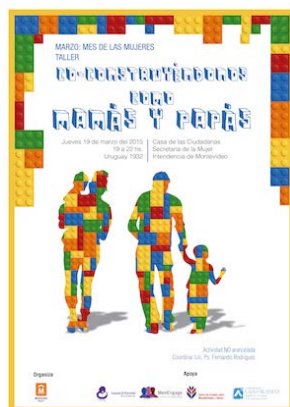
Learn more about MenCare Russia [here](#).

[Tweet](#)

---

## MenCare Uruguay celebrates Women's History Month with new campaign materials

URUGUAY – [MenCare Uruguay](#) celebrated Women's History Month in March by launching new campaign materials to promote men as equitable, nonviolent partners and caregivers. The two posters were created in collaboration with the [White Ribbon Campaign Uruguay](#), [MenEngage](#), and the [Centro de Estudios sobre Masculinidades y Género](#).



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

[Tweet](#)

---

### **MenCare Peru launches gender equality manifesto on International Women's Day**

PERU – On March 8, International Women's Day, [MenCare Peru](#) coordinator [Red Peruana de Masculinidades](#) launched a manifesto entitled *Men for a Society with Justice for Women*. "We believe that it is impossible to envision a society that grows and progresses without equally including all women with the full ability to exercise their rights," it declares. The manifesto recognizes women's rights to decent work, to make their own decisions about their bodies, to have equal access to education and health, and to be recognized and respected, among others.

Read the full manifesto in Spanish [here](#), and learn more about MenCare Peru [here](#).

[Tweet](#)

---

**[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.**

Follow  
Promundo



Follow  
Sonke

