

Men Care +



MenCare+
engaging men
in a 4-country
initiative.
Indonesia



Indonesia population (1)
257,564,000

GDP per capita (2)
3,700 US dollar

Life expectancy (3)
67/71

Maternal mortality (4)
359

Adolescent birth rate (5)
51

Place on Human
Development Index (6)
110

Place on Gender
Equality Index (7)
110

In Indonesia, four women die every hour because of complications during pregnancy or childbirth. Incidents of violence against women are on the increase: 321,752 cases were recorded in 2015, compared to 293,220 in 2014 and 279,688 in 2013. Experts suggest that the maternal mortality rate and violence against women can be reduced by engaging men in social change.

The MenCare+ programme in Indonesia, known as Laki-Laki Peduli, encourages women and men to work together towards gender equality. The programme challenges social and gender norms and patriarchal values. A full set of strategies is implemented to engage boys and men in social change and as caregiving partners in order to improve the health of women, men and children, to stop gender-based violence, and to build respectful relationships.

INTERVENTIONS

CAMPAIGNS

The MenCare+ campaign promotes men's involvement in becoming equitable and non-violent partners and fathers in order to achieve family well-being.

#GENERASIJAGOAN

The Generasi Jagoan (or Hero Generation) campaign is aimed at young men, aged 15–24. The campaign uses public service announcements, posters, merchandise and digital activation to redefine what it means to become a hero. By using a positive approach towards what it means to be a young man, the campaign aims to reduce violence against others, specifically within young people's relationships – giving priority to dialogue instead of violence when resolving problems, and to reduce teenage pregnancies.

A LITTLE PIECE OF HEAVEN IN BONDOWOSO

"I come from a place where men are rough. However, when I went to Qur'an study at boarding school, my headmaster taught me to respect women." Ustadz Muhammad Nur Salim, an imam from Bondowoso, East Java, has made gender equality an important theme in his life. He respects and supports his wife's leading role in society as head of a local school. He often preaches about the moral need for men and women to respect and support each other, and emphasizes that gender equality has educational, professional and economic advantages. Prize winning documentary maker Nia Dinata made a short film of the moving

(1) WorldBank Databank, 2015

(2) WorldBank Databank, 2012

(3) WorldBank Databank, 2015

(4) Indonesian demographic health survey, IDHS 2012

(5) WorldBank Databank 2012

(6) Human Development Index by UNDP, 2014

(7) Gender Inequality Index by UNDP, 2014





Lukman Sardi

story of Ustadz Muhammad and his wife Ustadzah Nur Fadillah to show how people make gender equality work in practice. The approach of the imam has inspired other imams in East Java to include messages of gender equality in their Friday prayers.

*"I find it natural to care for my children
and join in the household chores."*

*Ustadz Muhammad Nur Salim
(an imam from Bondowoso, East Java)*

CELEBRITIES AS ROLE MODELS

MenCare+ developed national public service announcements in which celebrities are presented as role models for male involvement in gender equality. The announcements target fathers (and their partners) to improve men's involvement in caregiving, and to improve relational well-being of women and men, including stopping gender-based violence. Indonesian actor Lukman Sardi and his wife explained in an announcement how they divide the care for their children. "Every time I have a break, I always dedicate my time to the kids," says Lukman. "I read to them and change their clothes. This allows my wife to have her 'me time'."

EDUCATION AND SERVICE PROVISION

GROUP EDUCATION

MenCare+ partner organizations in Indonesia trained facilitators for adolescent group education on gender equality and sexual and reproductive health and rights (SRHR). The facilitators were recruited from youth and religious organizations. These young men were trained to facilitate discussions on equal relationships between men and women. In the group education for fathers, the men discuss and challenge traditional roles and are encouraged to nurture their children and share household tasks. During the sexuality and religion sessions, religious leaders (Islamic and Christian) were invited to share their experiences in counselling men. The aim of the group education for young men and fathers is to replace the negative cultural and social norms for masculinity with a positive message.

ENGAGING WITH THE HEALTH SECTOR

The frequent coordination between MenCare+ partners in Indonesia and the health sector inspired some community health centres (puskesmas) to adopt internal policies that encourage husbands or fathers to engage in maternal and child health (MCH) check-ups. MenCare+ piloted a module for healthcare workers on how to involve men in MCH, and trainings were conducted based on this module. As a result of the trainings, health institutions were keen to integrate the issue of male involvement in healthcare services. MenCare+ partners in Indonesia provided input to the development of guidelines for the health sector on engaging men to support their wife's and family's SRHR, during, before and after delivery.

COUNSELLING MEN ON GENDER-BASED VIOLENCE

Many factors contribute to domestic violence, including inequality in relationships between men and women. MenCare+ offers counselling for men who have

used violence in their intimate partner relationships. This programme is unique in the Indonesian context and it is one of the few programmes open to men who want to change their violent behaviour. The counselling intervention addresses how the construction of masculinity from early childhood to adulthood contributes to violent behaviour. During counselling, men learn to understand about non-violent and more equal ways of relating with others, and how to control their anger. Besides the provision of counselling services to men, partners in Indonesia also trained health and legal sector staff on counselling programmes for men to stop domestic violence.

"I used to resolve my problems with violence. Now I feel more empathy when I try to solve problems. Now I can control my emotion."

Male counselling client

ADVOCACY

MenCare+ is effective in improving gender equality at individual level, in families, in communities and, by changing policies, at a societal level. In Indonesia, Laki-Laki Peduli advocates for changes in policy regarding the involvement of men in MCH and stopping gender-based violence.

ADVOCATING FOR IMPLEMENTATION OF LAWS

MenCare+ is making progress towards integrating male involvement into policies, laws and regulations. Through policy analysis, partners in Indonesia decided that the national law on domestic violence could be the cornerstone for the implementation of counselling for perpetrators. Likewise, a government regulation on health would be critical in improving men's involvement in the health sector. Since in practice the realization of this law and regulation is minimal, community members were not aware of this policy and law enforcers did not fully understand the possibility of counselling services for perpetrators. This was a starting point to create awareness among stakeholders about the existing law and regulations.

Partners also advocate for inclusion of male counselling in the minimum service standards of health facilities, and for installing a comprehensive referral system among organizations working with women victims of violence. This resulted, among others, in a memorandum of understanding between a partner of MenCare+ and the Department of Law and Human Rights at the provincial level, to provide male counselling activities at the Detention Centre in Surabaya, East Java.

SHARING EXPERTISE

MenCare+ partners in Indonesia are known for their expertise in engaging men for gender equality, and are often invited to present MenCare+ approaches and insights at meetings and conferences. They also provide input to the National Reference Group on Men and Boys Involvement in Gender Equality, a forum consisting of UN agencies, civil society and government agencies. MenCare+ partners initiate knowledge sharing on how men can be involved in ending gender-based violence. One highlight of this work is that health sector staff, educators, members of nongovernmental organizations and civil servants from the Ministry of Women Empowerment and the Ministry of Health were invited to attend a workshop led



The MenCare+ programme is a 3-year, 4-country collaboration between Rutgers and Promundo-US, created to engage men aged 15–35 as caregiving partners in maternal and child health and sexual and reproductive health rights. The programme is supported by the Ministry of Foreign Affairs of the Netherlands and is implemented in Brazil, Indonesia, Rwanda and South Africa (2013-2015).

MenCare+ Indonesia is a joint partnership between Rutgers WPF Indonesia, Rifka Annisa Women's Crisis Centre, The Indonesian Planned Parenthood Association Chapters of Lampung and East Java, DAMAR Lampung, Pulih Foundation and Sahabat Perempuan. These organizations are known for their success in advancing SRHR and also the prevention and treatment of abuse against women and children. The programme is implemented in four provinces across Indonesia: East Java, Jakarta, Yogyakarta and Lampung. In 2015, the programme expanded to Papua.

by Michael Kaufman, co-founder of the White Ribbon Campaign. The workshop focused on exploring the paradoxical experiences of men in a male-dominated society, as well as looking at successful strategies around the world to effectively engage men in promoting gender equality and ending gender-based violence.

“Men are most likely to commit violence because they learned as a boy that being a man means they have to be strong and powerful - but being strong and powerful doesn’t mean to dominate others and use violence. We need to reshape masculinity. A narrow understanding is just not working for anyone anymore.”

Michael Kaufman, co-founder, White Ribbon Campaign



For sexual and reproductive health and rights