



A GLOBAL FATHERHOOD CAMPAIGN

CARING Webinar Series

Highlighting the strategic recommendations from the
State of the World's Fathers 2023 Report

The 'men and care' in care systems

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

Friday, May 26, 2023

07:00 - 08:30 am PT / 10:00 - 11:30 am EST / 04:00 - 05:30 pm CEST



CARING Webinar Series

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

A - Advocate for a culture of care in all workplaces

R - Revolutionise the way boys are taught about care

I - Invest in care, measure it disaggregated by gender, social class, and age

N - Normalize equal parental leave

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

Agenda

Introducing the MenCare Global Fatherhood Campaign

Diana Macauley –
Sonke Gender Justice

A global perspective on movements mobilizing for care

Valentina Zendejas –
Global Alliance for Care

Global progress towards involving men in gender equal care

Gary Barker –
Equimundo

Evidence to action: The MenCare 50/50 Commitments

Wessel van den Berg –
Equimundo

Reflections

Panel and audience

Announcements:

- State of the World's Fathers report 2023
- Next webinar

Taveeshi Gupta -
Equimundo

Introducing The MenCare Global Fatherhood Campaign and Coordination Team

MenCare Global Co-Coordinator



Taveeshi Gupta



Wessel van den Berg



Diana Macauley



**Mphokuhle
Mabhena-Lunga**



MenCare launched in 2011



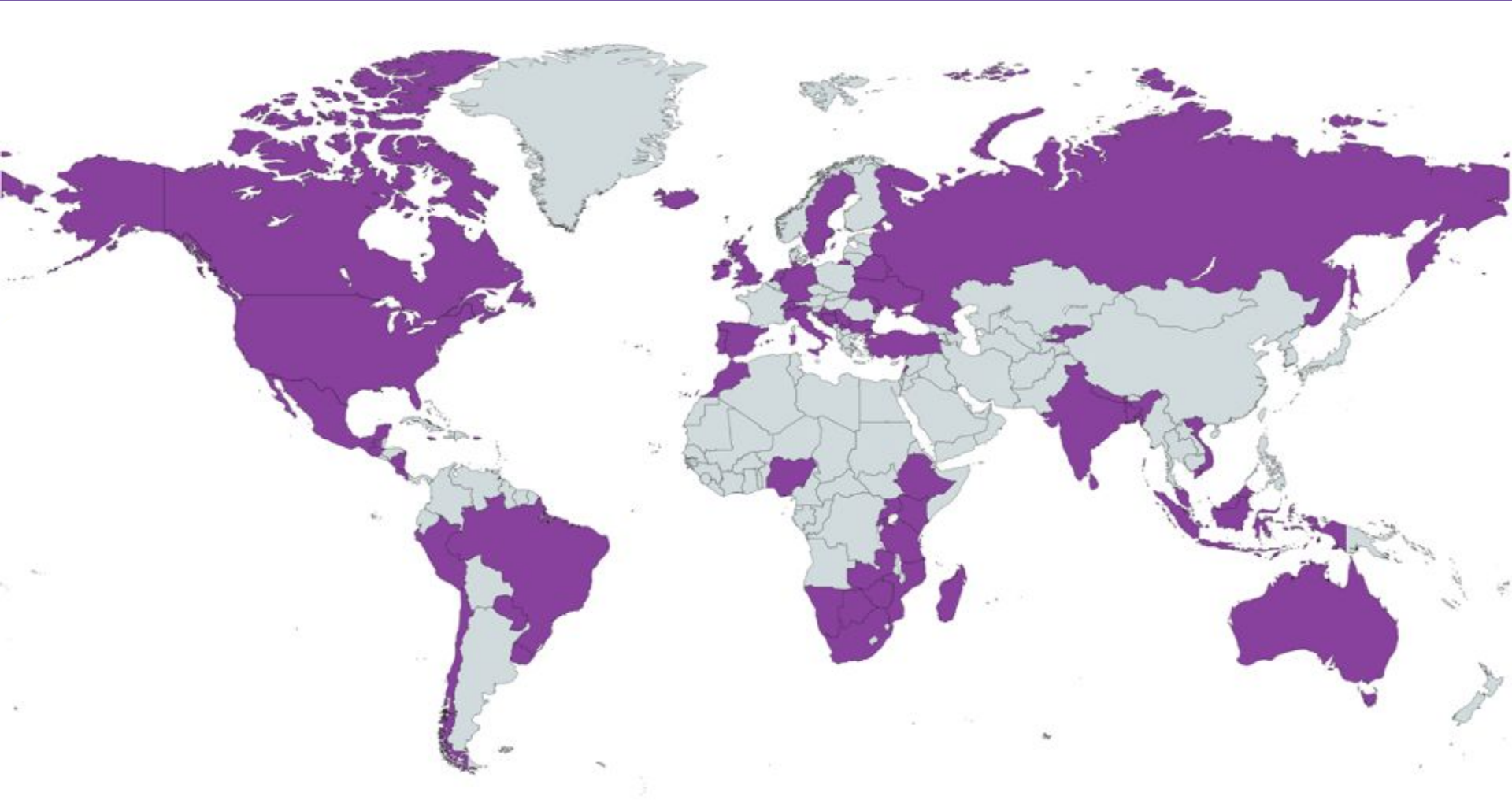
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**Men doing 50% of
the daily unpaid care
work globally.**

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The Vision of the MenCare Global Campaign

Partners in 65 countries



VALUES

STRATEGIES

INITIATIVES

MenCare
Guiding
Principles

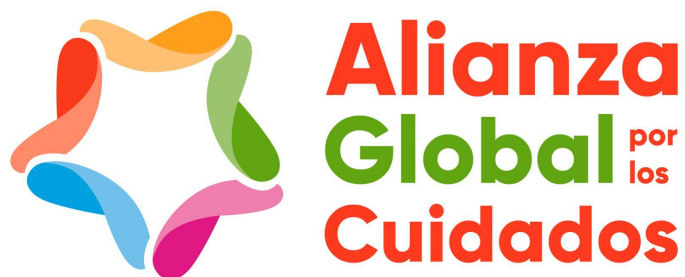
Advocacy

Communications

Programs

Research

- MenCare 50/50 Commitments for Employers
- MenCare 50/50 Commitments for Government Departments
- MenCare Newsletter
- MenCare Webinar
- MenCare Films
- Program P
- Bandebereho
- MenCare ESA Parenting Programme
- State of the World's Fathers reports
- State of Countries' Fathers reports



Introducing the Global Alliance for Care

Valentina Zendejas
Global Alliance for Care

Global Alliance for Care

The **GAC** is a global multi-stakeholder initiative launched by the **National Institute of Women in Mexico (INMUJERES)** and **UN Women** in the context of the 2021 Generation Equality Forum.

The premises of the Alliance

Recognize care as a public good, acknowledge the overload of care work for women and the impact for their economic autonomy, recognize the labor rights of caregivers, and promote the co-responsibility of all sectors in care.



Strategies and Priority Areas

Two years after its founding, the Alliance comprises **121 members** representing national and local governments, international organizations, civil society organizations, private initiative, and philanthropic organizations.





A global perspective on movements mobilizing for care

Valentina Zendejas
Global Alliance for Care

Progress towards centering care in global systems in policies and programs

Feminists in the 1960s and 1970s began talking about how **critical care work is for the well-being of people and the planet, as well as for our economies and societies.**

Other social movements, such as that of **the rights of people with disability, of older persons, and of children,** have stressed their right to accessible and quality care.

At a global level, care has become central to discussions on **social justice, gender equality, decent work and sustainable development on an international scale.**

At the governmental level, developments in the promotion of the care agenda **have been observed, though they are uneven.**

- **Germany:** unpaid caregivers are legally recognized and offered courses to professionalize their care work and support.
- **Bogotá Colombia:** organized a care system that links together a broad array of services and resources.
- **South Korea:** the National Health Insurance Service offers a comprehensive package of at-home and institutional long-term care.

How can men best contribute to this work?

1. **As individuals**, men must also see themselves as responsible for care work.
2. **As organizers and mobilizers**, men must incorporate the care agenda into their causes, and cede spaces for social organizations.
3. **As policy and decision-makers**, men must push for the representation and participation of marginalized groups in key decisions and fora, and advocate for the care agenda.





Global progress towards involving men in gender equal care

Gary Barker

Equimundo:

Center for Masculinities and Social Justice

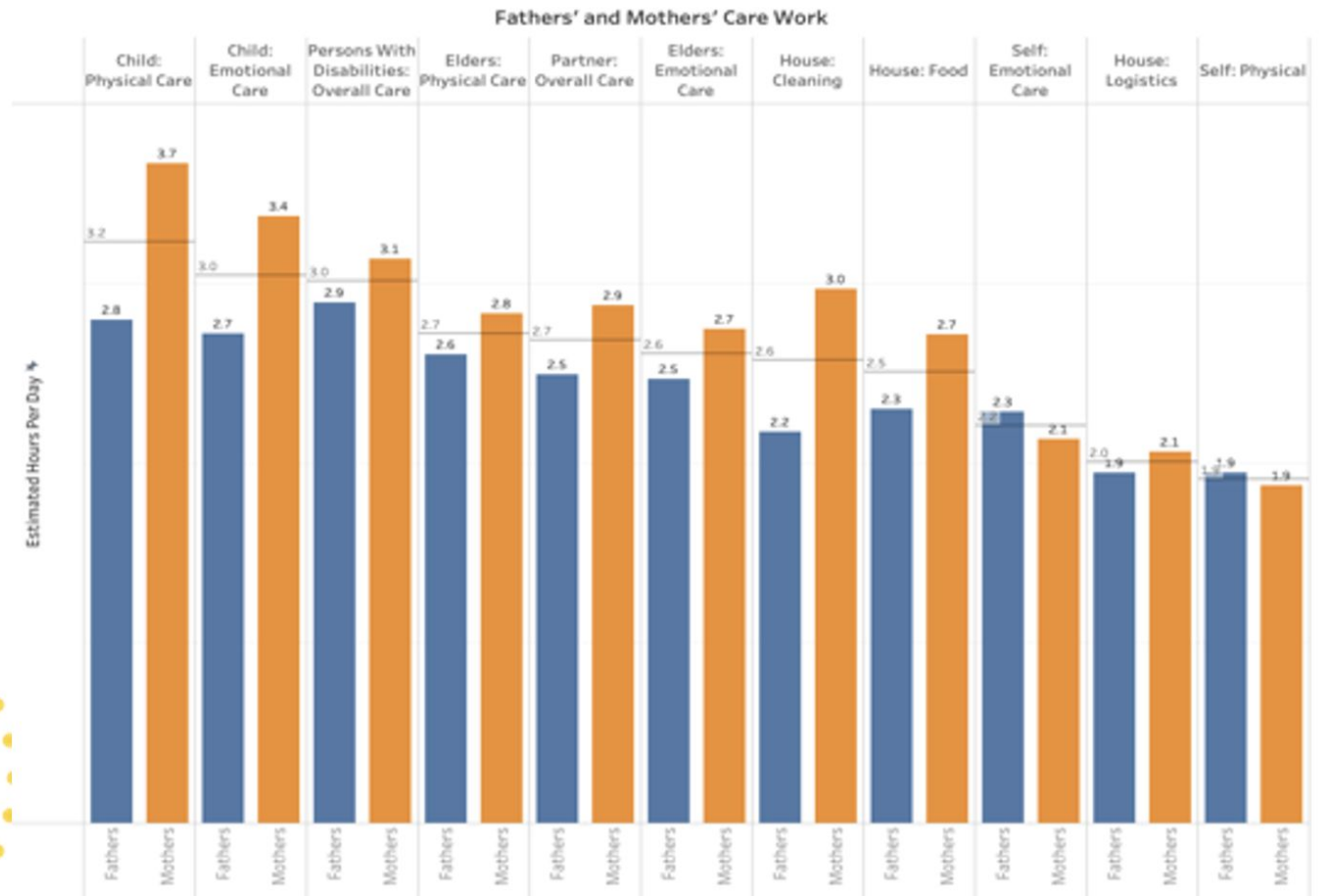
MEN AND CARE EQUALITY – THE VIEW FROM 10,000 METERS

- ✓ *Men are doing more care work though the gap remains large in many places*
- ✓ More men have access to parental leave and are using it but still only a minority of men
- ✓ Narratives and norms of men's caregiving are changing although too slowly
- ✓ More workplaces and corporate partners are paying attention to care - but not nearly enough
- ✓ COVID was a tremendous shock to care systems and care in our homes, driving new patterns in care

Care policies remain secondary in most social policies. Care receives far less investment than families need and want - and care equality is seldom considered in such policies



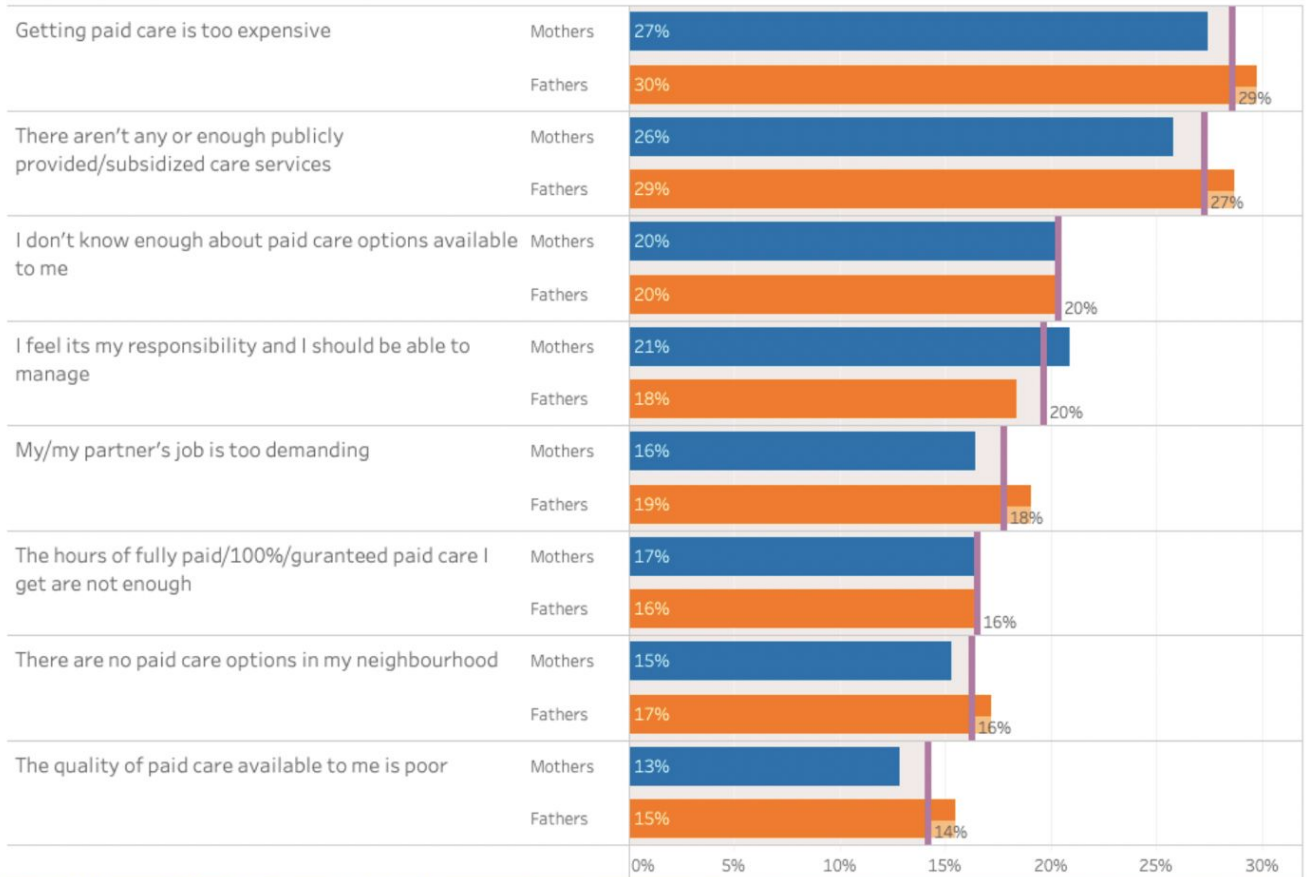
MIND THE GAP: Forthcoming State of the World's Fathers 2023 – the time-use gap is closing but not fast enough. WHY?



What are the barriers to care support and care equality families need? *It's structural*

What are some reasons that you don't have all the care support you need? Mark all that apply.

% of parents who said they didn't have all the care support they need who selected each option



Caring for men leads to caring men: *the more men practice emotional care, the more they care for others*

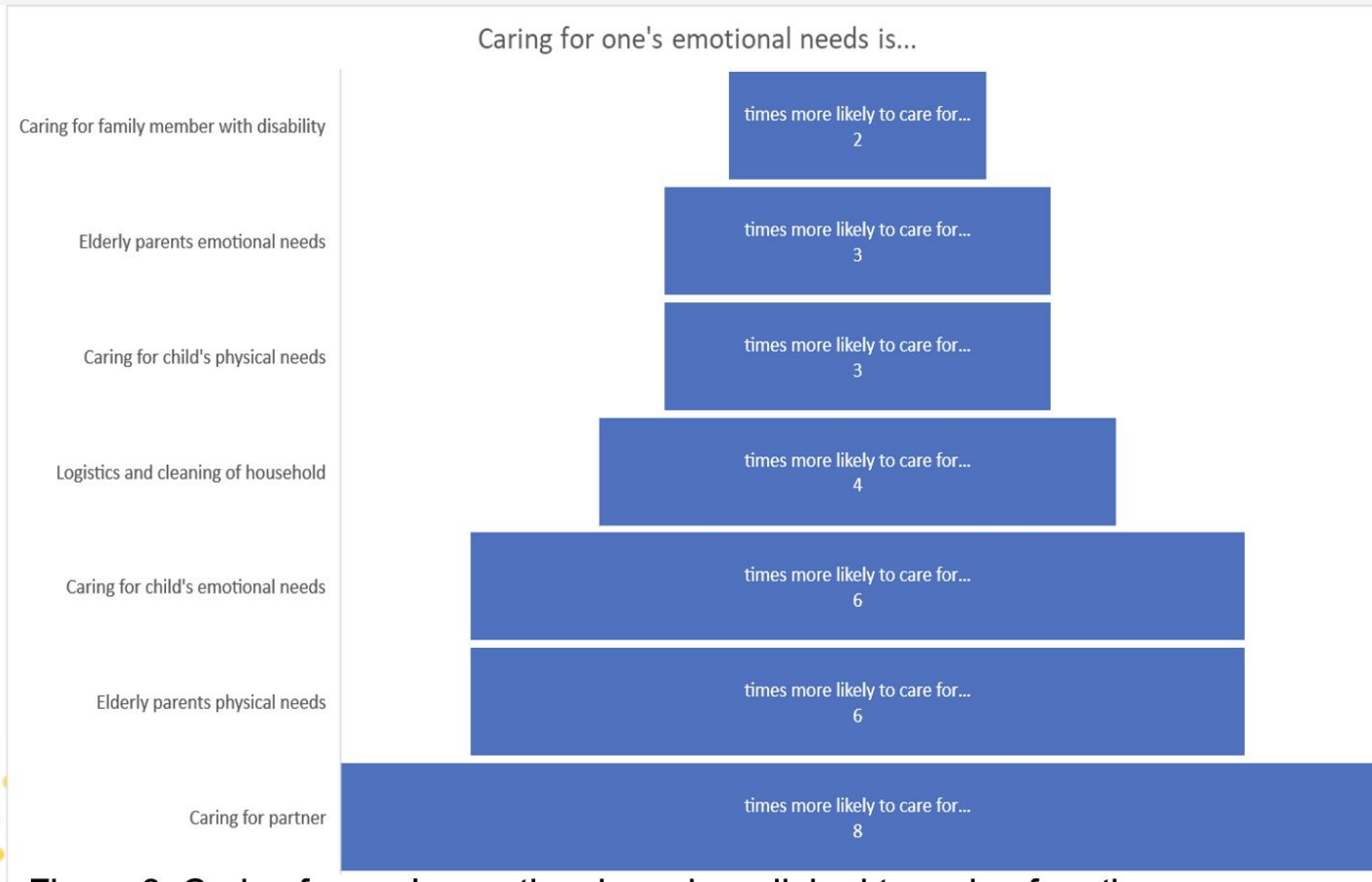


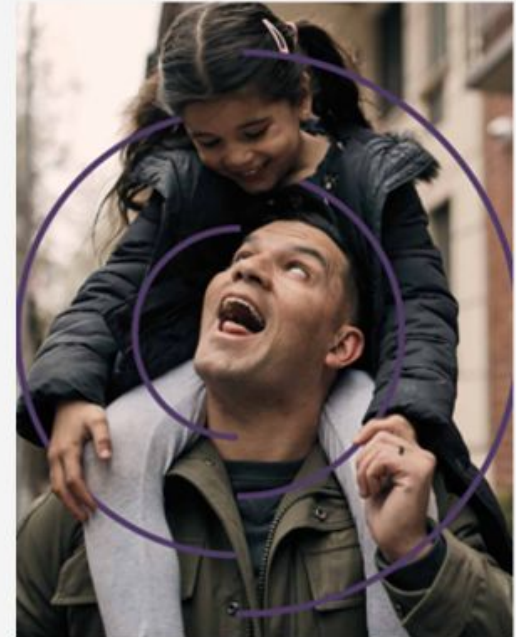
Figure 3. Caring for one's emotional needs as linked to caring for others



WHAT NEXT TO CALL MEN IN TO THE URGENT CHANGES WE NEED FOR CARE?

- ✓ *We too often focus on individual change when barriers are structural*
- ✓ This is not merely encouraging men to do more hands on care work, but *radical reshaping of masculinities* around care, empathy, solidarity
- ✓ Focus on men as *allies and activists* for care equality and care infrastructure
- ✓ The most dramatic changes in men's share of care work have been when women and men demanded changes in care policies

Indian author and activist, Arundhati Roy: "Another world is not only possible, she is on her way. On a quiet day I can hear her breathing."





The MenCare 50/50 Commitment

Wessel van den Berg

Equimundo:

Center for Masculinities and Social Justice



State of the World's Fathers:
Unlocking the Power of Men's
Care



State of the World's Fathers
2021: Structural Solutions to
Achieve Equality in Care Work

•WorldsFathers

We need **health sectors** to promote fathers' involvement during pregnancy and men's involvement as caregivers.



•WorldsFathers

We need **national care policies** that recognize, reduce, and redistribute care work equally.



•WorldsFathers

We need **social protection programs** that redistribute care equally between women and men.



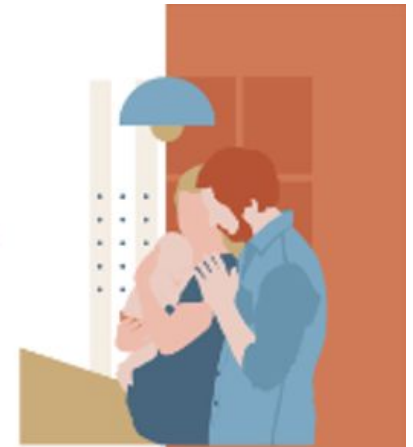
•WorldsFathers

We need to promote an **ethic of male care** in schools, media, and all institutions where social norms are created.



•WorldsFathers

We need equal, job-protected, **fully paid parental leave** for all parents.



GOVERNMENT DEPARTMENTS

THE MENCARE 50/50 COMMITMENT FOCUS AREAS

The commitments that government departments can make are to maintain or develop one or more of the following policy measures:

- **Establishing equal, fully paid, non-transferable parental leave for all parents**, in addition to peri-natal maternity leave.
- **Providing state-supported, high-quality childcare** that facilitates the full participation in economic activities for all working parents and caregivers.
- **Transforming health sector institutions** to promote fathers' involvement from the prenatal period through birth and childhood and men's involvement as caregivers.
- **Establishing national care policies and campaigns** that recognize, reduce, and redistribute care work equally between men and women.
- **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.



EMPLOYERS

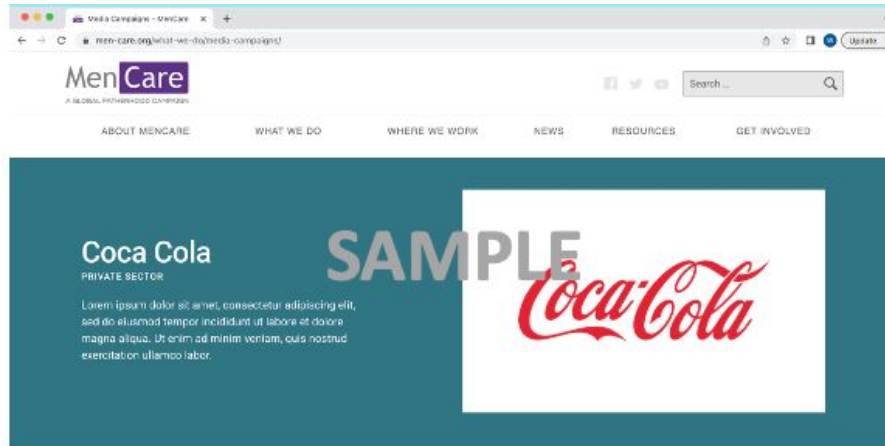
THE MENCARE 50/50 COMMITMENT

1. Work towards equal, paid, non-transferable **parental leave** for all parents.
2. Implement **family-friendly workplace policies** such as care days, remote working, flexitime, child-care or breastfeeding facilities.
3. Implement workplace **educational and norm-changing programmes** for men across management levels
4. **Promote care equality** with internal company public relations and marketing channels.
5. **Add indicators on care equality** to company surveys and reports.



HIV/AIDS • GENDER EQUALITY • HUMAN RIGHTS





Our Commitments

How It's Going

1 Family-Friendly Workplace Policies

DONE

OUR ACTION: Implement remote work options for all employees.

2 Paid Leave

STALLED

OUR ACTION: Increase paid parental leave by 25% by 2024.

3 Internal Communications

IN PROGRESS

OUR ACTION: Promote family-friendly workplace policies through newsletters to staff and external partners.

“

Pull quote from Coca-Cola DEI Officer on why parental leave matters libero bibendum, et porta elit pretiu.

Firstname Lastname | Title Company

”

Our Story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in ante suscipit, fringilla orci quis, aliquam nibh. Nulla a turpis pellentesque, dictum est in, porttitor ex. Sed facilisis enim quis eros rhoncus tempus vitae id justo. Fusce blandit metus in libero bibendum, et porta elit pretium. Maecenas ac est erat. Curabitur ornare justo sed feugiat vulputate. Sed sed sem sit amet neque congue egestas. Nunc non dictum lorem. Phasellus dapibus est viverra elementum tincidunt.



Reflections



- Panel reflections
- Audience questions and reflections

Reflections



- Panel reflections
- Audience questions and reflections

Photo Brooke Cagle

Men **Care**

Announcements

State of the World's Fathers Report 2023



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WD2023](#)

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5:30 pm 18 July 2023

Marriott Hotel Kigali Rwanda

Women Deliver 2023 Conference

Where the world comes together to advance Gender Equality



Follow us

CARING Webinar Series

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focusing on the most marginalized

A - Advocate for a culture of care in all workplaces

7 July 2023: Hosted by Oxfam US and Complices por La Igualdad

R - Revolutionise the way boys are taught about care

I - Invest in care, measure it disaggregated by gender,
social class, and age

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

MenCare is coordinated by Equipundo and Sonke Gender Justice