

# Men Care

# A Global Fatherhood Campaign

Coordinated by:



Because approximately  
4 out of 5 men worldwide  
will be fathers at some  
point in their lives.

# About Us

## Who We Are

**MenCare is a global fatherhood campaign. 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.**



# 10 Themes

## *Foundations*

We asked, if we could encourage fathers to do more, to be more caring, to be more engaged...

Where would we start?

To answer, we asked local and international partners, and fathers and mothers around the world.



10 themes emerged as the backbone of the MenCare Campaign.

1. Be Involved from the Start
2. Share the Care Work
3. Be Proud & Show it
4. Provide Health Care
5. Just Play
6. Educate
7. Be Brave: Show Affection
8. Raise without Violence
9. Teach Equality & Respect
10. Support the Mother

# Our Work

## *What We Do*

**Through media, evidence-based program development and advocacy, we work at multiple levels to engage men, institutions and policymakers.**

**Because when men are involved, non-violent caregivers, it benefits not only women and children, but also men themselves.**



# Media



Partners screen MenCare films, adapt MenCare posters, and create their own visuals to start community-wide conversations on positive manhood.

# Programs



Group education with fathers and couples creates long-term changes in the lives of men, women and children. MenCare provides the resources and support to get started.

# Advocacy



Partners advocate for policies that create more opportunities for men's involvement in caregiving, women's economic empowerment, maternal health, and children's well-being.

# Global Map

*Where We Work*

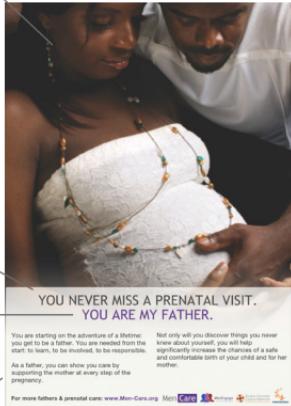
**MenCare has active campaigns and ongoing activities in over 25 countries on 5 continents.**



# Papas & Pais

## *Adapting the Campaign*

The Image



The Highlight

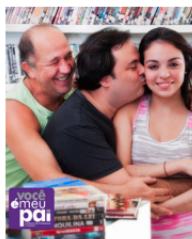
The Slogan

The Story

The Logos & URL

We want our partners and colleagues across the globe to own a piece of the campaign and make it theirs.

Our materials are open-source and adaptable because we believe that MenCare's themes are most effective when local partners shape the imagery, language, and messages.



# Men Care



**www.men-care.org**



**MenEngage**  
boys and men for gender equality



**Save the Children**

**RutgersWPF**

MenCare is coordinated by Promundo and Sonke Gender Justice in collaboration with its Steering Committee: the MenEngage Alliance, Save the Children, and Rutgers WPF. The Campaign's coordinators provide technical assistance and training to organizations that want to launch their own MenCare campaigns.

Please contact us for more information:  
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