



# Men Care

A GLOBAL FATHERHOOD CAMPAIGN



# Who We Are

## **MenCare is coordinated by:**

**Promundo** ([www.promundo.org.br](http://www.promundo.org.br)) is a Brazil based NGO that works locally, nationally and internationally to promote gender equality and reduce violence against women, children and youth.

## **Sonke Gender Justice Network**

([www.genderjustice.org.za](http://www.genderjustice.org.za)) is a South Africa based NGO that works across Africa to strengthen government, civil society and citizen capacity to support men and boys to take action to promote gender equality, prevent domestic and sexual violence and reduce the spread and impact of HIV and AIDS.

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## **In Collaboration with:**

The MenEngage Alliance  
UN Women  
UNFPA  
Vital Voices Global Partnership  
GBCHHealth

## **And Supported by:**

The Bernard Van Leer Foundation  
The John D. and Catherine T. MacArthur Foundation  
CARE-Norway  
The Swedish International Development Agency (SIDA)

## **Advisory Members & Partners:**

CARE USA  
CariMAN (Jamaica)  
Centre for Health and Social Justice (India)  
EME/CulturaSalud (Chile)  
EngenderHealth  
The Fatherhood Institute (UK)  
Hope Exhibits (Sweden)  
Men for Gender Equality (Sweden)  
The Oak Foundation  
Puntos de Encuentro (Nicaragua)  
Raising Voices (Uganda)  
Salud y Genero (Mexico)  
Save the Children  
Plan International  
VShift  
White Ribbon Campaign (Canada)  
WomenDeliver  
Juan Manuel Contreras  
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Michael Kaufman  
Niobe Way  
Nikki van der Gaag

# Why the Campaign

Approximately four out of five men worldwide will be fathers at some point in their lives<sup>1</sup>. And nearly all the world's men have some connection to children as stepfathers, brothers, uncles, grandfathers, teachers, mentors, coaches or simply as friends. A growing and overwhelming body of evidence from the Global South and the Global North confirms that engaged, responsive fatherhood and men's participation in the lives of children are generally positive for children, women and for men themselves.

Globally, women and girls continue to carry out the majority of domestic activities -- even though women now represent 40% of the paid work force. Men's limited participation in care work (referring to the care of children and the care of others in family settings) continues to be a major barrier to gender equality and women's empowerment by, among other things, keeping women's income lower than men's.

MenCare is a much-needed complement to global and local efforts to engage men and boys in

ending violence against women and children. Together with efforts like the White Ribbon Campaign, it is part of the MenEngage Alliance's global vision of achieving equitable, non-violent relationships and caring visions of what it means to be men. MenCare partners strive to work in collaboration with women's rights organizations – and directly with women and mothers, as well as men – to identify and promote shared, non-violent, gender-equitable caregiving as well as safe childbirth.

*MenCare is a global campaign to promote men's involvement as equitable, responsive and non-violent fathers and caregivers. It provides high quality community and mass media messages, technical assistance and training, policy and program recommendations and evidence to support local NGOs, women's rights organizations, governments and UN partners in their efforts to engage men and boys in caregiving. The campaign is coordinated by Promundo and Sonke Gender Justice (Sonke) in collaboration with the MenEngage Alliance.*

# Ways to Engage Men as Fathers and in Caregiving

**Our partners promote participation as fathers & caregivers in 10 ways...**

# Engage Men Starting in the Prenatal Period & in Childbirth

*Too little has been done to engage men to improve maternal health and birth outcomes. Men can and should be allies for their birthing partners, and need to be informed about maternal health and the signs of health risks before, during and after pregnancy and childbirth. Health care systems, health care professionals, and midwives should all work to engage fathers in the childbirth process.*

Childbirth and pregnancy continue to be dangerous for too many women around the world. Research from numerous settings finds that when men are present in informed, caring and sensitive ways in the birthing and pre-natal phases, women experience less stressful delivery and are more likely to have the best available health care.

Men often have control over whether their pregnant partners can access maternal health services; too often men are not aware of the danger signs of life-threatening risks of delivery or of the life-saving capacity of family planning services and information.

Men who are present from the prenatal phase through childbirth are more likely to be connected and attached to their children from the earliest moments, establishing the basis for life-long, close relationships with their children.

Too often, though, health professionals, pregnant women and men themselves do not see men as allies in safe childbirth, thus excluding men from the process, increasing maternal risk and reinforcing gender inequalities.



## YOU NEVER MISS A PRENATAL VISIT. YOU ARE MY FATHER.

You are starting on the adventure of a lifetime: you get to be a father. You are needed from the start: to learn, to be involved, to be responsible.

As a father, you can show you care by supporting the mother at every step of the pregnancy.

Not only will you discover things you never knew about yourself, you will help significantly increase the chances of a safe and comfortable birth of your child and her mother.

For more on fathers & prenatal visits: [www.Men-Care.org](http://www.Men-Care.org)

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# Increase Men's Participation in Care Work

*Engaging men in care work has not yet been fully made part of the global gender equality agenda. Studies show that couples are happier and their relationships more stable when they share the care work and domestic activities in more equal ways. Men also need to know that doing the care work is good for them and their children. Social welfare and poverty alleviation policies need to acknowledge families' needs for dignified and just livelihoods for women and men while also supporting women's and men's roles as caregivers. .*

In some parts of the world, men are carrying out much more care of children than in the past. In other countries, however, women spend up to ten times as much time as men on an average day caring for their children.

This inequality continues even as women have entered the paid work force in unprecedented numbers across most of the world. In spite of this, in some settings, many tasks associated with care work – caring for a sick child, preparing food or bathing a child – are still considered “female” tasks.

The fact that women do most of the caring for children, as well as other domestic tasks, is one of the key reasons that women's wages are lower than men's -- even when women work in the same kinds of jobs as men.

Boys need to be taught how to do domestic chores, and boys and men need to be encouraged to take on a fair share. Employers need to have family-friendly policies for male as well as female workers. Governments should expand maternity leave and paternity leave to adequately respond to the needs of parents to care equitably for young children, and to encourage fathers to use paternity leave.



## YOU ARE ALWAYS THERE TO GUIDE US. YOU ARE MY FATHER.

Great fathers aren't born, they're made. Be involved, try your best and meet each challenge, day after day, one step at a time—even if that step is simply taking your daughter to Judo class after school.

When you spend time caring for your children, everyone wins.

For more on sharing the family work: [www.Men-Care.org](http://www.Men-Care.org)

Not only will your children cherish every minute of their time with you, but their mother will have more time to invest in herself, her career and your family. And you'll discover that being a dad is incredibly rewarding... and gets easier every day.

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# Actively Promote the Benefits of Involved Fatherhood

*Program staff, and women and men, should embrace the positive benefits to men themselves when men participate as involved and caring fathers. Men should be encouraged to be proud to be involved fathers. There may be no other area in which men see such a clear self-interest in changing and embracing gender equality than in their roles as fathers and caregivers.*

Too often we think of men only in their roles as providers. But societies and families want men to be involved fathers.

Men who report close relationships with their children – regardless of their sexual identities or whether they live with the mother of the child – are better off in many ways.

Research indicates that involved fathers live longer, and report lower rates of mental health and other health problems, including high blood pressure and cardiovascular disease, and show lower rates of alcohol abuse.

Men's connected relationships with children provide benefits for men's physical and mental health, for their social networks and connections to others and help to reduce stress related to separation and family conflict.

In violent settings, young men who have found positive identities as involved fathers are often able to get out of violent gangs.



## YOU DON'T WANT TO BE ANYWHERE ELSE. YOU ARE MY FATHER.

There are men who have answered a challenge and earned the respect of their community and their family. These men are not presidents, business titans, or religious leaders; nor are they fighters or soldiers. These men are, simply, fathers.

In a world in which too many children feel that their fathers are distant, dominating or closed-off, you have a chance to be a father who cares deeply and compassionately for their family and for their community, and who has the courage to show it.

For more on showing you're a father: [www.Men-Care.org](http://www.Men-Care.org)

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# Engage Men in Child Health, including the prevention of HIV transmission from pregnant women to their children

*Men -- as fathers, stepfathers, partners, uncles, brothers, grandfathers -- need to be reached with messages about how to protect their children's health. Men need to be encouraged to get tested for HIV and to be part of preventing the transmission of HIV from mothers to children.*

Too many children continue to die from preventable illnesses in early childhood. Yet often the means to prevent these deaths cost little and may be just a few kilometers away.

Many men play a major role in whether their children have access to health services by controlling transportation or having a greater power over household income and household decision-making. Frequently, however, community health programs unintentionally reinforce the notion that it is not men's role or responsibility to participate in maternal or child health.

Programs to prevent transmission of HIV from pregnant women to their children reach millions of women across the world but seldom educate men about how they can support their partner and take care of their own, their partners' and their children's health. Men should get tested to know their HIV status. Men can also support the prevention of transmission of HIV from the mother to the child by sharing a greater load of household tasks so that mothers can focus on breast-feeding the child. Men can also share in the care of the child by bottle-feeding in cases of formula feeding, and by fetching and boiling water where necessary.

Ministry of Health  
GOVERNMENT OF PAKISTAN

YOU HELP ME TAKE MY MEDICINE.  
YOU ARE MY FATHER.

Your son is scared of the doctor, but you know that getting him vaccinated and keeping him healthy is the right thing to do and one of the most important things that you can do as his father.

As a father, you are critically important in protecting your children from easily-preventable illnesses. You can make sure that your children grow up healthy, and provide them with the courage necessary to make the doctor's visit a little less scary.

For more on fathers & healthcare: [www.Men-Care.org](http://www.Men-Care.org)

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# Build on Men's Play with Children

*Employers, policymakers, schools, families, women and NGOs should encourage men to spend time with children, including playing with children, as well as promoting men's involvement in other aspects of care work. Early childhood development programs should specifically seek to engage men in play with and care of young children. Adolescent boys should also be given the opportunity to engage and play with children.*

Close to half of the world's fathers say that they provide some daily care or have daily involvement with their children. The most common daily activity that men carry out with children is playing.

Clearly, playing with children is only one part of care work; and playing takes place as part of bathing and other infant care. Playing with children is important work both as recreation and as part of care work and should be encouraged.

For younger children, playing is the way they learn, the way they internalize their culture, and the way adults and other children pass on their family history and expectations.

Play is necessary for children to develop motor skills, creativity and social skills and to grow and thrive physically.

And playing with children helps men as well. Through play, men connect and bond with children, developing sensitivity and responsiveness to children's needs.



## YOU TAKE PLAY SERIOUSLY. YOU ARE MY FATHER.

There's nothing like the sound of your children laughing-- except maybe if they're laughing because you are playing with them.

But playing with your children play isn't just fun and games. Fathers need to take play seriously.

Playing opens up worlds of discovery and creativity that helps children learn and creates the relationship of a lifetime: one that's positive, fun, safe and caring.

Everyday, for however long you can, play with your children. It's more fun than you ever imagined.

For more on the importance of play: [www.Men-Care.org](http://www.Men-Care.org)

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# Engage Men as Allies in Their Children's Education

*Teachers, women, policymakers, NGOs and UN partners should promote men's involvement in the education of their children, both girls and boys, from early childhood through adolescence. More efforts are also needed to recruit more men as early childhood and primary school teachers so that the teaching of children is seen as the role of both women and men.*

Completing primary and secondary education is globally recognized as being key to a country's development and to children becoming thriving, productive, empowered adults.

Reducing gender inequality in educational attainment continues to be a key issue for empowering women and girls in many parts of the world – and men need to play a clear role in this effort.

Reading to children, following children's school progress, and interacting with and knowing their children's teachers are key activities that all parents should carry out. Too often, though, fathers and men have not been encouraged to carry out these activities. This in spite of the fact that research clearly confirms that children with involved, caring fathers generally do better in school and show better social and emotional development that are necessary for learning.

When fathers are involved in early years and school settings as well as at home, children's educational achievement is enhanced. In other words: fathers are a key asset in promoting and achieving educational attainment for sons and daughters.



## YOU TELL ME WONDERFUL STORIES. YOU ARE MY FATHER.

You'll be surprised at what you learn from your children. Teaching your children and providing an education not only opens up a whole new future for them, but the chances are good that your children will teach you something new everyday too.

But education doesn't end when the school day does-- when you read to your children at home and help them with their school work, you will set the stage for a lifetime of learning.

For more on fathers & education : [www.Men-Care.org](http://www.Men-Care.org)

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# Encourage Men to Show Affection Toward Children

*Health workers, women, teachers, and staff at early childhood programs and youth programs should encourage men to be involved not only in the daily care of children but in the emotional lives of their children at all ages, both daughters and sons. Men need to see more examples and images of men involved in the emotional lives of their children in the media and in campaigns.*

Many men and women think that men cannot or should not show affection toward children -- that fathers should be stoic, and the enforcers of rules and discipline. But showing affection and demonstrating empathy and caring are among the most important things that fathers can do.

Children who have emotionally close relationships with their fathers are more likely themselves to demonstrate empathy, be involved with their communities and show better mental health.

Emotionally sensitive fathers can also help when mothers are stressed or have health or mental health issues that can negatively affect children.

While fathers, like mothers, often report that they grow more distant from their children as their children get older, staying emotionally connected to their children when they reach adolescence is equally important.



YOU AREN'T AFRAID TO HOLD ME CLOSE.  
YOU ARE MY FATHER.

The older generation might not get it. Your friends might not get it-- even some of them who have children of their own. But you're different. You're not afraid to show your affection for your family in public or to share the parenting responsibilities.

In a world in which too many children feel that their fathers are distant, dominating or closed-off, you have a chance to be a father who cares deeply and compassionately for those that they love-- and who is not afraid to show it.

For more on fathers & affection: [www.Men-Care.org](http://www.Men-Care.org)

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# Engage Men in Preventing Violence Against Women and Children and Helping Children Recover from Violence

*Ending corporal punishment and teaching fathers and mothers non-violent child rearing are key to ending all forms of violence. Men need to be reached with messages affirming the linkages between different forms of violence, and how to detect child abuse, as well as with empowering messages showing them how men contribute to childhoods without violence.*

Many boys and girls experience physical violence from peers or teachers, as well as corporal punishment from fathers and mothers. Corporal punishment by teachers and parents teaches fear, engenders anger and resentment and produces ongoing cycles of violence. Educating through dialogue, setting limits without using violence and teaching fathers and mothers non-violent child rearing skills are key to breaking the cycle of family violence – including preventing men’s violence against women.

In addition, global studies find that 25-40% of the world’s adult men say they have used physical violence against a female partner at least once. The single most important factor related to this use of violence is having witnessed a man use violence against a woman in their family when they were growing up (usually their own father or another man against their mother). In terms of violence against women, engaging men to understand the effects of their violence on children as well as on women – whether the children witness the violence or not -- is key to breaking cycles of gender-based violence. Fathers who experienced violence in their homes when they were growing up may need opportunities and support to talk about these experiences.

Fathers should also be engaged in preventing sexual violence against children and sexual exploitation of all kinds. Fathers can speak out to other men about sexual exploitation and sexual abuse of children, and about the over-sexualization of children. Non-abusing fathers and men can be important support for children who have been sexually abused. Some fathers may need opportunities to talk about appropriate and non-sexualized ways of engaging with children, including in some cases their own experiences of being abused when they were children.



## YOU ARE THE STRONGEST MAN I KNOW. YOU ARE MY FATHER.

You know how powerful the arm over the shoulder can be. You can use it to show them you care. Use it to make them feel safe. Use it to teach them something. Use it to share a secret. Even use it to gently correct them if they're misbehaving.

That's real power... without using violence.

You can create a peaceful life for yourself and your family. Sometimes all it takes is simple, caring touch. It will always do more than physical violence.

For more on a life without violence: [www.Men-Care.org](http://www.Men-Care.org)

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# See Fathers as Allies and Role Models for Gender Equality

*NGOs, women's rights organizations, LGBT organizations, policymakers and UN partners need to promote the powerful effect of men's involvement in the lives of children as a pathway to gender equality, respect and to reducing homophobia.*

Simply by being present in the lives of their children in caring, responsive ways, men contribute to gender equality. Studies find that having a non-violent father or male figure in the household is helpful for boys to reduce aggressive behavior and to avoid rigid forms of masculinity.

For girls, having a close, positive relationship with a father or father-figure who promotes their ambition and achievement is associated with healthier, less subservient relationships with men and a higher sense of control of their bodies and their sexuality. In some settings, there is a need to work with men to raise their children in non-gender-stereotyped ways, and to support and nurture daughters in equal ways as sons.

Studies also find that men who say their own fathers are involved in caregiving are themselves more likely to do so; and that girls with caregiving fathers are likely to expect, and obtain, such behavior from their partners. In other words, involved fatherhood contributes to more empowered girls and more gender-equitable boys. By seeing men doing care work that is often stereotyped as women's work, girls and boys learn that both men and women can care for children -- and that both men and women can also be politicians, community leaders and run businesses.

Fathers, like mothers, are also key to promoting respect for sexual diversity. Global studies find that 40-90% of men (and similar percentages of women) say they would be ashamed to have a homosexual son or daughter. By teaching and living respect and acceptance of diversity, fathers and mothers play a key role in reducing homophobia and all forms of sexual discrimination.



## YOU WORK FOR EQUALITY FOR ME. YOU ARE MY FATHER.

A more hopeful and more equal future is possible. The more your children know, the further they go in school, the bigger the future becomes. And that future-- for girls and for boys-- starts at home.

When you teach your children that all

people- boys or girls, of different backgrounds, gay or straight- should be treated equally and respectfully, you're also teaching them that they deserve a future full of opportunity as much as anyone else. That's a powerful lesson that they'll remember forever.

For more on teaching equality: [www.Men-Care.org](http://www.Men-Care.org)

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# Encourage Fathers' Involvement When They Don't Live Together

*NGOs, policy-makers, health professionals, employers and UN partners should promote counseling, training and media campaigns that encourage cooperative parenting and respectful relationships, particularly in the case of divorce and separation. More efforts are needed to support men's abilities to be engaged fathers who respectfully partner with mothers for the well-being of their children.*

In some settings, as many as a quarter to a third of children do not live with their biological fathers, for reasons that may include migration as well as separation and divorce. In some parts of the world, discussions about engaging fathers have been mired in debates about custody (or residence) in cases of separation and divorce -- and in some cases, by organized groups of separated or divorced men who are angry about the degree of involvement they have with their children. Such debates have too often held gender equality back.

Most jurisdictions increasingly favor joint legal custody in the case of separation or divorce, and some support substantial parenting-time by both parents after separation, unless there is a compelling reason -- particularly the use of violence -- to limit this. In some countries, additional efforts are needed to encourage fathers to register their paternity and commit to providing child support

In addition, regardless of whether a father lives with the mother of his children, showing respect for her as a woman and as his co-parent is key to gender equality. And the quality of a parents' relationship -- conflicted or respectful -- directly affects children's development and well-being, both before and after separation.



## YOU TAKE CARE OF ME, NO MATTER WHAT. YOU ARE MY FATHER.

Every day, from this day forward, you get to choose what kind of father you'll be.

And you don't have to live with your children or their mother to play a meaningful role in their lives. Even if you don't live with your children, your support, involvement and care matter.

As their father, you can show you care by staying interested in their schooling and their health, by playing and spending time with them, and by respecting their mother, in addition to the important role of providing financial support throughout.

For more on fathers & support: [www.Men-Care.org](http://www.Men-Care.org)

Men Care

A GLOBAL NETWORK OF CARE

# How it Works

## Adapting the campaign:

In consultation with local and international partners, and fathers and mothers from diverse settings, MenCare identified 10 priority campaign themes. The overall “hook” for reaching men for all of these themes is the slogan: **“You are my father.”**

Field-testing of messages found that men reacted positively – in multiple contexts and multiple languages – to this personal appeal.

For each theme, MenCare partners use local images and locally tested language to adapt the messages for their settings, as shown here.

The MenCare website ([www.Men-Care.org](http://www.Men-Care.org)) provides open-source, prototype messages and photos that can be used or adapted, and will feature and share messages and campaigns from around the world.

These messages, of course, are only part of the campaign. They are vital, however, in that they seek to create a local and global “buzz” that resonates with men and women about how, and why, to engage men in caregiving and as fathers..

## The Image:

*Select a high-resolution image that can be used to tell a story that can be connected back to one of the 10 MenCare general themes. It doesn't have to be obvious right away (in fact, many pictures can often be used for multiple themes).*

## The Highlight:

*Take a look at the story and the picture from the perspective of a child speaking to his or her father. What's the positive message that you'd want that child to convey to that man. No matter if you go creative (“You were there from the start”) or practical (“You never miss a prenatal visit”), the key is to send a positive message to fathers.*

## The Slogan:

*The slogan for this campaign was carefully selected to speak positively and directly to fathers and is the one part of this template that we ask our partners not to change. We hope to see hundreds of variations with this slogan from all around the world.*

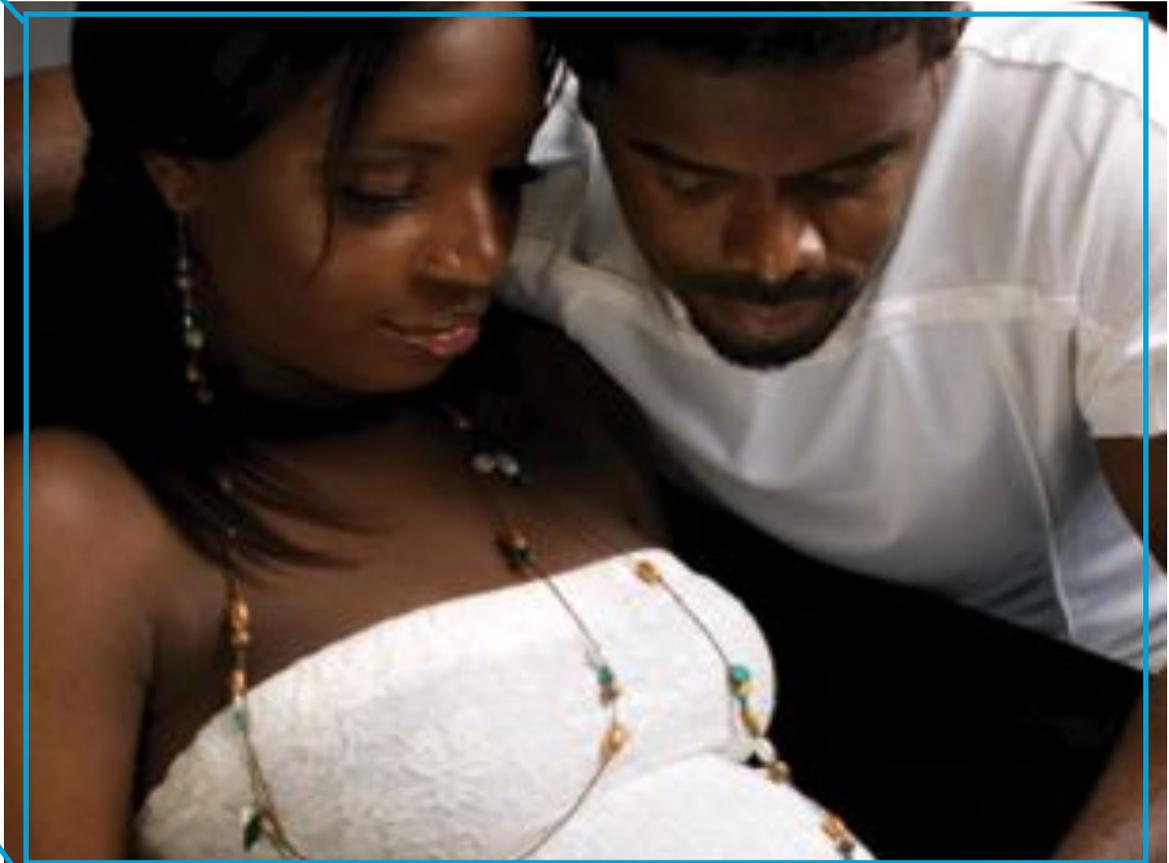
## The Story:

*This is where it all comes together and you can relate your picture to your highlight to your organizational outcome or message and where you can speak directly to men about the issues that matter in your local context and the steps that they can take to learn more.*

## The URL & Logo:

*We encourage our partners to make this campaign their own, and that includes using their own logos on the posters. We'd ask that, if possible, you direct users to Men-Care.org and featured the MenCare logo, but organizations who want to highlight their own brands should feel free to do so.*

The Image



The Highlight

YOU NEVER MISS A PRENATAL VISIT.  
YOU ARE MY FATHER.

The Slogan

You are starting on the adventure of a lifetime: you get to be a father. You are needed from the start: to learn, to be involved, to be responsible.

As a father, you can show you care by supporting the mother at every step of the pregnancy.

Not only will you discover things you never knew about yourself, you will help significantly increase the chances of a safe and comfortable birth of your child and her mother.

For more on fathers & prenatal visits: [www.Men-Care.org](http://www.Men-Care.org)

Men Care

The Story

The Logos & URL

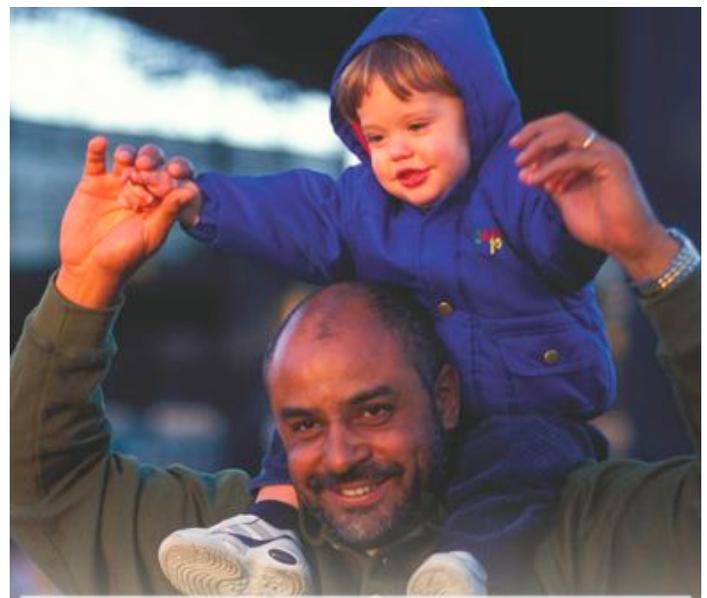


**YOU ALWAYS HAVE A HUG FOR ME.  
YOU ARE MY FATHER.**

Your sons are scared of the doctor, but you know that as a father it's up to you to help protect your children from easily-preventable illnesses. It's one of the most important things that you can do for them.

You can make sure that your children grow up healthy... and provide them with the hugs necessary to make those doctors visits a little less scary.

For more on your role in your children's health:  
[www.Men-Care.org](http://www.Men-Care.org)



**YOU TELL EVERYONE WHO YOU ARE.  
YOU ARE MY FATHER.**

There are men who have answered a challenge and earned the respect of their community and their family. These men are not presidents, business titans, or religious leaders; nor are they fighters or soldiers.

These men are simply fathers; fathers who have taken on the responsibility and who try to set a positive example-- in public and private-- every single day.

For more on showing the world you're a father, visit:  
[www.Men-Care.org](http://www.Men-Care.org)



# South Africa

Sample posters from Sonke's launch of the campaign.



**YOU ARE STRONG ENOUGH TO CARRY US.  
YOU ARE MY FATHER.**

Great fathers aren't born, they're made. Be involved and try your best, and take it one step at a time-- even if that step is taking your children home from the market.

When you spend time caring for your children, everyone wins. Not only will your children will cherish every minute with you, you will discover that being a dad is incredibly rewarding... and gets easier every day.

For more on sharing the care work, go to:  
[www.Men-Care.org](http://www.Men-Care.org)



**YOU ARE WISE BEYOND YOUR YEARS.  
YOU ARE MY FATHER.**

You may feel like you don't know what to do. You might feel like you're not ready for this. But you made the choice to stay and help raise your child. You are a man.

Even though you're young, you will always be looked up to by your children and they'll always be counting on you. You have the chance to play a positive role in the life of your child, no matter how old you are.

For more on fatherhood and responsibility, go to:  
[www.Men-Care.org](http://www.Men-Care.org)





## VOCÊ É MEU COMPANHEIRO DE PRAIA. VOCÊ É MEU PAI.

Não há nada como o som da risada de seus filhos - principalmente quando eles estão rindo das suas brincadeiras.

Mas brincar com seus filhos não é apenas diversão e palhaçada. Pais precisam levar a brincadeira a sério.

As brincadeiras abrem um mundo de descobertas e criatividade que ajudam as crianças a aprender a criar relações para uma vida inteira: e além disso, é positivo, divertido, seguro e cuidadoso.

Todos os dias, pelo tempo que você puder, brinque com seus filhos. É muito mais divertido do que você imagina.

Para saber mais sobre a importância de brincar: [www.Men-care.org](http://www.Men-care.org)



## VOCÊ VÊ IGUALDADE EM MEU FUTURO. VOCÊ É MEU PAI.

Um futuro com mais esperança e igualdade é possível. Quanto mais seus filhos aprendem, quanto mais frequentam a escola, mais promissor o futuro se torna. E o futuro - tanto para meninos quanto para meninas - começa em casa.

Quando você ensina a seus filhos que pessoas - meninos e meninas - com orientações sexuais diferentes, gays ou heterossexuais, devem ser tratados de forma igualitária e respeitosa, você também os ensina que eles merecem um futuro repleto de oportunidades. Esta é uma poderosa lição que jamais vão esquecer.

Para saber mais sobre a importância de brincar: [www.Men-care.org](http://www.Men-care.org)



# Brazil

Sample posters from Promundo's launch of the campaign.



## VOCÊ É O ABRAÇO QUE ME ACOLHE. VOCÊ É MEU PAI.

As gerações anteriores podem não entender isto. Seus amigos podem não entender também - mesmo aqueles que têm filhos. Mas você é diferente. Você não tem problemas em demonstrar em público seu afeto ou suas responsabilidades familiares.

Em um mundo em que muitas crianças sentem que seus pais são distantes, autoritários ou fechados, você tem a chance de ser um pai que se importa de verdade com aqueles que ama e não tem medo de demonstrar isso.

Para saber mais sobre a importância de brincar: [www.Men-care.org](http://www.Men-care.org)



## VOCÊ É O HOMEM MAIS FORTE QUE EU CONHEÇO. VOCÊ É MEU PAI.

Sua imagem protetora pode ser um poderoso instrumento para seus filhos. Você deve mostrar o quanto se importa com eles. Deve fazê-los se sentir seguros. Você é um exemplo para eles. Quando são desobedientes, você deve educá-los sem agressividade.

O verdadeiro poder se demonstra sem o uso da violência.

Você pode criar uma vida tranquila para você e sua família. Às vezes, tudo o que deve ser feito é um simples gesto de cuidado. Isso sempre será mais eficiente do que qualquer tipo de violência.

Para saber mais sobre a importância de brincar: [www.Men-care.org](http://www.Men-care.org)



# A Common Theme. A Global Effort.

## **Embracing Fatherhood's Diversity:**

At its core, the Men Care campaign is about embracing and supporting fatherhood and men's caregiving-- in all of its rich diversity.

MenCare is formulated on the premise that men's roles in children's lives are diverse, and go far beyond biological fatherhood.

Programs and policies that seek to promote men's involvement in caregiving must accept and support men of diverse realities, ranging from gay fathers, adoptive fathers, stepfathers, biological fathers, single fathers, young fathers, fathers who live away from children, incarcerated fathers, fathers in conflict and post-conflict settings, fathers with disabilities, fathers living with HIV/AIDS or other chronic illnesses, fathers of children with disabilities, grandfathers, and fathers in nuclear as well as fathers in extended families. Any efforts to promote men's roles as fathers and caregivers must also accept and support the diversity of child care arrangements and the diversity of mothers' lives.

## **How to be Part of the Campaign:**

Promundo and Sonke invite interested NGOs, businesses, UN partners and governments – and individual men and women – to become part of the campaign.

Log on the website [www.Men-Care.org](http://www.Men-Care.org) to get involved.

The website provides suggestions and guidelines for adapting and reproducing the MenCare posters and images.

The campaign also includes (1) producing resource materials; (2) carrying out research on men's participation and roles as fathers and caregivers; (3) supporting advocacy efforts at the national and regional levels; and, (4) offering training and technical assistance on strategies to engage men as fathers in the areas mentioned here.

# Contact Us

## On the Web:

Visit us at [www.Men-Care.org](http://www.Men-Care.org) from your laptop, mobile phone, or tablet.

## Promundo

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## Sonke Gender Justice Network

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# Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Coordinated by: Promundo ([www.promundo.org.br](http://www.promundo.org.br)) & Sonke Gender Justice Network ([www.genderjustice.org.za](http://www.genderjustice.org.za))

