

Conducted by Promundo, **+Pai** aims to contribute to men's gender equitable relations, their involvement in maternal and child health care as well as self-care, and emotional connection to their sons and daughters.

Funded by the Dutch Ministry of Foreign Affairs, **+Pai** is the MenCare+ initiative in Brazil. A four-country collaboration, MenCare+ is also being implemented in South Africa, Rwanda, and Indonesia. Promundo, Rutgers WPF, and regional partners in all four countries are responsible for the development of the initiative over a three-year period.



**+Pai** believes that fatherhood constitutes a major opportunity to raise awareness among young and adult men about the need to transform masculinities and achieve equitable gender relations.

## EXPECTED OUTCOMES

- Men and women, youths and adults, become better informed and capable to make healthier choices about their sexuality, relationships, maternal health and children care-giving;
- Men and women, youths and adults, are better informed about the existing contraceptive methods and the use of male and female condoms increases;
- Public health care units become more sensitive to men's engagement in care giving through the improved access to prenatal, birth and postnatal care, including men's self-care.
- Health care professionals are more sensitive and better able to improve the access of men and young women to health services such as sexual and reproductive health care, including domestic violence prevention services;
- Social organizations are stronger and more capable to, together with local health actors, promote equal access to sexual and reproductive health, maternal and child health and domestic violence prevention services;
- Increased public awareness about the gaps in the policies related to men's access to sexual and reproductive health, maternal and child health care and violence prevention services;
- Men have transformed their views on what it means to be a man and are looking for alternatives to the use of violence.

Learn more  
[www.homenscuidam.org.br](http://www.homenscuidam.org.br)

Founded in Rio de Janeiro, Brazil in 1997, Promundo works internationally to engage men and boys to promote gender equality and end violence against women. With offices in Brazil, the United States, and Portugal, and representatives in Rwanda and Burundi, our teams collaborate to produce cutting-edge research, high-impact programming, and international and national level advocacy initiatives.

[www.promundo.org.br](http://www.promundo.org.br)

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# MAIN LINES OF ACTION

+ **Pai** is one of the cornerstone initiatives developed by Promundo in the program areas of “Engaging men in fatherhood and care-giving roles” and “Transforming gender norms.” The program is comprised of a set of initiatives in three complementary lines of action:

## 1. Promotion of sexual rights and reproductive health

### Actions:

**Group education activities** with high school students from public schools in the state of Rio de Janeiro, which aim to transform them into agents of change for gender equality in schools. The methodologies used are based on the Programs H and M, developed by Promundo.

**Sem vergonha campaign** (Shameless, in English) The campaign was created in a participatory manner by some of the students who participated in group education activities. In 2013 and 2014, Shameless was launched in 18 schools in the state of Rio de Janeiro. The campaign messages aim to promote health care and sexual and reproductive rights of adolescents and youths. Campaign materials include toolkits, t-shirts, bumper stickers and buttons, videos with scripts and interpretations created by students, a website ([www.campanhasemvergonha.org.br](http://www.campanhasemvergonha.org.br)) and a Facebook page.

**Training education and health professionals** – Through seminars and workshops, education and health professionals are sensitized about the importance of approaching the topic of sexual and reproductive health in classrooms and in the public health service.

### Partnerships:

State of Rio de Janeiro’s Health and Education Departments and the federal program Health and Prevention in Schools.

## 2. Promotion of maternal and child health

### Actions:

**Organization of reflexive education groups with the participation of pregnant couples** in the health care units that provide follow up prenatal and postnatal services. The groups aim to create safe spaces for the participants to question socially constructed roles associated with masculinities and care and, thus, engage men in the promotion of maternal and child health and of self-care. The support methodology used is Program P.

**Organization of community campaign on fatherhood and care** – The group education activities are accompanied by campaigns and actions designed by group participants with the purpose of promoting fatherhood and caregiving. The basis for the activity design and implementation is the *Você é meu Pai* (in English, You are my father) campaign.

**Você é meu Pai campaign** – The campaign is the Brazilian version of the global initiative MenCare. It aims to promote the involvement of fathers in the care giving of their children, in house chores and in the care of their family and their own health. More than engaging biological fathers, the campaign seeks to recognize and value the fatherly roles that men assume with children as their uncles, grandparents, godfathers, brothers or fathers in a responsible and loving manner.

### Program P

**Program P** (“P” for *Paternidade*, in Portuguese, meaning fatherhood) is an evidence-based manual that analyzes the best practices on engaging men and their partners in fatherhood and caregiving, in maternal and child health and in self-care. Through workshops and training sessions, it aims to create safe spaces for dialoguing with fathers and promoting reflection about their concerns, doubts, needs and interests as fathers.

### Partnerships:

Instituto Papai, which leads groups with couples and men in the health care units in Recife and Comitê Vida, coordinated by the Health State Department of Rio de Janeiro (SMS-RJ) and constituted by representatives of State departments, municipal institutions, universities, NGOs, and social movements.

## ADVOCACY

Advocacy is one of the means adopted by the program to generate the social transformations regarding sexual and reproductive rights, maternal and child health and gender based violence. The main strategies in this field include applied research, analysis of Brazilian and international policies and legislation, developing awareness, public debates campaigns, and partnerships with governments in order to influence public policy.

Training health professionals



Sem Vergonha campaign launch



## 3. Prevention of gender-based violence

### Actions:

**Gender reflexive groups** – These groups are spaces for reflection and questioning of existing gender norms and social standards to affect changes in the attitudes and behaviors of men who perpetrated violence against women. On average, twenty meetings are held with each group, which are comprised of 10-12 participants. Two facilitators and a small team of people, who observe and register the activities, are present at all times.

**Training course for reflexive groups’ facilitators** – Instituto Noos developed a curriculum for training professionals who are interested in applying and passing on knowledge and in setting up reflexive groups in other locations.

### Partnerships:

Specialized Jurisdiction for Domestic Violence in Rio de Janeiro and Instituto Noos.