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
  Taveeshi Gupta - Equimundo
- Next webinar
Introducing
The MenCare Global Fatherhood Campaign and Coordination Team
MenCare Global
Co-Coordinators

Taveeshi Gupta
Wessel van den Berg
Diana Macauley
Mphokuhle Mabhena-Lunga

equimundo
CENTER FOR
MASCULINITIES & SOCIAL JUSTICE

SONKE
GENDER JUSTICE
HIV/AIDS • GENDER EQUALITY • HUMAN RIGHTS
MenCare launched in 2011
Men doing 50% of the daily unpaid care work globally.

The Vision of the MenCare Global Campaign
Partners in 65 countries
VALUES

- MenCare Guiding Principles

GUIDING

PRINCIPLES

STRATEGIES

- Advocacy
- Communications
- Programs
- Research

INITIATIVES

- 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.

1. Exchange of experiences, communities of practice, data and knowledge sharing.
2. Advocacy, multilateralism and international cooperation.
3. Communication and cultural change.
4. Dissemination, promotion and sustainability of the GAC.
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 create 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.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mothers</th>
<th>Fathers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting paid care is too expensive</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>There aren’t any or enough publicly provided/subsidized care services</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>I don’t know enough about paid care options available to me</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>I feel it’s my responsibility and I should be able to manage</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>My/my partner’s job is too demanding</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>The hours of fully paid/100%/guaranteed paid care I get are not enough</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>There are no paid care options in my neighbourhood</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>The quality of paid care available to me is poor</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>
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
We need **health sectors** to promote fathers’ involvement during pregnancy and men’s involvement as caregivers.

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

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

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

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

SONKE GENDER JUSTICE

MenCare

equimundo
Coca-Cola

Our Commitments

1. Family-Friendly Workplace Policies
   - OUR ACTION: Implement remote work options for all employees.

2. Paid Leave
   - OUR ACTION: Increase paid parental leave by 30% by 2025.

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

How It's Going

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

Firstname Lastname | Title Company

Our Story


The MenCare Commitment

50 MINUTES

50 PERCENT
Reflections

- Panel reflections
- Audience questions and reflections

Photo Ricardo Maruri
Reflections

• Panel reflections
• Audience questions and reflections

Photo Brooke Cagle
Announcements
State of the World’s Fathers Report 2023

5:30 pm 18 July 2023
Marriott Hotel Kigali Rwanda

Women Deliver 2023 Conference

Where the world comes together to advance Gender Equality
CARING Webinar Series

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

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MenCare is coordinated by Equimundo and Sonke Gender Justice

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Get Involved - info@men-care.org

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