



Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Men's positive involvement in the lives of their partners and children creates a global opportunity for gender equality, and it benefits women, children, and men themselves.

MenCare is coordinated globally by:





ABOUT US

Who We Are

We aspire for men to be allies in supporting women's social and economic equality, in part by taking on more responsibility for childcare and domestic work. We believe that true equality will only be reached when men take on 50% of the childcare and domestic work around the world.

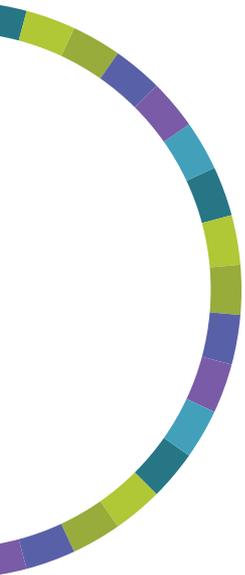
MenCare's mission is to promote men's involvement as equitable, nonviolent fathers and caregivers in order to achieve family wellbeing, gender equality, and better health for mothers, fathers, and children. Through innovative evidence-based programming, community-driven and global campaigns, and targeted advocacy, the campaign has reached millions of individuals and changed the lives of people around the world.

MENCARE IS A GLOBAL FATHERHOOD CAMPAIGN

Since the global MenCare campaign launched in 2011, more than 35 countries around the world have made the campaign their own. Our work is making a difference. Reaching thousands of men and women through direct programming, millions through media outreach, and promoting policy change on five continents, we're building a global movement for gender equality.



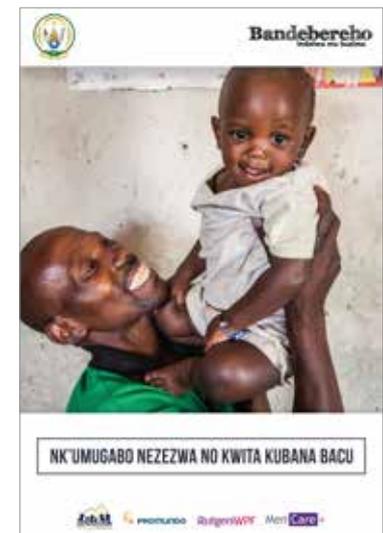
Scene from the film MenCare South Africa: The Gift of Fatherhood



OUR WORK

What We Do

Through program development, advocacy, and media campaigns, we work with partners across the globe to inspire men as caregivers and fathers. We work with men and couples in parenting groups, as well as with entire communities, creating media campaigns to change norms around what it means to be a man. We also support organizations and community mobilizers to push for progressive legislation, and we work with institutions and governments to see men's engagement in caregiving as a key dimension of gender equality.



Posters from MenCare campaigns around the world.
Clockwise from top left: Brazil, Indonesia, Rwanda, Serbia

Programming

MenCare's programs engage men and women around the world to become active parents, more equitable partners, and agents of positive change in their communities. Working with fathers and couples directly, MenCare's partners encourage men and women to challenge traditional gender roles and provide them with opportunities to learn and practice parenting skills. We also aim to achieve change at the institutional level by training health care providers and working to embed such programming into broader services and activities.



Scene from the film MenCare Sri Lanka: Steven's Story

We have helped more than 50,000 fathers become better parents. Our **Program P** toolkit for reaching expectant fathers as partners in maternal, newborn, and child health and in violence prevention has been implemented in more than 10 countries and officially adopted by health ministries in five countries.

Learn more: men-care.org/program-p

**WE HAVE EMPOWERED MORE
THAN 50,000 FATHERS
ACROSS 10 COUNTRIES TO
BECOME BETTER PARENTS**

Our four-country **MenCare+** initiative has engaged 14,000 men, women, and couples in Brazil, Indonesia, Rwanda, and South Africa since 2013. MenCare+ partners work with women and men ages 15-35 as partners in maternal, newborn, and child health and in sexual and reproductive health and rights.

Learn more: men-care.org/mencareplus

Advocacy

From promoting paid parental leave to raising awareness of the harmful effects of corporal punishment, our advocacy efforts aim to target and change policies of inequality. MenCare provides call-to-action platforms to guide partners in taking on local, national, and international advocacy efforts.

In June 2015, MenCare published its inaugural **State of the World's Fathers** report – the world's first report to provide a global view of the state of men's contributions to parenting and caregiving. A MenCare advocacy publication, the report was launched in 11 cities around the world, featured on prominent news outlets with a circulation of an estimated 2 billion, and received approximately 41 million views on social media.

Learn more: men-care.org/sowf

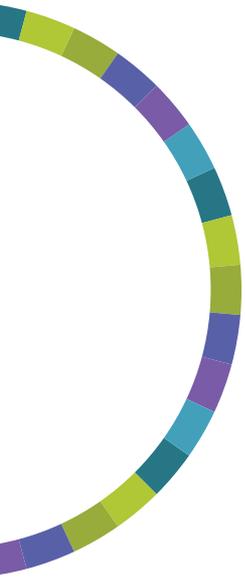
Media Campaigns

MenCare's media campaigns, adapted around the world, inspire men, their families, and their communities to support men's caregiving. MenCare provides global content and advice on adaptation for local organizations to use and tailor to their cultures and contexts. Partners have adapted and created TV advertisements, posters, slogans, photos, radio advertisements, and advertisements for local fathers' groups.

Our global **MenCare films** are a powerful tool to spread the campaign's message and goals. We have received over 25,000 online views of the films to date. Our partners' films and posters, from 15 countries in almost 10 different languages, have launched national and international conversations around involved fatherhood and men's caregiving.

Learn more: men-care.org/media

**THE STATE OF THE WORLD'S FATHERS IS THE WORLD'S
FIRST REPORT TO PROVIDE A GLOBAL VIEW OF THE STATE
OF MEN'S CONTRIBUTIONS TO PARENTING AND CAREGIVING**



MENCARE AROUND THE WORLD

Where We Work

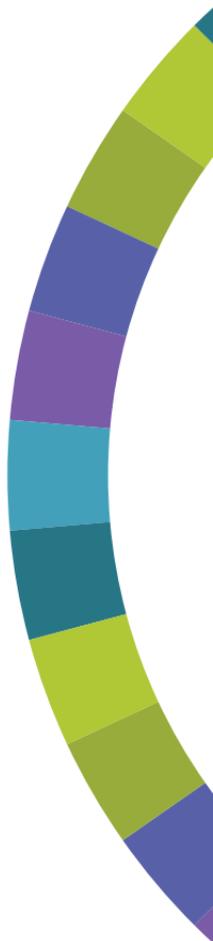
MenCare has local and national campaigns active in over 35 countries. We work with partner organizations around the world, featuring evidence and offering a suite of media resources, educational programming, and advocacy initiatives that can be customized to different countries, languages, and cultural contexts. We want our partners and colleagues across the globe to own a piece of the campaign and make it theirs.



MenCare

www.men-care.org

For more information, contact us at:
info@men-care.org



MenCare is coordinated by Promundo and Sonke Gender Justice in collaboration with its Steering Committee: the MenEngage Alliance, Save the Children, and Rutgers.



For sexual and reproductive health and rights



Save the Children



MenEngage Alliance
Working with men and boys for gender equality