

The Science and Practice of Engaging Fathers: *Lessons from Promundo's International Work*

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Promundo-US

Setting the Stage: Men and caregiving

- The *big picture*: challenges and promises of men's caregiving and engaging fathers
- The *big solutions buckets*
- What's missing + how to take solutions to *scale*



STATE OF THE WORLD'S FATHERS



Starting affirmations

80% of world's men will be or are biological fathers

Child development field until recently mostly ignored fathers

Emerging research affirms positive effects of father involvement – *if they do hands on caregiving*

Recent research affirming that men are also wired to care – if they do it

THE BIG PICTURE: Positive effects of father involvement on women, children, men themselves and societies



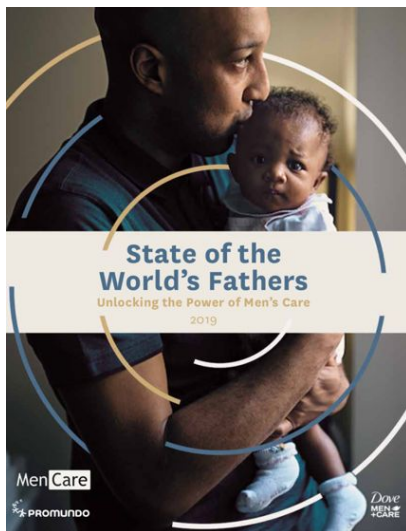
@MenCareGlobal #SOWF

STATE OF THE WORLD'S FATHERS

2015

State of the World's Fathers

- ✓ MenCare flagship advocacy and research publication
- ✓ Every two years since 2015
- ✓ Country and regional reports in Africa, Australia, Balkans, Brazil, Indonesia, Russia, Netherlands, LAC, Portugal, U.S.
- ✓ Serves as a global reference on father participation

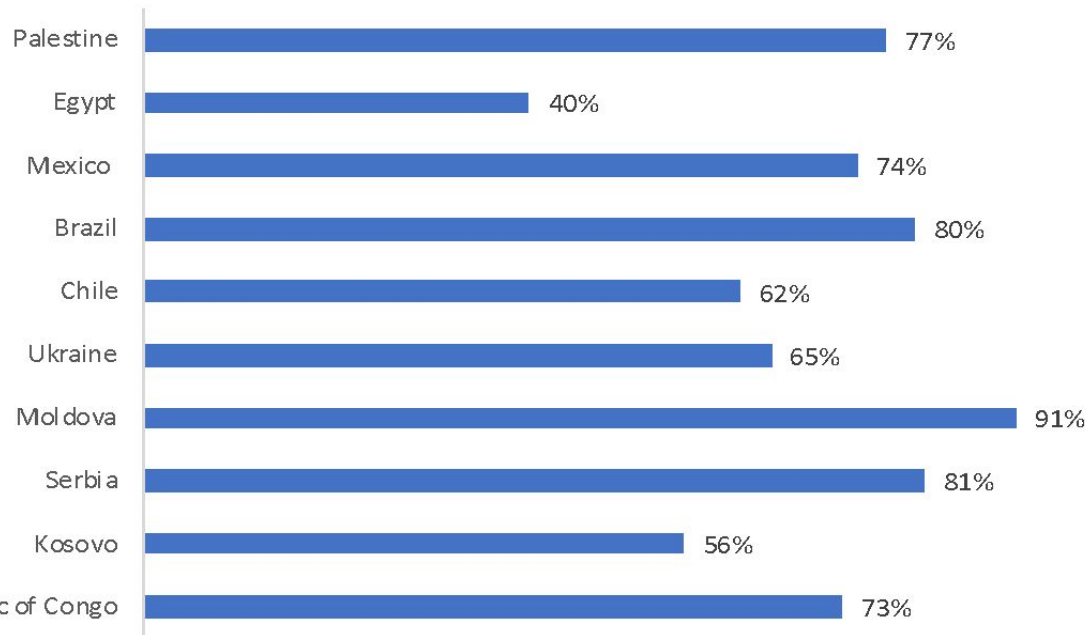


What are the challenges
to engaging fathers?

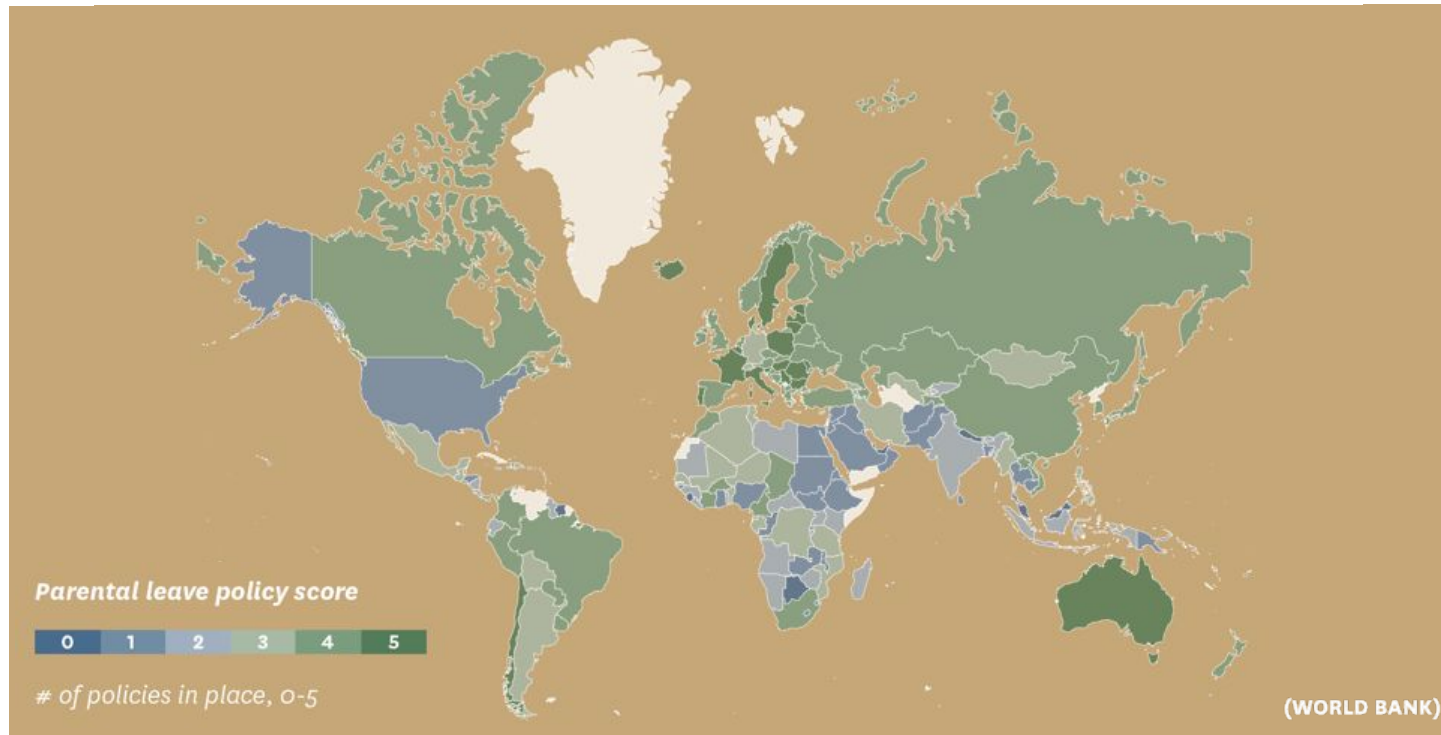
Social norms

Most men see themselves as *providers* first, hands on fatherhood comes later on the list

Father's role in caring for his children is mostly as provider
(% of men who agree)



THE POLICY GAP - PARENTAL LEAVE: Less than half (48 percent) of countries offer paid paternity leave; when available, it is often less than three weeks – sometimes only a few days.



MenCare

Partnership
FOR EQUALITY

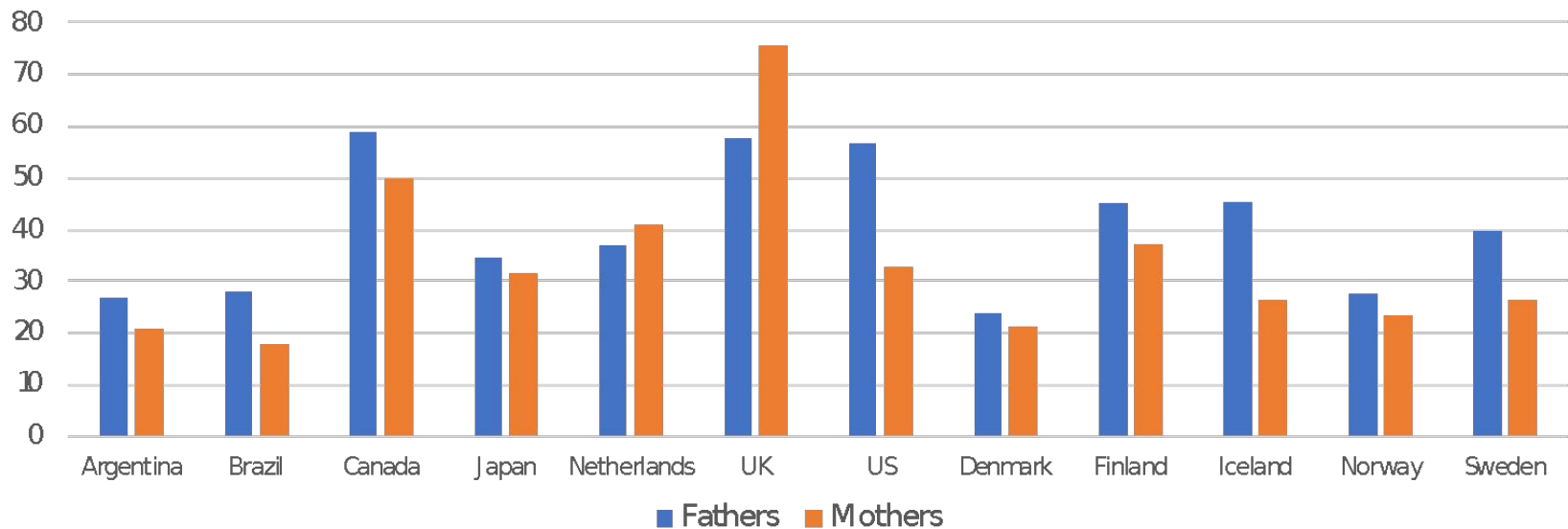
Department of
Social Services

Department of Social Services
State of North Carolina

Even when we offer leave most men don't use it all: *Financial worries*

NEW DATA

Proportion of parents who cited financial constraints as a reason for not using their full parental leave



Social protection polices generally ignore fathers

In a review Promundo did in 2019 of 149 social protection policies around the world only **three** promoted men's involvement in caregiving and fatherhood.





IF HE CAN SEE IT, WILL HE BE IT?

Geena Davis Institute  on Gender in Media
"If she can see it, she can be it."

USC Viterbi
School of Engineering

 PROMUNDO

KERING
FOUNDATION


THE MEDIA STUDY:

REINFORCES RIGID GENDER ROLES



MALE CHARACTERS ARE MORE
LIKELY TO BE SHOWN

HAVING A JOB

30.5% COMPARED WITH 26.1%



MALE CHARACTERS ARE LESS LIKELY
TO BE SHOWN ENGAGING IN

HANDS-ON PARENTING

4.5% COMPARED WITH 77%



MALE CHARACTERS ARE LESS LIKELY
TO BE SHOWN AS

COMPETENT PARENTS

3.9% COMPARED WITH 7.5%

Possible solutions

MenCare Advocacy Platform



1

**Improve laws
and policies**

2

**Transform
social and
gender norms**

3

**Build the
economic and
physical
security of
families**

4

**Help couples
and co-parents
thrive together**

5

**Put individual
fathers' care
into action**

MenCare: A Global Fatherhood Campaign

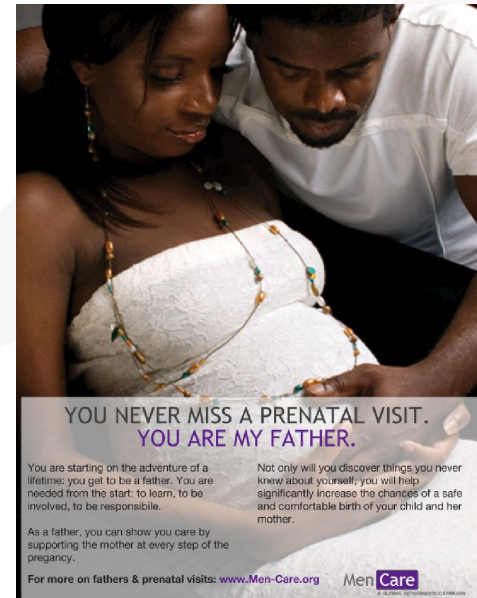
Launched in 2011, MenCare now has nearly 100 partners in over 55 countries, encouraging men to be active, nonviolent partners and caregivers.



MenCare
A GLOBAL FATHERHOOD CAMPAIGN

Promoting men's caregiving through policies, norm change and parent training

- Global *advocacy* on parental leave, norm change
- Gender transformative *parent training* (Program P) in more than 10 countries
- *Scale up* via ministries of health and ECD programs



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 your 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

Men Care

Men Care

A GLOBAL FATHERHOOD CAMPAIGN

**YO TE VI NACER
NO TE FALLARÉ**

APROFAM
Men Care
PROMUNDO

www.aprofam.org.gt

Super TATA

#Papá Activao

Esta campaña fue creada por los participantes de los Encuentros de hombres Padres (EMPA).

Para más información, puedes comunicarte al 787-665-0025 o a través de supertata@gmail.com.

Logos: PARE, VIDA BAJA, Men Care

Super TATA

Sva sreća da si ti moj tata

Para más información, puedes comunicarte al 787-665-0025 o a través de supertata@gmail.com.

Logos: PARE, VIDA BAJA, Men Care

CAMPAÑA DE PATERNIDAD MENCARE URUGUAY

vos sos mi papá

¿Sabías que tu compromiso afectivo como papá, impacta positivamente en el desarrollo emocional de tu hijo/a?

Logos: Men Care, Instituto de Familia y Bienestar Social, Instituto de Juventud, Ministerio de Educación y Ciencias

**Bana güzel hikayeler anlatırsın.
SEN BENİM BABAM SIN**

Logos: UNICEF, APROFAM, Men Care, PROMUNDO

Super TATA

Sva sreća da si ti moj tata

No je super tata, nego svatko je najbolji Super tata je igra kao dete. I ma je kao najveći muškarac. Nemojmo pokušati da je najuči. I zna da je to što je najbolji tata - najbolje što je moguće postati u životu.

Para más información, puedes comunicarte al 787-665-0025 o a través de supertata@gmail.com.

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Bandebereho

**NOI UMUGABO KANDI MFATANYA N'UMUGORE
WANJYE MURI GAHUNDA ZOSE Z'UMURYANGO**

Logos: APROFAM, Men Care, PROMUNDO, RutgeraWIT

Būt tēvam - tā ir māksla!

Māksla precīzāties un augst kopā ar saviem bērniem!

Logos: APROFAM, Men Care, PROMUNDO, RutgeraWIT

JY IS DAPPER GENOEG OM MY TE OMHEL.
JY IS MY PA.

Meeste van die leiers wat dapper genoeg is om lettere vir jou gesin in die publiek te speel.

Para más información, puedes comunicarte al 787-665-0025 o a través de supertata@gmail.com.

Logos: APROFAM, Men Care, PROMUNDO, RutgeraWIT

Itulah Ayahku!

Apakah Bapak paling hebat seperti itu? Itu adalah Ayahku.

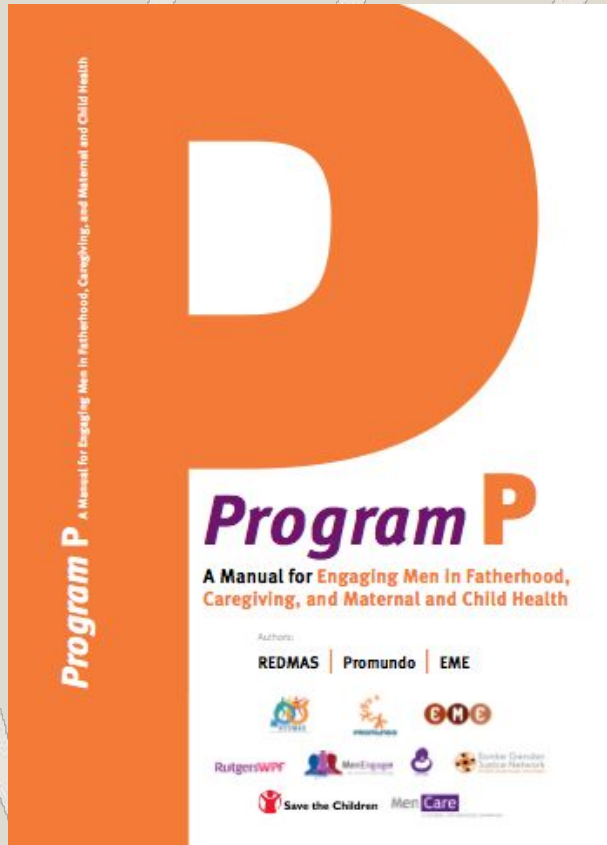
Keluarga itu harus saling bekerja sama. Makanya Ayah selalu ada untuk keluarga.

Laki-laki Peduli

Logos: APROFAM, Men Care, PROMUNDO, RutgeraWIT

MenCare flagship program model – gender transformative father training

Program P (“P” for *Padre/Pai*)



Objectives

- ✓ Promote men’s involvement in prenatal and postnatal care
- ✓ Promote the equal division of household labor and caregiving
- ✓ Increase men’s self-efficacy as care-givers
- ✓ Promote positive communication and reduce parental and family stress and violence

Recognizes the diversity in family types and structures

Parent training: promoting men's caregiving and non-violence

Fatherhood training with 1,700 fathers and their partners in Rwanda participated in parent training - *led to nearly 50% reduction in VAW and 30% reduction in VAC assessed in RCT*



Engaging primary health providers



MenCare

A GLOBAL FATHERHOOD CAMPAIGN



PROMUNDO



#SOWF @MenCareGlobal



MenCare

Produced by:
 PROMUNDO

In partnership with: 

@MenCareGlobal #WorldsFathers
StateoftheWorldsFathers.org

PROMOTE THE POWER OF MEN'S CAREGIVING:
Men whose own fathers who did more of the
caregiving are ...

1.5x more likely to be
involved fathers themselves

