The Plus in MenCare+:

An integrated effort to engage multiple generations of men and women in gender equality, violence prevention, health and caregiving
MenCare
A GLOBAL FATHERHOOD CAMPAIGN

POLICY ADVOCACY
UN / CSW
Post 2015
State of the World’s Fathers

COMMUNICATIONS AND MEDIA
MenCare Films
Posters
Website

PROGRAM DEVELOPMENT
MenCare+
Program P
MenCare Africa Kit
Collaboration with existing work

MENCARE GLOBAL CAMPAIGN (30 countries and growing!)

GOVERNANCE
Global Steering Committee - MenCare Global Guiding principles
FRAMEWORK - MenCare+
Intervention Influencers on SRHR & MCH

M&E, Operational research=> evidence that change is possible

More positive male norms (knowledge, attitudes and behaviors)

Reduced Gender Based Violence

Increasing use higher quality SRH and MCH services

Positive Sexual/Reproductive and Maternal Health Outcomes

Greater respect for SRH Rights

Gender Equality

Advocacy with Health (and Legal) Sector to ensure sustainability of programs
(Result 4)

Youth SRH/caregiving Group Education (Result 1)

Fatherhood Group Education (Result 1)

Community Campaigns MENCARE (Result 1)

Education on use of Contraceptives (Result 2)

Health Sector Training (Result 3)

Men’s Counseling to stop IPV (Result 3)
3-year, 4-country collaboration between Rutgers WPF and Promundo-US, and partner organisations
Implementing in Brazil, Indonesia, Rwanda and South Africa
Engaging men and women, aged 15-35
To improve SRHR/MCH, Gender Equality, reduce Domestic Violence and promote men’s caregiving
Funded by the Dutch Government – SRHR Fund – 8.6 million
## Country Context Rationale

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<th>Country</th>
<th>Rationale</th>
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| Brazil      | • Strong government partnerships (MOE and MOH)  
              • Historical programmatic and advocacy experience around engaging men and boys, women and girls                                      |
| Indonesia   | • Largest Islamic country with large regional differences and inequalities  
              • Strong institutional partnerships with religious leaders and govt.                                                                  |
| Rwanda      | • Favorable policy environment, but prevalent inequitable gender attitudes and practices at community level (could be said for almost all countries)  
              • Strong implementing partner                                                                                                         |
| South Africa| • Strong institutional partnerships at various levels of the ecological model  
              • Existing programs from which to build upon (ex: fatherhood groups and working with men who have used violence)                     |
MenCare+
Engaging men as caring fathers and respectful partners

Kerryn Rehse
MOSAIC

Andre Lewaks
Sonke Gender Justice
Strengths

- **TOOLKIT FOR MEN** fills the gap for individual psycho-social services for men who use violence in their intimate relationships
- Provides a safe space for men to confront their ideas of masculinity and gender equality
- A holistic programme that actively includes the client and the partner

Positive outcomes seen in:

- The intimate relationship – Gender equitable decision making; increase in division of care work; improved communication, and
- The family – more positive relationship with children → breaking the intergenerational cycle of violence
Opportunities

Upscale the counselling services
  • Integrate the Toolkit within the basket of services for intimate partner violence – e.g. National Prosecuting Authority

Increase social support structures for men and women
  • Support groups
  • Peer support network – using technology

Increase counselling capacity through the training of counsellors and trainers

For men and women who have completed the programme to become agents of change
Main conclusions & Lessons learnt

The TOOLKIT FOR MEN is a valuable addition to a set of interventions aimed at addressing GBV, Gender inequality and absent fatherhood

Lessons learnt:

• Multi-faceted programme adaptation required to meet the needs of the culturally and religiously diverse population
• Partner participation – key to the successful negotiation of the counselling process
• Importance of an intergenerational focus
• Flexibility to work where the client and/or his partner are
• The client as the advocate

Men are increasingly seeking out assistance for their use of violence in their relationships – this is positive as we begin to see gender norms starting to shift and change.
Strengths of Fathers groups

• Fathers groups provide fathers a safe space to share their own experiences around parenting and relationship issues they are struggling with.

• Men get an opportunity to confront negative cultural norms and values that hampers positive father involvement in care and support to their partners.

• Fathers get an opportunity to deal with negative intergenerational influences on their fathering.

• Positive outcomes seen:
  • Shifts in care patterns
  • Change in gender norms and attitudes
  • More responsible use of substances
Strengths of Fathers groups

MCEBISI ELLIOT, 37
Father of a boy who is four and a girl who is ten.
“When I meet this group, I feel happiness! The bond I have with my children grows when I get the opportunity to focus on them. We talk more now. I teach them things.” Before, I was one of those who often went out and drank, even in the middle of the day. I only thought of myself, not about the kids at home. Now I just go to bars for a couple of hours, and only if my wife is at home. Because I have a family to look after”

THOZAMILE, 23
Father of a two year old son.
“Before I came here I used to always lose my girlfriends and I did not understand why. Now I have learned to question who I am. I understand that I can’t make decisions for others, I have to respect them. I’ve also changed my view on spanking. I used to use a rod. Now I know it only makes things worse. I know it is better to talk to each other.”

• Increased involvement in care
• Improved communication
• Increased responsible practices
• Shifts in care patterns
• Changed views on discipline
Opportunities

Training of social workers to include fathers in child protection interventions

- Partnership with National Association for Social Work
- Partnership with National Department of Social Development

Strengthening community networks

- Community dialogues with fathers and stakeholders
- Strengthening of Community Action Teams

Family Strengthening and support activities

- Family fun days
- Couple sessions
Conclusions & Lessons learnt for fathers groups

- Retention in fathers groups improve with “fathers only” groups instead of couple groups
- Home work during fatherhood sessions improve partner support and involvement
- Importance of an intergenerational focus
- Stakeholder support strengthens partnerships and support services

Unique adaptation
- Partnership with National Association for Social Work
- Correctional services interventions
- South African National Defence Force interventions
Brazil

Mobilizing civil society, communities and governments to engage men in MCH

Marco Martins, Executive Director
Promundo
Rio de Janeiro, Brazil
www.promundo.org.br
Working with the Health Sector

- Piloting Program P simultaneously in low-income communities and Health Unities
- Conducting Group Education with Men and Couples (Rio and Recife)
- Developing campaigns
- Training Health Professionals
- Training Community leaders
- Adapting methodologies alongside Health Sector
- Connecting communities to local Health Sector
- Providing TA to local organizations
- Reinforcing networks (Governments, Universities, Researchers, Justice/Education/Health Sectors and Civil Society)
- Online training portal for health professionals
Lessons learned

• Integrating government professionals in the process of adapting new methodologies—Contributes to Sustainability

• Influencing national debate around men’s participation in MCH, Preventing GBV and SRH: media campaigns, organizing seminars, training professionals and political lobbying in Congress.

• Promoting local initiatives to Health Unities

• Investing in strengthening networks which integrate civil society and government agencies, e.g. Comitê Vida

• Integrating different levels of government experiences in new methodologies such as Program P.
INDONESIA

Engagement of Islamic religious leaders

Siska Dewi Noya
Rutgers WPF Indonesia
Engaging Religious Leaders

• Developed a documentary film titled “Surga Kecil di Bondowoso” (Little Piece of Heaven in Bondowoso) for the campaign.

• A father, a husband, an Uztad, and a role model for his community.

LAMPUNG PROVINCE:

• Religious courts in Indonesia preside over family law cases such as inheritance, marriage, divorce, child support, and child custody. Gender bias has been a significant challenge to the principles of fairness and justice that religious courts in Indonesia are meant to uphold. With MenCare+ program, our partners trained the religious court officers to be more gender sensitive, therefore they can give advice to the newly wed couple to share the responsibilities and encouraging men to be a loving husband and care givers.
Working with Religious Leaders

Content areas of issue are covered both for religious court and leaders:

1. Gender sensitivity (Quran interpretation)
2. Violence against women and children
3. Mother and child health
4. Male counseling (in the context of domestic violence)

EAST JAVA

- Facilitating knowledge sharing through group discussions involving Islam scholars, religious leaders in the community, preachers to promote positive masculinity and gender equality.
- Publishing materials of sermons for Friday prayer with gender sensitivity content.
Lessons Learned

• Engaging religious leaders is a key factor of intervention in the community.

• Need to conduct further research or upscaling the program which specific installing incentives for gender equity in the religious institutions, religious court and foster a linkage between NGO, Islam scholars, Justice system and Ministry of Religious affairs.

• Important to equipped our stakeholders (religious courts officers, religious leaders) with the skills of gender equality issues through Quranic interpretation (tafsir)
MenCare+ BANDEBEREHO
Shamsi Kazimbaya, MenCare+ National Coordinator
Rwanda Men’s Resource Center
Kigali, Rwanda
BANDEBEREHO, Indatwa mu buzima

• MenCare+ in Rwanda is known as “BANDEBEREHO” meaning “Role model”

• Implemented in 4 Districts/30, one in each Province, by RWAMREC in partnership with Promundo, in collaboration with MoH
Strengths and opportunities...

- Strong partnership and support of the government, MoH in particular
- Strong partnership with local authorities and other strategic partners
- Experienced and committed staff team
- MenCare+ program in line with country priorities
- Committed communities (facilitators and group members)
Government & Community Involvement

• Formative research first: adaptation based on the findings and topics adapted accordingly

• Involvement of all stakeholders (MoH, staff, local authorities, beneficiaries etc.) from the start and at all steps
Lessons learned

• Very important to adapt the program based on country context to insure success

• Approaching men positively is key for their engagement otherwise they resist, sabotage…

• In a context of strong patriarchy and gender inequitable relationships, once men understand gender equality principles, change happens easily and quickly

• When men are given space, they talk and find solutions/strategies to become BANDEBEREHO
Thank you!

www.men-care.org/plus