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A multi-sectoral approach:
SRHR beyond the health sector

The Case of MenCare+



- MenCare+: Why, What & Where?
- Moving to Rio, Cape Flats, LakiLaki & Bandebereho
- Multi-sectoral Approach



MenCare in 2 minutes



Why MenCare+

- Sexual and reproductive health and rights of women ignored. By whom?
- Rigid ideas about roles of men and women
- Women shoulder all responsibility for household and childcare
- Women at greater risk of HIV and GBV



So how can we challenge this status quo?



By working with men!

- ..to improve health & welfare of women, children and men
- ..to reduce gender based violence
- ..and to build more respectful relationships..



What is MenCare+

- ✦ *3-year, 4-country collaboration* between Rutgers WPF and Promundo-US
- ✦ Engaging men, ages 15-35, in SRHR and as caregiving partners in MCH
- ✦ Implementing in *Brazil, Indonesia, Rwanda and South Africa*
- ✦ To improve *SRHR/MCH, Gender Equality, reduce Domestic Violence*
- ✦ Funded by the *Dutch Government*



Country

Rationale

Brazil

ENGAGING MEN IN A 4-COUNTRY INITIATIVE

- **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)**



Men Care +

ENGAGING MEN IN A 4-COUNTRY INITIATIVE



Brazil

Partnerships between MoH and MoE





- Group Education with Men and Couples (Rio and Recife)
- Developing community campaigns (Sem Vergonha)
- Training Health professionals
- Male counseling
- Strengthening networks (Governments, Universities, Researchers, Justice/Education/Health Sectors and Civil Society)
- Online training portal for health professionals



- Lessons learned
- Include 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
- Investing in strengthening networks which integrate civil society and government agencies, e.g. Comitê Vida



Men Care+

ENGAGING MEN IN A 4-COUNTRY INITIATIVE

MenCare+

Engaging men as
caring fathers and
respectful
partners



Moving to the Cape Flats - MenCare+ in South Africa Toolkit for men & fathers groups



- 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

TOOLKIT FOR MEN

MALE COUNSELLING
IN THE CONTEXT OF
INTIMATE PARTNER
VIOLENCE



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



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



- Fathers groups provide fathers a safe space to share their own experiences around parenting and relationship issues they are struggling with
- Men get a opportunity 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 in negative intergenerational influences on their fathering
- Positive outcomes seen:
 - Shifts in care patterns
 - Change in gender norms and attitudes
 - More responsible use of substances





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”

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



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
- Stakeholder support strengthens partnerships and support services



Moving to Indonesia - Laki Laki Peduli

Engaging Religious Leaders





- documentary film titled Little Piece of Heaven in Bondowoso, developed for the campaign.
- A father, a husband, 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.
- In the MenCare+ program, our partners trained the religious court officers to be more gender sensitive, so they can give advice to newly wed couples to share responsibilities and encouraging men to be loving husbands 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.



- Engaging religious leaders is a key factor of intervention in the community.
- Important to equip stakeholders (religious courts officers, religious leaders) with a gender equality mindset and attitude through Quranic interpretation (tafsir)



Moving on to Rwanda - BANDEBEREHO

local adaptation is key!



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



- 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



Multi-sectoral approach

- Working together with legal sector to refer men to male counseling in South Africa and Indonesia
- Working together with the education sector in Brazil
- Partnership with National Association for Social Work
- Correctional services interventions
- South African National Defence Force interventions

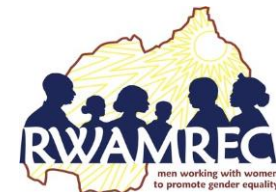


Thank you!

www.men-care.org/plus

ALIANSI
LAKI-LAKI BARU

RIEKAANNISA
PUSAT PENGEMBANGAN SUMBERDAYA
UNTUK PONDOKPILIHAN KEKERASAN TERHADAP PERSEKSIAN



When men are involved..

✦ Women show more positive breastfeeding practices (Premberg, Hellstrom and Berg, 2008)

✦ Women experience less pain in labor and delivery (Plantin, 2007)

✦ Women attend more prenatal and postpartum visits & more likely to have a skilled attendant (Mullany, Becker and Hindin, 2006)



**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.

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.

As a father, you can show you care by supporting the mother at every step of the pregnancy.

For more on fathers & prenatal visits: www.Men-Care.org Men Care
A GLOBAL FATHERHOOD CAMPAIGN





MenCare+ in Rwanda

“I thought all household chores are assigned to women. After the training, I saw that we can share different tasks. We started to put everything we learned into practice, to share household chores.

We also learned to care for the baby, starting during pregnancy. It was a new thing for us.”

Theogene, Age 35
Father participant





Head of District Kulon Progo, during the Launch of the MenCare+ programme; locally known as Laki-Laki Peduli





Representative of the Ministry of Health, during the Launch of the MenCare+ programme; locally known as Laki-Laki Peduli





Representative of the Ministry of Women's Empowrment, during the Launch of the MenCare+ programme; locally known as Laki-Laki Peduli



MenCare+ in South Africa



YOU SPEND QUALITY
TIME WITH US.
YOU ARE MY FATHER.

Being an active and respectable father
teaches children to make more
informed and responsible choices.



Counselling for men

(South Africa)

*“I’m still going, because the thing is, you learn the tools at MOSAIC but you need to put it into practice. **It’s easy to learn, but the key part is to put it into practice for everyday life.** For ten years of my married life, I was doing things a certain way, but when I joined to the programme, I was taught that there’s a different way of doing things. So I had to either accept that or reject that. The difficult part was to put it into practice.” ,
Gresham*

Heidi said she had witnessed an immense transformation in her husband, not only as a partner but also as a father to their two sons.

Gresham and Heidi



Shameless Campaign: Sem Vergonha



Shameless Campaign: Sem Vergonha



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Shameless Campaign: Sem Vergonha





Young men & caregivers informed and able to make healthy choices regarding sexuality, relationships, maternal health, and caregiving (workshops, IEC, community (men-care) campaigns)

Increasing young men's/couples access to AC (access/coverage analyses of AC use, community based action plans)

Public and private clinics provide SRH/MCH services, including domestic violence (Training health staff/counsellors, engaging men in Antenatal Care)

Respect for SRHR people to whom these rights are denied (advocacy, capacitybuilding of partners organisations, M&E, linking&learning)



INTERVENTIONS

- Group education/workshops-young men: Programme H
- Group education/workshops: Programme P, Father groups
- Community activism: MenCare Campaigns
- Clinic-based approaches-Training health providers:Program P
- Counselling men/couples to stop IPV: Toolkit, sociotherapy
- Policy advocacy: Paternity leave, Post 2015 Agenda



My Father's Legacy

- Think about an object that you associate with your father, or male role model when you were young
- Can you share a story about the object and how it relates to your father, or main male role model
- Can you mention what are the positive things about your relationship with your father that you would like to put in practice with your children
- What things would you rather leave behind?
- How do traditional definitions of manhood impact the way our fathers and other male role models cared for children?
- How can we 'leave behind' harmful practices to be more involved as fathers and as equal partners?
- How can other men, and women support you?



<http://www.men-care.org/Media/MenCare-Films.aspx>

MenCare Rwanda Film

Landuwari journeys to an understanding that sharing the work at home, supporting women's economic empowerment and girls' education benefits the entire family. Created by Nathan Golon.

