Raising Caring Men and why it matters

Gary Barker, PhD, President and CEO
Promundo-US
"My father had the biggest influence on my life. He put my foot on the road. If it weren't for him, I would not have finished my studies or be where I am now. He pushed me to study although he never finished his education, but he had a great mentality, he respected reading and culture and women. This had an important role in shaping my personality."

Woman, 58 years old, university professor, village near Ramallah
1 The caregiving divide is the root of the gender binary
No country in the world has achieved equality in caregiving
Caring, non-violent manhood begets caring, non-violent men

IMAGES finds that men whose fathers participated more equitably in caregiving were nearly one and a half times more likely to report participation as caregivers.
2 Men’s caregiving helps prevent violence
3 Equitable caregiving pays forward in well-being for women, men, children ...
Engaging expectant fathers as a key entry point for promoting caring, non-violent manhood

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
4 Men are as biologically wired to care as women are.
MenCare: Global Fatherhood Campaign

promoting equitable non-violent fatherhood

45 countries have joined to date since 2011

The MenCare Parental Leave Platform