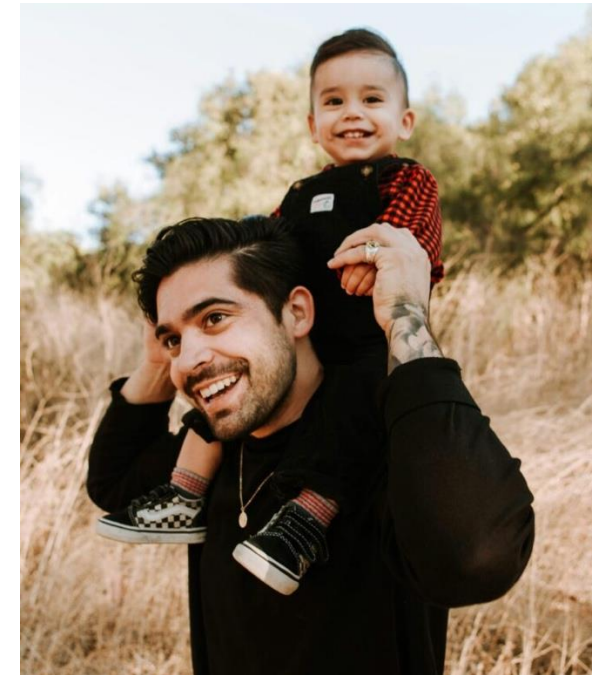


Unpaid Care at the Core: A Catalyst for Achieving the SDGs



**Make Mothers Matter Official side-Event during the HLPF
Wednesday 16 July 2024**

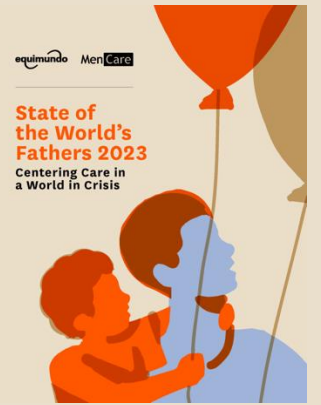
**How does involving men in care help
achieve the SDGs?
Nikki van der Gaag**





**Everyone cares about care; they
both do care work - and benefit
from it**

**70% to 90% of men across 17 countries agreed that “I feel as
responsible for care work as my partner.”**



Caregiving brings us happiness...

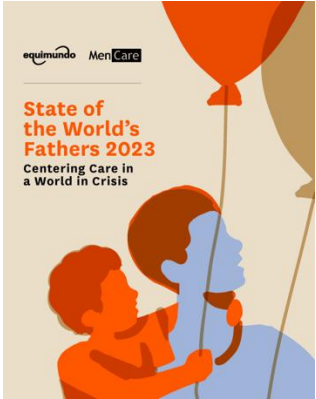
Men and women who said they were satisfied with how involved they were in raising their children were

1.5 times

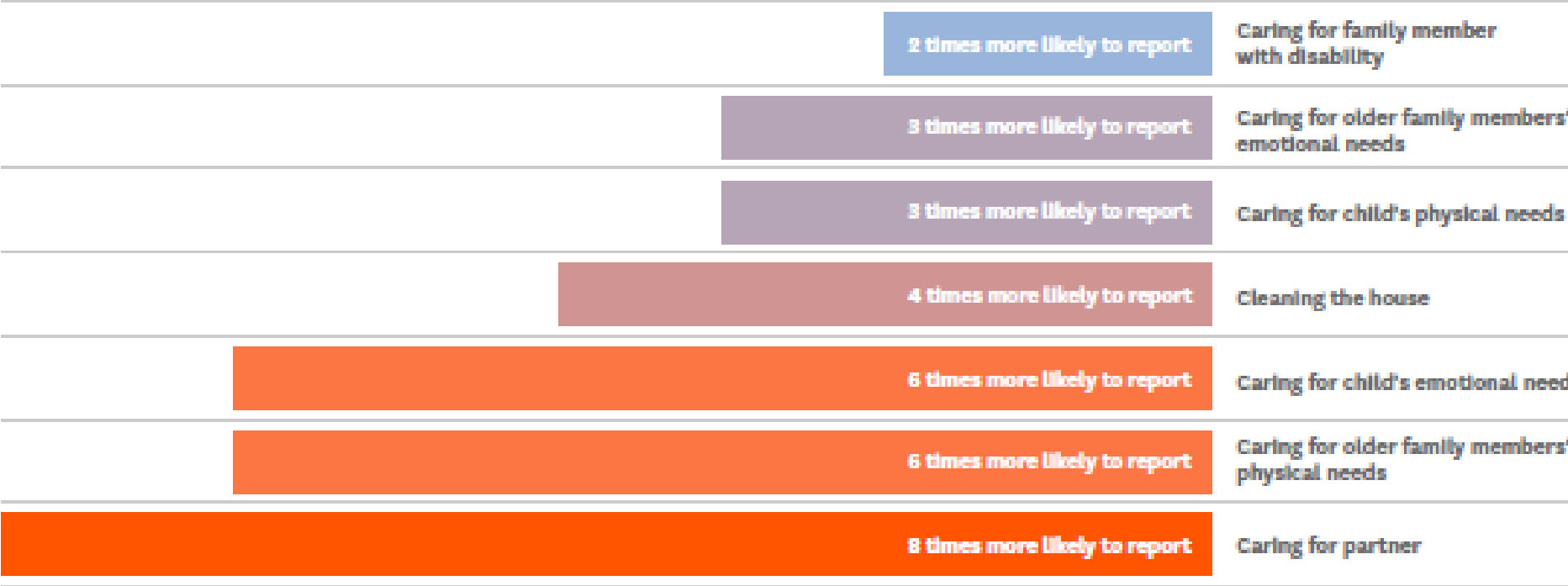
as likely to agree that “I am the person I always wanted to be” - and to feel a sense of gratitude.



A key way forward: *Men's emotional self care is connected to care for others*

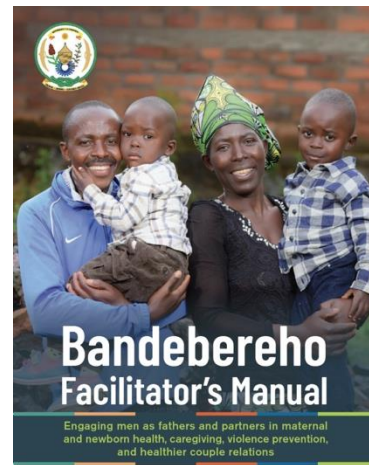


When men are engaged in *emotional* self-care for themselves, are also two to eight times more likely to engage in these other forms of care:



A few examples of good practice on engaging men and boys

- **Bandebereho** ('role model') engages men in maternal, newborn and child health, caregiving and healthier couple relations in Rwanda.
- The **MenCare Campaign** engages men as fathers and caregivers to advance gender equality, through a network of programming, research and advocacy. www.men-care.org
- **Program P** provides concrete strategies to engage men in active fatherhood from prenatal care through delivery, childbirth, and their children's early years.
<https://www.equimundo.org/programs/program-p>
- The **Global Boyhood Initiative** is a campaign coordinated by Equimundo and is designed to support boys aged 4 to 13 and the adults in their lives with the resources they need to raise, teach, coach, and set an example for boys to become men who embrace healthy masculinity and gender equality. www.boyhoodinitiative.org



Our recommendations for a CARING world – across all SDGs

- Center care systems in policies and public institutions, focusing on the most marginalized
- Advocate for a culture of care in all workplaces
- Revolutionize the way boys are taught about care
- Invest in care, measure it, and disaggregate by gender, social class, and age
- Normalize equal parental leave for mothers, fathers, and all caregivers, and for care of all kinds
- Generate and disseminate mainstream media that portrays men and boys as caring and competent caregivers

MenCare

