

# Program P: Engaging Men in Fatherhood and Care through Gender-transformative programming



February 20, 2018

# Agenda

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- **Importance of Engaging Fathers in Caregiving:** A look at evidence from the U.S. and around the world
- **Challenging Norms and Ideas Around Fatherhood:** A look at gender-transformative approaches
- **Fatherhood 2.0:** Understanding Promundo's methods and programming related to fatherhood (Program P) and its adaptation in the U.S. (Fatherhood 2.0)

# Promundo: Who We Are

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## OUR MISSION

Promundo works to promote gender equality and create a world free from violence by engaging men and boys in partnership with women and girls







## ABOUT US

- Founded in Rio de Janeiro in 1997
- Teams in the United States, Brazil, Portugal, and DRC
- 40+ staff, consultants, and affiliated researchers

# Promundo: What We Do

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Through research, programs, and advocacy, Promundo works across the following areas:

-  Conflict and Security
-  Economic Justice
-  Preventing Violence
-  Research for Action
-  Youth and Equality
-  Fatherhood and Caregiving

# Why Focus on Fathers?

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Fatherhood is a key moment of change in men's lives to discuss:

- men's caring roles
- household labor
- childcare responsibilities
- family health and wellbeing
- gender-equitable relationships
- additional dimensions of equality

Engaging men in fatherhood is a key opportunity to break cycles of violence:

- **Violence creates violence** – and the most traumatic form is witnessing violence against mothers
- **Caregiving creates caregiving** – men who see their fathers in caring relationships are more likely to do same

# State of America's Fathers

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- First comprehensive report on U.S. fatherhood
- 2016 publication led by Promundo
- Analysis of never-before-published data on American fathers by Families and Work Institute
- Critical look at what fatherhood means for American families today



# The Data on American Dads

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## TIME

- Men have increased time spent with children during the workday by **65%** over 30 years
- Women spend **≈66 minutes/day** providing physical care to children, men do less than half that

## INEQUALITY

- Up to **50%** of children spend some portion of their childhood in single-parent households
- Approximately **71%** of the country's non-resident fathers earn no more than **\$40,000/year**

## SUPPORT

- **40%** of workers are ineligible for the 12 weeks of unpaid leave offered under the FMLA
- **95%** of low-wage workers can't take paid family leave under their employers' policies

# WHY DO FATHERS MATTER?

The background of the infographic features stylized silhouettes of a man and a child. The man is on the left, wearing a suit and tie, with his arms around the child. The child is on the right, also in a suit, looking towards the man. The silhouettes are in shades of blue and green, matching the overall color scheme.

Fathers' positive involvement throughout their children's lives can have profound effects for the good

## CHILDREN

- + ACADEMIC ACHIEVEMENT
- + COGNITIVE AND SOCIAL SKILLS
- + SELF-ESTEEM
- + HAPPINESS
- + STRESS TOLERANCE
- + RESILIENCE
- DEPRESSION
- BEHAVIORAL PROBLEMS

## WOMEN

- + ECONOMIC EQUALITY
- + RELATIONSHIP SATISFACTION
- + SAFE AND COMFORTABLE BIRTHS
- RISK OF POSTPARTUM DEPRESSION

## MEN

- + HEALTH-SEEKING BEHAVIORS
- + COMMUNITY CONNECTEDNESS
- + SELF-ESTEEM
- SUBSTANCE ABUSE

## ECONOMY

- + 5% U.S. GDP GROWTH IF WOMEN PARTICIPATED IN THE LABOR MARKET AT THE SAME RATE AS MEN



# MenCare: A Global Fatherhood Campaign

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## MenCare

- Promoting men's involvement as equitable, nonviolent fathers and caregivers
- Reaching 45+ countries since 2011
- Raising the visibility of the potential of engaging fathers through the following strategies:
  - Innovative, evidence-based programs
  - Local and global media campaigns
  - Targeted policy advocacy

# The Spectrum of Gender Integration:

Looking at how gender is integrated into programs related to fatherhood, and the differences between gender-exploitative and gender-transformative programs

# Why Gender Transformation?

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- **Gender norms** influence men's and women's expectations, attitudes, and behaviors – and are powerful determinants of the health, social, and economic well-being of individuals and communities.
- Promundo focuses on **gender-transformative approaches** that influence social norms in order to promote caring, nonviolent versions of masculinity in the social institutions where they are constructed, with the goal of improving the lives of men, women and children.

# Why Gender Transformation, Continued

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- **Gender inequality** limits women's and girls' access to information, decision-making power, economic assets, educational opportunities, social capital, and other health and development resources.
- This can undermine our development objectives, even if gender equality is not our program goal. Gender equality can enable and contribute to those objectives.

# Gender-Exploitative Approach

- Reinforce, sustain, or take advantage of inequitable gender norms and power imbalances to achieve their objectives.
- Can result in harmful consequences and undermine the program's intended objective.



# Gender-Transformative Programs With Men

- ✓ Allow men to come together to become aware of, question, and redefine the roles and behaviors that a given community considers appropriate for men and women.
- ✓ Examine the costs of rigid definitions of “manhood” on men, women, and communities.
- ✓ Actively challenge racism, homophobia, and other forms of oppression that limit men from achieving social justice.
- ✓ Engage men in social action to challenge the existing gender norms that perpetuate violence and poor health.
- ✓ Allow men to focus on being allies to women in the fight for gender justice and equality.



# Accomplishing Gender Transformation

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Promundo seeks for all our programming to be gender-transformative because:

- Norms and attitudes affect behaviors
- More likely to result in long-term, permanent changes
- Butterfly effect: slight changes in belief can affect multiple behaviors
- Promotes ongoing growth and development

# Fatherhood 2.0:

A gender-transformative parenting program for the  
United States



# Fatherhood 2.0

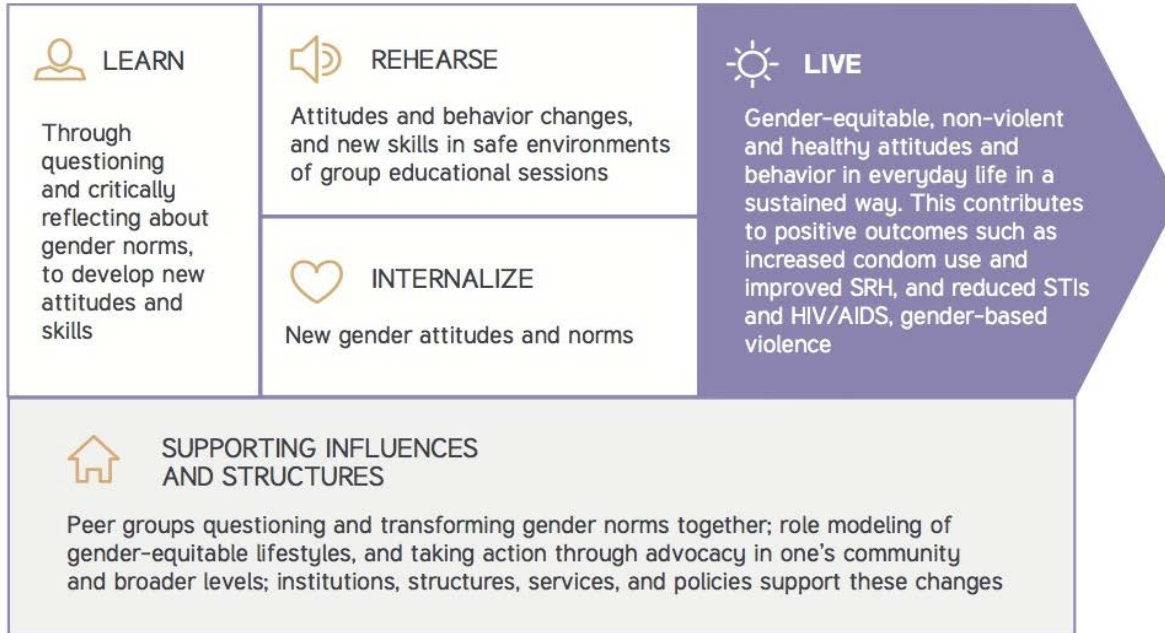
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The U.S. adaptation of Program P: <https://men-care.org/program-p>

Program P/Fatherhood 2.0 is a manual developed by Promundo and partners to engage fathers in maternal, newborn, and child health and to reduce violence against women and children by promoting positive parenting and gender equality through a series of activity-based sessions that:

- Promote the equal division of household labor
- Promote men's involvement in prenatal and postnatal care
- Increase father's self-efficacy around raising a child
- Promote positive communication between parents and elimination of parental stress
- Increase the bond between father and child

# Fatherhood 2.0: Theory of Change



# Fatherhood 2.0: Curriculum

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11 sessions focusing on:

- Creating spaces for reflection on men's own experiences with their father, violence in the home, and gender inequalities
- Importance of open partner communication around family planning, ending corporal punishment, sharing the care work
- Simple, concrete skills on how to be a more active, affectionate, equitable, and involved father

# Fatherhood 2.0: Organization of the Manual

Each manual is adapted according to the local context and demographics of the group. All manuals include the following sessions:

1. Gender
2. Expectations of Fatherhood
3. Caregiving: The Roles of Fathers and Mothers
4. Power and Household Division of Labor
5. My Father's Legacy
6. Understanding Violence and Corporal Punishment
7. Final Reflections

The manual uses various techniques such as ...

- Role-playing
- Group discussions
- Debates
- Home work

... to appeal to a diversity of men and different learning styles.

# Fatherhood 2.0: Carrying Out the Groups

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In general we recommend the following as you carry out the groups:

- If you feel it is safe, have female partners join at least 1-2 sessions.
- Sessions should be carried out once a week or spaced out to allow time for reflection.
- If possible, add additional sessions by, for example, setting aside time to reflect just on the homework they were asked to do the previous session. *Change takes time.*
- Men should be encouraged to carry out some action or commitment that allows them to live out the change.
- Consider having men who have “graduated” from the sessions to co-facilitate these sessions in the future to encourage deeper ownership.

# Fatherhood 2.0: Customizing the Manual

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The Program P manual is “template” for carrying out your group sessions. When adapting the curriculum, it is important to think about:

- ✓ What do men want to learn to become better fathers or partners?
- ✓ What challenges do men face as fathers?
- ✓ How do women want, or not want, men to be involved in the family?
- ✓ How to link up these fathers’ groups with other community services.

# Fatherhood 2.0: Formative Research

As part of the adaptation process, conducting 1-2 focus groups with the target group can help inform the adaptation process (1-2 focus groups with fathers; 1-2 focus groups with their partners).

Sample questions include:

- What does it mean to be a father? What are the primary roles and responsibilities within the family?
- How do you think men can be encouraged to be more involved in parenting and caregiving within the family?
- What are some of the challenges and barriers that could make changing men's behaviors and roles difficult?

# Fatherhood 2.0: The Role of the Facilitator





# Fatherhood 2.0: The Role of the Facilitator

- **See yourself as a facilitator, not a teacher.** You are not a parent or a gender equality expert. You do not need to have all the answers.
- The **role of the facilitator** is to create an open and respectful environment in which men (and women, where applicable) can feel comfortable sharing and learning from each other.



# Fatherhood 2.0: Safe Spaces

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- “A safe space is where fathers and their female partners can feel physically and emotionally secure to share personal experiences and feelings without fear of ridicule, shame, or insult.”
- *What can facilitators do to create a “safe space” for fathers and their female partners (when/ if they attend the fathers’ groups)?*

# Fatherhood 2.0: Key Considerations

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## Program Development/Adaptation:

- Understanding the needs of your communities
  - Key areas of focus
  - Length of intervention
  - Demographic composition of sessions
  - Keeping the theory of change in mind

## Implementation:

- Selecting, training, and supporting facilitators
- Recruitment of participants
- Planning for staggered/rolling implementation

# Questions?



# Find Out More

## ONLINE RESOURCES

- Promundo: [promundoglobal.org](http://promundoglobal.org)
- MenCare: [men-care.org](http://men-care.org)
- Program P: [men-care.org/resources/program-p](http://men-care.org/resources/program-p)
- State of America's Fathers: [men-care.org/soaf](http://men-care.org/soaf)

## CONTACT US

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# Wrap Up and Reminders

If you would like to request technical assistance on this topic contact your Technical Assistance Coordinator (TAC) or via your Project Officer.

## Upcoming Webinars:

- February 28: 3pm ET: Division hosted - DGIS webinar with Jamie Resnick
- March 20: 3-4pm ET Orientation to the Self Assessment Tool
- March 22: 3-4pm ET Criminalization of Substance Use among Pregnant Women in Tribal communities

EPIC Center website: <http://www.healthystartepic.org>

Includes all recorded webinars, transcripts, and slide presentations