Fostering Caring Masculinities.
The national program
MenCare Switzerland 2014-2027

Vilnius, January 24th 2017
Markus Theunert, program director
MenCare

A global campaign to promote involved fatherhood and to foster caring masculinities.

www.men-care.org
MenCare Switzerland

A national program with 23 projects, coordinated by männer.ch, Swiss umbrella association of progressive men‘s and father‘s organizations.

www.mencare.swiss
Strategic Insight 1

Gender Equality means equal distribution of paid and unpaid work. Political interventions must use all leverages for change.
Theunert (2012)

Salary: work & responsibility

Family: work & responsibility
Theunert (2012)

Salary: work & responsibility

Family: work & responsibility

Men

Women

Theunert (2012)
Men

Salary: work & responsibility

Family: work & responsibility

Women

Theunert (2012)
Strategic Insight 2

To empower men to really do their 50% of unpaid work, we need more than individual behavioral changes. We need a social norms change towards caring masculinities.
Relationality and Responsibility as Attitude and Competency

- Caring about/for Children (Fatherhood)
- Caring about/for Family (Partners, Parents, Relatives)
- Caring about/for Others (Friends, Neighbors etc.)
- Caring for the Community / Volunteer Work
- Caring about Nature/Taking Care of the Environment
- Taking Care of the Household
- Material Aspects of Caregiving/Earning Money
- Professional Contributions
- Self-Care / Men’s Health
- Caring about/for Others (Partners, Parents, Relatives etc.)

Taking Care of the Household

Professional Contributions

Self-Care / Men's Health

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Material Aspects of Caregiving/Earning Money

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Caring about/for Others (Friends, Neighbors etc.)

Caring for the Community / Volunteer Work
MenCare Switzerland

Implementation and Impact
1. Evidence
2. Campaigning
3. Advocacy
VATERSCHAFTSURLAUB JETZT!
LE CONGÉ PARENTAL MAINTENANT!
IL CONGEDO PATERNITÀ, SUBITO!
4. Institutions and Enterprises
Engaging for more diversity in professional childcare
5. Microsocial Environment
Landkarte

Anregungen und Unterstützungsangebote für Männer und Väter, die Verantwortung für sich und andere wahrnehmen.