



MenCare

MENCARE



GEORGIA



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The opinions expressed herein do not necessarily reflect the views of **UNFPA** and the **Government of Sweden**.

MenCare A Global Fatherhood Campaign

MenCare is a global fatherhood campaign active in more than 40 countries on five continents. The campaign promotes men's involvement as equitable, nonviolent fathers and caregivers in order to achieve family well-being, gender equality, and better health for mothers, fathers, and children. Men's involvement as caregivers benefits them as well: it makes men better fathers, improves their intimate relationships, and enhances their quality of life.

Through its innovative programming, its community-driven nature, its global reach, and targeted advocacy, the global *MenCare* campaign has touched millions and changed the lives of many around the world.

"Every step I take, everything I do, is directly or indirectly connected to my child."

Rati Shubladze

"Our lives have changed since her birth; we became more focused and motivated, because our child has so many dreams and wishes, and we need to support her in making them come true... my little girl is my best friend."

Lado Gogoladze

"Whenever I would imagine fatherhood, I would always picture the little things that would make me happy as a dad – her first words, her first steps, playing together with cubes or soldiers, taking her to the kindergarten for the first time, to school, etc. But I never thought that one of these joys would be a simple fact of your child recognizing you."

Giga Vashakidze

MenCare Georgia

In Georgia, *MenCare* Campaign is implemented by UNFPA Georgia Country Office, in partnership with We Care – a non-profit, non-governmental organization. The campaign is an integral part of the UN Joint Programme for Gender Equality, funded by the Government of Sweden.

The expressed goal of *MenCare* Campaign is to promote men's involvement as equitable, nonviolent fathers and caregivers and to encourage men to support gender equality. By enlisting men as agents of change in the pursuit of gender equality and family well-being, *MenCare* Campaign opens avenues for men to contribute to the harmonious development of the society.

The *MenCare* campaign is open to all men, who share the idea and principles of the Campaign. Its success has been largely due to its evidence-based design that is tailored specifically for the socio-cultural context of Georgia.

After years of tireless work to promote gender transformative approaches, the launch of *MenCare* campaign in Georgia is a benchmark achievement by UNFPA Georgia and its partners. The campaign is based on evidence generated by the UNFPA-supported research on “Men and Gender Relations in Georgia” (2013). The research findings confirm that gender roles in

Georgia are not distributed equally; existing gender stereotypes and established clichés prevent men from taking responsibility and from being caring fathers, husbands, partners and family members.

“The percentage of men who are mainly responsible for cooking is 14%. The same holds true for the percentage of men doing laundry. Cleaning up around the house is the responsibility of 12% of men.”

“In the case of 7 – 12 year-olds, the daily involvement of men in the activities such as cooking, laundry and reading books decreases and does not exceed 7%. The fathers’ involvement in the upbringing of 13-18 year- old adolescents is even less. The share of men involved in daily activities such as selecting reading books, talking with schoolteachers, helping their children with homework if necessary and washing their clothes, does not exceed 5%.”

“The men’s daily involvement in the upbringing of children aged 0-6 is limited to playing and talking to them. The share of men who cook and change diapers or clothes for their children aged 0-6, bathe and take them to kindergarten or school or for entertainment, and who read books to them on a daily basis does not exceed a total of 18%.”

MenCare Georgia: Success Stories

MenCare: Men Talking to Men - A Curriculum for Men by Men

In the framework of *MenCare* Campaign, UNFPA Georgia, in cooperation with Promundo US, prepared a day-long module for *Men Talking to Men* (MTM) interactive meeting/training sessions. The module encompasses specific activities to help participants rethink the stereotypes related to masculinity, explains the importance of sharing household responsibilities, and promotes respect and support for reproductive health and rights of partners/spouses, etc. The overall aim of MTM meeting/training is to expand the circle of like-minded men and to foster social support for the idea of men's role and place in advancing gender equality. In 2016-2017, the interactive sessions of *Men Talking to Men* reached more than 370 young men in Georgia. Participants were selected through an open call as well as through cooperation with the local NGOs and the government institutions.



MenCare: Book Reading

UNFPA Georgia promotes male involvement a spectrum of age-appropriate activities, including public book readings for children by men. As a personal contribution to the campaign, Giorgi Kekelidze, an award-winning writer and the Director of the National Library of Georgia, hosted a book reading session for children beneficiaries of the social enterprise “Babale”.



The public book reading was also organized in Kakheti region. Here, Karl Kulesa, UNFPA Representative in Turkey and the Country Director for Georgia, was joined by Alexandre Lortkipanidze, a writer and TV personality in Georgia. The two read fairy-tales to children at the Telavi Public School #1. Alanna Armitage, the Regional Director for UNFPA Eastern Europe and Central Asia also attended the event as part of her first official visit to Georgia.

MenCare on TEDxYouth

Sandro Sulakvelidze - an active member of the *MenCare* Georgia campaign gave an impassioned TedxYouth Talk about the importance of male involvement for gender equality. The specific format of TEDxYouth made it possible to deliver specific messages to young people in a youth-friendly way, generating genuine interest and support.



“From my seven years of experience I can say that fatherhood is being where your child needs you to be, knowing what your child is interested in during every step of her development... Fatherhood is doing things with our children and being involved in their everyday life. Little details create the chain of relationship that protects us from distancing from our children. I’m a father and I think being a dad is cool.” Sandro Sulakvelidze.

MenCare: Father's Day

June 19, 2016 marks the first time Father's Day was celebrated in Georgia as part of *MenCare* Georgia campaign. Supported by We Care and UNFPA Georgia, the main celebration of Father's Day was held at Tbilisi's largest shopping mall - East Point. East Point also made an important in-kind contribution to the event.

The Father's Day tradition continued into 2017. On June 19, 2017, Tbilisi's famous Mziuri Park hosted the central event of the celebration. The event was organized by We Care and UNFPA Georgia in cooperation with Tbilisi City Hall. At the event, a new song - Father's Lullaby by Zura Javakhia (music band "ARA") was unveiled. The song was written for this day and was performed by Zura Javakhia together with the children from "Basti-Bubu" studio. MenCareMenCare. Campaign partners also organized various Father's Day events on June 18 and 19, which were attended by the representatives of government agencies, international organizations, NGOs, and the private sector.



MenCare: Fathers' Football Cup

Fathers' Football Cup is another *MenCare* Georgia initiative and is supported by the Georgian Football Federation.

Fathers' Football Cup was open to any team where coach was one of the players' father. Mixed teams of both – girls and boys between the ages 8 and 12 were allowed to participate. This initiative was innovative as participation of both boys and girls in one team was a mandatory precondition for eligibility. *Fathers' Football Cup* was held at the popular *Sport Complex "Arena 2"* in Tbilisi and gathered teams from both – the capital and the regions of Georgia.

The veteran Georgian football player and the current President of the Georgian Football Federation – Levan Kobiashvili is one of the main activists and supporters of *MenCare* Georgia.



“I believe that today, one of the most important priorities for our country is to establish gender equality. It is necessary to change the existing gender stereotypes, such as believing that women are only responsible for caring for children and doing domestic work, while men provide financially for families. The main achievement and value for me is equality that exists in my family that is the main precondition for harmonious and healthy environment in the family for children to grow up in. As a father and husband, I believe that caring does not have a gender.”

Levan Kobiashvili, MenCare



MenCare: Fathers' Blog

Fathers' Blog is where famous Georgian fathers blog about spending time with their kids, explaining their involvement in caring for their children, and talk about having fun together with their kids. The blog also allows the readers to share publicly the stories about their fathers.



MenCare: Fathers of Tbilisi

Fathers of Tbilisi is a photo project inspired by the famous *Humans of New York*. *Fathers of Tbilisi* portrays ordinary men in the streets and parks of Georgia caring about and spending quality time with their children.



MenCare Georgia

Campaign Joined Gender Week

UNFPA Georgia joined Gender Week in March 2017 to reinforce men's support in achieving gender equality. The organization hosted an event for the activist of MenCare Georgia Campaign, bringing together over a hundred participants and supporters of the campaign. Among the participants were high-level politicians, representatives of the government, artists, scientists, athletes, writers, and musicians. The event served as an excellent advocacy platform to demonstrate the commitment toward gender equality as an important issue not only for women, but also for men and for the society at large. This event facilitated expansion of the network of the like-minded people and engagement of more men in public discourse about achieving real equality between men and women.



Publications

MenCare: To Our Children

To Our Children is a publication launched by UNFPA Georgia, in partnership with We Care. This is a collection of letters, stories, tales, and extracts from various publications that prominent Georgians dedicated to their sons or daughters. The book raises the public awareness on the importance of caring fatherhood and aims to dismantle misconception of masculinity on the example of widely respected role models in the Georgian society. Zviad Kvaratskhelia - a writer and an active member of *MenCare* campaign is a creative force behind the compilation.



MenCare: Lullaby for Lilly

Lullaby for Lilly is a children's book by Alexandre Lortkipanidze (illustrator - Sopho Kirtadze) that tells a story of an ordinary family. In Lilly's family, mother and father equally share household duties and responsibilities of raising children. This is a family where the harmony is achieved through mutual understanding, where happiness, as well as challenges, are shared and the ways to overcome difficulties are found jointly. The book also touches upon the issues faced by persons with disabilities, since the baby born in the family has hearing impairment.





“In my book, I write that European women find men who help them around the house attractive. Gender roles have transformed – hunting is no longer men’s duty. Women also perform roles that have not been historically assigned to them. Therefore, men should be able to share any housework obligations. I have also said this in my book: “If you are trying to attract European women, stop worrying about your muscles and do the dishes!” Gela Charkviani

MenCare: Partnership with Media

MenCare campaign is promoted in partnership with the new and traditional media.

In 2017, a web-portal ON.GE joined the annual global campaign - *16 Days of Activism Against Violence Against Women* by dedicating 16 special stories to MenCare Georgia campaign. This platform enabled the opinion leaders and social media influencers to share their opinions regarding fatherhood, caregiving and shared responsibilities in the household. In 2018, ON.GE joined Gender Week and shared success stories and personal experiences of *MenCare* participants about the importance of men's involvement as equitable, nonviolent partners, fathers and caregivers.

მთავარი თემა: — არჩევნები 2017

On.ge

საზოგადოება

მეცხე პორტალი

ახალი ამბები ბანკინგში ვიდეო მარტივად საკომიზიო რეკლამა ავტოტრანსპორტი რეალური

ტექნოლოგიები აგრობიზნესი ტურიზმი საქართველოში პოლიტიკა სამოგადოებო ეკონომიკა sci-tech მეტი

რეკლამა

მეცხე

ბიზნეს ბრენდები

26 წი, 2017

გენდერული თანასწორობა ადამიანის უფლებათა განუყოფელი ნაწილია, რომელიც გულისხმობს ქალის და მამაკაცის თანაბარ წარმომადგენელს და მონაწილეობას პირადი თუ საზოგადოებრივი ცხოვრების ყველა სფეროში. ამ ერთი შეხედვით, ბანალური ჭეშმარიტების ირგვლივ, კითხვის ნიშნების არსებობას კი განაპირობებს გაუნათლებლობა, არასწორი აღზრდა, მაგნე სტერეოტიპები და ა.შ. რასაც საბოლოოდ ფიზიკურ და ფსიქოლოგიურ ძალადობასთან მივყავართ. რისი შედეგიც არის კაცების მიერ ნაცემი თუ მოკლული ქალები, არაკანსალი და არასრულფასოვანი ოჯახები... მხოლოდ სუსტი, მშობარა და მხდალი კაცი ძალადობს ქალზე, რომელსაც ის მისი საკუთრება მგონია, ხოლო ნებისმიერი ადამიანი, რომელიც

MenCare: CulinArt

MenCare Georgia campaign partnered with the **CulinArt** magazine and since 2017 collaborated on the special rubric *Luka's Cuisine*, which gained immense popularity among the readers. The professional Chef, Luka Nachkebia hosts a rubric in the magazine, featuring men who share the values of *MenCare* campaign and want to contribute to achieving gender equality in the country.



MenCare: Men Care for Gender Equality – A Photo Project

In this photo project, Mari Nakani, a famous fashion photographer, stands up against gender stereotypes. *Men Care for Gender Equality* promotes equality in sharing responsibilities by both parents, including raising children and household chores.



“MenCare Campaign made me a better person, encouraged me to care more about family relations. Gaining and sharing experience every day, I feel, I grow stronger as a father and partner, and my family grows stronger together with me. I do not really like making my bed, but it is a pleasure to make my son’s bed. I believe these small things make us happy. We should be all standing against the stereotypes that women are better parents, or that gender equality is not men’s issue. This campaign helped me discover that men care.”

Journalist Giorgi Liparishvili, 31.





UN JOINT PROGRAMME
FOR GENDER EQUALITY



#MenCare #MenCareGeorgia

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