

EECA REGIONAL NEWSLETTER ON GENDER-  
TRANSFORMATIVE PROGRAMMING

# MEN ENGAGE NEWSLETTER

JANUARY - JUNE 2017



# A Z E R B A I J A N

The athlete is working with UNFPA, the National Assembly of Youth Organizations and the Ministry of Youth and Sports to raise awareness about gender discrimination in sports and other areas of life. As part of the national Youth for a Better Future campaign, she developed a video to encourage young people to stand up for gender equality. Watch it [here!](#)



Taekwondo champion Farida Azizova (left) encourages young people to speak out against gender discrimination.

## GENDER-TRANSFORMATIVE SPORT

Farida Azizova, a 21-year-old taekwondo champion from Azerbaijan talks about the barriers women face in sports. She speaks out to break down these barriers and promote higher participation of women and girls in sports.

The low participation is due to cultural norms and gender stereotypes prevailing in society, prescribing sport as a domain mainly dominated by men.

Through gender-transformative action, her initiative aims at transforming this view to make sport a more inclusive and gender-balanced environment in which women and girls have the same opportunities as men and boys to express themselves at their highest potential. Ms. Azizova is using her status as a champion to urge girls to pursue their dreams, no matter what people tell them.

# KYRGYZSTAN



Within the frame of the EECA RO-funded projects “Partnering with men and boys for gender justice”, UNFPA Kyrgyzstan and NGO “Men against violence” started the training “Stop Violence” for the local administration of “Ak-Jar” in Bishkek. The project entails a series of formative trainings for the group who will promote non-violent behavior in their community.

Participants who have completed the program will receive the skills that help them approach gender violence as a men’s issue, not just a woman’s issue, determine what violence and violent behaviors are, recognize signs that predict possible aggression and other useful knowledge.

Participants were sharing their understanding of gender equality, gender stereotypes. They were asked: Can men support gender equality and learn to live gender-equitable lives? What is your understanding of “Real Kyrgyz Man”?

## STOP VIOLENCE

The IMAGES survey conducted by UNFPA shows that 43% of surveyed girls, 11 grade students, do not want their future husband be like their fathers. According to DHS, wife beating is tolerated by 34% women and 50% men, who justify it by circumstances like family quarrels, neglect of the children, or if a woman is going out without asking permission from her husband. All these data were presented to participants.



# SERBIA

## FATHERS AND DADS

Zoran Stanojevic, a well-known Serbian journalist and editor of Radio Television of Serbia, wrote an article on the difference between being father and being dad. The article was created as part of the "Super Dad" campaign supported by UNFPA and CARE International Balkans as well of the global fatherhood campaign - MenCare. It was extremely well received by the local media and was shared and commented widely on social media.

Zoran explains the difference between father as a legal category, as the name that appear in legal documents, and dad, which is "some other story. It is not that every father is a dad. Every dad doesn't have to be a father. His child pronounces him a dad. Dad is the title that has to be earned."



### Otac-kolac i tata-mata – Centar E8

Svaki muškarac može da bude otac, ali baš svaki. Čak i detetu koje nije njegovo. Otac je pravna kategorija, on je ono „ime oca“ iz dokumenata. I kada je ta rubrika iz nekog razloga prazna svi znamo da taj otac negde postoji...

E8.ORG.RS

50,261 people reached

Boost Unavailable



This article supports studies and researches proving the beneficial effect of the father's presence in the child's life, especially during the formative years. He does so by emphasizing the feelings of being a dad, what men would feel and live through the relationship with their child. "Don't ever think that dad is a weaker version of father. Much more strength and love, often more courage is needed for to be a dad." [Here](#) is the link to the English version.

# UKRAINE



## DADDY, READ TO ME!

International studies suggest that fathers actively involved in their children's upbringing not only improve relations among family members, but also boost their children's confidence and future success. On average, a Ukrainian father spends approximately four minutes per day with his children, much less time than the average European father.

Based on these findings, UNFPA Ukraine and Mystetskyi Arsenal organized the awareness raising campaign "Daddy, read to me!" funded by UNFPA EECA RO. Check the video about the project [here!](#)

The project core consists of public book readings during which celebrity fathers were invited to read books to children. This event strove to highlight the importance of equal distribution of family responsibilities, as well as the role of fathers in child development. Fathers were also sharing personal insights on their fatherhood experience to show Ukrainians that men and women can and should have equally active roles raising their children.

The headliners included Vlad Yama, Yevhen Koshovyi, Taras Topolia, Oleg Skrypka, and Vasyl Virastiuk among others, while some of them participated in a special radio broadcast on Radio "Kraina FM".

In addition, two articles in "ELLE" and "Viva" magazines published interviews with the celebrity fathers about their parenting experiences.



# INTERNATIONAL FATHER'S DAY

## Georgia



## CONCERT & CULINARIUM

2017 is the second year that the MenCare campaign in Georgia celebrates Father's Day in June. The MenCare campaign's Father's Day celebrations in Georgia form part of a much wider effort by UNFPA to meaningfully contribute to achieving gender equality in the country. The campaign uses Father's Day as an opportunity to raise awareness about the importance of involving fathers in family life and the upbringing of their children.

The central event of the Father's Day was a concert organized by UNFPA Georgia CO in partnership with the NGO We Care in Tbilisi on June 19 in cooperation with Tbilisi City Hall. During the event the premiere of the new song "Father's Lullaby" created for this event was performed and video-recorded. Watch the video [here!](#)

Special masterclass for fathers, dedicated to Father's Day, was hosted by Culinarium Cooking School. Active members of MenCare Georgia, including celebrities, attended the masterclass with their children. Various other activities and initiatives took place on this occasion. Thanks to the joint efforts of UNFPA Georgia, We Care and all partner organizations actively promoting the event on social media, over 300 000 people were reached and the celebration of Father's Day in Georgia became a subject of wide media coverage.

# INTERNATIONAL FATHER'S DAY

## Ukraine

On the occasion of International Father's Day celebrated on June 18, UNFPA Ukraine organized a dancing flashmob "Daddy, dance and kids" in Kyiv. Watch the video [here!](#)



According to statistics, 60 percent of Ukrainian couples end up divorcing because of unequal distribution of family responsibilities.

The main focus of the flashmob "Daddy, Dance, and Kids" was to express in the form of entertainment the importance of fathers participating in the development and upbringing of their children.

This social event was conducted in the framework of the UNFPA's "4 Hands Happiness" information campaign, a number of social events aimed at promoting the equal distribution of family responsibilities.

## MenCare Global Meeting 2017



Participants at the MenCare Global Meeting 2017. Photo by Anton Vassilev.

The MenCare Global Meeting 2017 took place in Belgrade on June 8-10. This international high-level event brought together over 100 practitioners, activists and researchers from 50 countries to share and exchange new findings, lessons learned and reflections from the field of engaging men as fathers and caregivers for gender equality. For more info visit the [website](#). On this occasion the State of the World's Fathers (SOWF) 2017 was launched. Please find it [here](#).

EECA RO facilitated and coordinated the presence and participation of Country Offices and their Implementing Partners to this event, during which various stakeholders met and established connections based on interests and possibilities for future cooperation. UNFPA's implementing partner organizations from the following countries attended the Global Meeting: *Family Support Centre* (Belarus), *We Care* (Georgia), *Association of Crisis Centers* (Kyrgyzstan), *Centar E8* (Serbia), *National Taekwondo and Kickboxing Federation of Tajikistan* (Tajikistan), *ACEV* (Turkey). In addition, UNFPA CO's representatives from Georgia, Serbia, Turkey and Ukraine had the opportunity to present the work on male involvement at the country level. Apart from showcasing these initiatives at the Fatherhood photo exhibition, CO's representatives and partner organizations led workshop sessions to share insights into their work with men and on men's caregiving.



# WE WANT YOUR GENDER TRANSFORMATIVE NEWS!

Send us updates on gender-transformative programming happening in your country for the next upcoming newsletter to be released in December 2017.

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Do you know of others who should receive this newsletter?  
Please send their contact info to Serena Sorrenti.

