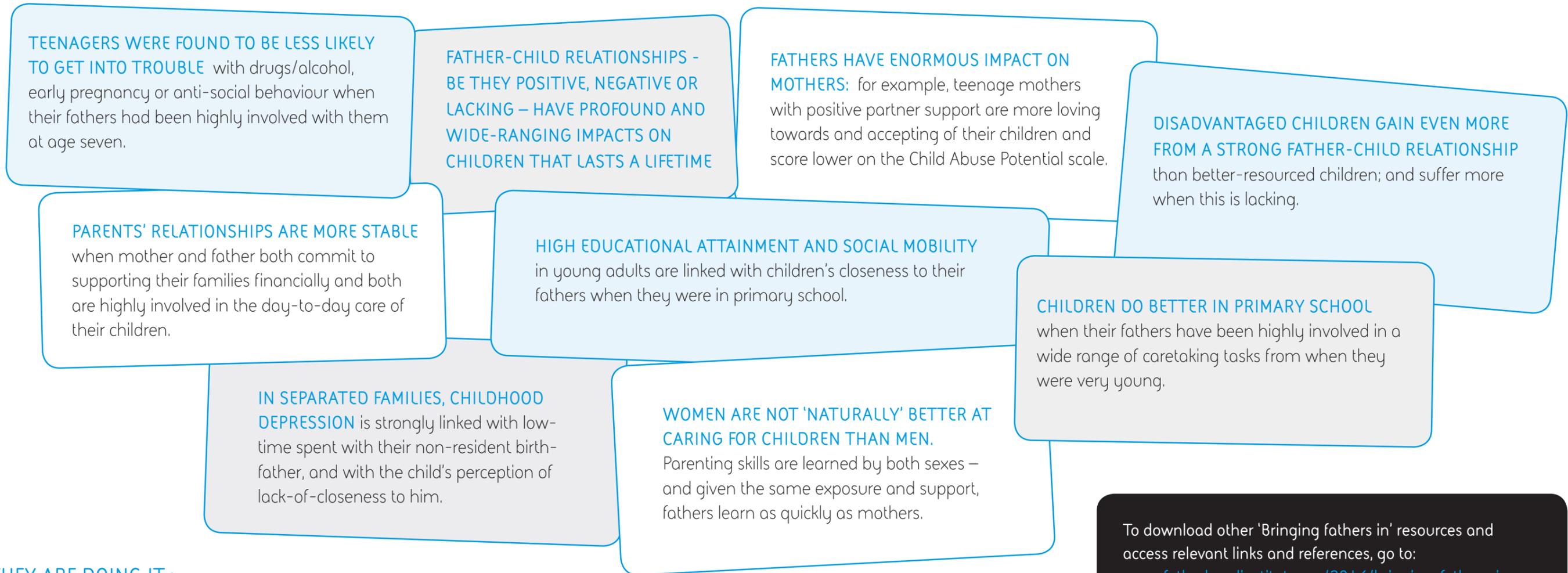


Advocating for involved fatherhood: Reflections for advocates

For fathers to play a greater part at home, and for services to engage better with them, policy makers, practitioners and funders (as well as fathers and mothers themselves) need to really believe that involved fatherhood makes a difference. The following arguments, all of which are based in sound research evidence, have been used successfully. Remember that not every argument works with every audience.



THEY ARE DOING IT :

The MenCare global fatherhood campaign has created short films which illustrate the value of fathers' spending more time participating in caregiving: www.men-care.org/Media/MenCare-Films.aspx. The campaign also offers posters that can be adapted to local contexts. The MenCare resources are useful for partner organizations, when launching a local campaign, and for starting the conversation on the importance of fatherhood and caregiving in a community.

To download other 'Bringing fathers in' resources and access relevant links and references, go to: www.fatherhoodinstitute.org/2014/bringing-fathers-in-resources-for-advocates-practitioners-and-researchers/