

# 2017

STATE OF THE WORLD'S FATHERS

## TIME FOR ACTION



## 75 YEARS IS TOO LONG TO WAIT FOR GENDER EQUALITY IN PAID AND UNPAID WORK

Join us in creating a social media buzz around the launch of *State of the World's Fathers: Time for Action!*

[#WorldsFathers](#) | [@MenCareGlobal](#) | [sowf.men-care.org](#)

### ABOUT THE REPORT

On June 9, MenCare is launching the 2017 *State of the World's Fathers: Time for Action* report. The report, produced by Promundo, draws from nearly 100 research studies and reports, with data from nearly every country where it is available, to reveal what has stalled progress toward global gender equality and to lay out a bold agenda for men and boys doing fully 50 percent of the world's unpaid care work. This 2017 report comes two years after the inaugural *State of the World's Fathers* 2015, the world's first report to provide a global view of the state of men's contributions to parenting and caregiving. MenCare: A Global Fatherhood Campaign is coordinated globally by Promundo and Sonke Gender Justice and jointly steered by Save the Children and MenEngage Alliance.

### SOCIAL MEDIA TIPS

Use the following tweets to share findings and calls to action from *State of the World's Fathers: Time for Action*.

**GET INVOLVED ON TWITTER:** Follow [@MenCareGlobal](#) on Twitter and join the conversation on social media using [#WorldsFathers](#). Other key handles: [@Promundo\\_US](#) [@SonkeTogether](#) [@MenEngage](#) [@raddabarnen](#).

**GET INVOLVED ON FACEBOOK:** Like and follow MenCare ([facebook.com/mencarecampaign](#)) on Facebook. Tag us in your posts, and use [#WorldsFathers](#). Other key pages: Go to [facebook.com](#) and add Promundo ([/Promundo.US](#)); Sonke Gender Justice ([/SonkeGenderJusticeNGO](#)); MenEngage Alliance ([/menengage](#)); and Save the Children Sweden ([/raddabarnen](#)).

**FIND MORE INFORMATION:** Visit – and share – the link to the report, which will be live at [sowf.men-care.org](#) on Friday, June 9.

The *State of the World's Fathers: Time for Action* report is being unveiled on June 9. Help us share the report's findings, advocate for improved policies and programming for parents, and increase support for men's caregiving as part of the global gender equality agenda. Please use **#WorldsFathers** in your posts so we can capture the conversations as they happen. Where possible, please also include the link to the report: [sowf.men-care.org](http://sowf.men-care.org)

## BUILDING MOMENTUM

Use the following tweets or create your own. If you would like to post on Facebook, make sure to tag MenCare.

### ON LAUNCH DAY:

Out TODAY, new State of the #WorldsFathers – Time for Action report provides analysis & bold agenda for equality. <http://sowf.men-care.org>

It's time for action! 2017 State of the #WorldsFathers report released TODAY. [@MenCareGlobal](http://sowf.men-care.org)

What does #fatherhood mean to you? Today, @MenCareGlobal launches State of the #WorldsFathers 2017 report. <http://sowf.men-care.org>

Women do more unpaid work and paid work combined than men do. Read more in new #WorldsFathers report – out TODAY! <http://sowf.men-care.org>

### ON LAUNCH DAY & BEYOND:

NEW! State of the #WorldsFathers report reveals what's stalling progress toward equality & lays out a bold agenda. <http://sowf.men-care.org>

New @MenCareGlobal report on the #WorldsFathers draws from nearly 100 research studies. Download here: <http://sowf.men-care.org>

Targeting fathers—key to advancing gender equality? Groundbreaking analysis of the #WorldsFathers just released! <http://sowf.men-care.org>

Active fatherhood is critical to gender equality. Find out why in new #WorldsFathers report. @MenCareGlobal <http://sowf.men-care.org>

Landmark analysis of #fatherhood with Action Plan to advance gender equality – out now! #WorldsFathers <http://sowf.men-care.org>

New State of #WorldsFathers report addresses key areas driving inequality: rigid norms, economic realities & policies: <http://sowf.men-care.org>

NEW #WorldsFathers report addresses unpaid care work inequity and provides Action Plan for equality! Read: <http://sowf.men-care.org>



## MAKING THE CASE FOR EQUAL CARE

Globally, women spend on average 3x as much daily time on caring for the home & children than men do. #WorldsFathers <http://sowf.men-care.org>

It will take an estimated 75 years for women & men to achieve #equalpay. It's time for action. #WorldsFathers <http://sowf.men-care.org>

46% of U.S. fathers said they're not spending enough time with their children, versus 23% of mothers. #WorldsFathers <http://sowf.men-care.org>

Globally, women spend 45 minutes more than men on paid & unpaid work per day. New #WorldsFathers report: <http://sowf.men-care.org>

## ENCOURAGING EQUAL CAREGIVING

New #WorldsFathers report sets goals to achieve men & boys doing fully 50 percent of the unpaid care work globally. <http://sowf.men-care.org>

Individuals of all genders must be encouraged & supported as both caregivers AND financial providers. #WorldsFathers <http://sowf.men-care.org>

Gender equality will not be achieved unless men are engaged in care work, reveals new 2017 #WorldsFathers report. <http://sowf.men-care.org>

Rigid gender stereotypes are major barriers to equitable caregiving, shows new State of the #WorldsFathers report. <http://sowf.men-care.org>

## THE NEED FOR PAID PARENTAL LEAVE

#1 recommendation from new State of the #WorldsFathers report is equal, paid, non-transferable parental leave. <http://sowf.men-care.org>

Paid leave for all parents is key to an equitable distribution of caregiving, shows new #WorldsFathers report. <http://sowf.men-care.org>

Leave policies for fathers have potential to advance gender equality at home, at work, & in society. #WorldsFathers <http://sowf.men-care.org>

Paternity leave is offered in only about 1/2 of the world's economies & parental leave in even fewer. #WorldsFathers <http://sowf.men-care.org>



## TAKING ACTION

New State of the #WorldsFathers report highlights specific recommendations for actions to advance gender equality. <http://sowf.men-care.org>

New #WorldsFathers report lays out 11-point Action Plan for achieving equality in unpaid care work. <http://sowf.men-care.org>

Radical, transformational change in the division of unpaid care must be a global goal, argues #WorldsFathers report. <http://sowf.men-care.org>

We all have a role in ending gender norms that stereotype caregiving as “women’s work.” New #WorldsFathers report: <http://sowf.men-care.org>

Info on benefits of engaged #fatherhood for gender equality can be key for policy change says #WorldsFathers report: <http://sowf.men-care.org>

In no country do men share unpaid care work equally with women. Read the #WorldsFathers Action Plan to change this: <http://sowf.men-care.org>

