

## MENCARE MEDIA KIT FOR AFRICA

### 1. INTRODUCTION AND BACKGROUND

Media is a powerful tool that plays several key roles including informing, educating and entertaining the masses on several topical issues. In Africa, there has been a rise of using the media to promote positive socialization, such as profiling of good role models in societies as well as exposing harmful practices such as gender based violence. Sonke Gender Justice developed a media toolkit to assist interested individuals, media houses, and member organisations from MenEngage Africa (MEA) and the MenCare Global Fatherhood Campaign, with resources to produce positive fatherhood and parenting stories.

### 2. DISCUSSION

Sonke Gender Justice and MenCare: A Global Fatherhood Campaign developed a *“MenCare in Africa Media Kit: A toolkit for MenEngage Africa organisations working with media”* in an effort to:

- Promote men as caregivers and fathers through media campaigns, educational programs and advocacy initiatives
- To offer guidelines on how to use the power of media and stories (writing and telling) to promote MenCare.
- To inspire and give fresh ideas on how to harness the power of media to reach large audiences.
- To explore how to use stories to move people emotionally and catalyse discussion and debate.

This session will explain the use of the toolkit to symposium participants, share examples of the use of the resources, and engage participants in an interactive exercise from one of the resources.

### 3. CONCLUSION

The media, when used well and wisely, has proved to have an enormous potential to affect social and individual change. This toolkit will offer anyone interested in media guidelines on how to use the power of media and stories to promote positive messaging and advocacy for

men to take up care work. It also inspires and will give participants fresh ideas on how to harness the power of media to reach large audiences for social change.