

EECA Regional Newsletter on Gender-Transformative Programming

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Issue 2: September 2015

Gender-Transformative News

We've returned with the second edition of the new Gender-Transformative Newsletter for Eastern Europe and Central Asia! In this issue, many EECA countries focused on engaging men and boys in gender equality.

This newsletter serves as an online space for local organizations, government partners, and UNFPA colleagues in the Eastern Europe and Central Asia region to share information on gender activities, and to receive the latest news on capacity-building opportunities, resources, and publications. It is part of an effort to support the development of a partner-driven sustainability platform for gender-transformative programming in the region.

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What do you think about this newsletter? Send your comments to Jane Kato-Wallace

(j.kato@promundoglobal.org) and Nina Ford (n.ford@promundoglobal.org).



Involved Fatherhood in Albania

Albania launches first MenCare campaign in July

Albania formally launched its first ever [MenCare campaign](#) in Tirana on July 16. Eighty people attended the event, including civil society activists, government representatives, community members, parents, and the media. Featuring a roundtable discussion and fatherhood photography exhibition, the launch event highlighted the importance of fathers' and male caregivers' active participation in childcare and household tasks.

Learn more about the launch [here](#).



Armenian Church Counters GBV

In Armenia, religious leaders work to prevent gender-based violence

Over 90% of Armenia's population identifies as followers of the Armenian Apostolic Church, and the Church remains an authority in Armenian society in regard to cultural and moral values. Since 2011, the Armenian Round Table Foundation, with the support of UNFPA Armenia, has worked with the Armenian Apostolic Church to use its social influence to prevent gender-based violence (GBV) and challenge the norms that contribute to GBV. The project focuses on eliminating GBV in the family through educational and counseling activities, which are carried out by the clergy in nine out of ten regions of Armenia and in the capital Yerevan. The project's success can be attributed to its unique, multi-sectoral approach, which has developed through the partnership with UNFPA Armenia, Church leadership, and experts in the field. Clergy, together with their secular counterparts, work to prevent GBV at the individual, family, and community levels.



Research for Advocacy in Azerbaijan

UNFPA in Azerbaijan conducts research to advance sexual and reproductive rights

The UNFPA Azerbaijan country office aims to conduct research to inform and support advocacy for advancing sexual and reproductive rights, and to combat the harmful practice of gender-biased sex selection. To carry out these goals, they partnered in June with Promundo-US to provide technical assistance on quantitative and qualitative research related to the International Men and Gender Equality Survey ([IMAGES](#)). In August, Promundo completed a training with UNFPA-Azerbaijan; the State Committee for Family, Women, and Children's Affairs; and the International Center for Social Research (ICSR) to sensitize partners on men and masculinities, discuss data collection plans, and finalize the survey design.



Men's Health Week in the Balkans

In the Balkans, Youth Celebrate International Men's Health Week in June

Groups in various cities in the Balkans organized activities related to International Men's Health Week from June 15 to June 21. Young people worked to promote topics related to health protection and promotion, with a special emphasis on issues of interest to young people. Youth handed out materials and brochures to community members, engaged other youth in conversations about health, and promoted "healthy," gender-equitable relationships.



Youth for Gender Equality in BiH

In Bosnia and Herzegovina, Youth Learn Leadership for Gender Equality

In July, CARE and its local partners Perpetuum Mobile from Banja Luka, Youth Power in Mostar, and Association XY in Sarajevo organized a training camp for young people in Bosnia and Herzegovina on the issue of youth leadership in achieving gender equality. Close to 50 youth who were active in local “Be A Man” clubs (which work in schools and communities to promote gender-equitable norms, address different forms of violence, and promote healthy lifestyles) learned new ideas around leadership, advocacy, and peer education. These new skills will be used in their communities in the promotion of gender equality and transformation of rigid gender norms. The Swiss Development Cooperation provided support for the training camp.



“Bedroom Without Violence” in Belarus

Belarusian ice hockey player is face of UNFPA campaign to prevent domestic violence

The Belarusian ice hockey player Alexei Kalyuzhny became the face of the UNFPA awareness-raising campaign “Bedroom Without Violence,” which aims to prevent domestic violence. “Bedroom Without Violence” is the third stage of the nationwide campaign “Home Without Violence,” which was launched in 2012 and works to combat violence against women and children. The first stage, “Kitchen Without Violence,” featured actress Julia Vysotskaya to increase awareness for Belarus’ national hotline for the survivors of domestic violence. The second stage, “Playroom Without Violence,” featured Olympic tennis player Maxim Mirnyi and promoted public awareness of child abuse and violence against children. The objective of the third stage of the campaign is to raise awareness of domestic violence and promote behavior change.

Learn more about the campaign [here](#).



Photography for Change in Belarus

“Life Puzzle” photography exhibition illustrates the role of fathers in gender equality

The Belarusian National Conference on Family Issues, organized by the Ministry of Labor and Social Protection, unveiled the “Life Puzzle” photography exhibition on the role of fathers in Swedish families in May 2015 in Minsk. The photos were also exhibited at the supermarket chain “Hippo” in Minsk, which positions itself as a family supermarket. The exhibition highlights society’s role in making it easier to reconcile gender equality, parenthood, and work. It includes additional, visual materials about the importance of paternity leave, which were developed by young Belarusian advertisers for UNFPA.

The original “Life Puzzle” photography exhibition, produced by the Swedish Institute, includes 24 photos that illustrate the important role fathers can play in caregiving, as well as society’s role in achieving work-family balance. In autumn 2015, the exhibition will be expanded with photos of fatherhood taken by Belarusian photographers.



Georgian Dads Promote Reading

UNFPA Georgia promotes gender equality through popular social media campaign “Daddy, Read Me a Book”

UNFPA in Georgia supported a national household survey on men and gender relations in 2013, which found that 80% of men like to spend time with their children, but only 11% read books to their young son or daughter every day. One of the most successful initiatives to come out of this research was the social media campaign, “Daddy, Read me a Book,” which works to promote the active engagement of men and fathers in caregiving and gender equality. Now in its third phase, the campaign recently photographed a dozen famous Georgian fathers, including Kakha Kaladze (Georgian Minister of Energy and retired footballer), holding hand-written messages for other dads around the country. The Facebook album that houses these photos has been shared more than 5,000 times and has reached more than 180,000 people. The campaign also asked famous Georgian fathers to write public letters to their children, and the blog where these letters are published has received more than 80,000 visits to date.

See the campaign [here](#).



Kazakhstan Involves Religious Leaders

In Kazakhstan, Muslim and Christian leaders advocate for maternal and reproductive health

On June 8, UNFPA's country office in Kazakhstan organized and conducted a regional seminar in Oskemen on maternal and reproductive health, gender-based violence, harmful practices, and non-discrimination for faith-based organizations in Eastern Kazakhstan. The workshop provided capacity building for religious leaders from the Sunni Islam and Orthodox Christianity faiths, as part of a three-year partnership between UNFPA in Kazakhstan and faith-based organizations from 2012 to 2015. After the seminar, participants from both religious communities agreed that their followers should know about maternal health promotion, risks of early pregnancies, sexual and reproductive health, use of family planning, prevention of violence against women and children, and prevention of early/forced marriages.



How Fatherhood Begins in Kyrgyzstan

Fatherhood campaign in Kyrgyzstan launches in June

On June 23, the UNFPA country office in Kyrgyzstan launched a new fatherhood campaign in the country's Chui region, kicking off the initiative with a roundtable meeting in the capital city of Bishkek. The meeting aimed to raise awareness among policymakers about the importance of better engaging fathers in caregiving. This is a critical issue in the country, where national statistics find that men spend only 0.6% of their time caring for their children. UNFPA research in Kyrgyzstan also shows that 40% of surveyed high school students do not consider their fathers to be role models, while 43% of girls do not want their future husbands to be like their own fathers. UNFPA, with the participation of representatives from Kyrgyz Government, experts, and NGOs, organized the platform for discussion to look at results of the study and campaign results around fatherhood carried out in Kyrgyzstan's Talas district in 2014.

Watch a video of launch highlights [here](#).



“Be a Man” in Serbia

Center E8 is changing what it means to “be a man” in Serbia

This year, “Be a Man” clubs across Serbia, coordinated by Center E8 with support from UNFPA, have been changing perceptions among youth about what it means to be a man through a variety of activities. Near the end of the school year, research, training, and campaigns were carried out in two high schools in Belgrade. A key finding to come out of the research is that young men who are victims of violence at home are more likely to use violence later against women and LGBT individuals, and to be violent as part of the group. In response, 30 teachers, psychologists, and education professionals from the two schools gathered for a training on violence prevention and Center E8’s Program M methodology. Program M workshops are implemented in schools and communities and encompass themes of violence prevention, gender equality, sexual and reproductive health, and prevention of drugs and alcohol abuse. Participants form “Be a Man” clubs to implement educational and creative campaigns around these themes in their schools and communities.



Girls' Football in Tajikistan

National Federation of Taekwondo and Kickboxing promotes gender equality through girls' football

The National Federation of Taekwondo and Kickboxing (NFTK) of Tajikistan, through its project “Capacity Strengthening of Girls on their Equal Participation in Sport and Social Life of Tajikistan,” closely cooperates with international and national organizations who advocate for girls rights, including the US Embassy in Tajikistan. These organizations have jointly conducted a series of activities targeting sports as an instrument for the transformation of gender roles and establishing more equal social relations. On August 3-6, a four-day training in Kairakkum city for girls’ football coaches worked with participants on reducing stigma in women’s sports and on involving the general public in advocating for girls’ rights through sports. On August 10-17, NFTK with support of the UNFPA country office in Tajikistan conducted an eight-day, peer-to-peer training for the athletes and coaches of different national sport federations. The training covered sexual and reproductive health issues, HIV prevention, and gender equality.

Educational Opportunity

Promundo Webinar on (1) IMAGES and (2) EECA Regional Platform

(1) In the next month, Promundo-US Program Officer, Ruti Levtoy, will present the second in a series of webinars on the International Men and Gender Equality Survey (IMAGES) for UNFPA colleagues and partners. IMAGES is a multi-country study that measures men's attitudes and practices – along with women's opinions and reports of men's practices – on a wide variety of topics related to gender equality. To learn more about IMAGES, visit:

www.promundoglobal.org/images

(2) The Promundo webinar will also include a presentation on a proposed Eastern Europe and Central Asia Platform to exchange lessons learned and best practices on gender-transformative programming in the region. The webinar will include best practices on existing platform structures and main goals of this regional platform.

Please fill out a short survey [here](#) to let us know your preferred dates and topics for the webinar.

Featured Resources

State of the World's Fathers 2015

State of the World's Fathers is the world's first report to provide a global view of the state of men's contributions to parenting and caregiving. Released in June by the MenCare campaign, the full report, executive summaries in multiple languages, and regional and thematic analyses are available for download [here](#).

Using Social Media and the Arts to Transform Gender Norms

This case study from the Young Men Initiative in the Balkans presents five examples of how social media and the arts can be used to support gender transformation. The case study, produced by CARE and its partners from Croatia, Serbia, Kosovo, and Bosnia and Herzegovina, shows different mediums and approaches that work to engage youth in gender equality issues.

Download the report [here](#).

First IMAGES Webinar

On April 20, Promundo-US Program Officer, Ruti Levtoy, presented the first in a series of webinars on the International Men and Gender Equality Survey

([IMAGES](#)) for UNFPA colleagues and partners.

[Click here](#) to access the recording of the full IMAGES webinar and presentation (Password: "promundo-images"). The folder contains PowerPoint presentations both in English and Russian. Note that if you wish to view the webinar via Dropbox it will only play 15 minutes of the video. To watch the full webinar, please download the entire file.

Focus on the role of fathers in advancing gender equality

Recent research in the Eastern Europe and Central Asia region shows that fathers are often not involved in the upbringing of their children.

Campaigns in Georgia – including this video from UNFPA – are drawing attention to these findings and promoting a stronger role for men at home.

Watch the video [here](#).

We Want Your News!

Send us updates on gender-transformative programming happening in your country for the next upcoming newsletter to be released in December 2015!

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

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