



Dove
MEN
+CARE

DOVE MEN+CARE
2019 GLOBAL
WHITEPAPER
FACTSHEET FOR CANADA

A close-up, profile shot of a man with a shaved head and a light beard, looking down at a baby he is holding. The man is wearing a dark blue t-shirt. The baby is wearing a white onesie and white socks with colorful patterns. The background is a soft, out-of-focus indoor setting with warm lighting. The text is overlaid on the left side of the image.

DOVE MEN+CARE'S COMMITMENT TO CARE

Since launch in 2010, Dove Men+Care has championed an inclusive vision of masculinity, expanding opportunities to care, and what it means to be a man and a father in today's world.

This factsheet should be used as a guide to support in-market launch of the global whitepaper: **Unleashing Men's Power to Care through Paternity Leave**, and the Dove Men+Care 2019 Father's Day Campaign. It provides more in-depth, locally relevant media angles and supporting data to complement the whitepaper and ensure local resonance.

Please refer to the accompanying toolkit for additional background and guidance.

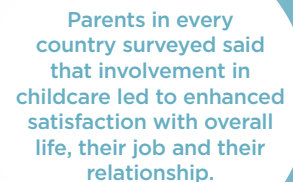


It is our continued belief that **care is the best of a man**, because when men care for themselves and others, there is a positive impact on them and society.

That's why **Dove Men+Care is championing paternity leave globally**. We want to give men greater opportunities and access to care, and the freedom to choose the best way to do so for themselves and those around them. So that every dad gets the chance to care for the people who matter most.

WHY WE'RE CHAMPIONING PATERNITY LEAVE

New global research from Dove Men+Care and Promundo in seven countries (UK, US, Canada, Brazil, Argentina, Japan and the Netherlands) shows that **men care deeply about being involved caregivers and would go to great lengths to have the opportunity**. However, uptake of paternity leave in these same markets remains comparatively low, **indicating a clear conflict between fathers' desire to care and the opportunities that they have to do so**. From national and workplace policy, through to social expectations and restrictive male stereotypes, dads across the world come up against barriers to care in a number of ways.



Parents in every country surveyed said that involvement in childcare led to enhanced satisfaction with overall life, their job and their relationship.

GLOBAL HEADLINE DATA

- **85% of fathers said that they would do anything to be more involved after their child was born.***
- In addition, 81% of fathers said they feel they should be involved in the physical care of their children – not just the financial provision – but almost a quarter of these men fear career or financial repercussions if they take more than two weeks of paternity leave.
- Less than half (48 percent) of the world's countries offer paid paternity leave.
- **Less than half of fathers – across the same countries surveyed – took as much time as their country's policy allowed.** As many as 35 percent of fathers in Japan and 40 percent of fathers in Canada report taking no time off at all after the birth or adoption of their most recent child.
- On average, 56% of fathers felt they had to do at least some work during their paternity leave.
- **66% of men and 71% of women are bothered by negative portrayals of fathers in the media – often evoking apathy to care. 72% of fathers and 74% of mothers appreciate images of competent fathers in the media.**
- **Paternity leave will play an essential role if fathers are to alleviate the caregiving pressure on mums and increase gender equality.** Societal implications can include:
 - > **Over 65 percent of women say mothers would have better physical health, and over 72 percent say they would have better mental health if fathers took at least two weeks paternity leave, reveals the report.**
 - > Long-term benefit for the child: The 2011 Paternity Leave study by the University of Oslo¹ found that paternity leave improved children's performance all the way to secondary school.
 - > **Greater equality in the workplace: A study in Sweden found that women's income increases 7 percent for each month that her partner takes leave.**
 - > Increased productivity: **A survey of more than 2,000 UK workplaces found that those with parental leave policies are 60% more likely to report above-average financial performance than companies without such policies.**
- **Parents in every country surveyed said that involvement in childcare led to enhanced satisfaction with overall life, their job and their relationship.**



85%

of fathers said that they would do anything to be more involved after their child was born.

*Note: The multi-country average reflects calculations that give equal weight to each respondent in each subcategory (i.e. men, women, fathers, mothers), regardless of country.

1 Paternity Leave, 2011. Cools, Fiva, Kirkboen - [See link here](#) to download report

PATERNITY LEAVE IN CANADA

Canadian fathers desperately want to be involved caregivers, more than almost all other countries we surveyed. However, they are being held back by limiting societal and professional expectations, alongside pressure from friends and family to conform to stereotypical gender roles. Fear of negative impacts on their career, perceived inadequacy as involved caregivers, limiting portrayals of dads in the media and expectations that men should be the ones to return to work, means fathers in Canada take less paternity leave than is available to them. Recent policy changes have not gone far enough to encourage Canadian fathers to take more leave, although the recent increase in paternity leave (effective March 2019) moves the country in the right direction.

91%

of fathers said they will do
“whatever it takes to be
very involved in the early
weeks and/or months of
caring for their newly born
or adopted child”.



SUGGESTED HEADLINES AND DATA FOR EXCLUSIVES



HEADLINE ONE:
FINANCIAL WORRIES HOLDING CANADIAN DADS BACK FROM BONDING WITH NEWBORNS

Despite Canada’s comparatively progressive parental leave policies, most men continue to feel that paternity leave is not for them, due to professional and economic considerations.

- 59% of fathers in Canada ranked financial constraints as the biggest barrier to taking leave.
- 62% of fathers felt that their family finances will be very negatively affected if they took their allocated leave and only 45% believe their manager believes fathers should make it a top priority to take any available parental leave.

Reasons why fathers and mothers did not take their allocated paternity or maternity leave (% of fathers and mothers who agreed with the reason)

	% of fathers who think taking leave will negatively impact these	% of mothers who think taking leave will negatively impact these
Ability to advance at work	37%	32%
Job security	31%	26%
Reputation at work	22%	13%
Relationship with their immediate manager	29%	16%

A photograph of a man in a green jacket carrying a young girl in a black jacket on his shoulders. They are outdoors in front of a brick building. The man is looking up with an open mouth, and the girl is smiling. A circular graphic with a teal border is overlaid on the left side of the image, containing the text '59% of men think paternity leave policy in Canada is long enough.'

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of men think
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HEADLINE TWO:

TIME FOR THE REST OF CANADA TO CATCH UP TO QUEBEC ON PATERNITY LEAVE

Quebec is Canada's most paternity friendly region. New fathers in Quebec are more aware of paternity leave allowance and take longer paternity leave than any other region. It is time for Canada to follow suit.

- Half the fathers across Canada (50%) and more than 68% of fathers in Québec stated they were aware of how much leave they had access to.
- In Canada, with the exception of Québec, 40% of fathers took 2 weeks paternity leave from a 5 week allowance and 40% took no time off. In Québec, 59% of fathers took 5 weeks off after the birth/adoption of their child and 19% of fathers took no time off. By contrast, despite a lack of paid paternity leave at a national level, less than 0.1% of new fathers in the U.S. took no time off.
- Only 59% of men think paternity leave policy in Canada is long enough.

ADDITIONAL CANADA HEADLINES

CANADIAN DADS KEEN TO BOND WITH NEWBORNS DEMAND CULTURAL CHANGE

CANADIAN FATHERS SLOWLY CHANGING PARENTAL CARE MODELS

ADDITIONAL DATA AVAILABLE

Fathers care about being caregivers but societal expectations are still prevalent:

- **91% of fathers said they will do “whatever it takes to be very involved in the early weeks and/or months of caring for their newly born or adopted child”.**
- 74% of Canadian fathers believed that fathers should take all available parental leave to bond with their child.
- 26% of fathers said that they thought it was their responsibility and their partner’s expectation that they keep working.
- Only 59% of men think paternity leave policy in Canada is long enough.
- **89% of fathers say that they feel competent about caring for their children (higher than the global average of 84%) but just 68% believe their partners think of them as competent caregivers.**
- Just 18% would take a pay cut for longer paternity leave.

Mothers and fathers appreciate positive images and are bothered by negative images of father in media (e.g. movies, T.V. shows, advertising, articles, etc.):

- **76% of fathers and 73% of mothers feel very bothered when they see images of incompetent fathers portrayed in the media.**
- 80% of fathers and 83% of mothers appreciate seeing images of competent fathers in the media.

Barriers to paternity leave exist:

- 37% of fathers say taking full paternity leave will negatively affect their ability to advance at work.
- 59% of fathers in Canada ranked financial constraints as the biggest barrier to taking leave.
- **62% of fathers felt that their family finances will be very negatively affected if they took their allocated leave and only 45% believe their manager believes fathers should make it a top priority to take any available parental leave.**

Québec is Canada’s family friendly region:

- In Canada, with the exception of Québec, 40% of fathers took 2 weeks paternity leave from a 5 week allowance and 40% took no time off. In Québec, 59% of fathers took 5 weeks off after the birth/adoption of their child and 19% of fathers took no time off.
- 50% of fathers across Canada were aware of paternity leave allowance, in Québec this was 68%.

Additional notable data:

- 64% of self-employed fathers took **no** paternity leave, compared to 43% on hourly pay and just 13% in a fixed annual salary.
- 34% of fathers were willing to take on extra work for a co-worker who was on paternity leave.

Additional global data:

- A study by Dove Men+Care² found that globally, just 7% of men say they can relate to how the media depicts men today. 75% feel that the media’s portrayal of men is too narrow and unrealistic, often depicting them as foolish and aloof.

TOWARDS A SOLUTION; CHAMPIONING PATERNITY LEAVE TOGETHER

Our research confirms that Canadian men want to be involved caregivers, but that national and workplace policy, societal and professional expectations, and pressure from friends and family to conform to stereotypical gender roles all impact a father's confidence in his caregiving ability. More than this, women, employers and, crucially, children, also feel the impact.

This situation needs to change, which is why Dove Men+Care is taking action to make paternity leave a choice that every father has the freedom to make. We're doing this by:



Celebrating, valuing and appreciating men in their role as involved caregivers to encourage and support access and uptake to paternity leave:

- Conducting and releasing global research to understand the barriers and opportunities relating to paternity leave globally.
- Created and launched the '[Dear Future Dads](#)' film in 2018.
- Launching our [Pledge for Paternity Leave](#) in the US earlier this year in partnership with Alexis Ohanian. A \$1 million dollar fund was made available to support new or expectant dads whose current circumstances mean they aren't able to take paternity leave. Our ambition is to expand this pledge globally in line with local needs to enable everyone to support the movement for paid leave.



Advocating for corporate cultural and policy change:

- The Dove Men+Care Global Paternity Leave Standard gives all fathers at Unilever a minimum of three weeks' paid leave, rolling out globally by the end of 2019.
- We are at the beginning of a journey to collaborate with like-minded companies, NGOs, global and local advisors, partnering to drive the structural, policy and cultural changes required to make paternity leave more accessible.



Creating valuable resources to support dads and help them take positive action in their own lives regarding paternity leave:

- Launching a digital [Paternity Leave Resources hub](#) on [dove.com](#) with resources for dads and their networks.
- We are also exploring partnership opportunities with like-minded companies and organisations such as UNICEF, to expand our ability to support dads in caregiving roles.



TOGETHER,
WE CAN MAKE PATERNITY
LEAVE SOMETHING **#DADSDO.**

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Our vision is a world where fathers are empowered to take paternity leave, and where the benefits are felt at home, at work and in society. Our ambition is to take both short and long-term action to accelerate progress in bringing the benefits of paternity leave to all. Our belief is that men should have the freedom to decide the best way to take care of themselves and those around them.