



# DOVE MEN+CARE 2019 GLOBAL WHITEPAPER

FACTSHEET FOR US



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

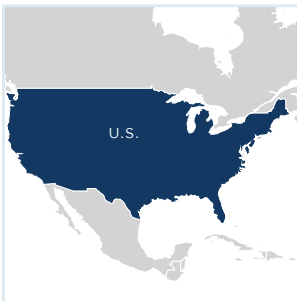
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Since launch in 2010, Dove Men+Care has championed an inclusive vision of masculinity, expanding opportunities to care, and what it means to be a man and a father in today's world.



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.

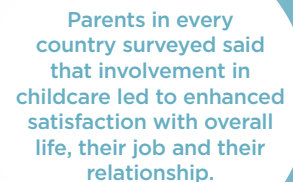


It is our continued belief that **care is the best of a man**, because when men care for themselves and others, there is a positive impact on them and society.

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 Oslo<sup>1</sup> 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.**



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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 THE US

The US is the only advanced economy in the world that does not provide nationally guaranteed paid parental leave for mothers and fathers, with just four US states currently offering paid paternity leave (California, New Jersey, Rhode Island and New York); recently the District of Columbia passed paid family leave that becomes effective in late 2019. As a result, for American dads paternity leave tends to be unpaid or a combination of cobbled-together vacation and sick leave. Despite US fathers wanting to be more involved caregivers, this lack of paid paternity leave at a national level is a major barrier to them taking more time off to bond with their newborns just as it creates major obstacles for working mothers. There has to be increased focus on, and availability of, substantive, paid parental leave for both men and women. Legislation at a state or Federal level, in tandem with supportive corporate policies will be required to allow fathers to be as involved in caregiving as they would like to be.

Note: This also presents an ideal opportunity to reference the Paternity Pledge in any media interactions.

# 92%

of US fathers feel competent to take care of their children. This is compared to 84% globally, 68% in the UK and 89% in Canada.





HEADLINE ONE:

## DESPITE LACK OF NATIONALLY MANDATED PAID PARENTAL LEAVE, US FATHERS SAY BOSSES ARE SUPPORTIVE OF PATERNITY LEAVE, REFLECTING A SHIFT OF ONUS ONTO EMPLOYERS

- Despite the fact that the US is the only advanced economy in the world that does not provide nationally guaranteed paid parental leave, a higher proportion of Americans (men and women) feel their managers consider paternity leave a priority. The lack of a national paid parental leave policy has shifted the onus for providing paid leave to employers, meaning Americans view their managers as being more supportive of parental leave than in other countries where paid parental leave is available. **Nearly 3 in 5 (59%) of women and men surveyed said they felt their managers view paternity leave as a priority for new dads, compared to just 45% in Canada, where paternity leave is nationally mandated and arguably therefore, more progressive.**
- **28% of fathers took 1-2 weeks off following the birth of their child despite not having access to national paid parental leave policy**, presenting a strong likelihood that new fathers took either holiday, unpaid leave or a combination of the two to enable this. By contrast, in Canada just 32% of fathers took 1-2 weeks off, despite having access to paid paternity leave at a national level.
- Just 15% of male and female workers have access to paid leave through their employer. (Please note: this statistic was used in the 2018 release, but is a good supporting point for this angle).



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 overlay on the left contains text about media portrayals of fathers.

**47%**

(almost half)

of dads in the US and 62% of mothers are bothered by negative portrayal of fathers in the media, which often evoke ideas of incompetence and apathy to care.

## HEADLINE TWO:

# AMERICAN DADS CONFIDENT IN ABILITY TO CARE FOR NEWBORNS DESPITE ALMOST HALF SAYING THEY ARE AFFECTED BY NEGATIVE PORTRAYALS OF FATHERS IN THE MEDIA

Despite the majority of fathers in the US saying they feel competent to take care of their children, negative portrayals of fathers in the media combined with lack of paid paternity leave in the US is preventing American dads from fulfilling their potential as involved caregivers. The US is the only advanced economy in the world that does not provide nationally guaranteed paid parental leave.

- 92% of US fathers feel competent to take care of their children. This is compared to 84% globally, 68% in the UK and 89% in Canada.
- 47% (almost half) of dads in the US and 62% of mothers are bothered by negative portrayal of fathers in the media, which often evoke ideas of incompetence and apathy to care.
- 77% of fathers and 79% of mothers appreciate seeing images of competent fathers in the media.
- 79% of US fathers say they would do anything to be involved in the care of their newborn.

## ADDITIONAL US HEADLINE

GREATER SUPPORT AT WORK WOULD ENCOURAGE MORE DADS TO TAKE TIME OFF TO BOND WITH NEWBORNS

## ADDITIONAL DATA AVAILABLE (HELD BACK IF EXCLUSIVE IS PLACED)

### US fathers want to be engaged in caregiving:

- 87% of fathers agree that fathers should be involved in their child's physical and emotional care.
- **Despite the lack of paid paternity leave, less than 0.1% of new fathers took no time off, showing a clear desire to be involved caregivers, and a need for national policy to support this.** By contrast, in Canada - with the exception of Québec (where 19% of fathers took no time off) - 40% of fathers took no time off after the birth/adoption of their child.

### Lack of paid leave presents obstacles for US fathers:

- **57% of fathers agree that a financial barrier is the primary reason for not taking full leave, significantly higher than the global average of 42%. This compares to 37% in the Netherlands and 35% in Japan.**

### Changing workplace culture can help US fathers:

- One in five men (21%) are afraid of losing their job if they take the full amount of paternity leave offered.
- 34% of men did not believe their immediate managers felt fathers should make it a top priority to take any available parental leave.
- However, in reality more managers (87%) believe fathers should take any available parental leave compared to non-managers (82%).

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of fathers agree that a financial barrier is the primary reason for not taking full leave, significantly higher than the global average of 42%. This compares to 37% in the Netherlands and 35% in Japan.

The New Dad: Take Your Leave report from Boston College Center for Work & Family

## THE AMOUNT OF LEAVE TAKEN BY NEW DADS WAS A COMBINATION OF

54%

PATERNITY  
LEAVE

51%

VACATION  
/ PTO

13%

PARENTAL  
LEAVE

6%

HOLIDAY  
TIME

COMBINED 4%

SICK TIME OR  
PERSONAL  
ABSENCE DAYS.<sup>2</sup>



## TOWARDS A SOLUTION; CHAMPIONING PATERNITY LEAVE TOGETHER

Our research confirms that American 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.**

*Dove*  
MEN  
+CARE

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.