

# Fatherhood Programme Strategy for Viet Nam

White Ribbon Canada

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## **Acknowledgements**

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## Introduction

The government of Viet Nam has made great strides in responding to Gender-based Violence (GBV) and promoting gender equality. The implementation of three separate pieces of legislation, the National Strategy on Gender Equality (2011-2020), the Gender Equality Law (2006), and the Domestic Violence Law (2007), has signaled the importance of addressing this issue. Legislative changes and policies in Viet Nam are focused on GBV response but do not prioritize primary prevention. Many programs and services exist to work with women in response to the issue of GBV with fewer primary prevention strategies targeting men or programs focused on rehabilitating perpetrators. Similar to many other countries working on the issue of GBV, the government of Viet Nam faces numerous challenges related to the engagement of men and fathers. As UNFPA Viet Nam enters into the implementation of Country Programme 9, there is a continued emphasis on GBV response and prevention. The One Plan (2017-2021) has highlighted and prioritized working on gender equality and specifically on the issue of engaging men and fathers.

The proposed Fatherhood Programme is a testament to the ongoing commitment to the prevention of GBV and builds on the ongoing relationship between UNFPA Viet Nam, the Government of Viet Nam and local stakeholders. In July 2015, at the request of the UNFPA Viet Nam, White Ribbon hosted high-level government officials, and UN Agencies as part of a study to explore GBV response and prevention within the Canadian context. Subsequent to this visit, a report was submitted with a summary of the visit including key points for consideration in developing a National Gender-Based Violence Plan. In the Fall of 2016, White Ribbon was selected to complete a formal Needs Assessment in Viet Nam to inform the Fatherhood Program. The report *National Fatherhood Program in Viet Nam Needs Assessment Report (White Ribbon, 2016)* was subsequently submitted to UNFPA in December 2016.

The proposed strategy in this document builds on the working relationship between UNFPA Viet Nam and White Ribbon and provides a framework for the adaptation and implementation of an innovative Fatherhood Program. The strategy proposes a participatory, gender-transformative, strength-based approach, ensuring increased knowledge, changed attitudes, and strengthened practices related to engaged fatherhood, gender equality and GBV prevention in Viet Nam. The Program will promote engaged fatherhood and non-violent, equitable relationships and will be part of a continuum of initiatives provided in response to GBV.

Research exploring the experiences of fatherhood in Ha Noi and Hai Duong Province supports UNFPA's plan to prioritize the engagement of fathers to prevent GBV. The National Fatherhood Program Needs Assessment conducted in November 2016 by White Ribbon recommended the development of a Fatherhood Program Strategy in Viet Nam. The report identified a leadership and overall coordination role for UNFPA Viet Nam in the implementation of this Program. The

importance of a multi-sectoral response was also identified to strategically engage and leverage various Government Ministries, Civil Society Organizations (CSOs) and academic researchers. The findings from the Needs Assessment reflect insights that were gathered during the research process and do not necessarily reflect broadly across all provinces in Viet Nam. A pilot program is recommended for Ha Noi and Hai Duong given the work already being done in these communities on GBV prevention.

This document proposes core strategic directions for the development of a National Fatherhood Programme for Viet Nam. A proposed Theory of Change is included in the strategy, highlighting the importance of engagement, education and encouragement as part of the Fatherhood Program. The strategy provides an overview of the program including recommendations related to coordination and leadership during the piloting and national implementation phase. The proposed Fatherhood Programme Strategy is comprised of three Strategic Priorities, each one is detailed within this document. The rationale for each priority, a roadmap, identification of timelines and implementation partners are included for consideration. This document also provides an overview of the Implementation Plan including timelines and implementation partners.

## **Foundational Pillars: Engagement, Education, and Encouragement**

Engaged fatherhood is a process through which many men transition from being an individual entity to being part of a new family structure with the emergence of new opportunities and challenges. The needs and responsibilities of fathers change over the course of their lifetime and the lifespan of their children. In order to account for these changes, a Fatherhood Program in Viet Nam must consider fathers in relation to the lifespan of both themselves and their children. Promoting engaged fatherhood involves establishing opportunities and processes to educate men and fathers about parenting, healthy masculinities, GBV, and gender equality. This also includes specific skills for fathers to promote gender equality within their relationship and with their children.<sup>1</sup> It is recommended the Fatherhood Program be rooted in the following principled pillars: Engagement, Education and Encouragement.

During the course of the needs assessment, focus groups were conducted with fathers and mothers in Ha Noi and Hai Duong Province. The importance of these three pillars emerged from the discussions and personal stories of fathers and mothers in those focus groups. The *Needs Assessment Report* identified that while there are venues for mothers to meet and discuss their parenting experience, very few opportunities exist for fathers to do the same. As such, the first step of a Fatherhood Strategy must be to find methods of engaging fathers. The second important finding from the Needs Assessment came from fathers themselves. They identified that they did not receive any formal education or training regarding fatherhood prior to

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<sup>1</sup> Minerson, Todd, H. Carolo, T. Dinner, C. Jones. (2011). Issue Brief: Engaging Men and Boys to Reduce and Prevent Gender-Based Violence. Status of Women Canada.

becoming a parent. Fatherhood education was identified as important in improving awareness, knowledge and understanding of parenting, as well as providing concrete parenting skills to use with their children. For some men, fatherhood can be an isolating time. Fatherhood groups do not exist in Ha Noi and Hai Duong to the extent that mother's groups do. This leads to a potential gap for fathers who would greatly benefit from ongoing interaction and knowledge sharing with other fathers and peers. Father engagement is facilitated through ongoing encouragement and motivation from other fathers, peers or community-experts.

### ***Engagement***

Effectively promoting fatherhood as part of the response to GBV requires engagement of men throughout their journey as fathers. The life cycle associated with fatherhood provides for a number of 'touch-points' or milestones that offer unique opportunities to communicate with fathers about the importance of fatherhood, GBV and gender equality. These touch-points include expectant fathers, fathers of newborn children, first time fathers, fathers of school age children and fathers of young men and women<sup>2</sup>. What also emerged in the needs assessment was the role of grandparents, including grandfathers, male family members and other male role models in promoting gender equality, and adopting healthy and equitable gender norms.

### ***Education***

Preventing GBV through the engagement of fathers requires inspiring and educating fathers on the importance of their role in promoting gender equality within their relationship with their partner, in the family, and in the broader community. This includes providing educational opportunities to learn about caring, playing and communicating with children. In doing so, healthy masculinities can be promoted and adopted by fathers, whilst challenging toxic masculinity. Education can involve discussions with fathers about healthy relationships, gender equality and their roles in preventing GBV. For example, educating fathers on the benefits of gender equality within their relationship with their partner, the sharing of responsibilities in the household, and role modeling of healthy relationships for their children.

### ***Encouragement***

In order to promote long-term sustainable changes, fathers require encouragement to continually adopt healthy concepts of masculinity and challenge "hyper-masculine" stereotypes that can lead to violence - for example, feeling of dominance and entitlement over women and girls; inherent decision-making power over women and girls; etc. It also requires fathers to be supported in their role in ending GBV. This includes ensuring the availability of support mechanisms at the local, community, and national levels that positively reinforce the

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<sup>2</sup> Ferguson, H. (2016). Patterns of Engagement and Non-Engagement of Young Fathers in Early Intervention and Safeguarding Work. *Social Policy and Society*, 15, pp 99-111 doi:10.1017/S1474746415000573

importance of fathers as playing healthy and gender equitable roles with their partner and children.<sup>3</sup>

## **Overview of the Proposed Areas in the Fatherhood Program**

The proposed Fatherhood Programme will feature a compelling toolkit designed to engage fathers in the prevention of GBV and the promotion of gender equality. The Program will be adaptable to the different regions within Viet Nam and will be comprehensive in nature to engage fathers across many different contexts and sites. Where appropriate, examples have been given of other campaigns and strategies that can be adapted into this program. Most notably, White Ribbon's [It Starts With You](#) (ISWY) initiative articulates discussion guides, online training modules, social media engagement, digital stories, and tips for fathers, family members, educators, and coaches and community leaders to promote gender equality and prevent gender-based violence. The ISWY model, with its comprehensive tools and strategies, provides exciting opportunities for adaptation within the Vietnamese context.

The proposed Fatherhood Programme Strategy elaborates on three strategic priorities. These priorities are rooted in the findings of the *Needs Assessment Report* and include:

- 1. Working With Clinicians to Engage Expectant, First-time and Young Fathers**
- 2. Engaged Fatherhood and Gender Equality Groups**
- 3. Social Marketing Campaign**

**The Strategy also outlines proposed future research areas which would act to compliment the overall goals and priorities of the fatherhood program. Sufficient resources would be required to undertake research projects, and would be led by local research institutions.**

## **Overview of the Implementation Plan**

The adaptation, and piloting of the Fatherhood Programme will formally be implemented for four years between January 2018 and December 2021. The scale-up of the Programme will take place starting in 2022. This Strategy provides an articulation of an implementation plan for a comprehensive national pilot test (in Northern, Central and Southern Viet Nam) in which diverse and compelling feedback mechanisms can be utilized, ultimately using the pilot test to build support and enthusiasm for the fatherhood program Strategic areas 1 (focused on working with physicians and first-time, and young fathers) and 2 (engaged fatherhood groups) will be piloted over the course of four years. This prolonged pilot period will be instrumental in ensuring national reach, building support/overcoming resistance from fathers, and will be able to demonstrate impact in the following areas; awareness, attitudes and behaviours related to engaged fatherhood, GBV prevention and gender equality.

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<sup>3</sup> Fletcher, R., & StGeorge, J. (2011). Heading into Fatherhood – Nervously: Support for Fathering From Online Dads. *Qualitative Health Research*. 21(8), 1101-1114.

Prior to the pilot test, regional train-the-trainer workshops will be carried out to build capacity for local trainers to successfully implement the pilot test. CSOs and relevant unions will be invited to participate in the train-the-trainer program. A regional approach to the pilot test will be further explored in the Implementation Plan 2018-2021. Standardized and user-friendly tools will be developed to capture feedback received from the pilot ultimately to finalize the Fatherhood Programme. Upon completion of the pilot, a 2-month national implementation planning process (multi-sectoral) will be undertaken with key stakeholders and implementers of the pilot test process. This will ensure a strong foundation and clarity of roles and responsibilities, as well as to identify potential gaps in resource allocation, human resources, training/research to ensure successful execution of the national programme in 2022. Upon finalization of the national implementation and scale-up plan the roll-out will begin in Jan. 2022.

Depending on resource availability, the social marketing plan can be integrated throughout all stages of the project, or spearheaded in the final year of the project upon completion of the toolkit and handbook. Expansion of the Fatherhood Programme into other regions of Viet Nam may require further adaptation to account for local variations in levels of community readiness and existing resources. Sufficient resources will be required to scale-up and build necessary partnerships across Northern, Central and Southern parts of Viet Nam.

The *Needs Assessment Report* identified key roles in the establishment and implementation of the Fatherhood Program. It is recommended that the Government of Viet Nam be assigned as Lead Coordinator of the Program, liaising with UNFPA, Government partners, CSOs, Union leadership, local sites, and technical consultants. The Needs Assessment also identified the important roles of the Ministry of Labour, Invalids and Social Affairs (MOLISA) in the implementation of program. MOLISA currently oversees the Law on Gender Equality and is responsible for overseeing its state management and implementation. As a result of this Ministry's substantial role in Viet Nam to oversee progress on gender equality and GBV indicators, its engagement in the Fatherhood Program implementation has been emphasized. Buy-in and political commitment will be required from the governing ministerial body to ensure effective oversight of the program.

The Fatherhood Programme will be supported by an Advisory Group comprised of experts and practitioners across sectors in the field of GBV and fatherhood. Primarily, the Advisory Group will consist of UNFPA, MOLISA, UN Women, UNICEF and White Ribbon. It may also include participation of various stakeholders, researchers and CSOs on a consultative basis. The Advisory Group shall oversee the development, adaptation, implementation, piloting, evaluation, and scale-up of the three strategic priorities and provide ongoing technical assistance.

A detailed description of each of the strategic priorities is provided below. A detailed table summarizing the implementation steps can be found in Appendix B and an implementation timeline plan is included in Appendix C.

## Strategic Priority 1: Working with Clinicians to Engage Expecting, First-Time and Young Fathers

### Rationale

It is important to engage fathers as early as possible in the parenting process about the prevalence and root causes of GBV, the benefits of gender equality, and to explore equitable roles with their children and family<sup>4 5</sup>. The *Needs Assessment Report* identified that Vietnamese men often feel unprepared for fatherhood. While their partners are provided with information about pregnancy, childcare skills, and formal and informal opportunities for support, men receive very little guidance during the pregnancy stage. This presents a unique opportunity to begin the process of communicating with fathers and providing them with information regarding GBV and gender equality. It also provides an opportunity to strengthen early gender equitable bonds between fathers, their children, their spouses, and their families. These fathers can also receive crucial education and skills to help them understand the roles they can play in promoting gender equitable norms in the household; to encourage autonomy and confidence in their daughters as they grow up; and to teach their sons about consent in age appropriate ways, across the life cycle.

Expecting, first-time and young fathers require information and education regarding their role during their partner's pregnancy, during childbirth and immediately following the arrival of the baby. The time of their partner's pregnancy can also be a significant entry point to help them deal with the anxiety and uncertainty of becoming a father. It is also an opportunity to provide expecting, first-time and young fathers with information about their roles as fathers and prepare them for the changes that will occur in their lives. The engagement with these fathers is designed to occur in health care settings such as hospitals, doctors' offices and in community-based organizations where pre-natal groups may be located.

The focus of engaging first time or expectant fathers aligns with the One Strategic Plan (2017-2021) priority to address inequalities and to promote a multi-sectoral prevention, response and support strategy regarding GBV and gender equality. Viet Nam continues to struggle with the issue of Gender Sex Selection in which families favour the birth of a male child to extend the familial lineage. Engagement with expectant, first-time, and young fathers is an opportunity for fathers to invest early in the pregnancy regardless of gender and for trained pre-natal care providers to address gender discriminatory attitudes that are leading to unbalanced sex ratios at birth.

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<sup>4</sup> Harry Ferguson (2016). Patterns of Engagement and Non-Engagement of Young Fathers in Early Intervention and Safeguarding Work. *Social Policy and Society*, 15, pp 99-111 doi:10.1017/S1474746415000573

<sup>5</sup> Premberg, A., & Lundgren, I. (2006). Fathers' Experiences of Childbirth. *Journal of Perinatal Education*, 15(2), 21-28.

## Objectives

- Increase knowledge among first-time, expectant, and young fathers about the birthing process, basic care for the newborn, and supporting their partner;
- Strengthen capacity among first-time, expectant, and young fathers to engage in healthy, gender equitable, non-violent parenting with their children and partners;
- Encourage fathers to participate in pre and post-natal visits with their partner (during pregnancy), and caring for their newborn during the first 6 months.

## Expected Results

- Increased attendance in pre-natal care programming among first-time, expecting, and young fathers;
- Increased presence and interest of fathers in the labour and delivery process as reported by Health Care providers;
- Increased awareness by fathers regarding the importance of their gender equitable role during and after their partner's pregnancy;
- Increased participation and confidence of fathers in the gender equitable care of the newborn;
- Increased confidence among fathers to promote gender equality in the family and to be equitable role models for their children;
- Mothers report increased support by their partner in caring for the baby.

## Areas for Exploration

Engaging expectant, first-time and young fathers will require collaboration through a multi-sectoral perspective. It is recommended that the Ministry of Health, and MOLISA work in collaboration with the technical assistance of UNFPA and White Ribbon to develop protocols and practices to be utilized by pre-natal health care providers, physicians, and community-based practitioners. In Ha Noi, the Women's Union is currently running fatherhood groups and it might be possible to utilize their collaboration in the implementation of this strategy. Further, Ha Noi is a strategic setting due to the presence of numerous hospitals and health care providers. Hai Duong is an appropriate choice for piloting this program in a rural setting given its history of commitment to addressing GBV and promoting gender equality. It is anticipated that the foundational work in Hai Duong will involve the recruitment of health care providers and relevant community-based stakeholders to take part in the pilot. Additional sites in Northern, Central and Southern Viet Nam will require careful consideration and mapping.

Engagement of fathers in this grouping (expecting, first-time and young fathers) may include providing information about the opportunity to attend and participate in local groups or clubs for fathers. In this manner, the early engagement by pre-natal care providers might streamline these fathers into fatherhood groups, thereby increasing the amount of support to them and the opportunity to continue to share gender equality and GBV educational material.

Once the procedures and protocols associated with this priority have been finalized in consultation with local stakeholders, a four-year pilot program will take place. The evaluation of the pilot will include both qualitative and quantitative methods including consultation with stakeholders, statistical analysis and interviews and/or focus groups with mothers and fathers who participated in the pilot.

The national implementation of this strategic priority will involve a scaling up plan and the utilization of a train-the-trainer model with physicians and pre-natal care providers from the pilot sites. The national implementation will require a two-month consultation process among the prospective implementation partners to determine the most appropriate setting to implement the priority on a national level. A national evaluation will include analysis of both quantitative and qualitative data. The quantitative data will include statistics collected from physicians and pre-natal care providers and will also include analysis of pre-post test data from fathers to assess attitudinal changes that occur over time. The qualitative data will be gathered through interviews and focus groups of fathers, mothers and stakeholders and will come from a sample of settings from across Viet Nam.

### **Implementation Timelines**

The procedures and protocols to be utilized for this strategic priority will be developed along with an evaluation plan by March 2018. Identification of pilot sites will occur in January 2018. A train-the-trainer model will occur in May 2018 to build capacity of clinicians and community-based organizations to engage this group of fathers (first-time and young fathers). By that time, all of the physicians and Pre-natal care providers will be trained on the Procedures and Protocols. The piloting and evaluation of this strategic priority will be complete by January 2021. A scale-up plan and implementation strategic planning will occur over a two month period upon completion of the pilot test. This will include the identification of other settings for the strategy to be implemented and the training of other physicians and pre-natal care providers. Full national implementation of this strategy and an evaluation plan will occur by December 2022. Evaluation of the national implementation will take place concurrently with the implementation plan to gather ongoing information on the impact of the strategic priority. Note that sufficient resources will be required for roll-out across Northern, Central and Southern Viet Nam.

## Implementation Partners

This strategic priority will utilize a multi-sectoral response to implement the procedures and protocols at the local level. UNFPA will provide technical expertise towards the National Fatherhood Programme where required. MOLISA will provide advisory and oversight, providing linkages to relevant government programs and local service authorities where need be. The Ministry of Health will assist in the engagement and recruitment of physicians and pre-natal care providers to participate in administering the procedures and protocols. The Viet Nam Women's Union is currently facilitating fathers' groups in Ha Noi and may provide access to expectant, first-time and young fathers to participate in the pilot. Similarly, the Viet Nam Farmer's Union will assist with logistics and recruitment of participants in Hai Duong. Given the significant amount of time allocated for pilot testing, a mapping process will be needed to identify 8-10 sites across Northern, Central and Southern Viet Nam. White Ribbon Canada will provide development, training, evaluation and overall technical support to this strategic priority. Baseline data will capture current attitudes, understanding and behaviours as they relate to fatherhood and the promotion of gender equality and violence prevention. Research and evaluation partners for this priority may include Ha Noi Medical University, Institute for Social Development Studies (ISDS). An additional parenting consultant will be engaged to provide thought leadership and technical expertise in the development of resources for physicians and fathers.

## Strategic Priority 2: Engaged Fatherhood and Gender Equality Groups

### Rationale

The *Needs Assessment Report* identified Engaged Fatherhood Groups as an important strategy to integrate gender equality into parenting practices and prevent GBV. Fathers and key stakeholders indicated that fathers lack formal opportunities to meet with other fathers to discuss their experiences and parenting strategies. Engaged Fatherhood Groups can provide meaningful spaces to explore the transformative nature of fatherhood, to promote healthy masculinities and equitable gender norms, ultimately towards the prevention of GBV. White Ribbon's Give Love Get Love research study highlights the importance of connecting fathers to share their experience as parents, redressing the isolation which many feel in their parenting experiences.<sup>6</sup> As a strategy, these groups afford the opportunity to engage numerous men within a specific community where resources might be limited.

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<sup>6</sup> White Ribbon Campaign (2014). Give Love, Get Love. The Involved Fatherhood and Gender Equity Project. White Ribbon Campaign, Toronto, ON.

Composition of these Engaged Fatherhood Groups may include a diverse cohort of fathers with varying age ranges of children. These groups are effective when they provide opportunities for each man to relate the educational materials to their own lives, families and experiences. Further, Engaged Fatherhood Groups that are composed of a variety of age ranges provides for the sharing of individual experiences within the group setting and for peer mentoring and role modeling opportunities. An informal approach to these groups is recommended, which can be flexible and adapted based on the wants, and needs of the group. In this way a sense of community and ally-ship can be fostered amongst fathers to embrace their role in preventing gender-based violence and promoting gender equality.

The *Needs Assessment Report* highlighted the importance of identifying the benefits associated with engaged fatherhood. These include improvements in the following areas: economic empowerment of women; strengthened maternal-health related outcomes; improved child development outcomes; reduction in GBV; and improvement in men’s mental and physical health.<sup>7</sup>

**Benefits of Engaged Fatherhood in the Family:**

The ability to leave a strong and inspired legacy for the next generation;

Children growing up having fond memories of their social and emotional bonds with their father; sons learning from the positive, peaceful, gender equitable examples of their fathers and applying those lessons in their adult lives;

Daughters growing up with strong male and female gender equitable role models and therefore being empowered to expect healthy, equitable, peaceful treatment from future partners, co-workers, etc;

Enhanced quality and health of relationship between partners (equal decision-making, mutual respect, supportive);

Given the cyclical nature of domestic violence, parents can have a positive impact in the healthy development of future generations and therefore help to break the cycle of violence.

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<sup>7</sup> MenCare: What Fathers Have to Do With It: Engaging Men as Caregivers. (nd) Promundo, Sonke Gender Justice, Men Care.

## Objectives

- To provide fathers with information and knowledge about parenting, child development, child care skills, and gender equitable role modeling while building a sense of community;
- To promote positive, gender equitable, strength-based aspects of fatherhood through facilitated discussion and psycho-social education<sup>8</sup>;
- To build a sense of community, connection and enhanced quality of relationships between fathers
- To educate fathers about gender equality, and build skills to promote healthy relationships, and the role they can play in ending GBV.

## Expected Results

- Increased number of engaged fatherhood groups operating on a regular basis;
- Increased number of fathers attending engaged fatherhood groups;
- Increased (self-reported) sense of community, connection between fathers
- Strengthened understanding among participating fathers about the role they can play in promoting gender equality and ending GBV, including sexual violence;
- Reduction in beliefs associated with harmful masculinities and the adoption of healthy masculinities, including emotional intelligence;
- Increased reporting of the positive roles fathers can play in promoting gender equality and non-violence in the family setting;
- Increased overall involvement by fathers with their children;
- Increased reporting of equitable decision-making, care work and household tasks by fathers and their spouses.

## Areas for Exploration

The implementation of the Groups begins with the development and adaptation of a Fatherhood Curriculum (or toolkit). The curriculum will include information and educational material that can guide the Engaged Fatherhood Groups. Topics in the curriculum may include:

- Identifying and understanding GBV, gender equality and healthy relationships;
- Gender sex selection and sex ratio at birth;
- Understanding the importance of consent in all relationships, and the ability to communicate this with one's children;
- The positive roles of fathers in promoting gender equality and preventing GBV;

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<sup>8</sup> This can include enhancing capacity in understanding and dealing with emotions, and anti-violent modes of communication

- The benefits of shared responsibilities in the household;
- Understanding and adopting positive and healthy masculinities; including challenging homophobia and fostering respect and understanding of diverse sexualities
- Child care skill-based learning (i.e. playing with and caring for children, developing strong social and emotional bonds);
- Fatherhood across the ages (i.e. how fatherhood might differ depending on age and personal experiences);
- Additional programming including contests and competitions that involve fathers and children playing together;
- Discussion guides and tools for parents to use with their sons and daughters regarding sexualities, consent, GBV and gender equality.

Resources within White Ribbon's [ISWY](#) initiative and approaches in the [Give Love Get Love](#) research project may be considered for adaptation for the Engaged Fatherhood Groups. Discussion guides, digital storytelling, online training modules for educators and service providers, and social media engagement strategies may be easily adapted to the Vietnamese context. Given the importance given to education and respect for the role of teachers in Vietnamese society, lesson plans for educators can be further adapted as guides for fathers to educate their own children about GBV and gender equality at home. Prior to finalization of the curriculum, advisory group and stakeholder consultation will take place to obtain feedback on the material being considered. This consultation process should include local experts in GBV and individual fathers and mothers from each of the pilot sites.

Upon finalization of the curriculum, pilot sites for both the train-the-trainer with clinicians, as well as engaged fatherhood groups will be confirmed. The *Needs Assessment Report* identified Ha Noi and Hai Duong as appropriate geographic regions for piloting the Engaged Fatherhood Group. However given the reach and length of the program, additional sites will be required to pilot the program. Focus group participants from both of these areas identified an interest in establishing fatherhood groups and both regions have implemented considerable work in the area of gender equality and GBV prevention. A diverse cohort of fathers will be recruited and encouraged to participate in group meetings. This will allow for many different experiences to be shared, for some mentoring to occur, and for younger fathers to hear the experiences and challenges of more experienced fathers.

Piloting the Engaged Fatherhood Groups will occur over a four year period, concurrently with the first strategic priority. It is feasible that within one regional train-the-trainer program, there will be a dual purpose to pilot the procedures and protocols with clinicians, as well as pilot the Groups. This will ensure resource efficiency, and deeper engagement with selected sites. The frequency of meetings will be determined in consultation with local stakeholders in each of the areas. At a minimum, the frequency of meetings should be every two weeks. Engaged Fatherhood Group meetings will be semi-structured and informal in nature. Half of the meeting may be dedicated to discussion with fathers about their most recent or current experiences and

the other half may be devoted to the presentation of educational material related to fatherhood, gender equality, healthy masculinities, and GBV.

A mixed-method evaluation of the pilot groups will occur once they have been completed in consultation with local stakeholders. Evaluation will include interviews with facilitators, father participants and mothers to ascertain the impact of this initiative. A pre/post-test evaluation with the fathers, mothers will also be utilized to assess changes in knowledge, confidence and attitudes over the course of attending the group. In this way comparisons can be drawn from their partners' perceptions to findings in self-reporting.

Once the pilot program has been completed and evaluated, a scale up plan will be developed for national implementation. A strategic planning process will identify other settings for the implementation of the Engaged Fatherhood Groups, followed by training of facilitators from across Viet Nam. A train-the-trainer model may be utilized targeting the facilitators from the pilot sites. Program facilitators will be identified during the implementation phase and will be trained prior to the commencing of the pilot. National implementation will take place in early 2022 with an evaluative component occurring concurrently. The evaluation of the national implementation will include a similar pre/post-test with participants. Evaluation methods will also include interviews and focus groups with stakeholders, facilitators, fathers and mothers from a sample of implementation sites across Viet Nam.

### **Implementation Timelines**

Development of the curriculum and evaluation framework, along with a recruitment strategy for the Groups will be completed by March 2018. Stakeholders will be invited to provide feedback on the curriculum in January 2018. The development of the handbook will start in January 2018. In preparation for the piloting of this initiative, the leaders and facilitators of the groups will complete training, utilizing a Train-the-Trainer model in May 2018. Piloting of the Engaged Fatherhood Groups will commence in June 2018.

Upon completion and evaluation of the pilot program, a detailed scale up plan will be developed for implementation at the national level. This will include the identification of other sites for the implementation of the groups and the utilization of a Train-the-Trainer model led by the pilot sites. Implementation of the Engaged Fatherhood Groups at the national level is set for January 2022.

### **Implementation Partners**

The implementation of this strategic priority will require a multi-sectoral collaborative effort from many different levels. The Government of Viet Nam will act in the capacity of National Fatherhood Program Coordinator, providing expertise where required. MOLISA will provide

advisory oversight, providing linkage to relevant government program and local service authorities. The Viet Nam Women's Union and Farmer's Union will provide oversight and linkages at the local level during the piloting phase and assistance in identifying sites nationally upon scale-up. The Women's Union is currently facilitating fatherhood groups in Ha Noi, providing appropriate settings to pilot and adapt the Engaged Fatherhood Group. As the Farmer's Union has been undertaking GBV prevention in Hai Duong, it may be able to provide access to potential sites for the groups and assist with the recruitment of fathers. It is anticipated that Local CSOs will play an important role in both the piloting and implementation of this priority, however this will need to be confirmed. White Ribbon Canada may provide development, adaptation, training, evaluation and overall technical support to this strategic priority. It is crucial for these strategic priority that strong relationships be formed with grassroots organizations and CSOs as the approach will be participatory and informed by priorities and needs of fathers themselves.

### **Strategic Priority 3: Engaged Fatherhood Social Marketing Campaign**

#### **Rationale**

The *Needs Assessment Report* identified the need to establish a robust knowledge and skill-based social marketing campaign. The overall focus of the campaign is to inspire fathers to play more active and gender equitable roles in their families, in the broader community, and in the workplace. Social marketing provides opportunities to reach a much larger segment of the population and can complement the other strategic priorities. An Engaged Fatherhood Social Marketing Campaign can promote the importance of fatherhood across many different traditional and new media venues.

Findings from the Needs Assessment confirm that many parents are increasingly utilizing the internet to access information about parenting. Focus groups with mothers and fathers revealed that many parents obtain information regarding childrearing from the internet and social media. Parents access digital information for many different reasons including searching for answers to specific health-related questions, assistance with parenting skills, and seeking peer support (i.e. web-based forums on Facebook dedicated to parenting). Mothers who participated in the Needs Assessment were more likely to identify their use of the Internet as a method of obtaining childcare information and to connect with other mothers. Fathers, on the other hand, reported accessing social media in order to improve their knowledge about childcare but not to connect with other fathers. The social marketing campaign will seek to transform gender norms and expectations to encourage fathers to connect with one another, share their experiences and stories, and to explore the transformative nature of fatherhood. The internet and social media present an important opportunity to engage fathers with educational material regarding GBV, to promote gender equality, healthy masculinities, and engaged fatherhood.

The *Needs Assessment Report* also highlighted the success of high profile Vietnamese actors and television personalities in promoting engaged fatherhood and ending GBV. An Engaged Fatherhood Social Marketing Campaign should include several high-profile individuals from across the country and various sectors including media, social media, and sports teams. These individuals, however, need to be properly vetted to ensure strong alignment with the objectives of the Fatherhood Program.

## **Objectives**

- Develop a robust social marketing campaign designed to raise awareness about the importance of engaged fatherhood;
- Inspire and motivate fathers to play positive roles in promoting gender equality and ending GBV;
- Enhance awareness among fathers of the Fatherhood Program and Engaged Fatherhood Groups.
- To increase the demand of acquiring/learning fatherhood skills, in particularly how to demonstrate gender equality in the home

## **Expected Results**

- Increased awareness of the importance of engaged fatherhood and men's gender equitable roles in the family;
- Increased awareness among fathers about the positive roles they can play in ending GBV;
- High level of exposure and understanding of the campaign's call to action by men and fathers;
- Number of traditional media, online and social media imprints associated with the awareness campaign.

## **Areas for Exploration**

The social marketing campaign will explore the diversity of fatherhood and will have a far-reaching impact through conventional and social media. It may include the use of high profile fathers and identified role models. The development of the social marketing campaign may be based on White Ribbon's [ISWY](#) social marketing components.

The piloting of the adaptation of this campaign should occur in consultation with local experts in Ha Noi and Hai Duong Province, and across multiple platforms in order to effectively reach the largest possible audience. The implementation of the campaign in these communities will start with the adaptation of online resources (website, social media) that are designed to provide education and awareness about engaged fatherhood, gender equality, and prevention of GBV. The online platform can consist of digital material and information about prevalence and root

causes of GBV, consent, positive roles for fathers, and gender equality in the family and community. The online platform can also include information for community members, fathers (skills and knowledge), digital storytelling of experiences, along with specific educational material for facilitators of fatherhood groups. The online platform may also contain online educational modules that can be utilized online or adapted into other settings such as schools. In addition, the educational tools can be further adapted to help fathers educate their children about the prevalence, forms and root causes of gender-based violence, and the importance of gender equality.

The proposed social marketing campaign may be implemented in other media spaces as well. These will include radio spots, television advertisements, newspapers and advertising in public spaces. These advertisements will seek to increase awareness of the importance of engaged fatherhood through storytelling, the use of high profile personalities, and partnerships with sports teams and celebrities. The campaign may also include promotional products to distribute at public events, including leaflets and handouts on fathers' positive roles in preventing gender-based violence and promoting gender equality. The use of leaflets and handouts as an engagement strategy was validated in the needs assessment.

The final phase of the social marketing campaign may include the promotion of community-based events designed to engage fathers and children in bonding activities. These community-based events can be organized for the expressed purposes of highlighting the importance of engaged fatherhood, and transforming social norms to show active, thoughtful, gender-equitable, and involved fathers.

The pilot of the social marketing campaign in Ha Noi and Hai Duong will be evaluated utilizing a mixed-method approach. Statistical analysis will include understanding the impact of the media material within the communities and with fathers and mothers. A pre/post-test will also be utilized to ascertain knowledge and attitudinal changes among fathers. Similar measures may be incorporated into the pre/post tools being utilized under the other strategic priorities.

Once the evaluation of the social marketing campaign is completed, a scale-up plan will be developed and a strategic planning process will identify other markets in Viet Nam for national implementation. National implementation will involve adaptation of the social marketing campaign to diverse communities across Viet Nam. The implementation partners will work closely with local authorities and experts to assist in the adaptation of the material to meet the needs of each of the local communities. Once these details have been finalized, the national implementation of the Engaged Fatherhood Social Marketing Campaign will proceed.

### **Implementation Timelines**

The development and adaptation of the Engaged Fatherhood Social Marketing Campaign and evaluation methods will be completed in 2018. Identification of strategic partners in the pilot

settings will occur between June and July 2018. This will be followed by the development of the marketing and campaign material. The possible adaptation of It Starts With You, the development of new online web-based material and traditional media material will be completed by June 2018. The Engaged Fatherhood Social Marketing Campaign will be piloted between August and October 2018 with a pilot report and scale-up plan prepared by December 2018. Following a strategic planning process, the national scaling up will take place soon after, in 2020, with an evaluation plan occurring concurrently.

### **Implementation Partners**

The implementation of this strategic priority will require leadership from the Government of Viet Nam, and working in close collaboration between UNFPA, lead consultants on the marketing plan, and civil society members. MOLISA will provide strategic oversight to this initiative and will explore linkages to relevant government programs and local authorities. Both the Viet Nam Farmer's Union and the Women's Union will be involved in the promotion of the social marketing campaign during the pilot phase and during the national implementation phase. Both Unions have resources and supports that may prove valuable in promoting this Social Marketing Campaign.

This initiative will also require the development of partnerships with sports teams and Vietnamese celebrities to promote and endorse the campaign (traditional and social media). These will be explored in greater detail once the overall social marketing plan is developed. A digital design and marketing agency will need to be engaged in Viet Nam once the plan is developed. This will also include the engagement of various forms of media (traditional, social media, etc). White Ribbon Canada may provide development, adaptation, training, evaluation and overall technical support to this Strategic Priority.

### **Future Fatherhood Research**

Research focused on fatherhood in Viet Nam is a relatively new area of exploration. Previous research has considered the topic of masculinities within the context of the Vietnamese culture, but has yet to seek to deeply understand engaged fatherhood and its connections to gender equality and GBV.<sup>9</sup> Fatherhood within the context of Viet Nam is undergoing tremendous change. Fathers are shifting away from more traditional roles to increasingly becoming more involved in the care of their children. Given the changes in ideas related to fatherhood, it is expected that Viet Nam will begin to also see further diverse configurations of fatherhood including single fathers, grandfathers and Gay fathers. The Needs Assessment highlighted the following areas for possible future research:

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<sup>9</sup> Partners for Prevention, UNFPA Viet Nam (2012). 'Teach the wife when she first arrives': Trajectories and pathways into violent and non-violent masculinities in Hue City and Phu Xuyen district, Viet Nam.

- Further understanding of the importance of GBV prevention in parenting; role of fathers in preventing GBV; transmission of gender equality values across generations and impact on future fathers and families.
- Exploring why the issues of GBV prevention is important to fathers, and gage rationale from the perspective of fathers.
- Further explore men’s perceptions of the concrete positive roles they can play in ending violence against women, and girls, as well as the role of Confucianism, faith, and the impact of mental health, developmental disabilities, and generational trauma on fatherhood.
- Gage whether men’s own fathers were expressive on the issue of gender equality and GBV prevention, and identify links to current parenting practices.
- Exploring engaged fatherhood through an intersectional lens, including fathers with disabilities, fathers from ethnic minority groups, gay fathers, and identifying their unique challenges and needs.
- Obtain clarity on the impacts and outcomes arising from the significant gender mainstreaming work that has occurred across numerous Union activities and community models in Viet Nam.

Given the limited geographic coverage of the Needs Assessment, the Fatherhood Program should continue to gather information about the diverse experiences of fathers from across Viet Nam. The research should be conducted over time utilizing mixed methodologies in order to document personal experiences, and to allow for the participation of a large number of fathers. These research questions and intersectional themes, when relevant and when possible, may also be weaved into the various programming and evaluation components of the Fatherhood Program. Sufficient resources would be required to undertake research projects led by local research and community-based institutions.

### **Potential Future Research Projects**

Given that fatherhood is a deeply personal experience and is reliant upon the context within which it occurs, it is recommend that research be conducted that explores fatherhood through an intersectional lens. This may include research identifying the unique needs and challenges of fathers with disabilities, including developmental disabilities; fathers from ethnic minority groups; and gay fathers. This will provide the Government of Viet Nam with an understanding of the diversity of the fatherhood experience and may assist in the development of further specialized programs and campaigns to end GBV and to promote gender equality.

There are specific projects already in progress that have identified gender mainstreaming as part of their curriculum. This is meant to ensure that participants have constant exposure to GBV prevention. However, the impact of this mainstreaming is not clear. As such it may be prudent to conduct research that explores the impacts and outcomes arising from the significant gender

mainstreaming work that has occurred across numerous union activities and community models in Viet Nam.

The development of a National Fatherhood Program provides several unique research opportunities. UNFPA may want to consider short and long-term research on the impact of this program. A mixed-method study combined with participatory research can provide important information on the outcomes of the National Fatherhood Program.

It is important to more deeply understand the impact of engaged fatherhood on GBV and the role of fathers in promoting gender equality within their relationships and as role models for their children. As the *Needs Assessment Report* was only able to obtain experiences from two locations, there is a need to expand the knowledge base regarding fatherhood to other parts of Viet Nam. This may include a focus on additional rural communities and, more specifically, on Da Nang and Ho Chi Minh City, where there is evidence of interest in expanding GBV prevention.

### **Implementation Partners**

UNFPA may want to consider the implementation of future research initiatives at a future date, taking into account ongoing priorities and availability of resources. Implementation partners could include MOLISA (resources and strategic oversight), Ha Noi Medical University, other local research institutions, Institute for Social Development Studies (ISDS), and White Ribbon Canada (technical assistance).

### **Conclusion**

The work currently underway in Viet Nam to address and prevent GBV demonstrates a strong commitment from multiple levels of government and civil society partners. Great strides have been made to establish GBV as a national issue requiring a dedicated response. Through the introduction of the Gender Equality Law and the Domestic Violence Prevention Law, the Government of Viet Nam has solidified its commitment to ending violence against women. At present, the response to GBV has demonstrated significant gains in raising awareness on the issue of GBV and promoting gender equality through empowering women and girls. The Needs Assessment Report established that there remains a significant gap in the engagement of men and fathers as part of the response to GBV in Viet Nam. At present there are only limited areas of the country where work with men and fathers is being undertaken. Most of this work is with perpetrators of violence resulting in a lack of primary prevention and strength-based programming to engage fathers.

This document proposes a strategy for the development and implementation of a Fatherhood Program for Viet Nam. Through the Fatherhood Program, engagement of fathers is seen as a critical component of preventing GBV. The priorities identified in this strategy provide a roadmap for both piloting and implementing the program on a national scale. The Fatherhood Program is designed to engage fathers from a wide variety of backgrounds through multiple entry points and settings. With a focus on increased engagement of fathers and the provision of education and ongoing encouragement, it is expected that the program will reach many fathers across Viet Nam. It will help to increase awareness about GBV and will inspire fathers to promote gender equality and end GBV in their families and in their relationships with their children. As Viet Nam continues along the path towards gender equality, the role of fathers is increasingly emphasized and important. Through the Fatherhood Programme, participating fathers will have the opportunity to demonstrate leadership by living lives that are indicative of gender equality, thereby dramatically transforming the social landscape of their country.

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## Appendix A: Fatherhood Program Theory of Change

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| <p><b>Strategic Priority #1: Working with Clinicians to Engage Expecting, First-Time and Young Fathers</b></p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>- Increase knowledge among first-time, expectant, and young fathers about the birthing process, basic care for the newborn, and supporting their partner;</li> <li>- Strengthen capacity among first-time, expectant, and young fathers to engage in healthy, gender equitable, non-violent parenting with their children and partners;</li> <li>- Encourage fathers to participate in pre-natal visits with their partner (during pregnancy), and caring for their newborn during the first 6 months.</li> </ul> <p><b>Implementation Partners</b></p> <ul style="list-style-type: none"> <li>- National Fatherhood Program Coordinator, Government of Viet Nam</li> <li>- Advisory, technical expertise, White Ribbon, UNFPA</li> <li>- Recruitment and Advisory, Ministry of Health</li> <li>- Women’s and Farmers’ Union, Local Recruitment Pilot Test and Advisory</li> <li>- Research and Evaluation, Ha Noi Medical University, Social Development Studies</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>- Increased attendance at pre-natal care programs among first-time, expecting, and young fathers;</li> <li>- Increased presence and interest of fathers in the labour and delivery process as reported by Health Care providers;</li> <li>- Increased awareness by fathers regarding the importance of their gender equitable role during and after their partner’s pregnancy;</li> <li>- Increased participation and confidence of fathers in the gender equitable care of the</li> </ul> | <p><b>Strategic Priority #2: Engaged Fatherhood and Gender Equality Groups</b></p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>- Provide fathers with information and knowledge about child development, child care skills, and gender equitable role modeling while building a sense of community;</li> <li>- Promote positive, gender equitable, strength-based aspects of fatherhood through facilitated discussion and psycho-social education;</li> <li>- Educate fathers about gender equality, healthy relationships, and the role they can play in ending GBV.</li> </ul> <p><b>Implementation Partners</b></p> <ul style="list-style-type: none"> <li>- National Fatherhood Program Coordinator, Government of Viet Nam</li> <li>- Advisory, technical expertise, White Ribbon, UNFPA</li> <li>- Local Pilot and Scape-Up Support, Women’s and Farmers’ Union</li> <li>- Research and Evaluation, Ha Noi Medical University, Social Development Studies</li> <li>- Pilot, and Implementation Support, Local CSOs</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>- Increased number of engaged fatherhood groups operating on a regular basis;</li> <li>- Increased number of fathers attending engaged fatherhood groups;</li> <li>- Strengthened understanding among participating fathers about the role they can play in promoting gender equality and ending GBV, including sexual violence;</li> <li>- Reduction in beliefs associated with harmful masculinities and the adoption of healthy</li> </ul> | <p><b>Strategic Priority #3: Engaged Fatherhood Social Marketing Campaign</b></p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>- Develop a robust social marketing campaign designed to raise awareness about the importance of engaged fatherhood;</li> <li>- Inspire and motivate fathers to play positive roles in promoting gender equality and ending GBV;</li> <li>- Enhance awareness among fathers of the Fatherhood Program and Engaged Fatherhood Groups.</li> </ul> <p><b>Implementation Partners</b></p> <ul style="list-style-type: none"> <li>- National Fatherhood Program Coordinator, Government of Viet Nam</li> <li>- Advisory , technical expertise, White Ribbon, UNFPA</li> <li>- Social Marketing Promotion (Pilot and Scale-Up), Women’s and Farmers’ Union</li> <li>- Research and Evaluation, Ha Noi Medical University, Social Development Studies</li> <li>- Digital design and marketing agency (TBD)</li> <li>- Partnerships with sports teams and Vietnamese celebrities (TBD)</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>- Increased awareness of the importance of engaged fatherhood and men’s gender equitable roles in the family;</li> <li>- Increased awareness among fathers about the positive roles they can play in ending GBV;</li> <li>- High level of exposure and understanding of the campaign’s call to action by men and fathers;</li> <li>- Number of traditional media, online and social media imprints associated with the</li> </ul> |
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| <p>newborn;</p> <ul style="list-style-type: none"> <li>- Increased confidence among fathers to promote gender equality in the family and to be equitable role models for their children;</li> <li>- Mothers report increased support by their partner in caring for the baby.</li> </ul> | <p>masculinities, including emotional intelligence;</p> <ul style="list-style-type: none"> <li>- Increased reporting of the positive roles fathers can play in promoting gender equality and non-violence in the family setting;</li> <li>- Increased overall involvement by fathers with their children;</li> <li>- Increased reporting of equitable decision-making, care work and household tasks by fathers and their spouses.</li> </ul> | <p>awareness campaign.</p> |
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## Appendix B: Fatherhood Program Implementation

| <b>Fatherhood Program Implementation</b>   |
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| <b><i>Project Management Activities</i></b>  |
| <i>Establish Fatherhood Program Advisory Group</i> <ul style="list-style-type: none"><li>• Establish Advisory Group working relationship, including Terms of Reference to guide the implementation plan</li><li>• Role identification, additional implementation partners to Advisory Group to be determined</li><li>• Development of Technical and Support roles during piloting and national implementation – including evaluation methods for Fatherhood Program</li><li>• Final report writing</li></ul>   |
| <b><i>Strategic Priority #1: Working with Clinicians to Engage Expecting, First-Time and Young Fathers</i></b>   |
| <i>Development of Protocols and Procedures</i> <ul style="list-style-type: none"><li>• Creation of protocols and procedure to guide physicians and pre-natal care providers interaction and engagement with fathers</li><li>• Guidelines for discussion, development of hand-outs and information for fathers</li></ul> <i>Develop Evaluation Framework</i> <ul style="list-style-type: none"><li>• Develop evaluation tools to track levels of engagement with fathers and mothers by physicians and pre-natal care providers</li><li>• Pre-post measures to be utilized with fathers to ascertain knowledge, confidence and attitudinal changes</li></ul> <i>Identify Pilot Sites</i> <ul style="list-style-type: none"><li>• Work with local authorities and experts in Ha Noi and Hai Duong, and others to identify physicians and pre-natal care providers to participate in pilot study</li></ul> <i>Train Physicians and Pre-Natal Care Providers (Pilot)</i> <ul style="list-style-type: none"><li>• Training of physicians and pre-natal care providers on the Protocols and Procedures</li><li>• Training related to engaging in discussions with fathers, the importance of father involvement and tracking of data</li></ul> <i>Piloting of Protocols and Procedures</i> |

- Implement pilot program in Northern, Central and Southern Viet Nam
- Provide technical assistance and support as required to individual sites
- Problem-solve obstacles regarding engagement with fathers as they arise

#### *Stakeholder Feedback*

- Collect and analyze feedback from pilot sites (physicians and pre-natal care providers) regarding the Protocols and Procedures

#### *Pilot Report and Scale Up Plan*

- Report on the piloting of the Protocols and Procedures identifying strengths, weaknesses, gaps and additional opportunities, including evaluation results
- Develop Scale Up Plan for national implementation

#### *Scale Up Implementation Strategic Planning*

- Identification of sites and stakeholders for national implementation
- Utilize a regional train-the-trainer model relying upon pilot site experts to train other physicians and pre-natal care providers
- Revise the Evaluation Framework as necessary to reflect strategic priorities

#### *National Implementation of Engaging Expectant, First-Time and Young Fathers*

- Provide ongoing technical and advisory support to program sites
- Evaluation of strategic priority through qualitative and quantitative methods
- Include results from scale up implementation of this strategy in the final report

### ***Strategic Priority #2: Engaged Fatherhood and Gender Equality Groups***

#### *Curriculum Development*

- Adapt curriculum material from approved model to reflect Vietnamese context
- Development of toolkit for facilitators and handbook for participants
- Organize material into a weekly or bi-weekly structure

#### *Identify Pilot Sites and Recruitment Strategies*

- Collaborate with local authorities and partners in Ha Noi , Hai Duong and others to identify sites or settings for the groups
- Work with local authorities and partners to develop recruitment strategies for the

groups

- Implement ongoing community engagement and promotion of the groups

#### *Curriculum Feedback*

- Facilitators and stakeholders from the pilot sites to provide feedback on curriculum to ensure accuracy within the local context

#### *Train Pilot Group Facilitators*

- Provide training to pilot group facilitators (three regional train-the-trainer workshops) on the purpose, content, structure and materials for the group, emphasizing GBV prevention and diverse engagement within each group meeting
- Problem-solve potential issues with facilitators regarding curriculum

#### *Piloting of Engaged Fatherhood Groups*

- Groups to be piloted in 8-10 sites (across Northern, Central and Southern Viet Nam)
- Provide technical and advisory support as required by each site
- On-site visits to discuss group progress and problem-solve challenges with group process or curriculum
- Technical assistance with evaluation of pilot programs

#### *Pilot Report and Scale Up Plan*

- Report on pilot of the Engaged Fatherhood Group, including results
- Evaluation of pilot groups utilizing mixed-methods strategy
- Development of a scale up plan for national implementation identifying strengths, weaknesses, opportunities and threats

#### *Implementation Strategic Planning*

- Identification of additional sites to facilitate Engaged Fatherhood Groups
- Collaboration with implementation partners to ensure consideration is given to the differences in resources and support across Viet Nam
- Revision of curriculum and recruitment strategies to address evaluation findings

#### *National Implementation and Evaluation*

- Implementation of Engaged Fatherhood Groups in identified sites and settings
- Provide ongoing technical and advisory support to groups
- Ongoing evaluation and analysis of various aspects of the groups including reach and

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| <p>impact, attendance, challenges with curriculum or implementation</p> <ul style="list-style-type: none"> <li>• Include results from scale up implementation of this strategy in the final report</li> </ul>   |
| <p><b><i>Strategic Priority #3: Engaged Fatherhood Social Marketing Campaign</i></b></p>  |
| <p><i>Develop Social Marketing Plan</i></p> <ul style="list-style-type: none"> <li>• Identify digital design and marketing agency in Viet Nam to provide assistance to the campaign</li> <li>• Identify media sources and online methods to be utilized within the campaign</li> <li>• Identify target markets and segments</li> </ul> <p><i>Develop Evaluation Framework</i></p> <ul style="list-style-type: none"> <li>• Evaluation to include mixed-method procedures, including quantitative and qualitative analysis</li> </ul> <p><i>Identify Strategic Partners in Pilot Settings</i></p> <ul style="list-style-type: none"> <li>• Work with local authorities and agencies to identify strategic partners in pilot locations</li> </ul> <p><i>Campaign Adaptation and develop new web-based material</i></p> <ul style="list-style-type: none"> <li>• Development of digital material regarding prevalence and root causes of GBV, consent, positive roles for fathers and gender equality in the family</li> <li>• Develop digital content for community members, fathers, digital storytelling</li> <li>• Adaptation of material to be utilized by facilitators of fatherhood groups</li> <li>• Optional adaptation and refinement of learning modules to be used in school settings</li> </ul> <p><i>Development of Media Materials</i></p> <ul style="list-style-type: none"> <li>• Development of promotional ads and news releases for traditional and social media</li> <li>• Creation of advertisements to be utilized within public spaces such as billboards</li> <li>• Creation of flyers and inserts promoting men’s roles in engaged fatherhood, gender equality, and GBV prevention</li> <li>• Explore and establish partnerships with local sports teams and high profile celebrities</li> </ul> <p><i>Development of Fatherhood Promotions and Engagement Activities</i></p> <ul style="list-style-type: none"> <li>• Create a series of promotions and activities designed to promote engaged fatherhood (cooking contests, art exhibitions)</li> <li>• Create partnerships with local sports teams and high profile celebrities to endorse the</li> </ul> |

campaign

- Develop community-based events that provide an opportunity for fathers and children to be involved in activities that promote gender equality

*Pilot Social Marketing Campaign*

- Implement the social marketing campaign and related activities in Ha Noi and Hai Duong
- Provide ongoing technical and logistic support to both sites

*Pilot Report and Scale Up Plan*

- Assess and outline the impact of the social media campaign in the two sites highlighting the strengths, weaknesses, opportunities and gaps, and recommendations for change
- The Scale Up plan will identify the process for national implementation

*Implementation Strategic Planning*

- Identification of media markets and communities to be included in the national implementation
- Identification of lead agencies that will promote the campaign in their community
- Collaborate with local authorities and partners across Viet Nam to explore and solidify additional partnerships with celebrities and sports teams to act as campaign ambassadors
- Work with local partners to adapt the campaign to reflect the level of resources and supports available to communities in Viet Nam

*National Implementation and Evaluation*

- Implementation of Engaged Fatherhood Social Marketing Campaign in identified communities and media markets
- Provide ongoing technical and advisory support to communities and on-line communities
- Ongoing evaluation of the social marketing campaign, involving qualitative and quantitative methodology
- Include results from scale up implementation of this strategy in the final report

### Appendix C: Fatherhood Program Timeline Across Priority Areas

| Activity   | 2017      | 2018      |           | 2019      |           | 2020      |           | 2021      |           |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|  | Oct - Dec | Jan - Jun | Jul - Dec |
| Detailed Implementation Plan   |           |           |           |           |           |           |           |           |           |
| Engaged Fatherhood Advisory Group TORs   |           |           |           |           |           |           |           |           |           |
| Toolkit (including Handbook)   |           |           |           |           |           |           |           |           |           |
| Support Engaged Fatherhood Program TORS (2018-2021)  |           |           |           |           |           |           |           |           |           |
| Final revisions to Toolkit, procedures, protocols, handbook for participants   |           |           |           |           |           |           |           |           |           |
| Develop Social Marketing Plan, new materials and Evaluation Framework/Methods  |           |           |           |           |           |           |           |           |           |
| Develop evaluation plan across all strategic priorities  |           |           |           |           |           |           |           |           |           |
| Identify pilot sites, and execute regional train-the-trainer program (Northern, Central and Southern Viet Nam)   |           |           |           |           |           |           |           |           |           |
| Pilot test with clinicians, and engaged fatherhood groups, and social marketing plan (across all strategic priorities). Note social marketing plan is piloted from August to October 2018. |           |           |           |           |           |           |           |           |           |
| Feedback and evaluation from social marketing pilot, including pilot report, scale-up plan, implementation strategic planning (Exclusive to this priority)                                 |           |           |           |           |           |           |           |           |           |
| National implementation of social marketing plan (note budget will be required to confirm timelines)   |           |           |           |           |           |           |           |           |           |
| Annual Pilot Report (Strategic priorities 1 and 2)   |           |           |           |           |           |           |           |           |           |
| National implementation strategic plan (including scale-up, and profiling baseline data)   |           |           |           |           |           |           |           |           |           |
| Training other sites   |           |           |           |           |           |           |           |           |           |
| National Engaged Fatherhood Programme Roll-Out (Northern, Central and Southern Viet Nam) set to begin in 2022.   |           |           |           |           |           |           |           |           |           |

