



Men as Caregivers Poster Series

— Resource Toolkit —

Background

The 'Men as Caregivers' poster series has been developed, distributed and shared via social media. These posters aim to challenge rigid gender stereotypes around gender roles and masculinity.

The Posters and Social Media Tiles:

1. Celebrate fathers and men in care giving roles
2. Promote the positive link between shared caring responsibilities within the family and men's social and emotional health and identity
3. Builds awareness and acceptance of the attitudes and behaviours which lead to respectful relationships, prevention of violence against women and benefits for family and community

This poster series was developed by the Yarra Ranges Council and EDVOS in conjunction with a reference group of local Yarra Ranges dads and male carers passionate about gender equity.

This project follows on from the "You can't be what you can't see" Poster Series which aimed promote gender equity and breakdown gender stereotypes. The posters show real people undertaking diverse career and recreation roles. These images and the embedded messages promote to young children in early years services and their families that they can aspire and achieve a range of work and life choices, regardless of their gender.

To read more about this project and the importance of gender equity, see the Supporting Document for this project. For more information please visit www.levelplayground.org.au

Need more information?

Visit www.levelplayground.org.au to find ideas for playing, reading and learning with children and information about gender equity, safe and respectful relationships and breaking down gender stereotypes and how it apply in everyday life.

How do we get involved?

- Display the posters, available **here**. You can choose to display the poster most fitting for your location, or all the posters as a set for more impact.
- Share the social media tiles following the instructions within this toolkit





Social Media Engagement

These images can be used on any social media platform. To share the social media tiles, simply:

1. Select a social media tile you wish to use and follow the link. Click the download icon on top right and tile will be downloaded.
2. Upload the image to your social media.
3. Copy the prewritten caption into the post. Please note you can change the caption to suit your organisational purpose, however, please prioritise the use of gender-inclusive language.
4. Consider using the Alt Text provided. Sometimes referred to as “alt tags” or “alt descriptions”, alternative text is short phrases which describe the image it is replacing. This text can be used to replace images that don’t load or allows visually impaired users to hear the text.

Social Media Captions

These social media tiles were designed for use by many different organisations. We understand that every organisation has their own purpose and objectives, and because of this we have provided a number of captions for your use. Please select the caption you think best suits your audience, or feel free to adjust them in order to suit your organisation. The following options have been provided for your convenience:

1. It's time to show our children that their opportunities are endless. For more information about promoting gender equity visit www.levelplayground.org.au.
2. Let's show our children all the possibilities! For more information about promoting gender equity visit www.levelplayground.org.au.
3. It's important to show our children that they can do whatever they want to do in life and not be restricted by their gender. For more information about promoting gender equity visit www.levelplayground.org.au.
4. Let's challenge gender stereotypes together! For more information about promoting gender equity visit www.levelplayground.org.au.
5. It's time to let go of outdated stereotypes. Let's show our children that they can do anything and be anything! For more information about promoting gender equity visit www.levelplayground.org.au.
6. I want my child to know that they will never be restricted by their gender. For more information about promoting gender equity visit www.levelplayground.org.au.

Social Tile 1



Post Text

Select a caption from page 3.

Alternative Text

A man stands with a young boy in his arms next to a horse. The boy is brushing the horse's mane. The man looks like he is teaching the boy to be caring and gentle towards the horse. The message "Showing I Care is my biggest strength" is written in a green bubble with an inverted comma indicating this is the thought or voice of the man. The Yarra Ranges Council and Level Playground logos, and the Aboriginal, Torres Strait Islander and LGBTQIA+ flags are included in a white band at the bottom of the image.

Social Tile 2



Post Text

Select a caption from page 3.

Alternative Text

A man and a young girl are in the garden. Both are holding garden rakes and are working in the garden together. An orange caption includes the message "When I grow up, I want to be just like my dad" in quotation marks. The Yarra Ranges Council and Level Playground logos, and the Aboriginal, Torres Strait Islander and LGBTQIA+ flags are included in a white band at the bottom of the image.

Social Tile 3



Post Text

Select a caption from page 3.

Alternative Text

A man and a young boy are vacuuming the carpet together. The boy is copying the man's action and both are focusing on the activity. A yellow caption bubble includes the message "We all share the jobs at home". There is a pink inverted comma to indicate that this is in thoughts or voice of the people in the image. The Yarra Ranges Council and Level Playground logos, and the Aboriginal, Torres Strait Islander and LGBTQIA+ flags are included in a white band at the bottom of the image.

Social Tile 4



Post Text

Select a caption from page 3.

Alternative Text

A man is crouched down at child height hugging a young child. The man's face is visible and he is smiling. The man is wearing a high visibility jacket and carrying a bag indicating that he has come from work to pick up his child. A blue caption bubble includes the message "My favourite part of the day!". There is a yellow inverted comma to indicate this is in thoughts or voice of the people in the image. The Yarra Ranges Council and Level Playground logos, and the Aboriginal, Torres Strait Islander and LGBTQIA+ flags are included in a white band at the bottom of the image.

Social Tile 5



Post Text

Select a caption from page 3.

Alt Text

A man holds a young child in his arms as he crosses over a playground climbing frame. The man is dressed up with costume wings and an animal hat. The child is wearing a tiger hat dress up. A pink caption bubble includes the message "Showing my vulnerable side means you can too". There is an orange inverted comma to indicate this is in the man's thoughts or voice. The Yarra Ranges Council and Level Playground logos, and the Aboriginal, Torres Strait Islander and LGBTQIA+ flags are included in a white band at the bottom of the image.

Social Tile 6



Post Text

Select a caption from page 3.

Alternative Text

A man is reading a book to 3 children. The book shows images of people from different cultures. The boy pictured is hugging a cuddly toy. A yellow caption bubble includes the message "We love to learn together!". There is a pink inverted comma to indicate that this is in thoughts or voice of the people in the image. The Yarra Ranges Council and Level Playground logos, and the Aboriginal, Torres Strait Islander and LGBTQIA+ flags are included in a white band at the bottom of the image.

Feeling Unsafe or Needing Advice? Help is at Hand.

Call the Outer East Melbourne Area (OEMA) Orange Door on 1800 271 150, Mon-Fri 9am-5pm or Email: OEMA@orangedoor.vic.gov.au.
In an emergency call the Police on 000.

The services below offer 24 hour crisis support 7 days a week:

Support service	Contact Details
Safe Steps Support line for family and domestic violence.	Call 1800 015 188 If it is not safe to call, you can email: safesteps@safesteps.org.au https://www.safesteps.org.au/
1800 RESPECT Australia wide confidential support services, counselling, information and referral for sexual assault, and family violence for everyone.	Call 1800 RESPECT (1800 737 732) www.1800respect.org.au
Sexual Assault Crisis Line Crisis counselling service for people who have experienced past and recent sexual assault.	Call 1800 806 292 https://www.sacl.com.au/
Lifeline National charity providing all Australians experiencing a personal crisis with support and suicide prevention services.	Call 13 11 14 https://www.lifeline.org.au/
Kids Helpline Private and confidential phone and online counselling service for people aged 5 to 25.	Call 1800 55 1800 http://kidshelpline.com.au/

