

Promundo and Unilever, Dove Men+Care worked together to launch a research report at a Congressional Briefing at the United States Senate in 2018. Working with men and boys to transform harmful gender norms and unequal power dynamics is at the core of Promundo's mission. The study echoed Dove Men+Care's aim to challenge stereotypes around men as caregivers and examined what kept fathers in the U.S. from taking parental leave.

According to the study, 73% of dads agreed that there was little workplace support for fathers. Only 15% of U.S. men have access to paid paternity leave benefits. However, nearly two thirds of dads would quit or change their job to be more involved in the early weeks and months of caring for their child.

Moreover, of those who have taken time off to care for their families, 87% reported higher satisfaction with their lives, overall, and improvement was seen in regards to both children and gender equity at the home and workplace. The majority of fathers want to be involved in their children's lives, yet societal stigmas and a deficit in paid paternity leave prevent many from staying home to do so.

Dove Men+Care is looking to change the conversation by:

- Driving awareness around the issue through a council of advisors, partners, experts, and proprietary fatherhood research.
- Providing new dads with resources like the the Dove Men+Care digital hub, which includes information and guidance for men considering taking paternity leave.
- Encouraging its own employees to challenge stereotypes by taking their full paternity leave time off.
- Helping to improve corporate policies through collaboration and partnerships.

Elements of the campaign in action include:

- An online crowdfunding platform through which families across the country without paid leave can leave requests and receive contributions.
- An upcoming film called "Dear Future Dads" that features a diverse group of fathers sharing advice and personal anecdotes.
- The "New Dad Care Package" hospital program--currently in its fourth year--that equips dads with Dove Men+Care skin, hair, and deodorant products as well as Baby Dove wash.
- An online resource hub at DoveMenCare.com/PaternityLeave where visitors can learn more about available resources.

Learn more about the Dove Men+Care campaign [here](#).

Dove Men+Care, manufactured by Unilever, is the first range of products from Dove developed specially for men and includes the #1 dermatologist recommended bars and body washes in the U.S.

