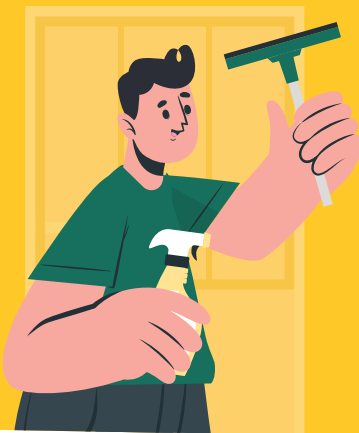


# IT TAKES TWO TO SHARE THE LOAD

MEN **ALSO** HAVE A KEY ROLE IN CARE WORK



## Many Men Agree, Few Take Part

**80%** of men believe doing care work is normal, yet they don't do it themselves at home.

Men tend to do care work when they see other men doing it too.

Source: SMERU survey on social norms and men's involvement in domestic and unpaid care work (2025)

## Start the Talk and Share the Load

To build this trend, we need to talk about care work more often, not just in our homes, but also in our **communities**.

When exercising with family



While hanging out



During a bike ride



At social gatherings



At a talk show



At a campus forum



At a religious event



At an event with your favorite idol



Sharing care work isn't just about splitting household chores. It's about men stepping up so women don't carry the load alone.

**Talk about it. Normalize it.**  
**Start the talk in your community today!**