



## Engender Database extract

### GEOGRAPHIC

Continent
Europe (EU)

Country
Slovenia

### BASIC DETAILS

Language
Slovene

**Sector:** Social & and family affairs

**Title (EN):** Daddy, be active!

**Abstract description (EN):**

It was an awareness raising and information campaign of Office for Equal Opportunities aimed at active role of fathers when raising and up-bringing children. The first year a slogan Daddy, be active! was developed under which run many activities. The research Prospects of new fatherhood in Slovenia: the influence of paternity leave on active fatherhood served as a basis for developing the awareness raising campaign. The research results, on the one hand, confirmed the positive changes in involvement of men / fathers in care for children and in domestic work. But on the other hand, it revealed some problems men face, especially at the workplace. An awareness raising campaign was focused to men, future fathers and actual fathers, and their partners, as well as to employers and other experts dealing with fatherhood. A TV spot Daddy, be active! was made, which was broadcasted on the National TV during some sport and before the main evening news. Next year five thematic radio shows and a radio spot were prepared. The radio shows dealt with fatherhood from legal, psychological or care perspective and to reconciliation side, including employer's views. The radio shows were broadcasted on 13 radio stations regionally distributed all over Slovenia. Next step was the educational documentary film on active fatherhood, again combining psychological aspects of fatherhood and reconciliation issues. The film was prepared as a road movie - a famous young Slovenian actor, who is to become a father, goes for a search of information and practical tips on what it means to be an active father. He visits his colleagues - act

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ive fathers, different experts, some employers etc. The film was shown on the National TV three times and made into DVDs.

**Title (Original Language):** Ocka, aktiviraj se!

### **Abstract description (Original Language):**

Namen kampanje Urada za enake možnosti je bilo vzpodbujanje dejavne vloge očetov v družinskem življenju, predstavitev pozitivnih vidikov odgovornega in dejavnega očetovstva, odpravljanje tradicionalnih stereotipov o družbenih vlogah spolov, vzpodbujanje delitve družinskih obveznosti med oba partnerja ter predstavitev prednosti deljenega

a in usklajenega poklicnega in družinskega življenja, tako za zaposlene, kakor tudi za delodajalce. Medijska kampanja Ocka, aktiviraj se! je novembra in decembra 2006 potekala na trinajstih radijskih postajah po vsej Sloveniji. Poleg radijskega spota so radijske postaje predvajale tudi oddaje o očetovstvu, ki so obravnavale različne teme. Medijska kampanja o dejavnem očetovstvu se je nadaljevala z dokumentarno-izobraževalnim filmom »Ocka, aktiviraj se!«, ki ga je leta 2007 predvajala naci

onalna televizija. Film je bil zasnovan vecplastno. Popeljal nas je v izkušnjo družinskega razmerja oče - otrok in delovnega razmerja oče - služba ter nam skozi notranji pogled odkril dileme očetov in njihova pričakovanja. Film je prikazal tudi poglede strokovnjakinj in strokovnjakov, zakonsko določene pravice očetov ter otrokove poglede na vlogo očeta.

**Keywords:** awareness raising campaign, fathers, family

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