

Thirty Successful Experiences of Redistribution, Reduction,  
Recognition, Remuneration and Representation in Care Work

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# **#I'llTakeCareOfIt – The Helpers (#YoMeOcupo – Los Ayudadores) Campaign, Spotlight Initiative, Argentina**

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**Country or location of implementation:** Argentina

**Instances responsible for its implementation:** Spotlight Initiative in Argentina, an alliance with the European Union and the United Nations to end violence against women and girls.<sup>8</sup>

### Specific issue covered and beneficiaries of the action or policy

This campaign puts the figure of the male “helper” center stage, referring to men who do take care of household chores, but only if they are asked or given instructions, inviting men to share the domestic work that mostly falls on women. The #I'llTakeCareOfIt (#YoMeOcupo) campaign aims to promote the conversation among men about their role at home, and seeks to shine a light on how the mental burden of thinking, planning, and coordinating household and care tasks impacts women, according to the organization.

Valeria Serafinoff, coordinator of *Spotlight* in Argentina, said:

Mental workload must be discussed because, in order to reverse a situation and solve a problem, it must first be made visible. It is necessary that women recognize that part of their daily exhaustion has to do with that burden, but also that men must be involved in defining more equitable schemes in the distribution of tasks related to the home” [...]. For a more egalitarian society, men must stop playing the role of helper and take an active role in household and care tasks. (Télam digital, 2020).

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8 For more information about the initiative, visit <https://www.un.org/es/spotlight-initiative/>

In the commercial, four women collapse while doing household chores. It is at that moment their partners appear, ready to help. “Why didn’t you tell me?” and “you have to ask me, I can’t guess” are two of the interventions from the four protagonists. The central ideas of the campaign are:

- Being a helper is not enough.
- Helpers do not have a proactive attitude in household and care tasks.
- It is mostly women who are responsible for the planning and execution of the aforementioned tasks.
- Rather than helping, they should take on an equal share (50% of the workload). The #I'llTakeCareOfIt - The Helpers campaign consists of a series of commercial spots and materials for social media that humorously approach everyday situations with the purpose of reflecting how naturalized it is in society that household and care tasks are the responsibility of women. “The initiative has been devised by the gender, diversity and inclusive communication consultancy @BridgethegapLat” (El País, 2020).

### **Results expected from and obtained with the action or policy**

According to statements made on the radio by the coordinator of the *Spotlight* Initiative in Argentina, this campaign wanted to focus on one of the less visible aspects of domestic and care work: the mental burden women take on in relation to the planning and execution of such work. The goal was to promote a change in men's attitudes and to make them more proactive in taking on care work. She also mentions that they are very happy with the impact of the campaign. They are aware this is a cultural transformation and that this commercial output “stir[s] the pot” with regards to the urgent issue of dismantling the sexual division of labor (Radio Cut, 2020).

### **Obstacles and challenges in the implementation of these policies and actions**

During the radio interview, Serafinoff mentions that it was a challenge to design the commercial output because the goal was to reach the widest possible audience. In addition, they sought to incite debate from a humorous perspective without searching for and identifying culprits.

### **Justification of compliance with the inclusion criteria**

This campaign, which appeals to a sense of humor, is a strategy that seeks to redistribute care work in the home between men and women. It is an innovative campaign that strives to transform the gender roles associated with caregiving, contributing to a cultural transformation in favor of co-responsibility and equality.

**[Click here to watch the video for the campaign](#)**

***[#I'llTakeCareOfIt - The Helpers](#)***