

ANNUAL REPORT

Healing men through dialogue facilitation

2025 EDITION



About heCareZA

The heCareZA project uses social media listening and critical dialogue to disrupt narratives of gender discrimination and violence at scale. Our project aims to understand the narratives that drive gender inequality and gender-based violence (GBV) in South Africa and to dismantle this narrative in collaboration with male change agents through critical dialogue and social mobilisation. We encourage fathers to take action in the world to disrupt the intergenerational cycle of violence and to improve fathering and partnering practices. Over time, this work will disrupt the social and cultural tolerance on violence as well as the intergenerational transfer of discriminatory norms and lead to a measurable positive change in the narrative.

Given the virtual nature of this social media project, our geographic reach is wide and we work across diverse urban and rural communities of South Africa. We extend the impact of our work by dialoguing and creating digital content in multiple languages, including standard and slang dialects of English, isiXhosa, isiZulu, seSotho and Afrikaans. In 2023 the project was upscaled and the reach was increased through sectoral engagement, webinars and our YouTube video series.



hecareza.co.za

About CABC

The Centre for Analytics and Behavioural Change is a non-profit organisation. Established in 2020, it uses social media analytics and online dialogue to track and counter misinformation, disinformation, fake news, and divisive rhetoric in real time.



cabc.org.za





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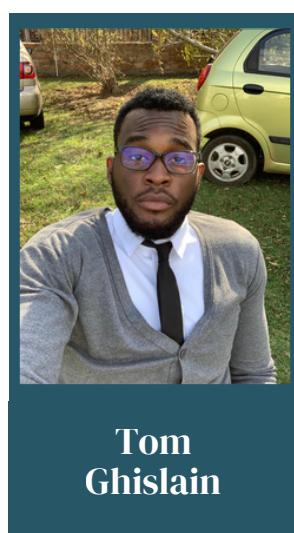
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Introducing Our Team

Our innovation is in our collaboration. We have a diverse, highly experienced multidisciplinary team that possesses deep expertise in all the key focus areas we work in. This covers a wide range of skills, including academia, technology, research and analytics, dialogue facilitation, conflict mediation, psychology, communication, and marketing and advertising.



Aviwe
Konde



Tom
Ghislain



Kyle
Janse



Nonhlanhla
Mthethwa



Euston
Witbooi



Zenani
Dlamini

Issue Statement

Gender-based violence is a human rights issue of global concern, which occurs in online and offline spaces. Due to widespread underreporting and low prosecution rates, available statistics fail to adequately reflect the true extent of GBV. However, between 2022 and 2023 alone, 53 498 sexual offences were reported to the South African Police Service ([SAPS, 2023](#)). Furthermore, recent estimates indicate that the femicide rate in South Africa may be five times larger than the global average ([PsySSA, 2023](#)). These high levels of violence have significant consequences for women, children, and families on a global scale. In South Africa GBV remains a major obstacle to the achievement of peace, gender equality and social cohesion. Gender-based violence is one of the most expensive public health problems globally and has a fundamental impact on economic growth. In KPMG's [2017 report](#), GBV is estimated to cost South Africa between R28.4 billion and R42.4 billion per year – or between 0.9% and 1.3% of GDP annually.

When addressing the intergenerational cycle of violence, we acknowledge that there are multiple reasons why fathers find it difficult to embrace a mutually positive relationship with their children and their partners (present or not). Many of the reasons flow from socially constructed gender stereotyping, or from discordant gender relationships derived from deeply socialised and socially reinforced discourses around gender. A common response to this complex circumstance is expressed through power relationships that are similarly derived. GBV is a typical expression, which has reached pandemic proportions globally, and especially in places that are riven by other challenges such as South Africa. Essentially, it is apparent that the narrative of unequal gender norms and misogyny drives GBV, and this impacts the lives of children, especially those between the ages of 0 and 6.

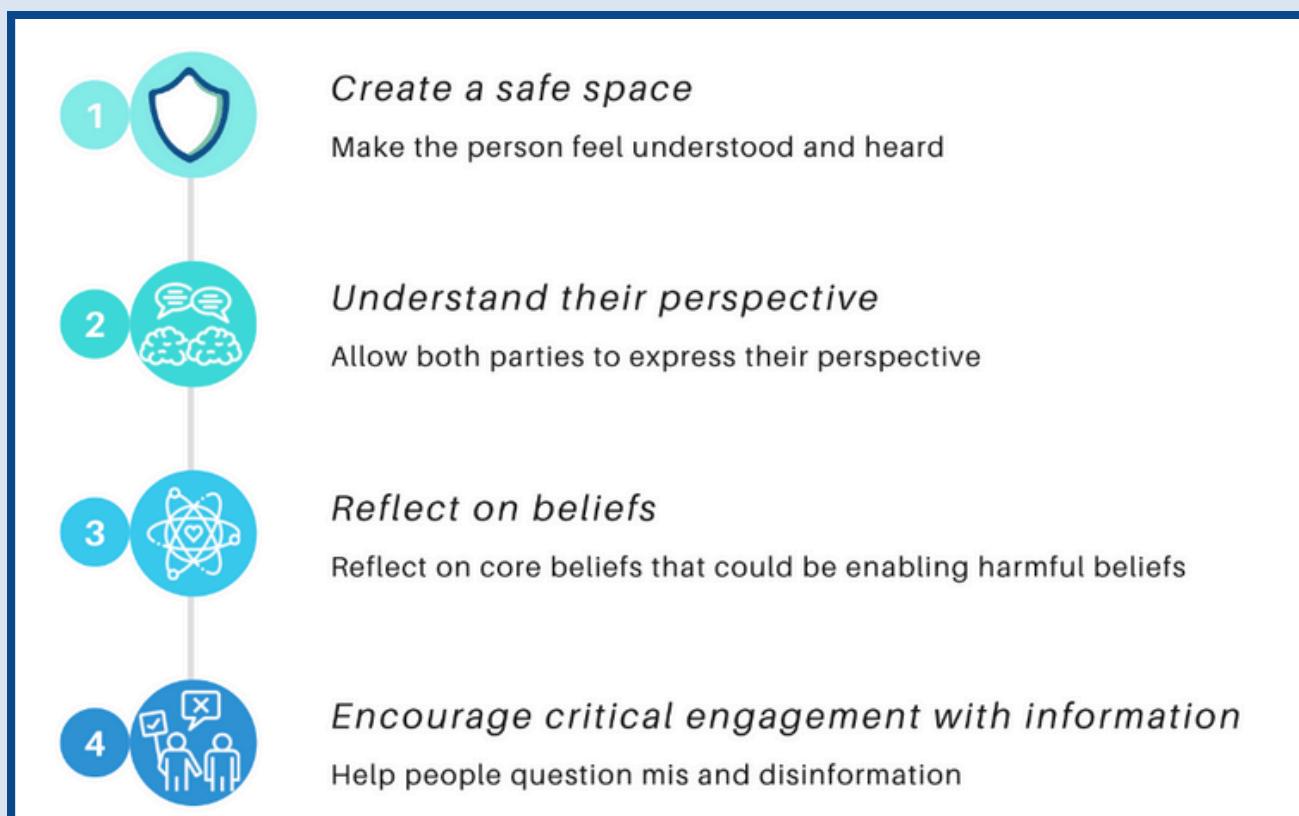
Importance of Social Media

In 2025, social media continues to play a central role in shaping public discourse in South Africa, with online engagement growing not only in volume but also in emotional intensity. The dialogue work carried out this year highlights how digital spaces increasingly influence community attitudes around issues such as xenophobia, Gender-Based Violence (GBV), and youth identity. While the number of users remains high, what is particularly notable is the shift in how young people engage online: conversations are becoming faster, more reactive, and more deeply intertwined with offline events. According to [\(Digital 2025: South Africa\)](#), for this year the digital footprint in South Africa continues to expand, there are now 50.8 million internet users, representing nearly 79% of the population, and over 26.7 million identified social media accounts, accounting for more than 41% of citizens. South Africans spend an average of 3 hours and 36 minutes daily on social media, well above the global average, pointing to the central role of online platforms in daily life. This massive reach and high engagement reinforce why online spaces are not just virtual, they deeply influence real-world attitudes, decisions, and behaviours. Given these numbers, the work of our dialogue facilitators is more relevant than ever. By intervening in digital conversations, debunking harmful narratives, and promoting informed dialogue, we tap into a powerful lever for social change.

Dialogue facilitators observed that misinformation now spreads more quickly through short-form content, particularly on platforms like TikTok and X, which creates an urgent need for real-time interventions. At the same time, online communities have shown a growing willingness to challenge harmful narratives with young men, in particular, demonstrating an increased openness to dialogue after participating in the programme's sectoral training. This year's insights reinforce a critical truth: the online space is no longer separate from community life. It shapes perceptions, influences decision-making, and directly impacts how individuals respond to conflict, safety concerns, and social issues in their everyday environments.

Our Approach

We know that "hurt people, hurt people" (attributed to Charles Eads, 1959). Accordingly, rather than judging men or alienating them, through hostile engagement, we focus on deepening ours and their understanding of their experiences and of gender discrimination through online social media in South Africa. Moreover, we harness these social media platforms as dynamic spaces to foster relationships with men through online dialogue and to engage them as allies in order to dismantle gender discrimination and violence. Fathers are an important target group of the project as men will be changing harmful gendered norms of behaviour for the benefit of themselves, and for the improved safety and wellbeing of their children and partners. Additionally and critically, for sustainability and long term impacts, modelling these new attitudes and practices to sons and daughters so that they are likely to adopt the practices as they grow up, thus fundamentally disrupting the intergenerational transfer of misogynistic practices.

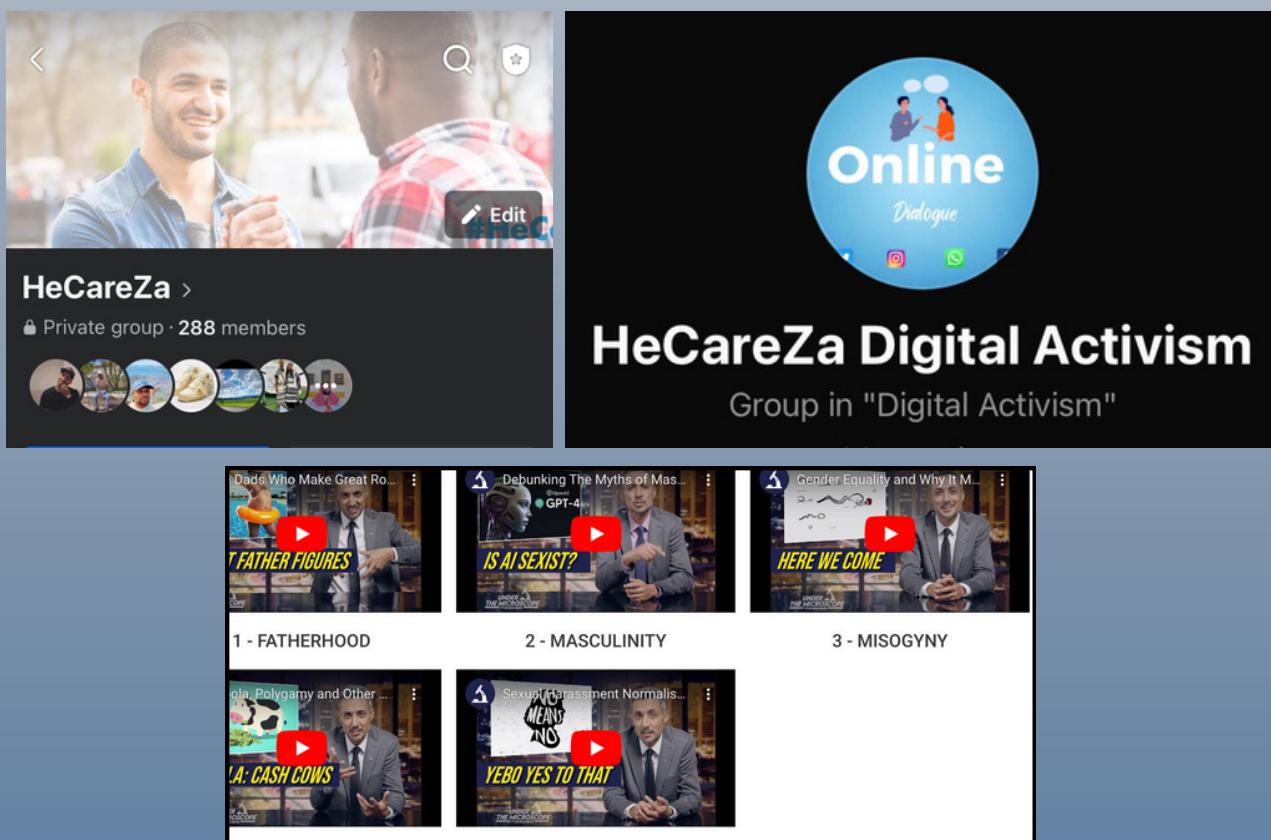


A Brief History of heCareZA

The heCareZA project was successfully piloted in 2020 (report here). Gender discrimination was mapped in real time, 11 500 male allies were identified online and invited to be trained in dialogue facilitation and to work in the project as digital activists. We engaged the respondents in transformative and self-reflective dialogue. These men are still involved in the program's ever-growing collection of digital activists. These men remain actively engaged within our social channels, including our dedicated Facebook group and the Digital Activists WhatsApp group. We monitor these platforms daily, fostering discussions around societal issues and sending shareable content. This content is designed to be distributed by the activists across their social networks, ensuring they continue contributing to the project's goals by raising awareness and encouraging dialogue within their communities.

The CABC's GBV Reflections ad has achieved 1 x Ciclope, 2 x Finalists Loerie Awards, 1 x Bronze Loerie Award, 1 x Museum of Modern Art Archive, and was a Finalist at the AICP International Film Festival. It has achieved over R5 million free flighting, including 200 slots across 8 DSTV channels. The radio version of the ad was flighted across multiple PRIMEDIA channels. The CABC also released Under the Microscope Season 4, on YouTube, which focused on Xenophobia, Please see the link below:

Under the Microscope: Season 4



Highlights of 2025



Research Reports - 2025

In 2025, the CABC released 4 research reports and 1 factsheet focused on Gender-Based Violence and Misogyny online. These reports canvassed areas such as the Technology-Facilitated Gender-Based Violence, Child and Child Sexual Abuse Materials, and Gendered Social Norms.

Report 1: Technology-facilitated Gender-Based Violence on Social Media: This report examines online conversation about tfgbv in South Africa on X (formerly Twitter). Focus areas include the non-consensual sharing of intimate images/videos, cyberbullying, trolling and doxxing and defamation. The report looks at conversation volume, key metrics as well as topical events that drive the conversation online.

Report 2: The State of Child Predation on South African Social Media: This report examines online child and teenager predation in South Africa from the period of 1 June 2024 to 31 May 2025. It seeks to understand perspectives about dating and age-related patterns; teenage pregnancy and intergenerational dating; as well as the perpetuation of child pornography, child fantasy and/or content sexualizing minor children.

Report 3: Mapping Child Predation Online: This report exposes how child sexual abuse material is openly traded on major platforms like X, Telegram, and WhatsApp. The investigation reveals networks using “menus” and price tags, with X’s own AI even recommending abusive accounts. The findings demand urgent, systemic action from platforms to protect children.

Research Reports - 2025

Report 4: Masculine Norms on South African Social Media - One Year Later

Later: This report dissects the evolution of South African masculine norms through social media analysis on sites like X. It reveals tensions between calls for positive masculinity—like emotional openness and shared caregiving—and entrenched pressures to provide, dominate, and adhere to the "bro code." The data exposes how discussions on accountability, fatherhood, and financial burden coexist with backlash and ridicule. The findings underscore the urgent need to address these harmful norms to improve mental well-being and achieve gender equity

Factsheet: #JusticeForCwecwe: This factsheet concerns conversation surrounding the alleged rape of a 7 year old minor child and analysed social media data from March to April 2025. The report examines the prominent topics in the conversation such as alleged suspects as well as the trivialization of abuse.



Research Reports - Methodology



Our team makes use of social media listening tools to capture the broad conversation about interactions between men and women, particularly in relation to gendered norms, gender-based violence and misogyny. We draw from Stieglitz and colleagues (2018) who identified four distinct phases in social media data analysis: (1) discovery, (2) collection, (3) preparation, and (4) analysis.

(1) Discovery: The first step for each project is to draw up a list of keywords. The research and dialogue facilitation teams contribute to this list collaboratively through a shared spreadsheet. Drawing on existing knowledge combined with desktop research and a literature review process. These keywords are supplemented with those identified by the dialogue facilitation team while active online - ensuring a holistic, relevant and contextual set of search terms are available to accurately capture the conversation.

(2) Collection: The list of keywords is checked a second time for quality and relevance. Thereafter, the keywords are deposited as search terms (a “Query”) through which our tool can filter and identify posts by accounts online which may be of interest.

(3) Preparation: Continued quality checks are conducted in the preparation phase - with researchers identifying keywords that may be too broad or may return unrelated content. At this stage, exclusionary keywords are developed as well to ensure our data is as precise as possible. For example, searching for the keyword Man may bring in content related to Manchester United. Manchester United may then become an exclusionary term to ensure that content related to football is not present.

Research Reports - Methodology

(3a) Preparation Continued: Further, the team develops a set of tags and categories ("Filters") - which slice the conversation into varying relevant chunks. For example, a project on Intimate Partner Violence may seek to separate posts into unique datasets which speak to Physical, Emotional or Sexual Intimate Partner Violence. Our guiding light in this process is ensuring that the datasets we create are *Prominent*, assessed through quantitative analysis and *Relevant*, assessed through qualitative analysis.

(4) Analysis: The final stage in our process seeks to analyse the collected data. We create dashboards which allow us to visualise trends in each dataset, ensuring that we are able to easily identify prominent and important topics of conversation. Thereafter, we conduct thematic analysis by selecting a series of posts, replies and metrics per each focus area through which we delve further into the topic at hand.

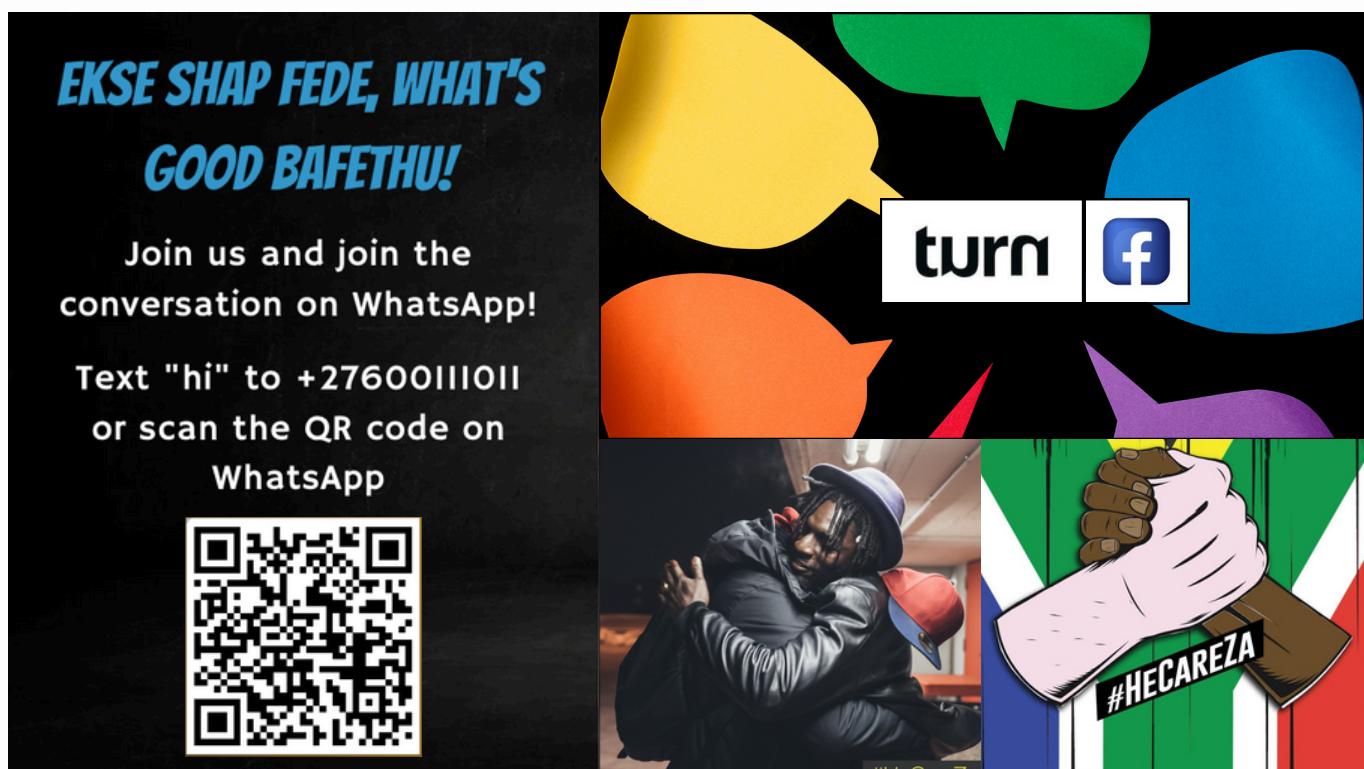


Mobilising Digital Activists

Male allies, fathers, and men from diverse backgrounds—such as students, ex-inmates, and others—are identified, mobilized, trained, and supported over time to facilitate self-reflective and healing conversations with their peers. These men learn to lead critical conversations online to challenge gender discrimination in real-time and mentor others to do the same. Through dialogue facilitation, we encourage men to speak out and take action both online and offline. Our work aims to disrupt the intergenerational cycle of violence and improve relationships by fostering better fathering and partnering practices.

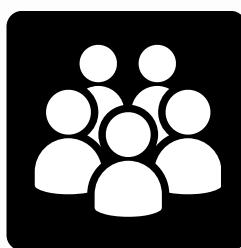
Turn.IO & Facebook

Male allies are recruited through targeted advertising on the [heCareZA Facebook page](#). Content is shared multiple times a week. Change agents are recruited from partner organizations, and interns from various academies, such as the [African Leadership Academy](#), [Students For a Better Future](#) and others, have been trained in dialogue facilitation methodologies. Most of these interns have been mobilized to become digital activists in this space.



heCareZA Website Analytics

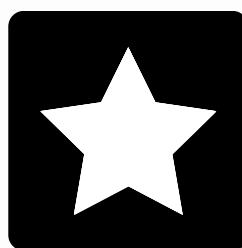
Below are the Google Analytics insights from our webpage for the year 2025. The data comprises key metrics such as Users, which represent the total number of unique visitors to our site, and New Users, highlighting the number of first-time visitors who have accessed our content. Additionally, the Session Duration metric reflects the average time visitors spend on our page, indicating their level of engagement with our content.



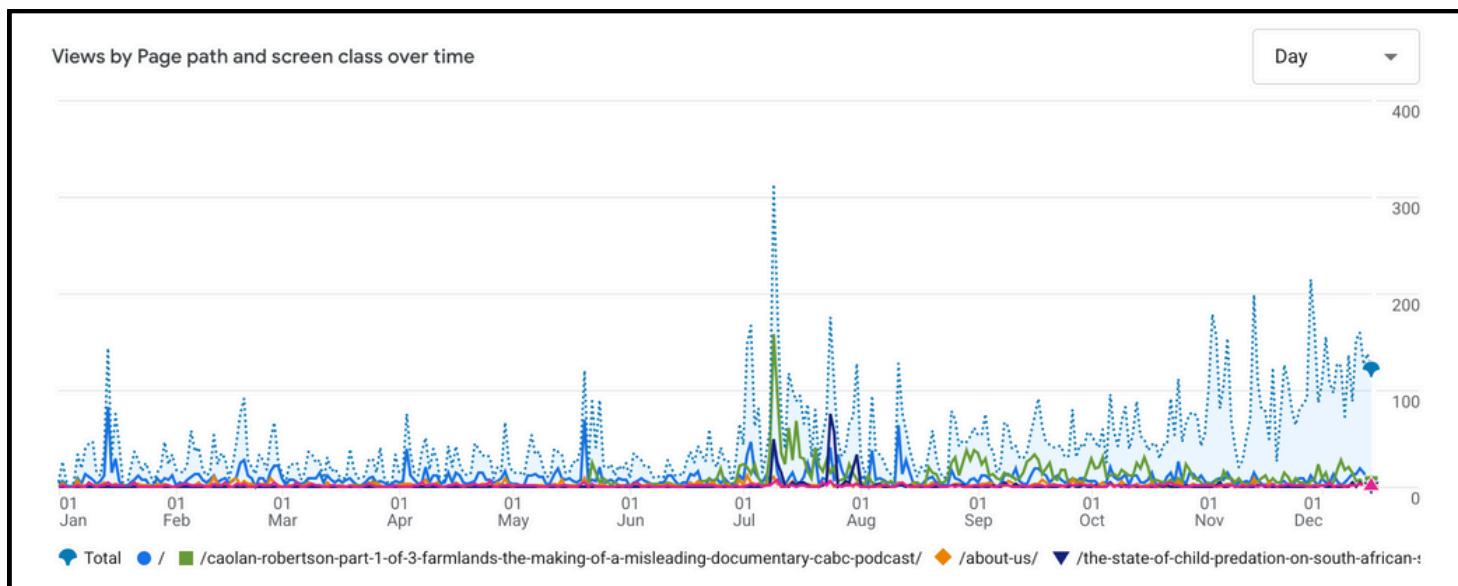
10816
users



12000
sessions

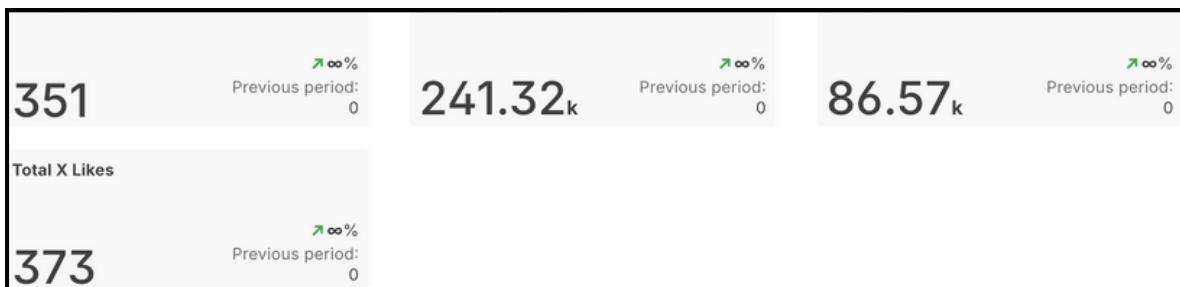


11000
new users



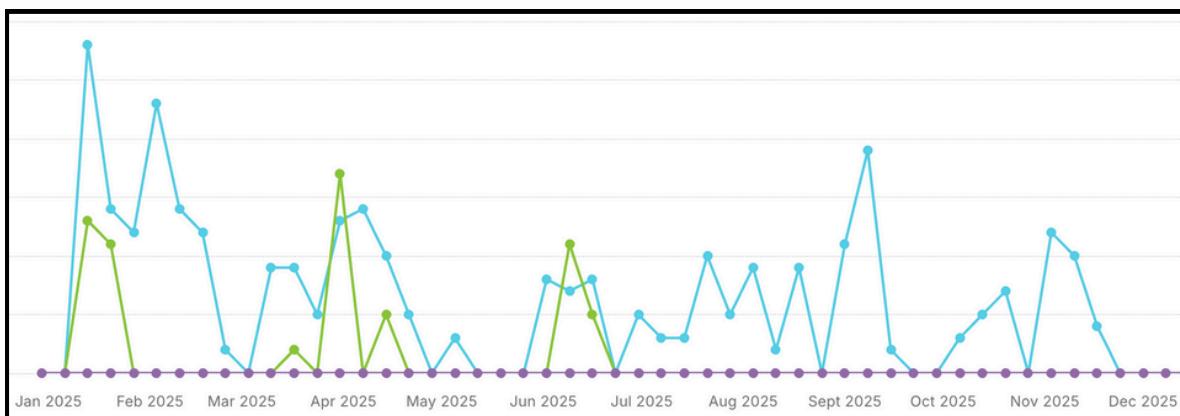
Dialogue Facilitation Metrics

In our dialogue facilitation process, we equip participants with tools and techniques to engage in meaningful, constructive conversations, both online and in person. These techniques emphasize a non-judgmental approach, fostering understanding and encouraging respectful inquiry into different perspectives. By asking questions about people's views and sharing our insights without undermining theirs, we create a space for open dialogue. Our work focuses on sensitive topics like gender-based violence, xenophobia, and democracy. This facilitation is integral to the overall project, which aims to reduce disinformation and misinformation while countering harmful narratives online. Through dialogue, we empower individuals to engage critically and empathetically, contributing to a more informed and cohesive digital environment.



For this year, our reach, which refers to the total number of unique individuals who have been exposed to or have seen the content shared by our project content is 86,570.

Our content garnered 241,320k impressions, meaning it was displayed slightly more than a quarter of a million times to users. Lastly, we received 373 total likes, demonstrating engagement and resonance with the online community.



The graph shows the reach of two distinct tags tracked from January 2025 to December 2025. These tags were used to categorize and monitor specific types of content generated during our dialogue facilitation. The first tag, 'HecareZA Canva 2025,' tracks our designs and content creation that we post or share online (we use platforms such as Canva for content creation), while the second tag, 'HecareZA DF 2025' (with DF standing for Dialogue Facilitation), tracks our online conversations to keep a record of key engagements. The two tags are represented by blue and green lines, showing how frequently each was mentioned throughout the period.

Dialogue Facilitation Yearly Engagement

Throughout the year, the Dialogue Facilitation Team continued to expand its reach, strengthen community relationships, and deepen its impact through a combination of in-person training, digital engagement, and structured support for young men and interns. The programme placed strong emphasis on creating safe, reflective spaces where communities, particularly young men, could critically examine issues such as Gender-Based Violence (GBV), digital citizenship, healthy masculinity, xenophobia, and democratic participation.

Across several soccer clubs and youth groups, facilitators delivered sectoral engagement training sessions designed to build communication skills, strengthen critical thinking, and promote awareness of social issues affecting young people. These sessions explored topics such as digital activism, gender equality, responsible social media behaviour, fatherhood, positive masculinity, and the roots and impact of GBV. Young participants consistently demonstrated high engagement, sharing personal stories, reflecting on their lived experiences, and developing strategies to influence change within their households, teams, and communities. Even when weather interruptions prevented in-person sessions, facilitators sustained support through WhatsApp dialogues, ensuring continuity of learning and emotional support.

A core focus of the programme was strengthening youth-led dialogue. Interns were onboarded, trained, and mentored to become emerging facilitators capable of hosting their own dialogue jams, producing weekly insights, and engaging online in complex conversations around democracy, xenophobia, and GBV. They were trained in facilitation methodology, anonymous account setup, ethical engagement, and digital safety. Over time, the interns demonstrated strong growth in confidence and analytical skills, contributing meaningfully to both online and offline conversations. Their unbranded awareness designs were used across the 16 Days of Activism campaign to drive neutral, accessible community engagement.

In parallel, the dialogue team actively monitored and participated in online conversations, addressing misinformation and harmful narratives, especially on X (Twitter), through factual, calm, and constructive engagement. This work included confronting xenophobic rhetoric, challenging misinformation, promoting behavioural change, and modelling respectful digital dialogue. High-visibility social incidents across the country often required rapid response and analysis, and facilitators contributed insights that highlighted trends, public sentiment, and potential risks of escalation.

Support networks for ongoing engagement were strengthened through platforms such as the heCareZA Facebook group, WhatsApp groups, and the newly introduced Baraza peer-support platform. The Facebook group grew to 231 members, providing a space for men to explore emotions, ask questions, and participate in guided conversations facilitated by the team. Posts were designed in authentic, multilingual, accessible formats to encourage organic participation. Baraza, piloted and tested during the year, introduced a digital peer-to-peer support system aimed at strengthening community resilience, resource sharing, crisis response, and collective learning. Its co-design with community members ensured that it directly addressed needs related to safety, GBV prevention, and informal support networks.

Dialogue jams remained a key tool for collective learning, bringing together community partners, young leaders, and change agents in dynamic online sessions. These sessions expanded the programme's influence, supported creative problem-solving, and allowed facilitators to collaboratively address challenging social media content.

The programme's visibility and learning opportunities were further enhanced through participation in national events, including the WeThe99 Summit at Constitution Hill. Over several days, facilitators engaged in workshops and dialogues on economic justice, digital ethics, disinformation, youth activism, and policy advocacy. Insights gained from the summit are being integrated into facilitation strategies, particularly in relation to digital literacy and navigating harmful online content.

Dialogue Facilitation Yearly Engagement

Collectively, the year marked significant growth in the programme's depth and reach. Young men reported shifts in their behaviour, emotional awareness, and sense of responsibility in their communities. Facilitators observed increased confidence, willingness to speak out, and readiness to challenge harmful norms. The combination of structured training, mentorship, online activism, and peer-support platforms has strengthened a community-driven movement of young men committed to building safer, more equitable environments.

As the programme progresses into the next year, the focus remains on scaling participation, expanding partnerships, refining facilitation tools, including the quarterly-reviewed training manual, and strengthening digital spaces to model healthier, more constructive dialogue. The foundation built this year positions the Dialogue Facilitation team and its partners to deepen their impact and continue driving behavioural change across South Africa.



Intership Program Overview 2025

In 2025, the dialogue facilitation internship programme played a central role in strengthening the Centre for Analytics and Behavioural Change (CABC)'s capacity to engage young people in meaningful social dialogue, both online and offline. The programme was designed to equip interns with practical facilitation skills, critical thinking tools, and hands-on experience in addressing complex social issues such as Gender-Based Violence (GBV), xenophobia, democracy, and digital activism.

Throughout the year, interns underwent a structured onboarding process that included individual orientation sessions, the setup of anonymous digital accounts, organisational email access, and integration into Slack for internal communication. This ensured that all interns were ethically prepared and digitally equipped to participate safely in online dialogue spaces. A total of multiple onboarding cycles were conducted during the year, including the successful onboarding of new interns later in the year, expanding the programme's reach and diversity.

Training for interns focused on three key thematic areas: democracy, xenophobia, and the heCareZA programme. These sessions explored the social and historical contexts of these issues in South Africa, common narratives and misinformation encountered online, and practical strategies for engaging constructively in difficult conversations. Interns were trained to identify harmful or misleading content, challenge it using verified information, and facilitate dialogue in a way that prioritises safety, empathy, and accountability.

A strong emphasis was placed on practical application. Interns actively facilitated online dialogues, contributed to weekly dialogue jams, and supported the monitoring of social media conversations across platforms such as X (Twitter), Facebook, WhatsApp, and TikTok. They were also trained on how to complete insights spreadsheets and compile weekly reports, allowing them to document trends, user sentiments, and emerging risks linked to xenophobia, GBV, bullying, and other forms of social harm.

As part of the 16 Days of Activism campaign, interns played an active role in developing and sharing unbranded awareness content to engage communities while maintaining neutrality and accessibility. Their involvement helped extend the reach of digital activism efforts and encouraged broader participation, particularly among young people. Interns also supported content analysis projects, including the review of TikTok videos highlighting online harassment, media abuse, and gendered disinformation.

By the end of 2025, interns were no longer passive participants but confident dialogue facilitators contributing meaningfully to both online and offline engagement spaces. The programme strengthened their leadership, communication, and facilitation skills, while also contributing directly to CABC's broader objectives of countering harmful narratives, promoting social cohesion, and fostering a new generation of digital change agents. The internship programme remains a critical investment in sustainable dialogue work and youth-led behavioural change.

Networks of Support

Support networks continue to be strengthened for male change agents through the heCareZA Facebook page, Facebook group, and WhatsApp groups. These platforms serve as ongoing spaces for dialogue, peer support, and digital activism, enabling men to reflect on their experiences, challenge harmful norms, and become advocates for behavioural change within their communities. To date, 231 members have joined the Facebook group. The space encourages men to share their thoughts, ask questions, and support one another, fostering a culture of openness and emotional honesty. The dialogue team follows a monthly facilitation plan designed to model healthy online engagement and encourage members to contribute organically. Posts are intentionally presented in different formats and languages, maintaining an authentic tone that resonates with diverse users. As a result, participation has continued to grow, with members increasingly initiating their own discussions, motivating others, and helping the group gain its own momentum.

In addition to these established platforms, the organisation has introduced Baraza, a new digital peer-to-peer support platform designed to strengthen community resilience and enhance responses to GBV. Developed through extensive workshops, user interviews, and co-design processes with community organisations, Baraza provides a safe online space where users can share resources, seek assistance, and participate in skill-building and mutual support. Organisations working in child safety and GBV prevention were among the first to test the platform, validating its usefulness in crisis support, safeguarding, and community mobilisation. With improved moderation tools, skills-sharing features, and emergency support pathways, Baraza now stands as a promising addition to our ecosystem of digital tools aimed at empowering communities and addressing GBV at scale.

Networks of Support

Change agents from partner organisations are also invited to participate in dialogue jams, collective online facilitation sessions hosted on Zoom. These sessions create an interactive learning environment where participants explore complex social issues, exchange insights, and practice facilitation collaboratively. Research continues to show that dialogue jams significantly increase the reach and impact of our work, enabling facilitators to generate ideas collectively and respond more effectively to challenging online content and harmful narratives.

Together, these platforms such as Facebook, WhatsApp, Baraza, and dialogue jams, turn.io GBV line form a comprehensive ecosystem of digital support. They not only amplify positive dialogue among men but also reinforce a broader culture of accountability, empathy, and community-led action against GBV across South Africa.



#HeCareZa

The **HeCareZa's Gender-Based Violence Whatsapp Line** is a free and interactive digital platform designed to provide information, resources, and support.

Hecareza.co.za

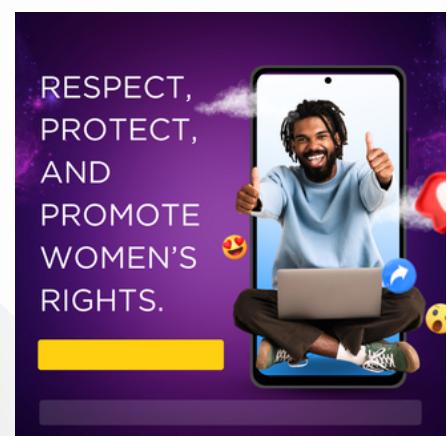
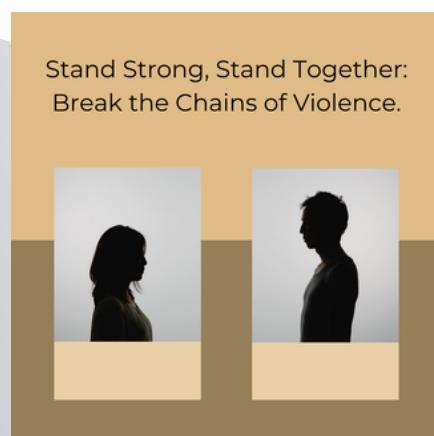
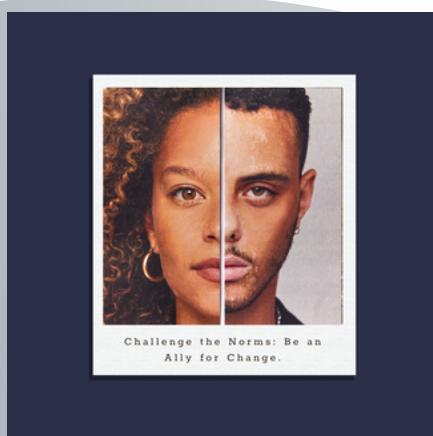
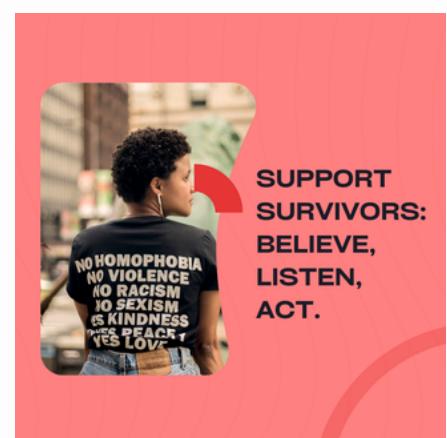
#HeCareZa

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Dialogue Facilitation Canva Designs

We have created over 300 dialogue facilitation social media designs, including a special [16 days of activism campaign designs](#) in multiple languages, using Canva and these have been released onto the content repository on the [heCareZA website](#). These dialogue facilitation social media designs are developed from online dialogue facilitation and research insights. They are designed to support the work of dialogue facilitators, change agents and partner organisations. The fatherhood designs are created specifically with fathers of young children in mind.

These designs can be shared to social media platforms directly from the website. Dialogue facilitation social media content is disseminated to partnership organisations, key stakeholders, digital activists, NPOs and the general public through round tables, webinars, stakeholder mailing list databases, social media and WhatsApp groups. A content repository of the existing heCareZA website was further developed.



Webinars & Presentations

Throughout 2025, the CABC facilitated several impactful webinars aimed at fostering dialogue and addressing pressing societal issues, leveraging technology and social media to create meaningful change.

In June we hosted the break the silence: (Why reporting GBV remains a challenge) Dialogue Jam. This session focused on utilizing social media and technology to create safe and inclusive online spaces. Insights, impacts, and innovative methods were discussed to empower digital activists and communities.

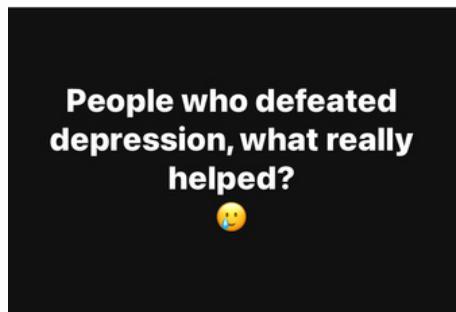
As part of the 16 Days of Activism, we concluded the year with a December webinar titled Empowering Voices, Inspiring Change Through Dialogue aiming to combat gender-based violence and promote gender equality through community dialogue. Each day focuses on a specific theme, facilitating and sparking meaningful conversations. From November 25th to 10th of December (thats the 16 days of activism period)

In December INCEMA and CABC hosted a Webiner on CYBERBULLYING & DIGITAL SAFETY: PROTECTING OUR CHILDREN ONLINE unpacking how online abuse affects mental health, sexually reactive behaviour, SRHR, and even GBV in our homes and schools.



What heCareZA Men of Action Say

Our Facebook group is a place where men can share their thoughts and experiences. Here are some of the posts that men have shared:



[View Insights](#)

114 post reach

2 comments

 Like

 Comment

 Send



J. [REDACTED]
Depression for me was apathy and wanting to self soothe with series that I would watch in laziness. I would dislike myself for this laziness. When I started to "allow" myself to enjoy and get drawn in (one depressive spate was watching West Wing, another watching all the seasons of Star Trek Voyager) and I grew to see the time as healing, like a bear hibernating and that helped.

 Love

1 

HeCareZA  

A child without a father's presence carries questions that no one can easily answer. When fathers walk away, they don't just leave a home, they leave an empty space in a child's heart where guidance, love, and identity should grow. Fathers, your presence shapes character, your absence leaves scars. It's never too late to show up, even one call, one visit can change everything. Let's talk about it-

What does fatherhood mean to you?



To every daughter who has felt the absence of a father, remember that your worth is not defined by his presence or absence. You carry within you the strength to transform wounds into wisdom. Embrace your journey and recognize that the love you seek can also come from within. Your resilience will shape your future, and the challenges you face can become stepping stones to greatness. Trust in your ability to heal, grow, and inspire others, and know that you are deserving of all the love and joy life has to offer. Your story is powerful—let it fuel your passion and purpose.



Do you agree that fathers should take full responsibility for their children? Why or why not? tag a friend who needs to see this, or share your story. Let's talk about accountability and equal parenting

M. [REDACTED] · Sep 7

I'm at a point where I've noticed that part of the reason why men act the way they do, is because they know women will always compensate for where they lack. Sometimes, they need to get thrown in the deep end and learn how to swim/deal with the consequences



M. [REDACTED] · Sep 6

As a society, we need to start normalising leaving the baby with the baby daddy.

31

600

3.6K

69K

20 post reach

Our strength is in supporting one another, not hurting one another.



Partnerships

Through heCareZA, we have developed long standing relationships with many key stakeholders in the GBV sector. These partnerships strengthen our capacity, increase our reach and boost the relevance of our work to policy and practice. We are dedicated to supporting the work of other organisations by sharing our research, dialogue facilitation tools and social media content.

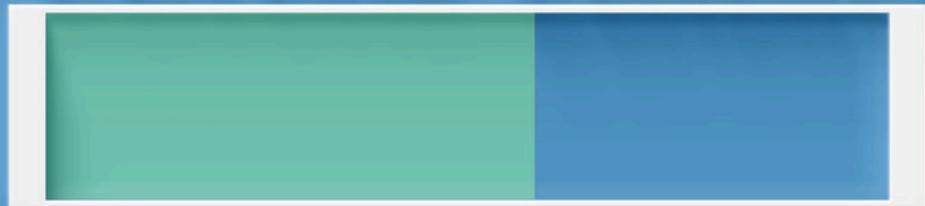
The Future

In 2026, the heCareZA project will continue its expansion and deepen its impact. By leveraging social media and collaborating with offline sectoral partners, we will run awareness and recruitment campaigns designed to increase the project's reach and effectiveness. Content and recruitment messaging will be disseminated through these partners' networks to identify and onboard additional change agents for the heCareZA dialogue facilitation process.

We plan to secure more interns from various organizations and enhance training opportunities through a combination of online and face-to-face sessions. Our outreach will emphasize engaging younger audiences, particularly within the sports field. We will expand our efforts by conducting more online training sessions, hosting external dialogue jams, webinars, and offering specialized training for organizations.

Additionally, we will continue building evidence of progress in reducing online gender discrimination through critical dialogue and will use social media listening tools to track shifts in narratives around gender discrimination over time.

FUTURE LOADING





#HeCareZa

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