

From a handful to 11 000 men.
What's next?

Ole B. Nordfjell

Men in day care

- What is the current situation?
- How did we get here?
- What are the future challenges and possibilities?

http://www.skiftjob.dk/files/files/antologi_nordiske_maend_til_omsorgsarbejde.pdf



Nordiske mænd til omsorgsarbejde!

En forskningsbaseret erfaringsopsamling på initiativer til at rekruttere, uddanne og fastholde mænd efter finanskrisen

Steen Baagøe Nielsen (red.)

velpro | center for velfærd
profession & hverdagsliv

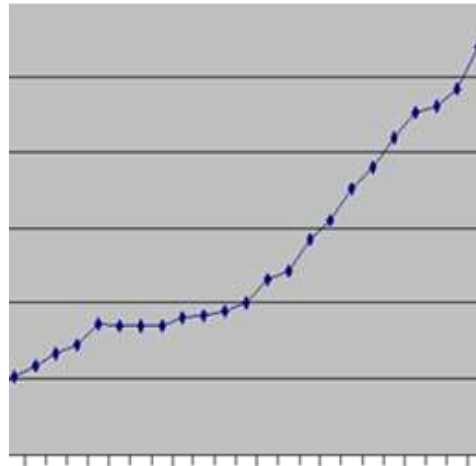
reform
RESSURSSENTER FOR MENN

1996

Three men and fifteen children

What is the current situation?

Increase in numbers to 11 000



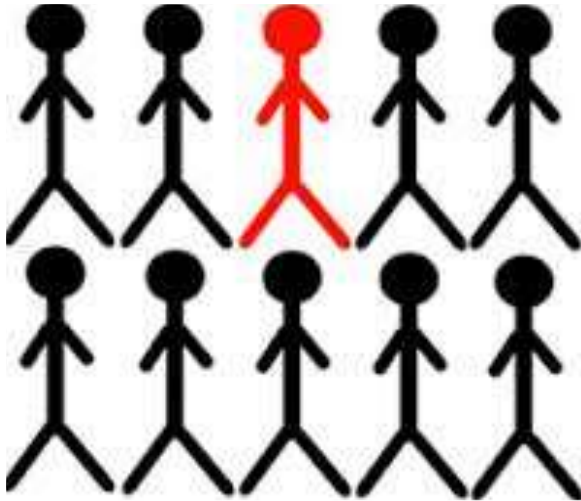
Spektrum



2 x Røros



11 % men, 89 % women



½ of the day care centres



Normalisation



How did we get here?

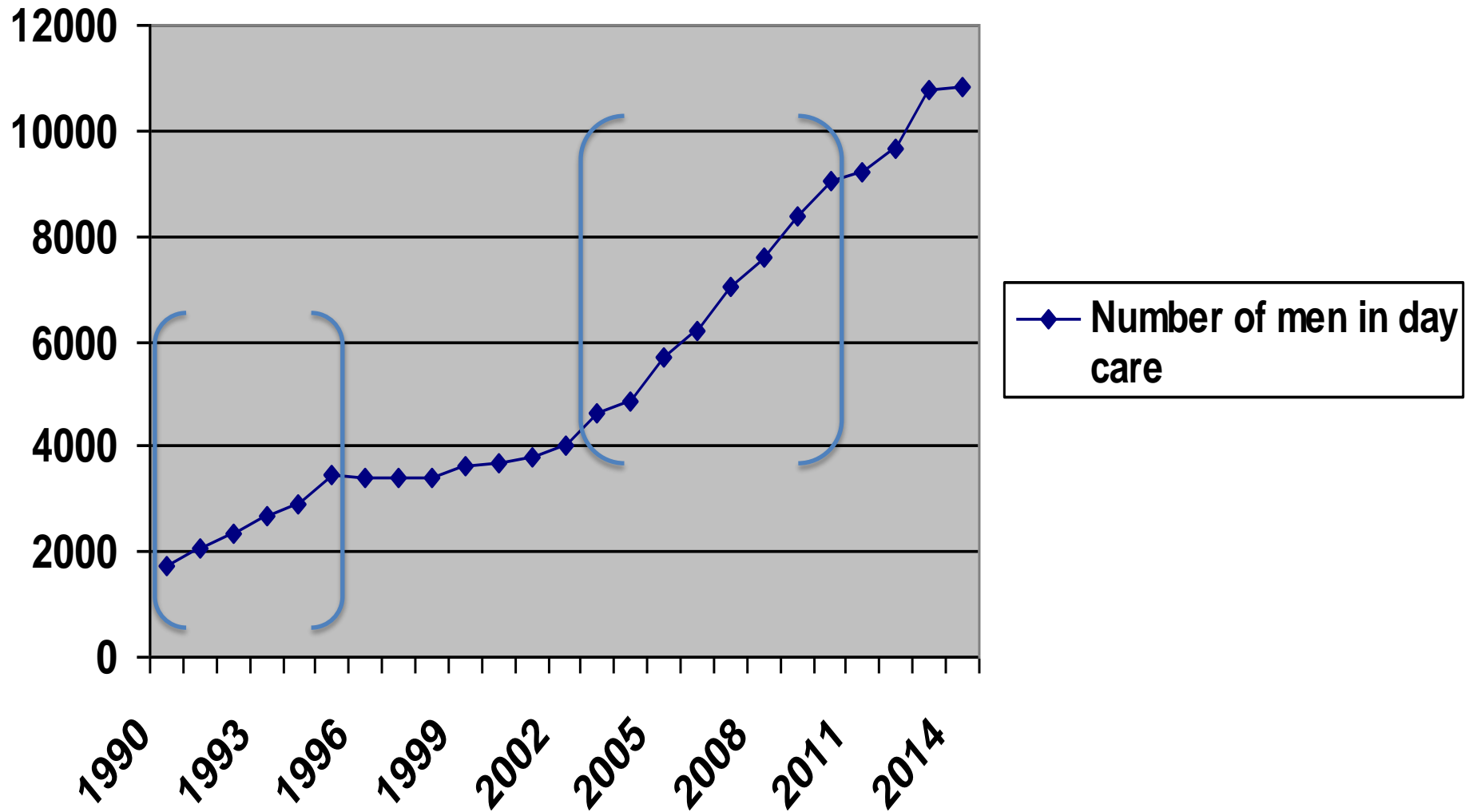


Because it is a great job!



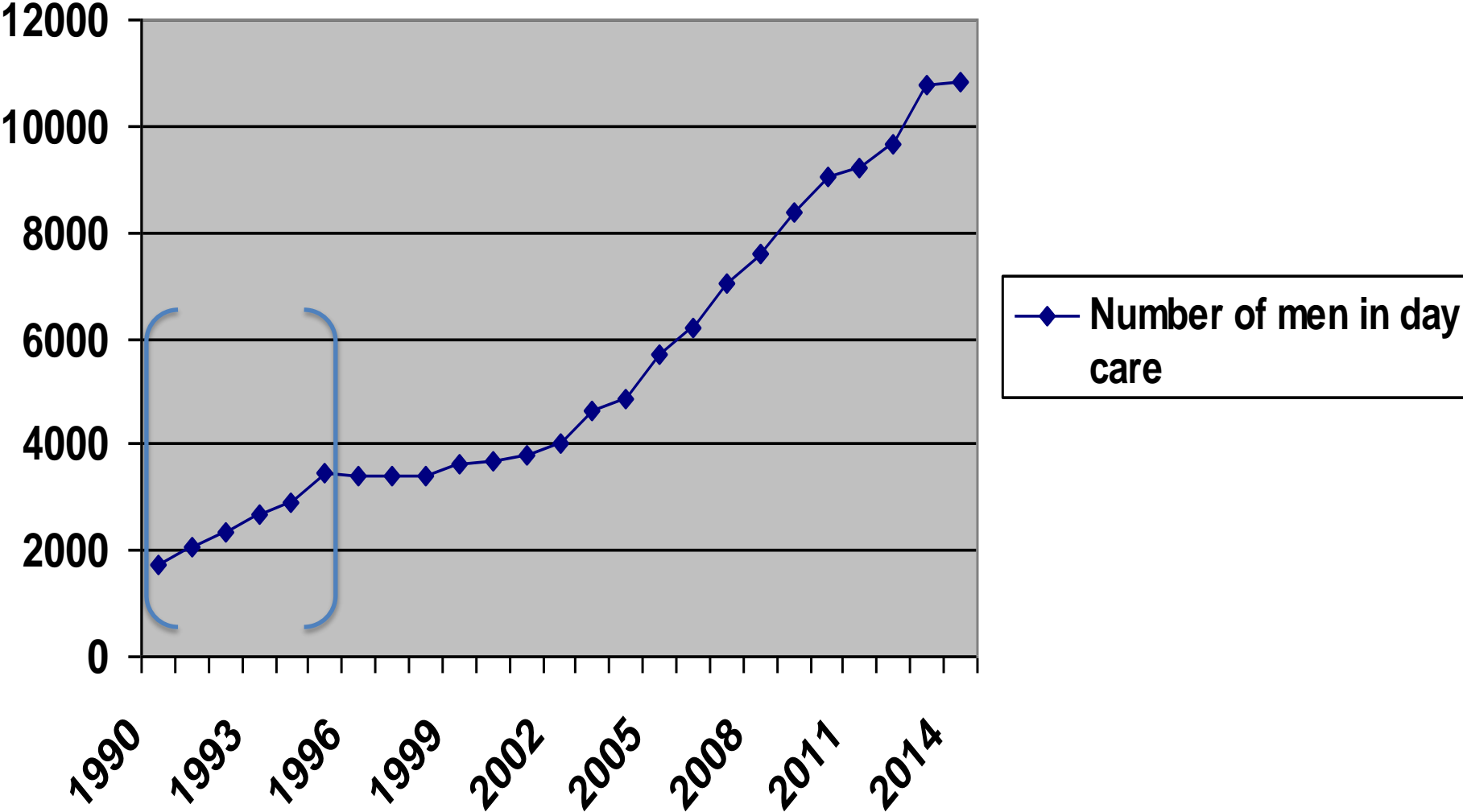
Is it a result of the expansion of
the day care sector?

(Periods with great increase in number of employees)

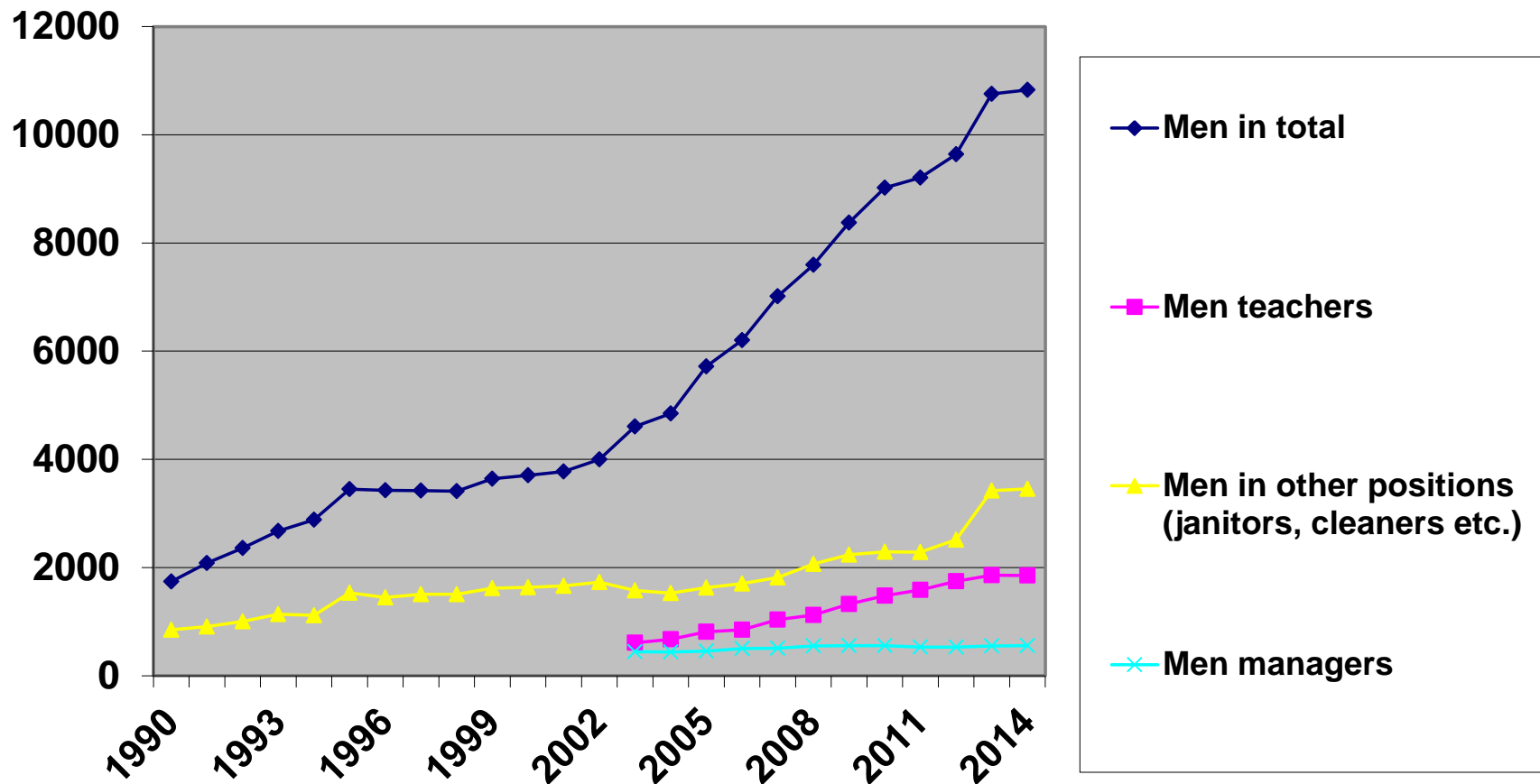


Is it a result of unemployment?

(Period with 5 – 6 per cent unemployment)



Is it a result of overrepresentation of
men as janitors, cleaning staff?

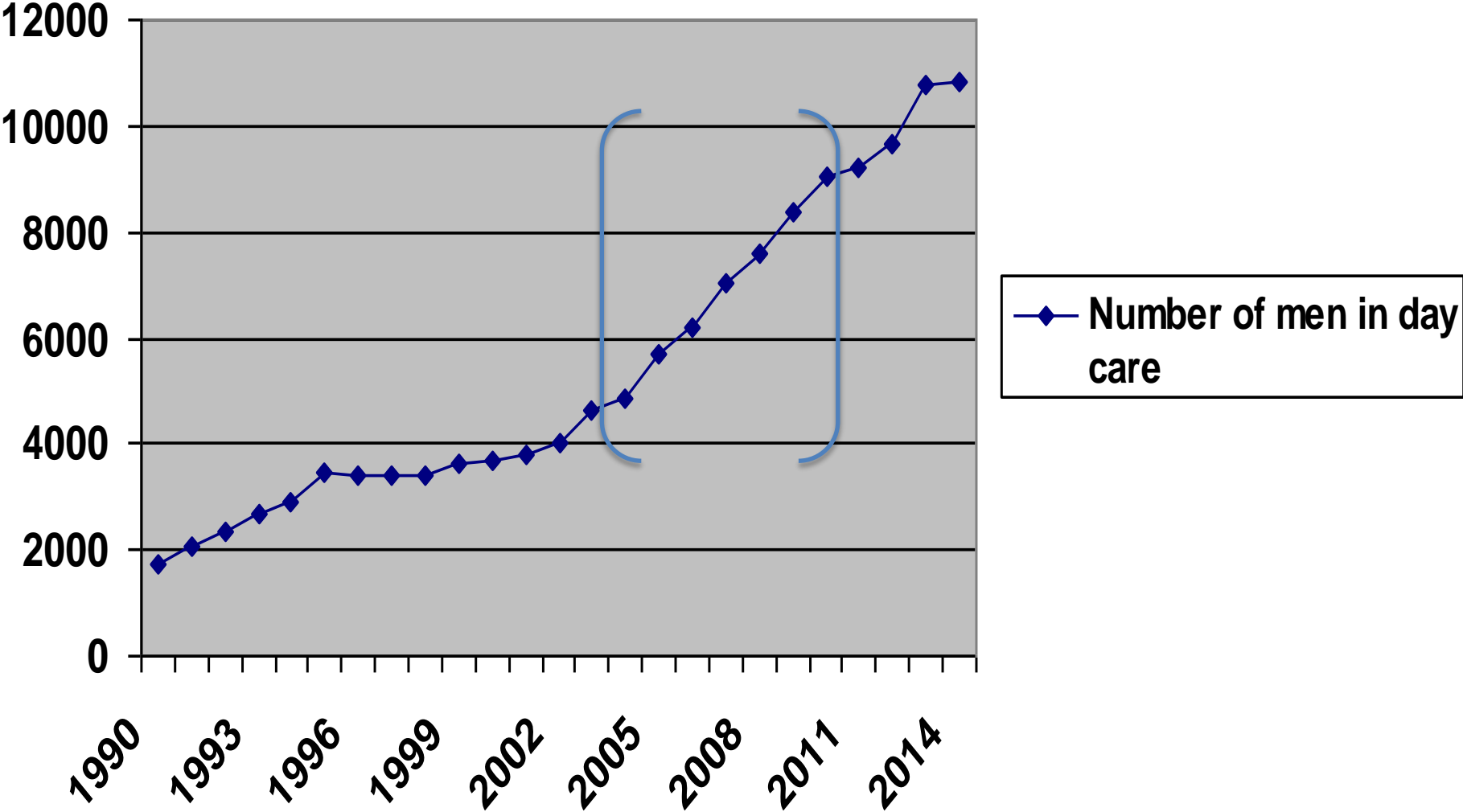


Is it a result of governmentally supported recruitment efforts?

1980 Representative survey about teachers in day care centers
1993 Local recruitment project receive governmental funding (Søndre Nordstrand)
1994 National conference with 150 male day care teachers meet in Stavanger
1995 Recruitment video released
1996 First Annual National Conference held
1997 The first three-year action plan is put into action
1998 Moderate quota of men for work with children is made legal
1998 Book on the issue is published
2000 Survey on men and day care education published
2004 A more ambitious three year action plan on recruitment is put into action
2005 Recruitment award is presented for the first time
2006 An addition to the national curriculum on the importance of men in day care is published
2009 Government awards twelve kindergartens a status to demonstrate how to recruit more men
2010 Report assess municipalities and day care centers recruitment efforts

TIMELINE OF IMPORTANT ACTIONS IN THE RECRUITMENT OF MEN FOR WORK IN DAY CARE CENTRES

(The period with the greatest recruitment efforts)



Has your day care centre implemented any measure to recruit men?

- 52 % Yes
- 48 % No

(Report Likestillingssenteret 2010)

Is it because Norwegian men are soft?



- 1990s and 2000s are characterized by a relational reorientation in men's lives
- Authoritarian masculinity is denounced
- Governmental commission on the male role puts their suggestions forward
- Masculinity researchers have a prominent figure in the media
- Fathers quota success
- Designated resource center for men - Reform



What are the future challenges
and possibilities?

Challenge:

Fatigue. The improvement in gender balance is very slow



The goal of 20 % men in day care

- 1997 – 6 per cent men
- 2014 – 11 per cent men
- 0,29 per cent per year
- 2041 – 20 per cent men



Recommendation: Stronger efforts

- Gender equality scholarships
 - Funding directly to students who choose contrary to gender norms
- Government funds one large recruitment project that last several years.
 - Inspired by Germany and the “Fritt-valg-satsningen”



Challenge:

The expansion of the day care sector is over



Changes in labour force demands

- 2013 – 2014 No expansion in day care staff
- 2013 – 2014 Almost no increase in number of men
- Fewer men will probably have access to work as «assistants»
- Unemployment
- Stronger focus on quality in day care and in the staff.



Recommendation: Stronger recruitment efforts targeting the bachelor programs

- To get men to start and finish
- Address the public image of the bachelor programs.
- Address gender blindness in the subjects and culture of the early childhood teacher programs.



The legitimacy of recruitment efforts is
being challenged



Why men in day care?

- Recruitment of men ≠ gender equality
- Diversity is more than men (ethnicity, sexual orientation, gender expression, (dis)abilities etc.)
- Little research on men's contribution to children's development



Recommendation: Revitalise the debate and knowledge why men in day care?

- Not needed as male role models
- Needed to contradict gender stereotypes



Meld. St. 7

(2015–2016)

Melding til Stortinget

Likestilling i praksis

Like muligheter for kvinner og menn



Meld. St. 7

(2015–2016)

Melding til Stortinget

Likestilling i praksis

Like muligheter for kvinner og menn



- Men in day care is one of the focal points in the white paper
- Important recruitment actions are continued in the policy
- Regional teams for gender equality lead by the county governors office
- Local dissemination of recruitment experiences through seminars and networking
- Support for webpage www.mennibarnehager.no
- Does not mention the earlier set goal of 20 per cent men

Critical mass or critical attitude?

«While in 2010 about 16 percent men started the early childhood teacher education, it had in 2013 risen to 19 per cent. There is reason to believe that this can be a trend that reinforces itself.»

(Likestilling i praksis, 2015, p. 17)

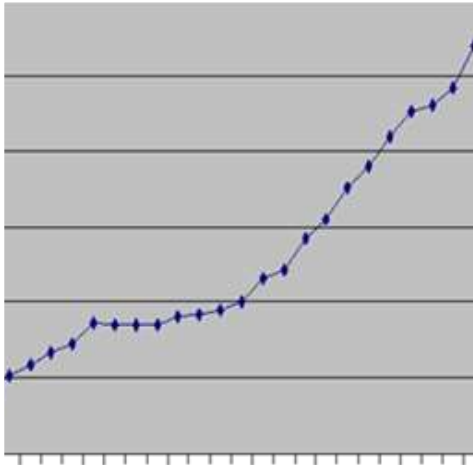


Because it is a great job!



Askjær

Increase in numbers to 11 000



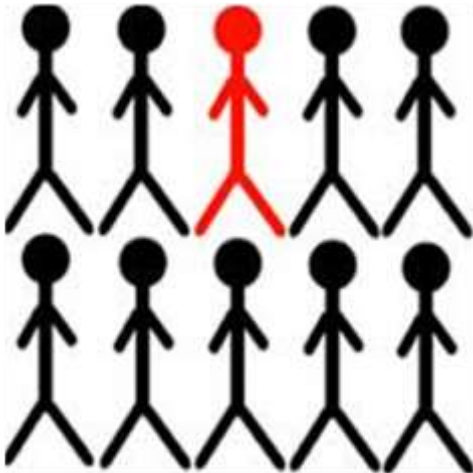
Spektrum



2 x Røros



11% men 89% women



½ of the day care centres



Normalisation



7500 different reasons

- The reasons is yet to be told
- 7500 ulike menn og 7500 ulike grunner til å jobbe i barnehage. Noe til felles og noe som er forskjellig.
- Det er blitt en stor og mangfoldig sektor, ulike pedagogiske retninger, natur og friluft osv. Forskjellige mennesker.

Number of employees after gender in day care 1990 2014

