

Coface Families Europe celebrates the International day of Families and is committed to the preparations of the 30 anniversary.

No matter the make-up of a family, a family is a team. Each person plays a unique role in the structure and function of their family, and each individual's strengths and personality contribute to the family's well-being. This is why we propose on the occasion of the International Day of Families 2022 a series of engaging and fun resources to bring the care and gender equality discussion directly within your families. The key conversation starters we have developed are Bingo cards and the principle is simple: through the playful use of these cards, we call on family members to reflect on how they share tasks and chores within their households and write down the new version of their #FamilyTeamWork in our Task planners.

With this campaign, COFACE and MenEngage Eastern Europe & Central Asia call on parents and children, grandparents, and all societal stakeholders, to start a conversation about sharing care and household tasks, and team up against stereotypical roles within families. Let's talk and implement a more equal distribution of unpaid work with the notion that a family is a team and should aim to work together for the sake of every member's time and wellbeing.

"This campaign invite all families to take a fresh look at the day-to-day running of their household and to come to a new agreement about fair sharing of the tasks for the benefit of all its members! Try our Bingo cards and household planner:

#FamilyTeamWork – Join the movement and get the conversation started in your family about the equal sharing of caring and household tasks.

Annemie Drieskens, President of COFACE Families Europe