

# Breaking the Mold – Redefining Gender Roles

## Webinar #2 Programme

Date: 12 March 2026

Time: 10:00 (CET)

Duration: 1,5 hours approx.

Format: Online (Zoom)

Link: [Zoom Link](#)

Language: English

Translations: Live Zoom captions available

**Objective:** To foster cultural and institutional change by exploring how greater male participation in informal care can promote gender equality, challenge traditional stereotypes, and improve well-being for people with disabilities and their families.

### Focus:

- Why women still carry the informal care burden: cultural and systemic causes
- Encouraging and supporting men to engage in unpaid family care
- Overcoming stigma and changing narratives around masculinity and care
- Lessons from initiatives that successfully promoted gender balance in informal care



# AGENDA

## Welcome & Opening Session (10 min)

### Moderator:

- Welcome and technical housekeeping
- Introduction to the EQUAL-CARE project (brief overview)
- Objectives of the webinar

## Rethinking Gender Roles in Informal Care (40 min)

### Part 1: Presentations (10 min each):

- **Cultural and Structural Roots of Gendered Care Roles**  
*Speaker: Ana Ramovš, Medical Doctor and Researcher at the Anton Trstenjak Institute of Gerontology and Intergenerational Relations, Slovenia*
- **Men as Family Carers: Overcoming Stereotypes and Barriers**  
*Speaker: Giuseppe Moscarelli, Disability Studies Researcher and Advocate, Italy*
- **The Benefits of Shared Responsibility: Impact on Families and Society**  
*Speaker: Heike Grebien, Former Member of the Austrian National Council and Spokesperson for People with Disabilities, Austria*
- **Changing Mindsets: Campaigns and Policy Measures Promoting Men's Involvement in Informal Care**  
*Speaker: Juhana Mäkitöyli Inclusive Care Advocate, Finland*

### Part 2: Audience Pulse (Poll) + Moderated Q&A (20-30 min)

- Live poll to capture participants' perspectives
- Discussion with speakers, guided by audience questions

## Closing Remarks & Next Steps (10 min)

- Summary of key insights
- Announcing next steps and upcoming webinars