

EQUAL | CARE

MENTAL LOAD

AWARENESS
GUIDE



Preface

As Fiba İşimiz Eşitlik Platformu, it is among our aims to promote gender equality in society and in every aspect of our lives, and to create a line of awareness for a more egalitarian society.

Today in every corner of the world and for every aspect of our lives, we observe inequality in terms of responsibilities and expectations, which is brought to us by the society's gender-based perspective.

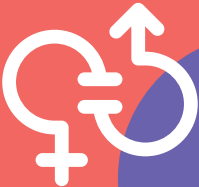
The many tasks we consider ordinary in daily life turn into care work and mental loads that cannot be carried alone when combined and piled up.

To change these inequalities deeply rooted in our lives, it is essential to gain more knowledge and act with heightened awareness.

To ensure that all our stakeholders can achieve a better level of equality and balance in both their professional and private lives, we prepared this "Equal Care Equal Mental Load Awareness Guide" herein. With this guide, we aim to raise awareness about the caregiving responsibilities often imposed on women due to entrenched gender norms and the invisible mental load generated by this effort.

We will continue to enhance both the guide we prepared under the consultancy of ÖZU Gender Office, which operates within Özyeğin University to promote gender equality, and our efforts in this field with the contributions of our stakeholders. We encourage everyone to share the mental load, starting with themselves, to support the well-being of their loved ones and colleagues.

Fiba İşimiz Eşitlik Platformu



Care Work Is Everyone's Responsibility

Anyone who provides physical and emotional care for family, children, home, and other matters takes on care work and is exposed to mental load for most of the day.

child
care

ironing

cooking

walking
the dog

giving regular
medication to the
patient



What is Care Work?

We can define it as the human effort required by individuals sharing the same household to maintain their daily lives.

Meeting the physical and emotional needs of individuals in the household who require special care (such as patients, elderly, children) and animals are also part of this effort.

Priceless Care Work

Care work lasts from birth to death and is undertaken both paid and unpaid. Dividing it among households and valuing care work is a must for egalitarian societies.

The scope of caretaking is broad

Home Care

- General cleaning (purchasing supplies, sweeping, mopping, dusting)
- Doing laundry (washing, ironing, putting away)
- Cooking meals (pre-preparation, post-preparation works)
- Grocery shopping (shopping list, carrying, storing)
- Kitchen chores (cooking, dishes, taking out the trash)
- Bedroom and bathroom organization/cleaning
- Crafts and basic repairs
- Payment of bills and taxes
- Recycling and saving works
- Cleaning and maintenance of windows, kitchen cabinets, appliances

Hobbies

- Planning playtimes and hobbies for children
- Fun/family outings on weekends
- Organizing babysitter
- Researching sports/clubs for leisure activities
- Managing and budgeting pocket money
- Vacation planning and packing

Clothing Care

- Buying/selecting new clothes
- Body measurement/sorting clothes
- Repairing clothes
- Disposing of used clothes

Sleep And Relationship Management Care

- Putting children to sleep/waking them up
- Care during illness
- Resolving conflicts with older children
- Visits to relatives
- Saving memories

Care On Special Days

- Send birthday greetings/purchase gifts
- Planning and executing children's birthday parties
- Planning holiday visits and trips
- Calling elders and asking how they are

Nursery/School And Child Care

- Preparing snacks and clothing
- Checking homework
- Purchasing school/nursery supplies
- Meeting emotional needs
- Attending parent/family events
- Buying/choosing new clothes
- Body check/sorting clothes

Transportation Maintenance

- Bicycle/scooter maintenance and equipment tracking
- Car refueling and maintenance/insurance update
- Washing baby strollers/carriers
- Purchasing a child seat for the car/bike

Elderly And Patient Care

- Arranging doctor appointments
- Maintaining clothing and living spaces
- Providing physical care
- Keeping track of one's nutrition
- Meeting emotional needs

Pet Care

- Choosing healthy food
- Toilet and hygiene care
- Veterinarian appointment/visit

Body Care

- Pet care
- Changing diaper
- Shopping and stacking of pharmacy and care supplies
- Doctor appointment/visit

Care work does not only include physical actions. It should not be forgotten that caretaking, which includes physical actions, also has a mental load.

Care Work Decreases As It Is Shared

Around the world, unpaid care work is often undertaken by women. Gender norms and cultural systems put the most pressure on women to provide care work voluntarily.

Care Work A Burden on Women's Shoulders

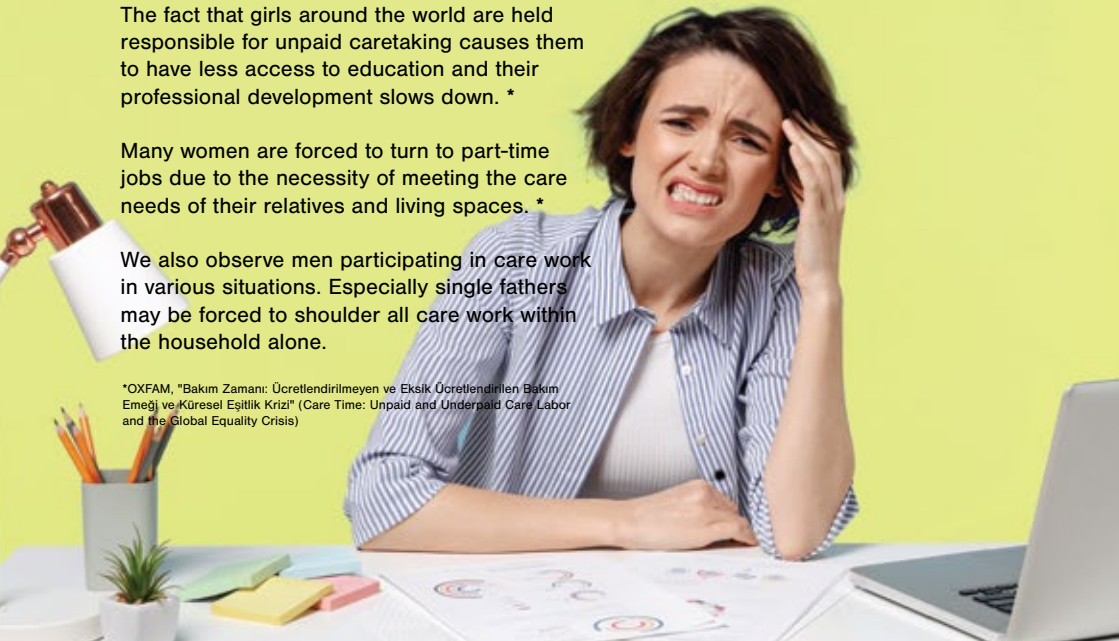
In developed economies, the proportion of women who meet care needs outside their full-time jobs is significantly high. Research indicates that women around the world perform an average of **12 billion hours** of unpaid work.*

The fact that girls around the world are held responsible for unpaid caretaking causes them to have less access to education and their professional development slows down. *

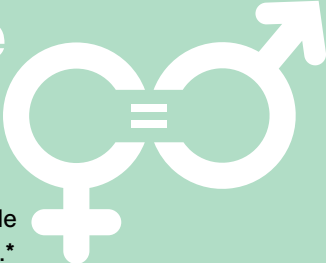
Many women are forced to turn to part-time jobs due to the necessity of meeting the care needs of their relatives and living spaces. *

We also observe men participating in care work in various situations. Especially single fathers may be forced to shoulder all care work within the household alone.

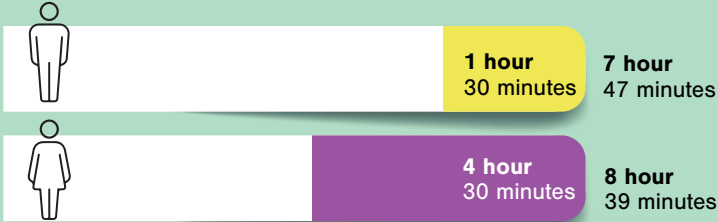
*OXFAM, "Bakım Zamanı: Ücretlendirilmeyen ve Eksik Ücretlendirilen Bakım Emek" ve "Küresel Eşitlik Krizi" (Care Time: Unpaid and Underpaid Care Labor and the Global Equality Crisis)



Women Are Intense Laborers At Home

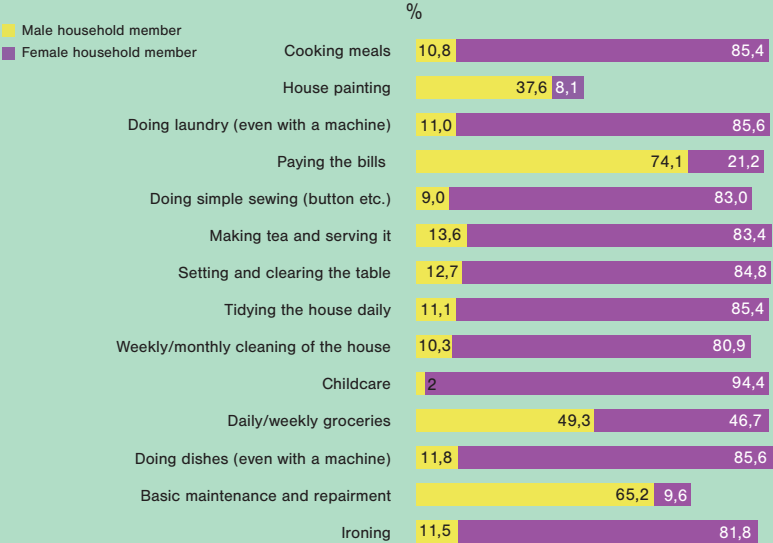


While men work 1 hour and 30 minutes at home outside of work, women work 4 hours and 47 minutes at home.*



When paid and unpaid activities are evaluated together, women work an average of 8 hours and 39 minutes a day, almost 1 hour more than men.

People who are generally responsible for household chores**



All work items in the table above include evaluation, decision-making, planning, implementation method and implementation stages.

*World Economic Forum, Think you believe in gender equality? Your brain might disagree
 **Turkish Statistical Institute, Women in Statistics, 2022

The Invisible Side Of Care Work: **Mental Load**

Mental load encompasses all the decision-making, planning, execution, and management processes that lie behind visible care actions.

Within the scope of the mostly invisible mental load, skipping one step is enough to cause a significant disruption in the process. Simple and complex to-do lists and questions that are repeated many times in daily life often emerge as part of the mental load stemming from the invisible aspects of caregiving.

Some caregiving tasks may appear very simple from the outside, but they can require an extensive project management process underneath.

Write to the landlord!

What should I buy from the grocery?

Buy toothpaste!

What bills need to be paid?

Even doing laundry requires some planning.

Look for the right weather

buy the right detergent

separate colored laundry from whites

use anti-allergic detergent for baby clothes



hang



place it in the closet



iron



roll



collect



The Load On Women At Home Is Heavy

85% of women wash laundry and dishes, and perform daily cleaning tasks, even using a machine.

78% of daily shopping decisions are made by women.

93% of women decide what will be cooked at home.



Men's Regular Participation In Housework;

Laundry and dishwashing **16%**,

Cooking **17%**,

Tidying the house **18%**,

Cleaning the house remains at a very low level with **17%**



In the index for planning home and vehicle maintenance, it is observed that men's mental load is high.

It is noteworthy that men actively undertake the burden in **60%** of couples in organizing car washing,

in **74%** of couples in vehicle repair/inspection works,

in **69%** of couples in renewing vehicle traffic insurance,

and in **42%** of couples in repair works.



Faced With Mental Load Phenomena

In daily practices, women have more mental burden than men because they are defined as caregivers. Especially in families with children, the care work gap reaches the highest rate at **83,3%**. The high level of care work gap can be explained by conventional gender labels.

Each of the gender labels supports and fosters inequality:

"The female bird makes the nest! The mother takes care of the child best! Men don't know how to cook. The man pays the bill!"

It would not be wrong to say that men's lack of awareness deals the most significant blow to caretaking, which can be alleviated by sharing. Unfortunately, the approach taken with the **"You didn't say that! Phenomenon"** further increases the invisible workload of women.

Although this approach may seem like an attempt to share the mental load, the way to easing the caregiving burden for women lies in offering support proactively without waiting for the request.



Gender Codes

Are The Enemy
Of Motivation



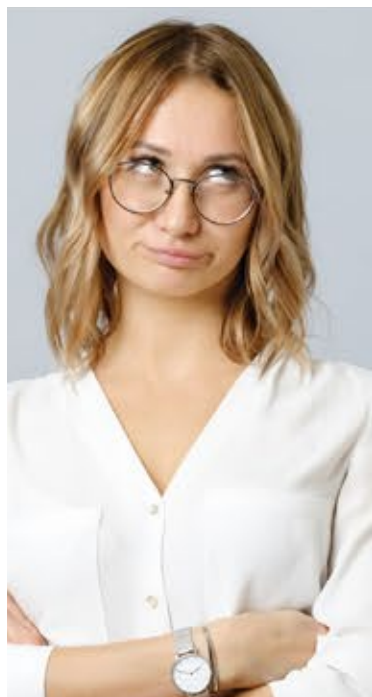
Just like the problems experienced by women, due to stereotypical gender codes, men who are relatives of patients or single fathers also find themselves in a position where their mental load in care matters is not noticed.

Men who believe that they will succeed in taking action on issues coded for women may experience situations where their responsibility capacities and skills are ignored due to unsupportive reactions from those around them.

If we continue at the current pace, women will continue to do, on average, 2,3 hours more unpaid care and housework per day than men in the future.

Many actions that we
perceive as simple and

**ordinary in daily
life accumulate
over time, turning
into invisible,
immense, and
unequal burdens
of labor.**



It's Time To Relieve The Mental Load That Is Weighed By Carework

YES to awareness!

First, let's realize what is the mental load resulting from care work and share the labor and mental load. Let us be aware that the planning and decisions required for issues such as motherhood and housework assigned to women should not be the burden of a single person.



YES to language equality!

Let's leave behind statements such as "childcare is the mother's task, what do I know about housework" or "this is a man's task". Let's not forget that every detail we interact with in our living space is our responsibility. Let's pay attention to the sentences we use, remembering that equality begins in language.

YES to task sharing!

Let's separate the time devoted to work and home. Let's just stay focused on work until working hours are over. As family members, let's share the housework fairly at the end of the work shift.



YES to sharing responsibilities!

Establishing an egalitarian order of life requires a real conceptual revolution in language and action. And that is; the aim is to remove contribution to caretaking from the title of "helping" based on men's individual wishes and pleasure, and turn it into a fair "sharing of duties" between men and women. This order, in which everyone fulfills their duties and responsibilities without offers or demands, is the ideal one.



YES to getting support!

As caregivers, let's know ourselves well and live according to our needs. Let's not forget that caretaking is shareable and let's plan our daily lives in a sustainable way. Let's not feel obliged to own the work we can share alone due to the need for approval, appreciation and other wrong social codes.

YES to appreciation and open communication!

Let's express that we are aware of the mental load of caregivers and appreciate their efforts. Not only that, let's communicate openly and talk about how we can lighten the burden. As we share the responsibility for caretaking, let's make sure we include the mental load.



Contributing to our awareness

Now it is time
to enrich our guide
by sharing our
own lives.

You can calculate your care work and mental load on our website yukolmasin.com and contribute to the checklist.



www.yukolmasin.com



Fiba's
Full Support For

“Equal Care, Equal Mental Load”

As one of the groups with the highest ratio of female employees and managers in Turkey, we believe that gender equality should be established in every aspect of our lives, starting from the household.

Therefore, by evaluating work and private life balance holistically; we carry out activities that will raise awareness, support well-being and ensure equality in all areas.

Gender Equality Awareness Training

Employee Assistance Program

- Psychological Counseling
- Financial Information Consultancy
- Medical Information Consultancy
- Legal Information Consultancy
- Veterinary Consultancy

Fiba Nursery and Childcare Support

Wellness Practices

Fiba Social Clubs

Fiba Permits

Development Programs that

Consider Work and Private

Life Balance

Continue working for a more balanced living and working environment with equal care and equal mental load!



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15.Yıl