

GENDER TRANSFORMATIVE HEALTH INTERVENTIONS: A ROUTE TO HEALTH EQUITY SPARKING SOLUTIONS, IPPH

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QUESTION

How can we create health
interventions that also
increase gender equity?



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AGENDA

Objectives

- ▶ Acquire an understanding of gender transformation
- ▶ Identify our choices as we plan health interventions
- ▶ Link gender transformative practices to improving equity



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SEX AND GENDER MATTER TO HEALTH

- ▶ Gender (and sex) are among the most influential of the determinants of health
- ▶ But, the health promotion and intervention fields have taken limited action on sex and gender related factors



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WHAT IS WRONG WITH THE STATUS QUO?

- ▶ 40 years of health promotion (for example) has not yet integrated gender, despite gender being a well-studied determinant of health
- ▶ Many approaches take an individualistic approach to changing behaviour
- ▶ And do not identify structural, gendered factors affecting women's (and men's) health and power

- ▶ Gelb, K, Pederson A, **Greaves L** How have health promotion frameworks considered gender? (2011) *Health Promotion International*. (2012) 27 (4): 445-452).



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Gender Transformation: a new frontier in a swiftly moving field

Evolving terms

- ▶ Sex
- ▶ Gender
- ▶ Gender diversity
- ▶ Sex and gender interaction
- ▶ **Gender transformative**

Different Approaches

- ▶ Equity analyses
- ▶ SGBA & GBA+
- ▶ Intersectional analyses

Many issues

- ▶ Slow uptake
- ▶ Misuse of terms
- ▶ Conflation of terms
- ▶ Reliance on binaries
- ▶ Need for better measures
- ▶ Equity without gender
- ▶ KT without gender



UNDERSTANDING GENDER TRANSFORMATION



Why gender transformative?

Gender-transformative approaches actively strive to examine, question, and change, rigid and negative gender norms and imbalances of power as a means of reaching health as well as gender equity objectives

Source: Elisabeth Rottach, Sidney Ruth Schuler, and Karen Hardee for the IGWG, Gender Perspectives Improve Reproductive Health Outcomes: New Evidence (Washington, DC: PRB for the IGWG, 2009)



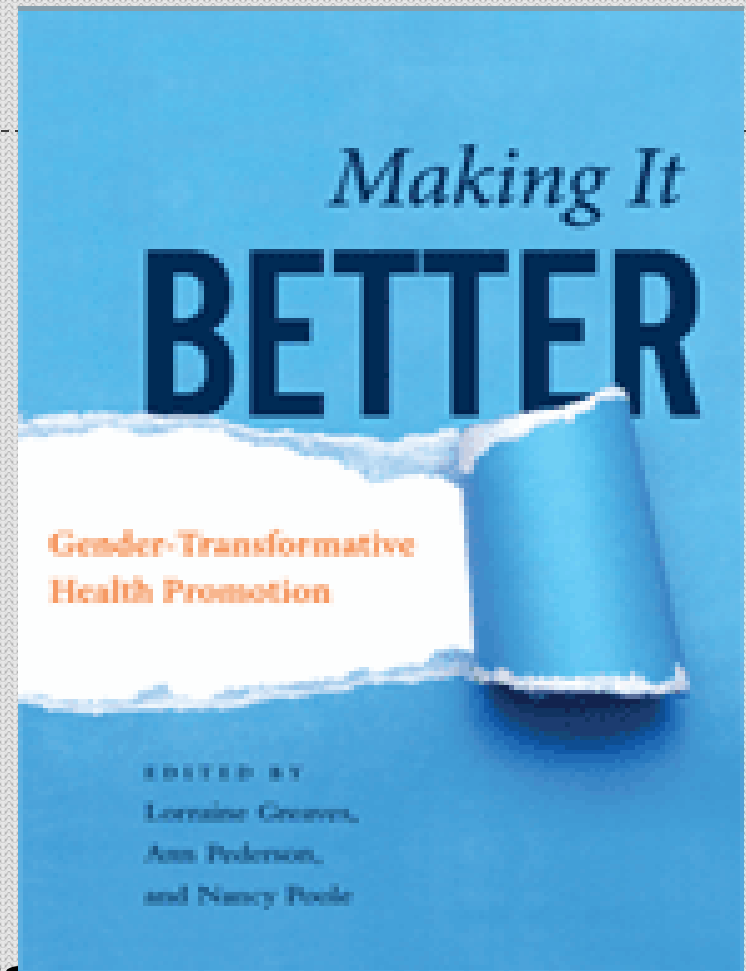
EVOLUTION OF GENDER TRANSFORMATIVE INITIATIVES

- ▶ Gender transformative interventions emerged in less developed countries in the 1990s and now diffusing to more developed countries
- ▶ Endorsed by WHO, UNAID, PAHO etc
- ▶ Originally addressed:
 - ▶ HIV/AIDs transmission (standard public health messaging didn't work)
 - ▶ Sexual and reproductive health
 - ▶ Violence against women
- ▶ Using these approaches:
 - ▶ engaging men and boys
 - ▶ changing negative gender norms
 - ▶ empowering women and girls



EMERGING TEAM GRANT => BOOK

- ▶ Theoretical background
- ▶ Examples:
 - ▶ Tobacco
 - ▶ Interpersonal Violence
 - ▶ Heart health
 - ▶ Housing
 - ▶ Physical Activity
 - ▶ Alcohol
- ▶ Advocacy, policy change, engaging men



Available from Canadian
Scholar's Press (2014)

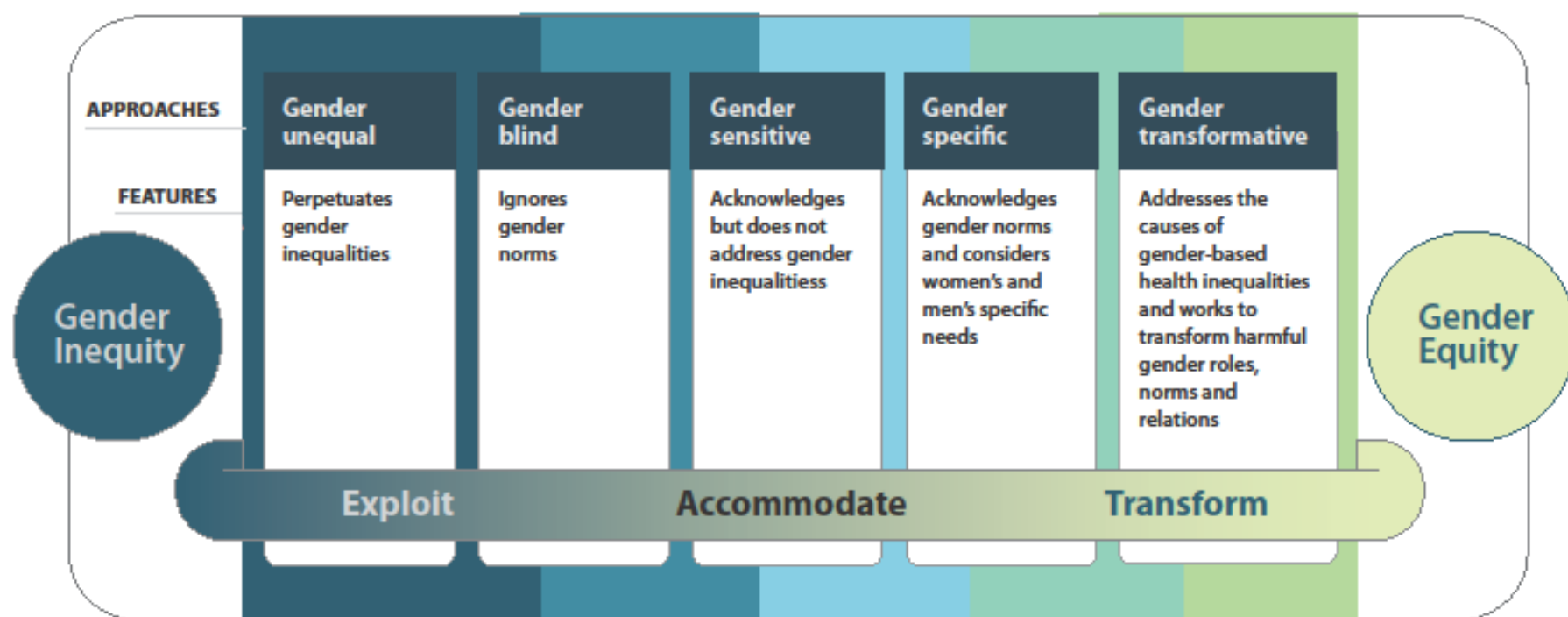


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WE HAVE CHOICES TO MAKE ABOUT GENDER IN
CREATING HEALTH INTERVENTIONS



A Continuum of Approaches to Action on Gender and Health



Inspired by remarks by Geeta Rao Gupta, Ph.D, Director, International Center for Research on Women (ICRW) during her plenary address at the XIIIth International Aids Conference, Durban, South Africa, July 12, 2000:

"To effectively address the intersection between HIV/AIDS and gender and sexuality requires that interactions should, at the very least, not reinforce damaging gender and sexual stereotypes."

EXAMPLE: GENDER EXPLOITATIVE

- ▶ Health messages and campaigns that deliberately (or inadvertently) play to gendered fears or shame, sexualize women (or men) or treat women (or men) as a homogeneous group



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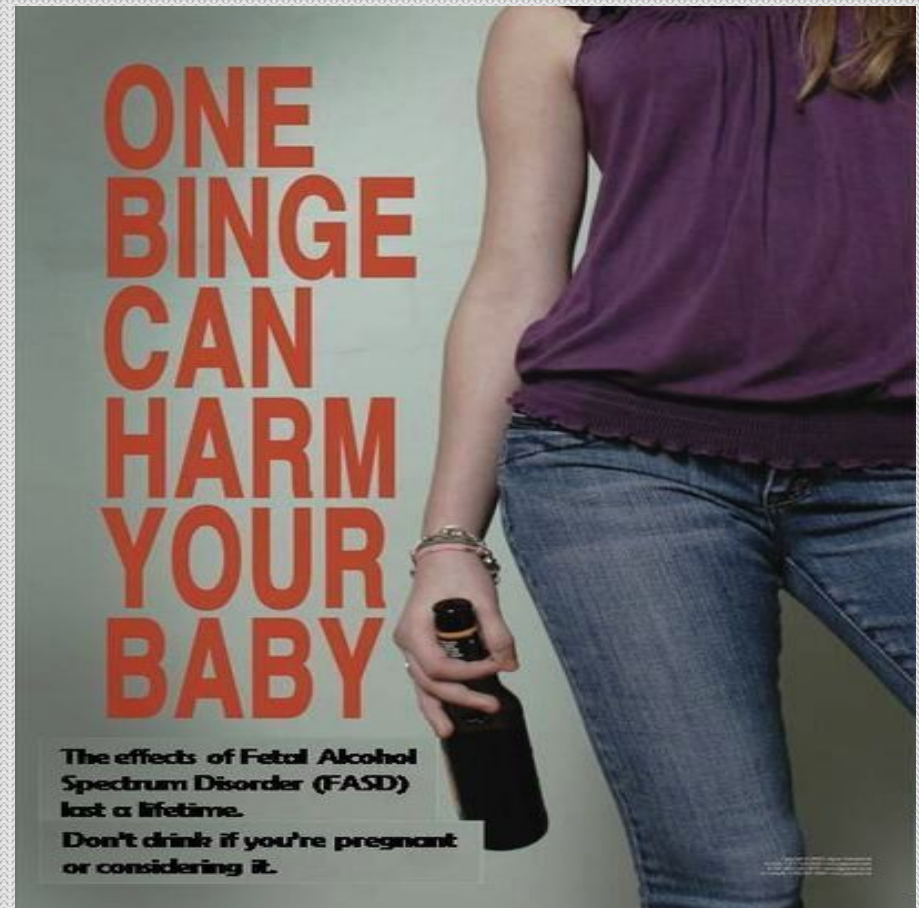
“WOMEN WHO SMOKE FEED MORE THAN JUST MILK TO THEIR CHILDREN”



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Indian Regional Cancer Centre, 2014

MORE

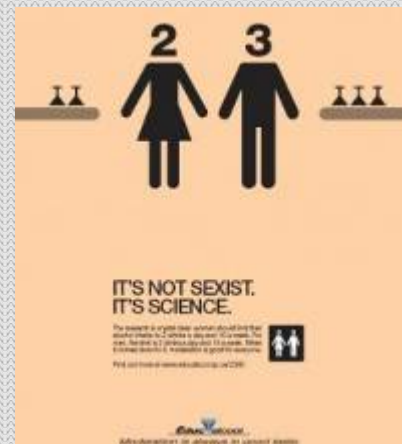


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EXAMPLE: GENDER ACCOMMODATING

- ▶ Acknowledges gender norms, roles and inequalities – may not work to address or change them
- ▶ Providing child care for women without challenging why women bear the responsibility for child care even when they need their own care
- ▶ Offering women-only spaces without asking why mixed spaces are unsafe or deemed unsuitable for women

Gender specific programs may improve access and comfort, but do not address the root causes of gender imbalances in power, resources or opportunities.



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CAN REINFORCE GENDER STEREOTYPES



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CURRENT Example: Zika virus

Advice to Women:

- ▶ Abstain from sex
- ▶ Don't get pregnant for the next two years
- ▶ Don't have unprotected sex with someone who has been to these regions
- ▶ Don't go to these regions if you are pregnant..



Gender & Equity Inspired Alternatives:

- ▶ Re educate men on alternatives to “penetrative, procreative sex”
- ▶ Create legal access to abortion
- ▶ Offer free contraception
- ▶ Fix poor people's window screens



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USING TRANSFORMATIVE THINKING TO CREATE INTERVENTIONS TO IMPROVE EQUITY



GENDER TRANSFORMATIVE INTERVENTIONS HAVE DUAL GOALS

- ▶ Gender transformative approaches improve equity and improve a health problem *at the same time and require:*
 - ▶ Mixing gender theory with equity theory
 - ▶ Developing new research methods, measures & KT Critical thinking about gender relations and roles
 - ▶ Challenging the imbalance of power, distribution of resources, and allocation of duties and roles between women and men
 - ▶ Engaging men in women's empowerment through information sharing, raising interest and support



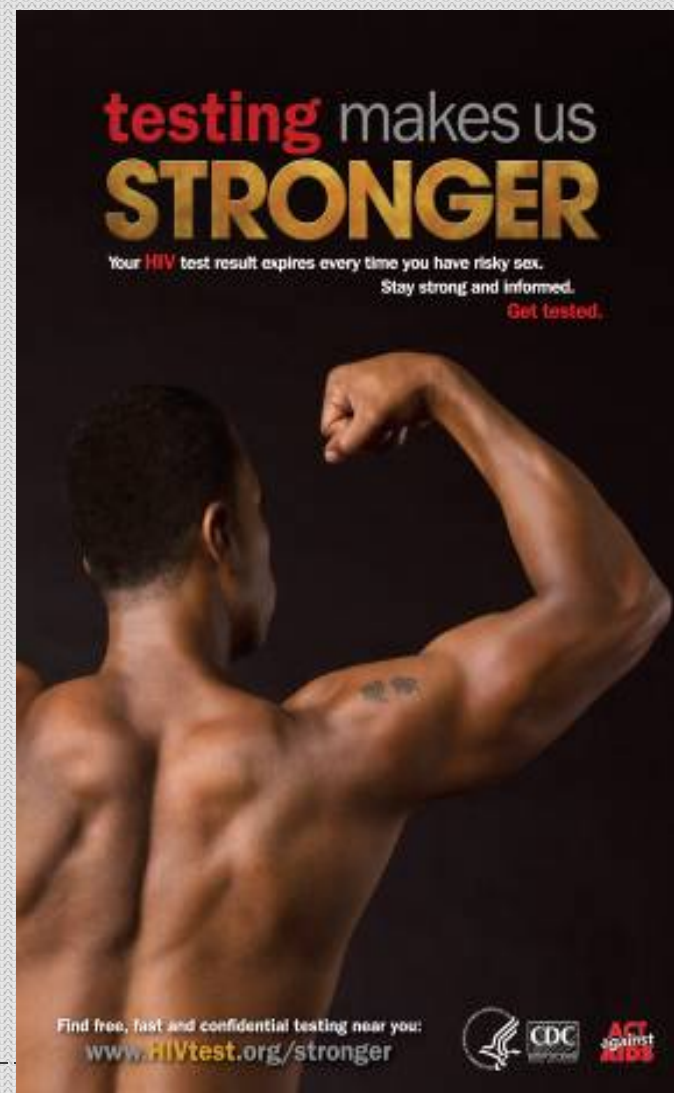
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GENDER TRANSFORMATIVE APPROACHES NEEDED FOR MEN

- High mortality from car accidents for teen boys (related to expectations that young men should be "bold" risk-takers)
- Tobacco use patterns that reflect masculine norms and expectations

GT approach with men

- HIV testing ad utilizing positive masculinity to improve health CDC



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Promoting men's caregiving

ACTIVITIES

The Men and Gender Equality Policy Project (MGEPP)

men + gender equality POLICY PROJECT

The *Men and Gender Equality Policy Project*, coordinated by Promundo and the International Center for Research on Women (ICRW), is a multi-year, multi-country research and advocacy initiative that has been carried out in Bosnia and Herzegovina, Brazil, Chile, Croatia, Democratic Republic of Congo (DRC) India, Malawi, Mali, Mexico, Rwanda and South Africa (as of November 2012).

The MGEPP seeks to build the evidence base on how to change public institutions and policies to better foster gender equality and to raise awareness among policymakers and program planners of the need to involve men in health, development and gender equality issues.

Project elements include:

1. Quantitative Research: [International Men and Gender Equality Survey \(IMAGES\)](#) – A quantitative household survey measuring men's and women's perceptions and behaviors on themes related to gender equality, carried out with men and women in seven countries in 2009-2010.
2. Qualitative Research: [Men Who Care](#) – An in depth, five country, qualitative study of men involved in gender activism and/or non-traditional caregiving roles such as day-care workers.
3. Advocacy and Policy Work: [What Men Have to Do with it: Public policies to promote gender equality](#) – A multi-country policy research and analysis on the extent to which men and masculinities are contemplated in existing public policies related to gender equality.

Links

- [Research](#)
- [Programs](#)
- [Advocacy](#)

Photo Gallery

Check out photos from the new exposition "A Father's Vision of Fatherhood"



[See gallery](#)

Make a
DONATION
Support Promundo's work

men +
gender equality
POLICY PROJECT



Men **Care**
A GLOBAL FATHERHOOD CAMPAIGN



PROMUNDO

- ▶ Promundo's mission is to promote caring, non-violent and equitable masculinities and gender relations
- ▶ Promoting men's caregiving
- ▶ Transforming masculinities
 - ▶ to prevent sexual violence and exploitation
 - ▶ in poverty alleviation and economic justice initiatives
 - ▶ In post-conflict settings
- ▶ Transforming gender norms
- ▶ Promundo H and M



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TRUE CHILD USA

TrueChild helps donors, policy-makers and practitioners reconnect race, class and gender through "gender transformative" approaches that challenge rigid gender norms and inequities.

Gender Transformative Philanthropy

A Key to Improving Program Outcome and Impact in At-Risk Communities



Let Every Child Shine.

Contents

2	The Challenge
4	Gender Lens
7	Opportunities to Address Gender Equity and Gender Norms
9	Becoming a Gender Transformative Funder
11	10 Steps Donors Can Take
12	Additional Resources



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VIOLENCE- EVIDENCE CLEARLY SUPPORTS THIS APPROACH

“Gender inequality at the macro-level, including societal norms supporting male authority over women and discriminatory ownership rights, was associated with population levels of intimate partner violence across countries.”

Heise, L & Kotsadam, A (2015). Cross-national and multi-level correlates of partner violence: An analysis of data from population-based surveys. *Lancet Global Health*, vol. 3, pp. 332-340.

Findings suggest that policy makers could reduce violence by eliminating gender bias in ownership, rights and addressing norms that justify wife beating and male control of female behaviour. Prevention planners should place greater emphasis on policy reforms at the macro-level and take cross-level effects into account when designing interventions.

www.thelancet.com/lancetgh Vol 3 June



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LINKING VIOLENCE AGAINST WOMEN AND GENDER INEQUALITY

Violence against women
is serious, prevalent and driven by
GENDER INEQUALITY

GENDERED DRIVERS
of violence against women:

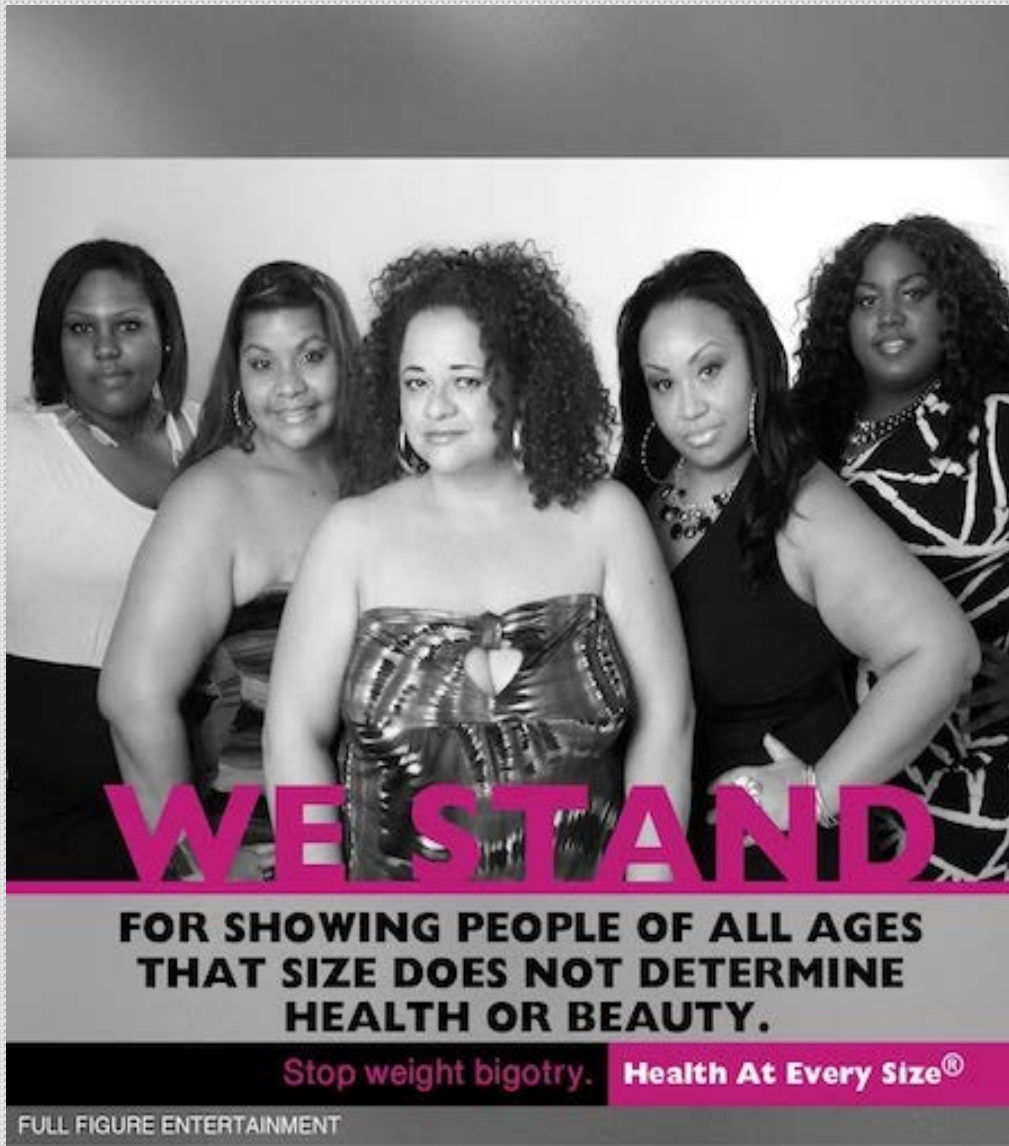
CONDONING of violence against women	MEN'S CONTROL of decision- making and limits to women's independence	STEREOTYPED constructions of masculinity and femininity	DISRESPECT towards women and male peer relations that emphasise aggression
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Our Watch 2015 www.ourwatch.org.au



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The public counters the Georgia IStand shaming campaign



- ▶ “I stand for learning to love your body for what it is and not hating it for what it is not”
 - ▶ “I stand for never letting your size keep you from following your dreams”
-

GENDER TRANSFORMATION: THE NEXT FRONTIER IN HEALTH EQUITY



GENDER INEQUITY FEEDS POOR HEALTH

- ▶ Gender inequity is linked to poor health for women, families and communities
- ▶ Gender inequity depends on sexism, misogyny and discriminatory attitudes
- ▶ Gender inequity thrives in male dominated societies

BUT

- ▶ When gender roles are changed for women and men, human resources are unleashed for economic growth
- ▶ Educating girls, and empowering women economically and socially are keys to change



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THE COSTS OF INACTION

McKinsey Global Institute report
(2015)

How advancing women's equality
can add \$12 trillion to global
growth

“We believe that the world,
including the private sector would
benefit by focusing on the large
economic opportunity of
improving parity between men
and women”

[Mckinsey.com/insights](https://mckinsey.com/insights)



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WE ALREADY COLLECT DATA ON INDICATORS IN 3 DOMAINS

- ▶ Economic empowerment
- ▶ Social empowerment
- ▶ Political empowerment



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DEVELOPING NEW INDICATORS IS THE CHALLENGE

- ▶ Freedom of movement and physical autonomy
- ▶ Decision making authority in households
- ▶ Power relations with spouse, family and others
- ▶ Social isolation
- ▶ Patriarchal control
- ▶ Reproductive coercion
- ▶ Self confidence
- ▶ Knowledge of the world
- ▶ Access to food, nutrition, public space, internet
- ▶ Emotional autonomy and freedom from threats . . .



ANOTHER GOOD INDICATOR?

- ▶ The presence of a strong, autonomous feminist movement is a statistically significant predictor of governmental action to address violence against women

Htun M and Weldon SL (2012) The civic origins of progressive policy change: Combating violence against women in global perspective, 1975-2005. *American Political Science Review* 106(3): 548-569



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OECD QUANTIFIES GENDER TREATMENT IN POLICY

- ▶ To measure how much is spent on gender equality the OECD Development Assistance Committee Policy Marker for Gender was created (Gmarker)
- ▶ The GMarker has three categories:
 - ▶ G0 - no gender equality objective has been included in the program
 - ▶ G1 - a program is partially gender sensitive; and
 - ▶ G2 - a program focuses specifically on gender equality



CANADIAN POLICY REQUIRES GENDER: AUDITOR GENERAL OF CANADA REPORTS ON GBA GIVE FAILING GRADES

- ▶ 2009 and 2016 AG reports
- ▶ Same message, different political responses
- ▶ Little GBA+ in use in the federal policy development, funding program guidelines, assessment of programs



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GENDER TRANSFORMATION NOW A CRITERION FOR FUNDING

International donors like UNAIDS and WHO (and NGO's like CARE and International Planned Parenthood) have all implemented "gender transformative" initiatives that address gender norms and inequities and found them effective.

USAID no longer funds new programs that lack a strong gender analysis, and PEPFAR has made gender norms central to its funding in dozens of developing countries.



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THANKS

- ▶ See website for training course, planning tool, framework, examples, book details
- ▶ <http://promotinghealthinwomen.ca/>
- ▶ www.bccewh.bc.ca
www.galvanizingequity.com



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QUESTIONS

- ▶ What is it about gender as a determinant of health that has rendered it invisible in health promotion and intervention?
- ▶ How can we shift from relying on indicators measuring individual behavioural change to transformative change?
- ▶ How might we measure novel indicators such as: patriarchal control, or reproductive coercion, or freedom of movement, that have a transformative, equity oriented aspect?



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