



FOCUS 'N GE

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A MESSAGE FROM THE GENDER EQUALITY TEAM

Hi all!

We received encouraging feedback from the first Focus'n GE launched on IWD (8 March) 2017. Welcome to the **second CNO Focus'n GE!**

We affirm that no goal can be sustainably met unless we address the underlying causes of the marginalization and exclusion of women and girls—mostly due to gender inequality - not only to support their unfettered access to resources, but also to foster their inherent power to take control of their lives.

This takes determination and a huge effort at many levels. But when girls and boys tell us their stories of transformation, we know we are on the right path!



In this issue, we will look at **gender transformative programming**. As you are aware, our new global and CNO strategies commit to tackling gender inequality head on and promoting girls' rights through gender transformative programming. By demystifying this concept in this issue, we hope to create mutual understanding of gender transformation: what it means, what it entails and its importance; promote discussion and support you in engaging in this exciting journey towards gender transformative change for all children, especially girls.

Happy reading!

"After joining and participating in the girls empowerment club I now have confidence to say 'No' to sex and to report child abuse cases to the Victim friendly police without fear of being victimized unlike before when I did not have enough information." 15 year old girl - Zimbabwe

DID YOU KNOW?

Plan International is taking a harder look at how gender inequality intersects with other factors of exclusion in its new gender equality policy.

WHY? Because we recognize that gender inequality intensifies the negative effects of other factors of exclusion, such as race, class, ethnicity, ability, language, sexual orientation and gender identity, among others. As a result, exclusion is different and often worse for girls and women. Tackling gender inequality requires an understanding of how these factors intersect, and strategies to ensure that our response to gender inequality takes these factors into consideration.

HOW? Plan International launched its Global Policy on Gender Equality and Inclusion, along with Implementation Guidelines. This policy will inform how we approach the complex and intersecting factors of exclusion and discrimination in our programming and advocacy, in our operations, and in our communications and marketing.

WHEN? The International Board passed the Global policy on Gender Equality and Inclusion on 09 June 2017 accessible on [PlaNet](#). Just as Plan's approach to gender equality has evolved and strengthened over the years, expect to see increasing progress on the integration of inclusion into our work.



UNPACKING GENDER TRANSFORMATIVE PROGRAMMING

WHY IS IT IMPORTANT?

Gender transformative is the highest quality of gender equality programming standards that can lead to **sustainable change and impacts for girls, their families and communities.**

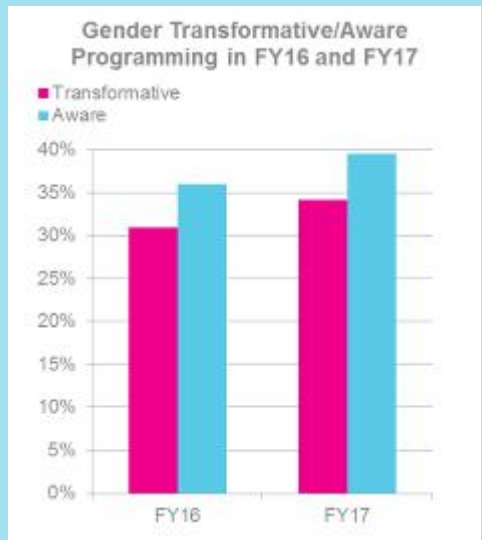
In alignment with Plan International's **Global Policy on Gender Equality and Inclusion**, Plan International is committed to design, implement, monitor and evaluate quality **gender transformative and inclusive development, humanitarian programs and influencing** in order to effectively promote gender equality, girls' rights and inclusion.

This commitment is reinforced by **100 million reasons**, Plan International's Global Strategy that sets the ambition of reaching a 100 million girl so they can learn, lead, decide and thrive. To make it happen, Plan International commits to **implementing excellent gender-transformative programs** for girls living in villages and cities, those displaced or on the move, by addressing the root causes of discrimination, exclusion and vulnerability.

20 million reasons, Plan International Canada's strategy, echoes this ambition and clearly positions our determination to deliver leading

edge, gender-transformative programs. **Growing gender transformative programs** that tackle the root causes of gender inequality, is critical to contribute to the strategic pillar "grow program impact". CNO commits to support all children, but plays a leading role in **delivering transformative change for girls** as it is key to building a more just world for all children.

WHERE DOES CNO STAND?



CNO COMMITMENTS FOR GENDER TRANSFORMATIVE PROGRAMMING

BY 2022:

- 45% gender aware programs
- 55% gender transformative programs

SO, WHAT IS GENDER TRANSFORMATIVE PROGRAMMING?

THE ARCHITECTURE

Gender transformative programming aims to explicitly **transform unequal gender power relations**. It addresses the **root causes** of gender inequality and promotes the **value of women and girls**. It goes beyond improving the condition of women and girls - it seeks to improve their **social position**.

THE NUTS AND BOLTS

Transformative programming is rights-based that works **simultaneously in three dimensions or levels of change**. At the heart of it is a **gender analysis that covers five domains** to uncover the root causes of gender inequality.

WHY THREE LEVELS OF CHANGE?

Think ecologically. At the heart is the rights holder—the girl or woman, who is the focus of our programming, whose inherent agency we seek to mobilize and increase. But unless her immediate and extended environment including attitudes in her community and the larger policy environment changes, the barriers she faces will not let up to enable her to realize her rights.

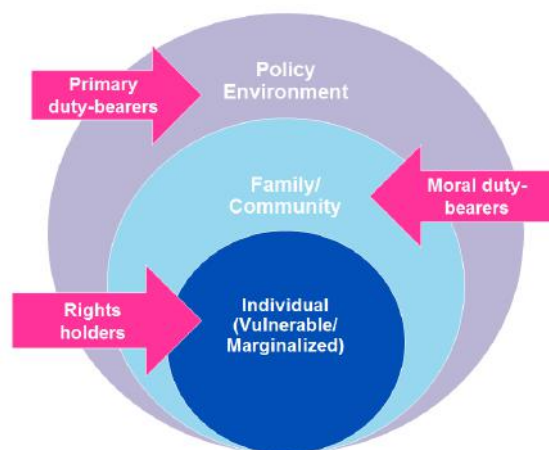
FIVE DOMAINS?

In a **gender analysis** we look at **five domains** of women's, men's and boys' girls' lives to get to the root causes of inequalities. These domains reflect the three levels described above and the practical and strategic needs or condition and position of women and girls, relative to men and boys. And these are the domains a gender transformative program addresses. These are:

- Gender roles and responsibilities
- Access to and control over resources
- Participation and decision-making
- Gender norms, attitudes and values
- Policies, institutions and services

SOCIAL POSITION IS how women/girls are valued in society compared to men/boys. To improve that, programming must meet the strategic needs, in addition to the practical needs of men/women and boys/girls that address their condition. Practical needs are critical entry points to address strategic interests. Transformative programs will intentionally aim to improve both condition and social position.

THE THREE LEVELS OF CHANGE



ACHIEVING TRANSFORMATION ACROSS 3 LEVELS OF CHANGE

Across sectors, we recognise that in order to truly transform gendered power relations, we need to promote girls rights at three levels simultaneously.

1. **INDIVIDUAL LEVEL** (rights holders): Involves supporting the most marginalized women and girls, men and boys, with assets to overcome the multiple barriers that they face and claim their position within society.
2. **FAMILY/COMMUNITY LEVEL** (moral duty bearers): Involves working with men and boys and other influential leaders (e.g. male or female religious leaders) to engage them in promoting gender equality as partners and allies and supporting women's and girls' rights.
3. **INSTITUTIONAL LEVEL** (primary duty bearers): Involves working at broader institutional levels (laws, policies, delivery of services) to create an enabling, supportive environment for women, girls, men and boys to access services, participate in governance and challenge gender barriers and norms impeding marginalized women and girls from realizing their full rights.

ORGANIZATIONS THAT ADDRESS THE ROOT CAUSES OF GENDER INEQUALITY MUST ALSO HAVE THE INTERNAL OPERATIONAL CAPACITY, RELEVANT HUMAN AND FINANCIAL RESOURCES, SYSTEMS AND PARTNERS TO TRULY ADDRESS UNEQUAL POWER DYNAMICS. AND THEY MUST MEASURE CHANGES IN GENDER NORMS, PRACTICES AND RELATIONSHIPS



WHAT DOES TRANSFORMATIVE PROGRAMMING LOOK LIKE?

GLIMPSES FROM CNO SUPPORTED PROJECTS

WORKING AT THREE LEVELS OF CHANGE

Our **maternal, newborn and child health and sexual reproductive health and rights** (MNCH/SRHR) projects take three intersecting gender transformative approaches at three levels to address the condition and position of women and girls by:

- **Fostering the agency of women and girls as leaders of change** through vital and empowered women's/girls' support groups, increasing participation and leadership of women in local health governance committees., increasing access to financial resources in savings and income generation groups, mobilizing local female influencers and leaders to champion gender equality and by increasing knowledge of women's/girls rights and gender equality.



- **Engaging men and boys as partners of change** by leveraging existing or establishing men's groups (Fathers Clubs) and adolescent boy's groups, mobilizing local male champions of gender equality, mobilizing local traditional and religious leaders and increasing awareness of communities on gender equality and men's engagement through communications activities. Using MNCH/SRH as the entry point, the approach moves from education to action through peer-to-peer models, premised on constructing new masculinities and reaches men and boys individually, collectively and through the health services.
- Supporting Ministries of Health and Gender to **develop gender responsive and adolescent-friendly MNCH/SRH services** aligned with national gender commitments to systematically institutionalize integration of gender equality and adolescent SRHR considerations among staff at all levels and in facility environments.

ADDRESSING THE ROOT CAUSES OF INEQUALITY

An **education** project in Mali, where notable results have been achieved to **close education gaps** between girls and boys documented the significant and promising transformative changes achieved in its specific regions of interventions. Aligned with the root causes of inequality identified by the gender analysis, the observed changes challenged discriminatory social norms, attitudes and power relations and were related to:

- **Redistribution of roles** between women/girls and men/boys and reduction of sexist **stereotypes** in schools and within families;
- Changes in **norms and cultural beliefs** in terms of **values** attributed to girls' education and reduction of **discrimination towards children living with disabilities**;
- **Voices** of women in **community-level decision-making improved**;
- Changes in perceptions and attitudes towards **gender-based violence** (early and forced marriage);
- **Men's engagement in early child care.**



DEMISTIFYING THE TRANSFORMATION OF UNEQUAL GENDER RELATIONS

WHAT WORKS IN MALI?



PRÉSENTÉ EN COLLABORATION AVEC LE MINISTÈRE DE L'ÉDUCATION ET DE LA FORMATION PROFESSIONNELLE DU MALI





CNO VOICES

GENDER TRANSFORMATION IN YOUR OWN WORDS!

During Plan International Canada’s strategy kick-off event held on May 12, where gender transformative change was an important focus, we gathered some voices of our colleagues about gender transformation, especially what it means for them, steps they are ready to take in their role and foreseen challenges. Here is what they had to say:

L.S., Communications and Public engagement Department: *“Gender transformation is about dismantling structural barriers that are preventing girls from accessing their rights and reaching their full potential. So in any content that I put out in the public, I make sure that the right language is used and that the issue is described in a way where status quo and stereotypes are challenged. We make people aware of the problem and invite them to identify things they can do to support gender equality.”*

J.M., Marketing Department: *“GT means reaching a point in our programming where we are taking a holistic approach to moving girls and women out of poverty in a way that is sustainable and impactful. Not only addressing their condition, but improving their opportunity to learn, lead, decide and thrive. As a new mom and wife, and living the vision and the strategy, I realize my potential to educating my husband in my family – gender transformation is a global issue”.*

D.M., Programs Department: *“Gender transformation, in terms of programming, means moving from gender stereotypes and awareness to more impact for girls and women, their families and communities. In my own role, I like being the starting point to raise the gender equality questions and not waiting for gender experts. There are many challenges on integrating for example gender equality in a government health curriculum set for a long time. Advocacy and evidence are critical to reach gender transformation.”*

GE UPDATES

- **Index for measuring gender transformative change:** The M&E and GE teams are working together to develop an index to robustly assess our programs against a set of consistent standards that cover the five domains and three levels of change; and provide a results framework for gender transformative programs.
- **Thematic GE “clinics”:** Stay tuned as the GE unit will be organizing thematic sessions on gender transformative or aware education, health, child protection and humanitarian programming.
- **Canada’s feminist International Assistance Policy:** The government of Canada has recently announced its Feminist International Assistance Policy that is the outcome of a long consultative process. Gender equality and the empowerment of women and girls is at the heart of the new policy, while also constituting a core action area in itself. Stay tuned as the gender equality team will facilitate a discussion on the links between the government’s policy and Plan International Canada’s gender equality priorities. **Read the policy:** [Canada’s Feminist International Assistance Policy](#)

FEEDBACK AND NEXT BULLETIN

We hope this was useful! But we would love to hear your comments, questions, thoughts and topics that you would like to see in the next **Focus ‘n GE!**

Send a line to our amazing Programs Assistant, Daniela: DDonia@plancanada.ca