Gender and SBCC Implementation Kit

Template 0.1.1: Gender Equality Continuum

Gender blind ignores:

- The set of economic/socio political roles, rights, entitlements, responsibilities, obligations and associations with being female and male
- Power dynamics between and among men and women, boys and girls

Gender Blind

Based on your understanding of the program, decide if it is gender blind or gender aware. Consider how the program has been implemented, and any data you may have.

Gender Aware

Examines and addresses these gender considerations and adopts an approach along the continuum.

Exploitative	Accommodating	Transformative
Reinforces or takes advantage of gender inequalities and stereotypes.	Works around existing gender differences and inequalities.	1. Fosters critical examination of gender norms (attitudes and practices) and dynamics. 2. Strengthens or creates systems (a set of interacting structures, practices and relations) that support gender equality. 3. Strengthens or creates equitable gender norms and dynamics. 4. Changes inequitable gender norms and dynamics.

GOAL

Gender equality and better development outcomes

Once you decide if your program is gender blind or gender aware, consider where the project sits along the gender continuum above.

Now that you know where your program sits along the Gender Equality Continuum, think about and list what steps you can take to integrate gender for a more transformative approach. Keep these with you to refer to as you revise your SBCC strategy.

Adapted from: http://www.igwg.org/igwg_media/Training/FG_GendrIntegrContinuum.pdf