



Add Gender Indicators to a Monitoring and Evaluation Plan

Activity 8.1: Measuring Gender Constructs

Objectives:

- Learn about some of the indicators used to measure the gender-related social and behavioral determinants.
- Identify and develop indicators that your program can use to measure the gender-related effects of your SBCC interventions.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants. Review the existing research and the information gathered during your situation and audience analysis to be able to identify the underlying conditions and causes that exist in relation to your health problem.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Formative research results
- Monitoring and evaluation results
- Other programmatic documents
- Activity Template (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

Revised or additional indicators that your program can use to measure the gender-related effects of your SBCC interventions.

Purpose:

The purpose of this activity is to guide you on how to develop gender-relevant indicators to measure the effectiveness of your program. This activity will help you think through your revised communication objectives, what changes need to be made to your existing indicators, and what indicators need to be added to your monitoring and evaluation plan.

Introduction:

Now that your program has set gender transformative communication objectives, you will want to measure success against those objectives. To measure the gender-related effects of your SBCC intervention, the program must include gender-sensitive indicators in the monitoring and evaluation plan. It is also important to gather gender-disaggregated data. The indicators your program selects and the questions you ask to measure gender constructs will depend on the theoretical framework, design and implementation of your program. Common gender measures include: couple communication, household decision-making, power relations, access to resources, and gender norms and attitudes.

Instructions to complete this activity:

Your program's communication objectives now reflect gender-related behavioral determinants. It is important to ensure that the indicators in the monitoring and evaluation plan match your revised communication objectives. The plan must be designed to monitor and evaluate gender transformative communication objectives, and indicators need to be gender-sensitive.

Key Steps:

1. Review your revised communication objectives and your current monitoring and evaluation plan.
2. Decide which existing indicators should be disaggregated by sex.
3. Determine what indicators need to be changed to be gender inclusive and whether new indicators need to be added to

measure your communication objectives.

4. Once you have determined what changes and additions you need to make, identify indicators that will help you measure gender-related outputs and outcomes. There are several existing indicators that measure the effect of SBCC interventions on gender outputs and outcomes. Use the handout below to gather ideas about how to measure couple-, household- and structural-level gender outputs. The table includes common measures used to assess couple communication, household decision-making, power relations, access to resources and norms.
5. Now, change existing indicators and add new gender-specific indicators to your monitoring and evaluation plan.
6. Consider whether your monitoring and evaluation audience will be able to provide valid data on these indicators. For example, if you add an indicator about male attitudes towards violence against women, but your evaluation survey only interviews women, you will not have the full information needed.
7. Consider other aspects of your monitoring and evaluation plan that may be affected by, or impact, gender-related factors. For example, does your revised plan:
 - Consider collecting outcomes that show whether men and/or women are at greater risk of experiencing inequitable dynamics as a result of your activities (for example, reports from field workers of increased intimate partner violence)?
 - Consider how your data collection methods should be tailored to the realities of women and men (for example, convenient times to hold interviews)?
 - Plan for training data collection and analysis staff on gender-sensitive monitoring and evaluation principles and techniques?

This activity was adapted using the following resources:

Care. *Care Gender Toolkit*. Access March, 2016 from <http://gendertoolkit.care.org/Pages/Community,%20Social%20and%20Resource%20Mapping.aspx>



Handout 8.1.1: Table of Gender Indicators

Household Decision-Making

Gather information from men and women on their perceived roles in household decision-making. This includes asking questions about whether women, men or both have a role in decisions on issues such as:

- Finances (including large and small purchases)
- Healthcare (including family planning)
- Sex or fertility preferences

Where culturally relevant, assess the role of family and community members in these decisions.

Partner Communication

Whether and to what extent partners communicate about personal and household topics should also be measured. Evaluations should assess whether men and women communicate about:

- Household responsibilities
- Healthcare (including use of family planning)
- Sex or fertility preferences

This should also include measures of whether men and women discuss these issues with:

- Partners
- Family
- Friends
- Healthcare providers
- Community members
- Other: Specify

Finally, assess the frequency of communication between men and women

Use an ordinal measure: Never, sometimes, often, always

Power Relations

Programs may also want to assess relationship power by measuring:

- Men and women's ability to refuse sex
- Men and women's ability to disagree with their partners

Individual autonomy is also a key dimension of gender equity. To measure autonomy, evaluate men and women's attitudes about the acceptability of:

- Mobility for work
- Travel to visit friends and/or family

- Travel to receive healthcare services

Access to Opportunities and Resources

To measure men and women's access to employment, education, healthcare and leadership:

Address differences in employment by:

- Men's employment (whether employed, position, type of income)
- Women's employment (whether employed, position, type of income)
- Differences in men and women's employment
- Attitudes towards women's education and employment
- Women's ability to control income (either their own or their husband's income)

Address differences in education by:

- Men's education level and women's education level
- Differences in men and women's education
- Attitudes towards women's education

Address differences in access to healthcare by:

- Men and women's use of healthcare services (whether used, how frequently)
- Difference in men and women's use of healthcare services
- Household allocation of funds for healthcare
- Women's freedom of movement, mobility

Address differences in leadership roles held by:

- Men and women's participation in:
- Local community organizations, governing bodies
- Proportion of local, regional and national leadership positions held by women

Gender Norms and Attitudes

To measure changes in attitudes to gender norms as a result of SBCC interventions, it is important to evaluate cultural norms such as 1) sex preference, 2) gender roles 3) and violence.

Sex preference:

- Assess attitudes toward giving birth to a girl vs. attitudes towards giving birth to a boy.
- Measure attitudes around whether household resources should be differentially invested in girls or boys. This includes allocation of resources for:
 - Education
 - Food
 - Healthcare

Gender roles (masculine and feminine expectations):

- Assess men and women's attitudes in regard to whether:
- Women should be submissive to men.
- Men should be the dominant partner.
- Women are responsible for household duties.

- Women are responsible for childcare duties.
- Men are the primary earners of income.
- Men should hold leadership roles and political positions.

Violence:

- Ask if men and women believe men are justified in physical and/or mental abuse.
 - Assess in what circumstances men and women believe is it ok for men to be violent (either physically or mentally) with women. For example, is it ok if:
 - It is “deserved”
 - A partner has been unfaithful
 - There is a disagreement (including disagreements about sex)