

Understanding and Facilitating Gender Transformation for Improved Nutrition, Health and Education Outcomes

Highlights of SBCC Research and Design Approaches Focusing on
Gender identities, Roles and Relationships in Families & Peer Groups

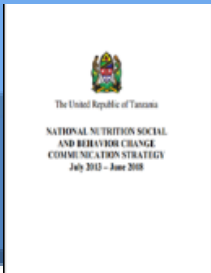
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HC3 Innovation Webinar on Gender Transformative Approaches

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What does it take to "transform" gender?



What does “gender” mean in different socio-cultural settings?

Highlights of innovative qualitative research methods to understand gender identities, roles, and meanings

1. Pile sorts

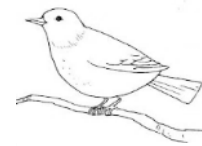
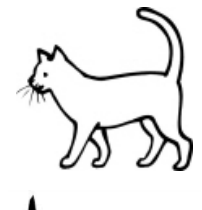
Sort these images into one of these four piles and explain why you put them there:

(1) MAN

(2) WOMAN

(3) TRANSGENDER

(4) I AM NOT SURE



2. Picture Codes

Types of questions used to explore gender-bound roles, relationships, and communication:

- Let's say that this couple is talking about the foods the woman and their young child should be eating. How is their dialogue going?
- Let's say that this woman has just told her husband that she needs money to buy eggs for herself and their young son. What is her husband saying?
- Are these pictures realistic? Why or why not?



3. Diagnostic Role Plays (DRP)

- “Improv”- style role playing, used in small groups
- Participants have similar backgrounds, age, gender
- Adds value to information from FGDs and individual interviews

Examples of instructions for DRPs that are used to explore gender-bound roles, communication and relationships:

Show me how, when and where a woman would tell her husband she's pregnant.



Show me how a man would react if his wife asked him to give her money so that she can buy nutritious foods for herself and their young children.



4. Cultural Resources Inventories

- Not just objects that have a deep meaning for people, but events, locations, symbols, sayings, relationships and roles as well.
- Look for resources that “define” gender identities, relationships and roles.
- The “mundanities” of daily life are often powerful resources for gender-transformative SBCC.



5. Creative Concept Testing

In Ethiopia, the “Queen Bee” creative concept has strong symbolism around the inter-dependence of the Queen and her hive. This creative concept for the First 1000 Days resonates well with rural smallholder farming communities in 5 regions.

Types of questions asked to test this creative concept:

- Why is the Queen Bee important for the hive?*
- If the worker bees didn't provide special food and care for the Queen Bee, what would happen?*
- Compared to the other concepts, how relevant and appealing is this Queen Bee concept for explaining why family support and good nutrition is important for women who are pregnant or breastfeeding?*



5. Creative Concept Testing

The right creative concept can help SBCC to address gender transformative roles in a way that “feels right” and “makes sense” to people.

The Queen Bee creative concept...



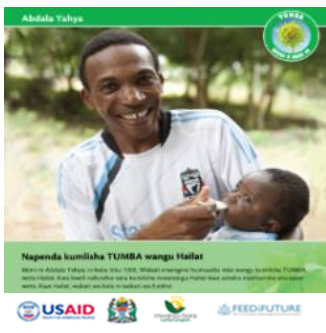
- Makes it easier for women to overcome “selflessness” by affirming women’s self-esteem and self-efficacy, and raising women’s status in the family and in society.



- Promotes family unity and family support during the first 1000 days of maternal and child nutrition.

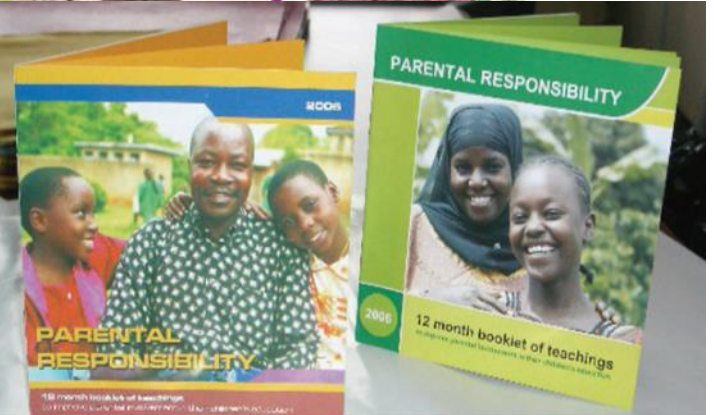
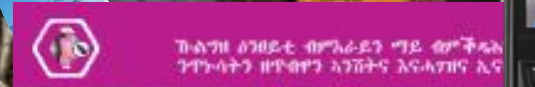
Design focus: “Key Behaviors”

- Focus on individuals in their multiple gender-bound roles.
- Focus on behaviors, skills, and enabling technologies.
- Build self-efficacy and group-efficacy through take-homes, home visits, and peer group activities.
- Design to help enhance or transform gender identities and roles.



Design focus: “We Behaviors”

- Focus on relationships: couples and families.
- Improve household dynamics and supportive family actions.
- Design to help enhance or transform gender identities and roles.



Design focus: “We Behaviors”

- Focus on peers and their support: facilitate groups and networks.
- Design so as to help enhance or transform gender identities, self-efficacy and group-efficacy.
- Support new or enhanced “normative” behaviors.



How Do We Discuss the First 1000 Days with our Family?

Facilitate more—and safe—family dialogue & couple communication.

“Discuss & Decide Together” Gender Role Plays

- Practice communication and decision-making skills
- Try new behaviors
- Discuss family dynamics
- Designed for use in a safe environment with facilitated peer groups
- Part of a suite of gender-transformative SBCC tools, multi-media, and approaches



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