



The Health Communication Capacity Collaborative (HC3) is working to support gender equity and sustained behavior change through research, implementation of social and behavior change communication (SBCC) that shifts gender norms and capacity strengthening for gender transformation. In addition to gender-focused country programs, including Nepal and Swaziland, HC3 has developed tools for the global audience to support gender mainstreaming and equity.



Gender and Social and Behavior Change Communication I-Kit

This Implementation Kit (I-Kit) provides a step-by-step approach to integrate gender into an existing SBCC strategy or marketing plan. The I-Kit is designed to help users understand gender concepts, theories and frameworks. Users will also learn to assess the current level of gender integration in a project and use a series of tools to uncover new information that can be applied to an existing SBCC strategy or marketing plan.



Gender Transformative Approaches

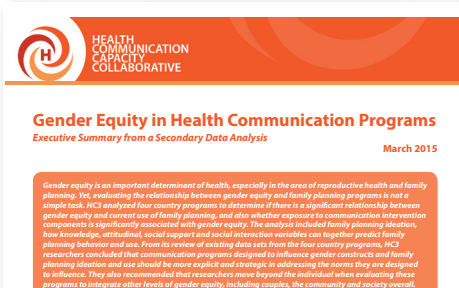
Research Primer

The research primer offers guidance for integrating gender issues into SBCC program design, implementation and evaluation. It provides an understanding of gender transformative approaches in the context of health and SBCC. Sample indicators are given for monitoring and evaluating gender transformation as well as a brief case study of a gender transformative project in Uganda.



Addressing the Role of Gender in Demand for RMNCH Commodities

This guide provides information and practical tools to help program managers determine how gender norms and roles may limit demand for these commodities, and how to address these norms and roles to ultimately increase the demand for and utilization of these commodities. This resource is available in English and French.



Gender Equity and Family Planning Outcomes in Health Communication Programs

Secondary Data Analysis

HC3 analyzed four country programs to evaluate the relationship between gender equity and current use of family planning as well as the association between gender equity and exposure to communication intervention components. An Executive Summary and Full Report are available on the findings and implications for future work.

Access these gender resources at

<http://healthcommcapacity.org/technical-areas/family-planning/gender/>



Promoting Sexual and Reproductive Health Products and Services for Men I-Kit

This I-Kit enables organizations to develop stronger, more tailored communication programs to reach men and their partners, thereby increasing use of and demand for SRH products and services by men. The I-Kit is designed for stakeholders working to plan, promote and implement family planning programs in low-resource settings, including: ministries of health – national, regional and district level; donors; implementing partners – program managers and technical advisors. *Coming soon.*



Smart Client and Smart Couple

HC3 has developed two “smart client” tools – one designed for women and the other for couples. The tools are mobile-phone, short messaging service (SMS) and interactive voice technology (IVR) based. Both tools provide information and introduce practical skills to help women and their partners be informed, empowered and confident family planning clients. Smart Client is comprised of a series of short drama episodes with supporting messages and personal testimonials designed to be adaptable to multiple country contexts. This enables clients to have a more productive family planning consultation, be more satisfied with the counseling itself as well as the counseling outcome, which in turn leads to more sustainable contraceptive use over time. Smart Couples is a mobile phone-based game that targets couples, promoting open, equitable and cooperative dialogue, decision-making and use of family planning methods. *Both tools will be available soon in English and French.*



Other Resources

Gender Transformative Approaches Webinar

Transforming Gender Norms: Innovative Approaches to Working with Men and Boys for Better RMNCH Webinar

Gender Trending Topic

School-Related Gender-Based Violence Trending Topic

Gender Roles, Equality and Transformation (GREAT) SBCC Spotlight

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