



Gender and SBCC Implementation Kit

Sample Scenario 1.2.1: It's BIG News!

Imagine that it's 20 years from now. As you are traveling to one of your service sites, you see a newsstand with the latest copy of your favorite magazine or newspaper. Then, on the cover of one, you notice a big headline about your organization and program.

- What is the big news?
- What do you see? What do you read?

How has your program contributed to:

- Fostering a critical examination of inequalities and gender roles, norms and dynamics?
- Recognizing and strengthening positive norms that support equality and an enabling environment?
- Highlighting the relative position of women, girls and marginalized groups, and transforming the underlying social structures, policies and broadly held social norms that perpetuate gender inequalities?