



Set a Gender Transformative Vision

Activity 1.2: Telling your Program's Story and Setting a Clear Vision

Objectives:

- Describe a gender transformative vision and how your program will contribute.

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.

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

- Current strategy or marketing plan
- Quarterly and annual reports
- Project work plans
- Formative research results (if available)
- Monitoring and evaluation results (if available)
- Other programmatic documents
- Activity templates (see below)
- Sample scenario (see below, adapt if needed)
- Examples of current headlines (see links 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:

Draft shared vision statement that contributes to gender transformation and can be used to guide the integration of gender into the strategy design process.

Purpose:

The purpose of this activity is to guide you on how to creatively illustrate and describe a personal vision, and a shared vision for your program and how it will contribute to gender transformation. Once you identify a shared transformative vision, you can determine how your program can contribute.

Introduction:

In the previous exercise you developed a vision for a **gender transformative community**. This vision provides a picture of what the situation will look like in the future. Rarely is the mandate of an organization solely focused on gender but it is important to set and understand what a gender transformative community will look like, and how your program can contribute to that.

Instructions to complete this activity:

This activity is not about needing to create the “perfect mission statement” for your project. It is about deciding what your program stands for and to bring your team together to reframe your SBCC strategy or marketing plan to be able to work towards or contribute to gender transformation.

Key Steps:

1. If you haven't already done so in the previous exercise, review the key concepts and background research to be sure your team has a good understanding of gender and the gender-related social and behavioral determinants. This deeper understanding is important if you want to have a gender transformative vision.
2. Divide the group into smaller teams (if you have a large group).
3. Introduce the activity by letting your group know that they will be developing the cover story for their favorite magazine or newspaper. Review the different sections of the template with the group. You may want to show a few examples of current headlines or publications. The following websites provide headlines from around the world that you can use as examples:

- <http://www.newseum.org/todaysfrontpages/>
- <http://www.pressreader.com>

4. Read the draft scenario. You may need to adjust it based on your context.

Sample Scenario:

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?

5. Ask participants to take time to individually think about different ideas for each section. Once they have had time to think individually, ask the individual team members to share their ideas with their team.
6. Once everyone has shared their news story, have each team work together to develop the front page news article, including the name of the publication, and the main headline and story. Remind groups to focus on the BIG NEWS and that their story should represent their program and how it has contributed to a gender transformative community.
7. Bring the group back together and ask each small team to share their story with the larger group. As they do, record common elements and ideas that define a gender transformative community.
8. Based on these common elements, develop a draft shared vision statement that can be used throughout the planning process. One way you can do this is to look at the stories you have written down. Identify every time you mention a specific place or a person. Circle them so you can identify them later. Draw a square around any mention of your program making a difference and taking action (it's okay to overlay your squares and circles) and finally, underline anytime something in the story changes for the better or results from your work. Once you are finished, your story should have a series of circles, squares and lines of varying colors that highlight the important parts of your story.

<p>Our Cause Who? What? Where?</p>	<p style="text-align: center;">Circled Items go Here</p> <p style="text-align: center;">India Women Families Rural Communities Children Developing Areas Health Facilities</p>
<p>Our Action What we do.</p>	<p style="text-align: center;">Squared Items go Here</p> <p style="text-align: center;">Increased SBCC Capacity Participation and Dialogue Comprehensive FP Knowledge Safe Routes to Facilities Access to FP Available Modern Methods</p>
<p>Our Impact Changes for the better.</p>	<p style="text-align: center;">Underlined Items go Here</p> <p style="text-align: center;">Reduced Newborn and Maternal Mortality Increased Use of Modern FP Engaged Communities Timely Use of Products and Services Responsive Health Care System</p>

9. Have the small groups identify the objects they have circled, squared and underlined and put them on your chart. As patterns emerge, group similar ideas together. Label their big idea.

<p>Our Cause Who? What? Where?</p>	<p>India</p> <p>Families/Communities</p> <p>Women Families Children</p> <p>Underdeveloped Areas</p> <p>Rural Communities Developing Areas</p> <p>Health Facilities</p>
<p>Our Action What we do.</p>	<p>Capacity Building</p> <p>Increased SBCC Capacity</p> <p>Comprehensive FP Knowledge Participation and Dialogue</p> <p>Safe Routes to Facilities</p> <p>Family Planning</p> <p>Access to FP Available Modern Methods</p>
<p>Our Impact Changes for the better.</p>	<p>Reduced Newborn and Maternal Mortality</p> <p>Access to Health and FP</p> <p>Increased Use of Modern FP Timely Use of Products and Services</p> <p>Stronger Communities</p> <p>Engaged Communities Responsive Health Care System</p>

10. Once the group has identified the big ideas, divide back into your small groups to craft a vision statement. Each group should craft a vision statement for your program that incorporates the big ideas. Share these vision statements and agree upon one statement that best suits your program. You can mix and match to develop a draft vision statement that the participants can agree upon.

This activity was adapted using the following resources:

Idealist on Campus: Action without Borders. Cover Story: A Fun Shared Vision Exercise.

http://www.bhopal.net/old_studentsforbhopal_org/Assets/Cover-Story_Visioning_handout%5B1%5D.pdf

MG Rush, Facilitation Leadership Training. How to Facilitate Building a Group's Vision Using the Temporal Shift Tool.

<http://terrencemetz.com/2013/03/21/how-to-facilitate-building-a-groups-vision-using-the-temporal-shifttool/>



Template 1.2.1: It's BIG News!

Name of Publication

Date: List the day, month and year of your vision

today's
WEATHER

tomorrow's
WEATHER

In Other News:

In city news...

In sporting news...

In international news...

Front Page Headline: It's BIG news!

Think about the community you have envisioned in the previous exercise.
Now think about what story you want to be told about your organization in ten years time.
In the space below, tell that story. Give it a headline. Describe or draw a photograph.
And remember, this is BIG news!

News Story.

Describe what a publication would say about the contribution your organization has made.

Photograph.

Draw or describe an image that helps to tell the story.

1

Characteristics.

2

List three words that a publication would use to describe your organization.

3



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.

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