



Center for
Communication
Programs

From Arab Women Speak Out to African Transformation to Moving Forward Together

Evolution of a Gender Transformative Tool

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Brief Overview

- Arab Women Speak Out: spark critical analysis; provide skills building, challenge stereotypes in the media, build self esteem; Over 1.5 million women benefited throughout the Middle East
- African Transformation: Engage women and men in critical analysis, dialogue and taking action; Designed regionally; Implemented in 6 counties, minimal adaptation
- Moving Forward Together: AT methodology to Aquatic Agricultural Systems Context in Zambia

Central Assumptions

- While the spark for change can come from the outside, the will and direction for change must come from within
- Safe spaces and interactive tools can provide “disruption”, enable critical thinking and dialogue
- Role Models strengthen efficacy and inspire action
- Women’s empowerment is not at the expense of men; interdependence of household members
- Focus on *gender relations*, not on women alone

Core Package

Video profiles of “ordinary extraordinary people”

- Real women, men and couples who overcame gender challenges and became role models
- AWSO: Egypt, Lebanon, Jordan, Palestine, Tunisia, Yemen
- AT: Tanzania, Uganda, Zambia, Malawi, Nigeria, Mozambique, Cote d'Ivoire

Facilitators Guide

- Guides questioning, strengthens skills, enables critical thinking and dialogue

Sample Topics

Core Modules

- Introduction to key concepts
- Social Roles
- Tradition & Cultural Norms

Health Related

- Women's & Men's RH
- STIs/HIV/AIDS
- Cross Generational Sex
- MCP
- Malaria
- Safe Motherhood

Skills Building

- Life Skills
- Managing Resources Together
- Benefits of Social Networks
- Decision making
- Negotiating skills
- Participation in public life

Other:

- Violence Between Partners
- Conflict Resolution

Sample Profile Stories

Ssalongo: Raised children on his own after wife died



Lucretia: Won a landmark case for widow's inheritance rights



Memory: Defies traditional roles by becoming a lorry driver



Rossy & Luke: discordant couple, stayed together despite pressure



Flexible Implementation

- Sessions approximately 2.5-3 hours long; can be held as best fit with implementing partner
- Culturally appropriate settings (e.g. couples, separate sexes)
- Each module has one video story
- Reflection, action component discussed next session
- Tied to broader community actions through partners



Selected Results

AWSO:

- Increased participation in new business ventures, community meetings and community efforts to improve health care

AT:

- Significantly more equitable view of men's and women's roles
- Recognized importance of shared decision making & joint action and benefits that accrue when women and men work together
- Positive effect on men's perceptions of men who assumed non-traditional roles
- Decreased tolerance for partner violence
- Increased confidence in their ability to take action, particularly with respect to taking part in community activities to eliminate or reduce harmful traditional practices
- Increased intention to take action and actions taken