

GOOD PRACTICES IN

Mobilizing Gender Equality Champions



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A SOCIAL MARKETING CAMPAIGN FOR GENDER EQUALITY (SMC)

GEOGRAPHICAL FOCUS

Philippines, REGION VIII: Provinces of Leyte (Tacloban City, Palo, Tolosa), Samar (Marabut), & Eastern Samar (Taft, Can-Avid, Dolores, Oras)

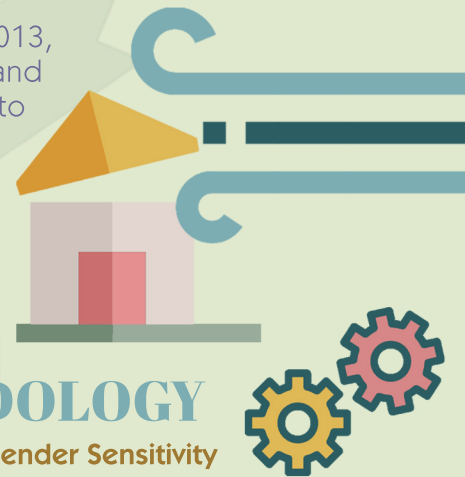
STAKEHOLDERS & PARTNERS

LGUs, GAD Focal Points, Gender and Communications Specialists, Theatre Specialist (Philippines Educational Theatre Association)

TARGET POPULATION

Women entrepreneurs, men (husbands, male members of women-led MSMEs), household members, community members/general public

CONTEXT **Natural disasters**, like Super-Typhoon Haiyan in 2013, exacerbate inequalities as the economy plummets and the overall poverty rate increases. In the Philippines, despite efforts made to ensure the participation of women in reconstruction processes, women still find themselves with inequitable access to opportunities and decision-making processes. The Social Marketing Campaign for Gender Equality (SMC) was an innovative intervention developed by the Tukod Project that used strategic communication methods as a way to influence behaviours in support of gender equality.



OBJECTIVE

To sensitize women, the members of their household, as well as the community, on the concepts of women's economic empowerment, gender equality, the redistribution of unpaid care work, and violence against women, with the longer-term objective of influencing positive behaviour change in the household and in the community.



METHODOLOGY



Under the SMC, **Gender Sensitivity Training (GST)** was given to women

entrepreneurs to raise their awareness of their rights and the situation of women. Among those trained, promising and interested leaders also received a **GST Training of Trainers** to take on leadership roles as gender equality advocates sensitizing others through GST. **GST sessions for men** were conducted by a male facilitator with select male participants to generate more support from husbands (and other important men in women's lives) and to also identify and capacitate male gender equality champions. **Advanced gender and soft skills trainings** were delivered to deepen and sharpen GST Facilitators' understanding of emerging topics and to be responsive to their requests for further skills development, for example, on leadership and gender analysis.

The SMC also involved the following key workshops related to communicating messages of gender equality to wider target audiences:

RESULTS!

- 357** TUKOD-ASSISTED ENTREPRENEURS trained on gender sensitivity & women's rights
- 80** WOMEN (AND MEN) trained as GST Facilitators to sensitize other community women and men.
- 114** Number of MEN who participated in GST workshops using a masculinities approach.
- 1** NETWORK FORMED of active, passionate, and skilled gender equality champions working for change in their municipalities and beyond.

1 SOCIAL MARKETING & COMMUNICATIONS

80 women leaders were trained on campaign planning, basic communication skills (i.e. messaging, public speaking, interpersonal skills) and communication mediums (i.e. poster-making, radio script-writing, social media) for themes of women's financial independence, decision-making, care work, and VAW.

2 COMMUNITY THEATRE ARTS

Women, men, and youth were trained in community theatre as a way to deepen their ability to inform, educate, engage, and entertain an audience on gender equality, using a powerful communication method.

3 PARTICIPATORY MONITORING & EVALUATION

Community representatives were trained on how to design their own M&E system to track the desired behaviour changes towards gender equality that their campaign plans intended to influence.

4 GAD PLANNING & CONSTRUCTIVE ENGAGEMENT

Gender equality advocates were trained on gender and development (GAD) planning, budgeting, and advocacy and lobbying skills and strategies, to support them in their plans to access the policy-mandated 5% GAD budget.

THE SUCCESSES



The community theatre was widely regarded as one of the most impactful methodologies. It permitted women and men to creatively communicate gender equality messages from their own lives, and provided a venue for healing and processing from their experiences with Typhoon Haiyan. Participants became more confident and articulate, and the theatre showcases were great exposure for their messages of gender equality. The SMC framework is also a good example of how impacts can be improved with the meaningful and ongoing input of beneficiaries into designs. These feedback mechanisms also assure women's investment as it validates their agency in determining their own development.

“For me, being empowered means you can stand on your own feet. You have the confidence to talk with other people. You can communicate well, and you can also empower other women.”

- MYRA, GST FACILITATOR, DOLORES EASTERN SAMAR



CONSTRAINTS

The initial reluctance of men to participate was a key challenge. This was attributed to men's common misperception that gender equality is for women only, and the barrier of attending in-lieu of income-earning activities. Notwithstanding, several community men proved highly engaged as allies and advocates.

“There are still many challenges in our municipality, but now we are stronger because we are many. I envision our network as a solid group wherein more women like us will be empowered. We can assist other women in difficult circumstances and serve as a voice for women who cannot express themselves.”

- ANASTACIA, GST FACILITATOR, DOLORES



UNINTENDED CONSEQUENCES

Through the women's network, individual women entrepreneurs were encouraged to become members of the Tukod-assisted women-led MSMEs, and similarly, the MSME members were encouraged to join the larger regional network of gender equality advocates. These links made between different interventions of the project strengthened each effort.”

“Before the GST workshop I was taking care of all the household chores while my husband was earning the money. But when I learned more about my rights, I became more enlightened. Now, my husband is also washing the clothes.”

- ELENA, GST FACILITATOR, EASTERN SAMAR



SUSTAINABILITY

The launch of the women's network was a key milestone to promote the sustainability and promulgation of their advocacy. By engaging with their LGUs and GAD Focal Persons, the municipal clusters of advocates have made progress towards participating in GAD planning and budgeting processes.

IMPACT

The women entrepreneurs expressed increased confidence and significant changes in how they see themselves in relation to other people. They take more firm positions, voice their opinions on matters that affect them, and more effectively engage with their husbands, customers, and officials. Observed shifts at the household level include men's greater participation in unpaid care work and support for women's work outside of the home.

>>> REPLICABILITY AND UPSCALING

The model of integrating GST into entrepreneurship, developing community agents of change, and mobilizing men in advocacy efforts, are highly replicable and expandable. Key vehicles to facilitate this are a GST Manual* produced by Tukod, the GST Facilitators and women's network, and the LGU GAD mechanisms.