GENDER-RESPONSIVE COMMUNICATIONS TOOLKIT

IOM UN MIGRATION

Cover photo: A woman and her son at her workshop in Sudan. @IOM 2019/Yasir Elbakri.

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GLOSSARY

It is important to note that the following terms are not exhaustive. Individuals may relate to specific terms more than others, in which case their self-identification should be respected.

Empowerment

Concerns individuals gaining power and control over their own lives. It involves awareness-raising, building self-confidence, expansion of choices, increased access to and control over resources and actions to transform the structures and institutions which reinforce and perpetuate gender discrimination and inequality.

Gender

Refers to the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for individuals based on their assigned sex. Gender is relational and refers not simply to women, men or other gender groups, but to the relationship between them. Although notions of gender are deeply rooted in every culture, they are also changeable over time and have wide variations both within and between cultures.

Gender Balance

The equal representation of different gender groups, for example, in the composition of an organization, a project team or a decision-making body.

Gender Equality

The equal rights, responsibilities and opportunities of different gender groups of different ages. It is a goal that has been accepted by governments and international organizations, including the International Organization for Migration (IOM), and is enshrined in international agreements and commitments.

Gender Identity

Each person's deeply felt internal and individual experience of gender, which may or may not correspond with the sex assigned at birth. This includes their personal sense of their body and various means of gender expression.

Gender-neutral

Not being associated with any particular gender, such as using the same terminology when referring to all genders.

Gender Neutrality

It aims at neutralizing references to gender in terms that describe people, or references that imply giving predetermined roles to genders and sexes. It allows a language that is suitable for people of any gender.

Gender-responsive

Addressing the different needs, perspectives and representations of all genders. In order to be responsive, activities and actions need to go beyond increasing awareness and take action to reduce inequalities and promote gender equality.

Gender Roles

Social norms and assigned tasks which are considered appropriate for individuals of a specific sex.

Genderqueer/Third Gender/Non-binary/Gender Fluid

Terms used to describe people who do not identify as either "female" or "male." Their gender identity falls outside the male-female binary and they may identify as both (bigender), neither (agender) or a mix of different genders.

LGBTI People

An acronym for lesbian, gay, bisexual, transgender and intersex persons. It can be used to refer to "persons of diverse sexual orientation and gender identity." As you may have noticed, the acronyms vary. Sometimes intersex is not included, and the acronym is LGBT while sometimes "queer" or "questioning" is included and the acronym is LGBTIQ or LGBTQ. The "A" in "LGBTQA" or "LGBTIQA" can stand for "ally" "aromantic" or "asexual".

Persons of diverse sex, sexual orientation and gender identity

Umbrella terms for all people whose biological sex, sexual orientation or gender identity places them outside the mainstream, and people whose gender identity does not match the sex they were assigned at birth.

Sex

The classification of a person as having female, male or intersex bodily characteristics. It is typically assigned at birth based on a person's external genitalia. However, there are a number of markers of sex, including hormones, gonads, and chromosomes.

Sex-disaggregated data

Data collected and presented separately according to sex. They are one of the requirements for obtaining gender statistics: they allow for the measurement of differences between sexes in various social and economic dimensions.

Sex/Gender Discrimination

Any distinction, exclusion or restriction made on the basis of sex and/or gender which has the effect or purpose of impeding gender equality and impairing or nullifying the recognition, enjoyment or exercise by all persons irrespective of any other field.

Sexual Orientation

Each person's capacity for profound emotional, affectional and sexual attraction to, and/or intimate and sexual relations with a person of a different sex/gender or the same sex/gender or more than one sex/gender.

✱ The terms used have been adapted from: UNESCO, Priority Gender Equality Action Plan, 2019; UNICEF Gender Responsive Communication for development 2018; IOM Gender Equality Policy 2015 – 2019; UNSTATS Gender Statistics Manual, 2015; UNESCO, UNESCO Publications: Gender Mainstreaming Guidelines, 2012; UN ECOSOC, Report of the Economic and Social Council ,1997; UN OSAGI, Gender Mainstreaming: Strategy for Promoting Gender Equality, 2001; UN General Assembly, Convention on the Elimination of All Forms of Discrimination against Women, 1979; UNAIDS, 2011, Terminology Guidelines (Revised Version)

FOREWORD

Gender influences reasons for migrating, who migrates and to where, how people migrate and the networks they use, opportunities and resources available at destinations, and relations with countries of origin, transit and destination. Risks, vulnerabilities and needs are also shaped in large part by a person's gender, and often vary drastically for different groups. The roles, expectations, relationships and power dynamics associated with gender significantly affect all aspects of the migration process, and can also be affected in new ways by migration.

Safe, humane and orderly migration for all means addressing and responding to the specific needs and priorities of people of all gender groups. This includes considering how gender intersects with age, ethnicity, nationality, sexual orientation, disability and other personal characteristics that impact individuals in unique ways. The measures described in this toolkit provide the basis for the International Organization for Migration (IOM) to ensure all communications are gender-responsive. The treatment of gender as an integral part of the Organization's action for migrants and migration will make an essential contribution to the success of this effort.

IOM is committed to institutionalizing and mainstreaming gender into its work. Promoting gender equality is a value that all IOM staff commit to when joining the Organization. The IOM Gender Equality Policy, endorsed by IOM Member States in 2015, reconfirms the Organization's commitment to gender equality and equality of opportunity. The Policy aims "to ensure that all of IOM external and internal activities contribute to gender equality and address the specific needs and capacities of all beneficiaries and staff members, regardless of sex and gender".

Gender and migration are essential to various global intergovernmental and inter-agency commitments. The Sustainable Development Goals (SDGs), for example, contain a stand-alone goal on achieving gender equality and empowering women and girls, while also including gender considerations throughout nearly all other goals. The Global Compact for Safe, Orderly and Regular Migration includes gender as one of its 10 "cross-cutting and interdependent guiding principles", acknowledging the importance of "gender-responsive" approaches. The IOM Migration Governance Framework (MiGOF) also includes gender equality under its first overarching principle to adhere to international standards and fulfil migrants' rights. These and other global commitments emphasize even further the crucial role that gender plays in the context of migration and the importance of promoting gender equality in the Organization's work.

OVERVIEW

Migration is complex and women and men migrate in nearly equal numbers. According to the IOM World Migration Report 2020, 48 per cent of international migrants are female and 52 per cent are male. People accessing IOM services or assistance are not a homogeneous group. Migration, as well as crises, can affect people of different gender groups in different ways. Excluding one group can lead to ineffective preparedness and response. Gender inequality in any area leads to gender inequality everywhere, including in communications.

Diversity and representation of different groups in all areas of work should be reflected in IOM communications. Portrayals of different aspects of migration and migrants should be accurate and representative. Stereotyping should be avoided wherever possible. However, if the reality of the situation is "unbalanced", IOM staff should encourage the publication of stories featuring perspectives, initiatives, challenges and achievements of people of different gender groups. It is important to be gender-responsive in all content by paying attention to both the quantity and the quality of stories about all genders for balanced and diverse portrayals.

PURPOSE OF THE TOOLKIT

The aim of this toolkit is to promote gender equality in all IOM communications. Promoting gender equality is a commitment made by all IOM staff and should be reflected in all aspects of the Organization's work, by highlighting the gender-related dimensions of migration in the actions and activities undertaken and engagement with different groups of people in multiple contexts.

The toolkit provides guidance on ensuring communications materials portray specific groups and show diversity, thereby supporting more accurate and inclusive images of migration. All activities should help address inequalities. This toolkit is designed to raise awareness about the need for both gender-sensitive and gender-responsive communications.

The exercises and checklists at the end of the document serve to ensure equal representation of all genders in communications materials. The guidance contains examples of what to do and what to avoid, as well as suggested actions to improve practice in this area. The toolkit highlights the need to use disaggregated data, by sex and age, on a regular basis, when available and relevant, which will help identify gaps in existing communications materials. To ensure greater diversity and inclusiveness, it is recommended that practitioners carry out consultations and participatory activities to understand the realities of different groups of people and reflect this in communications accurately, and where there is imbalance, seek to introduce parity.

It is important to note this toolkit is not exclusively about women's empowerment. It is about promoting gender equality and the empowerment of all genders, including those who might be more marginalized. The material in this toolkit is not exhaustive. As every context is different, approaches need to be adapted accordingly to the local context.

AUDIENCE

This document is designed for IOM communication staff and other communication professionals working in the field of migration, to enable them to integrate gender in communications. The toolkit applies to written and visual communications, such as press releases, articles, blogs, social media posts, media reports, photos and videos, as well as other communications activities, including panel discussions and community consultations.

DISTINCTION BETWEEN GENDER AND SEX

Sex and gender are sometimes used interchangeably and incorrectly. While sex is a physical construct, gender is a social construct. Sex is the classification of a person as having female, male or intersex bodily characteristics. It is typically assigned at birth based on a person's external genitalia. However, there are a number of markers of sex, including hormones, gonads, and chromosomes.

Gender refers to the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for individuals based on their assigned sex. Gender is relational and refers not simply to women, men or other gender groups, but to the relationship between them. Although notions of gender are deeply rooted in every culture, they are also changeable over time and have wide variations both within and between cultures.[1]

Sex or gender discrimination is any distinction, exclusion or restriction made on the basis of sex and/or gender which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise of rights by all persons, irrespective of any other field.

ACTIONS TO SUPPORT GENDER-RESPONSIVE COMMUNICATIONS

- Organize a training session.
- Use sex-disaggregated data.
- Ensure inclusivity and overcome barriers to participation.
- Use gender-neutral terms when gender is not known.
- Seek informed consent and apply the principle of 'do no harm'.
- Avoid and challenge gender stereotypes.
- Ensure communication is two-way.

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1. IOM Gender Equality Policy, 2015-2019. Available at https://iom.int/gender-and-migration

ORGANIZE A TRAINING SESSION

Organize a training session for colleagues on gender-responsive communications. Ensure staff members have the necessary knowledge and skills to assess the needs of different gender groups and communicate in a responsive way. Remember that gender balance within IOM has an impact on external communications (in facilitating gender balance at events, authoring articles, etc.). Training sessions can help people recognize their own stereotypes and to notice how their choice of words and assumptions can reflect unconscious biases about gender roles.

Before starting the training session, reassure participants that all opinions are respected and encourage them to provide their own examples. The aim of the training session is to provide participants with the knowledge and tools needed to approach gender-responsive communications. **United Nations Gender-inclusive Language Toolbox** offers **Gender-inclusive Workshop Guidelines**. For LGBTI sensitive communications, please refer to **IOM-UNHCR LGBTI Training Package**.

TIPS

1. Find an expert - a colleague familiar with the topic or an external consultant - to be the facilitator.
2. Consider using the worksheets and exercises available in this toolkit.
3. Divide the team into pairs or small groups to practice using gender-neutral language and to conduct gender-sensitive interviews.
4. Assist staff in recognizing their own biases and stereotypes through gender roleplaying.
5. Use quizzes to test participants' knowledge and as a break between presentations.
6. Ask participants to evaluate the training.

POINTS TO COVER

1. **Language**
   Encourage staff to use gender-sensitive language. Examples and exercises can be found in this toolkit.

2. **Representation**
   Encourage staff to feature diverse stories and images in their communications. Staff could bring examples of good practice and lessons learned and discuss why or why not these examples are gender-responsive.

3. **Data protection, security and informed consent**
   Ensure staff are well trained in data protection and security and collecting informed consent.[2] Consider inviting a protection officer as a guest speaker.

4. **Challenging biases and assumptions**
   Encourage staff to avoid gender assumptions based on the way a person looks or the sound of their voice.

5. **Interviewing techniques**
   Encourage staff to ask interviewees about their preferred pronouns and terms.

6. **Barriers to women's and girls' participation and how to address them**
   Ensure staff are aware of accessibility, literacy and mobility barriers in communications. Divide into groups to select a particular context, such as a village or health centre, and discuss and list what these barriers might be for different people.

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2. IOM Data Protection Manual, 2010. Available at https://publications.iom.int/books/iom-data-protection-manual.

USE SEX-DISAGGREGATED DATA

Ensure that data collected through feedback forms, social media and communications activities is disaggregated by sex and age. When data is not disaggregated by sex and age, it is difficult to identify inequalities. Sex-disaggregated data is necessary for effective gender analysis and to ensure everyone is counted, considered and included. The data reflect roles, real situations and general conditions of people of different gender and age groups in all aspects of society. This includes literacy rates, education levels, business ownership, employment, wage differences, dependants, house and land ownership, loans, credit and debts. Sex-disaggregated data can eliminate gender bias and bridge the data gap in order to make more informed decisions and assess if those decisions are improving lives.[3]

> *"Among the key challenges is that sex is routinely not included in migration data, particularly at the aggregate and global level. Data that are not disaggregated by sex and migrant status may inadvertently conceal exclusion and inequalities, making it difficult to measure progress and dismantle entrenched patterns of discrimination against migrant women." - Global Compact for Migration*

Existing data, though limited, indicate that gender affects migratory decisions. More data are needed to fully understand the role of gender in shaping international migration and the specific needs of migrants of all genders. Lack of accurate data limits the ability to create gender-responsive communications, which address the lived realities of migrants of all genders.[4] Available data should be used to communicate about all genders more accurately and understand how best to communicate with different audiences. Use sex-disaggregated to know when, how and where to reach your target audience so that no one is left behind.
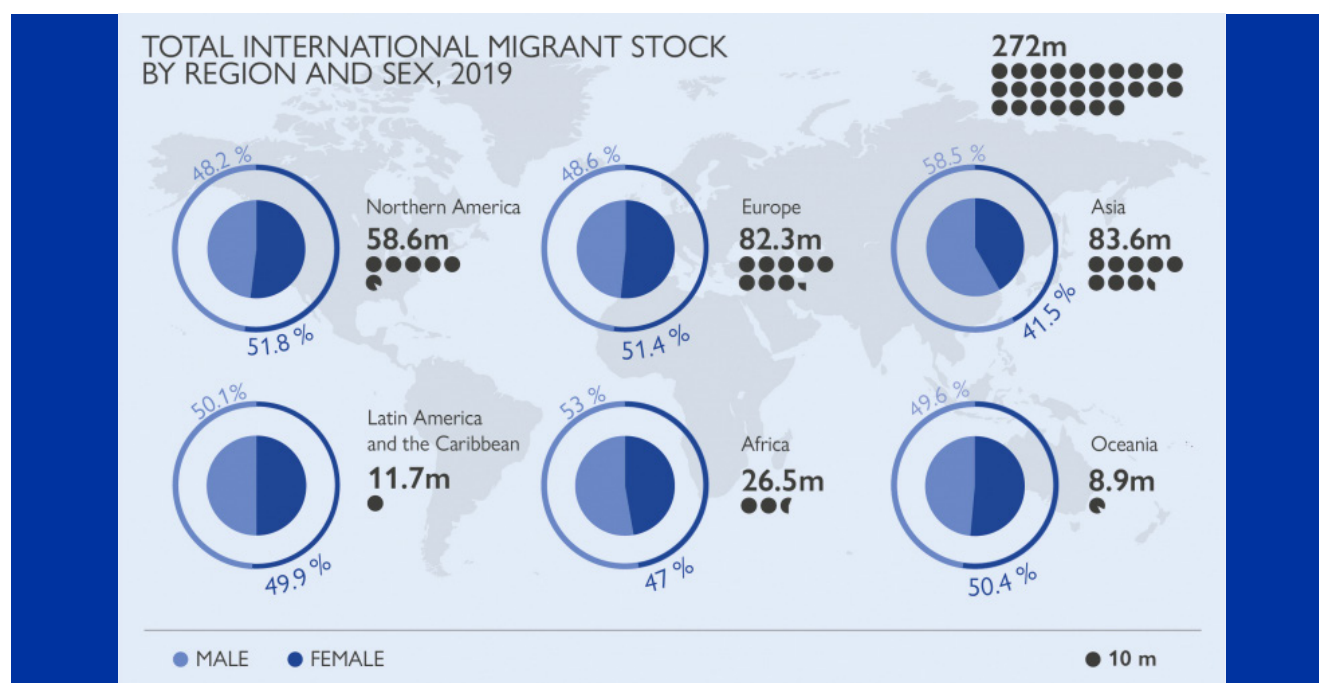
Source: UN DESA, 2019.

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3. Integrating a Gender Perspective into Human Rights Investigations, OHCHR 2018. Available at https://www.ohchr.org/Documents/Issues/Women/Publications/GenderIntegrationintoHRInvestigations.pdf

4. IOM Informing a Global Compact for Migration - Gender dimensions of migration, 2018. Available at https://publications.iom.int/books/data-bulletin-informing-global-compact-migration-gender-dimensions-migrationissue-no-11

ENSURE INCLUSIVITY AND OVERCOME BARRIERS TO PARTICIPATION

Worldwide, women have lower literacy rates than men. Women in Sub-Saharan Africa have the lowest literacy rate at 58.8 per cent compared to 72.5 per cent of men in Sub-Saharan Africa.[5] As of 2019, around 4.1 billion people have access to the Internet. The proportion of all women using the Internet globally is 48 per cent, against 58 per cent of all men. However, women's Internet use is falling behind in developing countries. In some regions, the gender gap continues to widen.[6]

Barriers such as reduced literacy rates among women can exclude them from receiving information shared via print media. Obstacles related to mobility, as well as Internet, television and radio access should also be considered when planning an event or sharing information online, on television or via radio.

Women are 10 per cent less likely than men to own a mobile phone and power relations between men and women in the household indicate that women may only have controlled or restricted access to phones or other devices.[7] In situations where women have limited or restricted connectivity, holding events and meetings close to the areas where women live could increase their participation. It is also important to be mindful of mobility restrictions of different gender groups and the demands on their time and resources when deciding on the time and duration of a communications activity due to the possibility of work responsibilities, caregiving and household duties. Consult with all groups before choosing a venue for an event to ensure the space is comfortable and appropriate for them and to understand what the barriers are to their participation so they can be addressed.

TIPS

- Be aware of education and accessibility barriers that might impact particular gender groups.
- Consider different preferences that particular gender groups might have to access information.
- Invite a diverse and gender-balanced group of participants to events and activities.
- As much as possible, ensure a diverse and gender-balanced group of panelists (avoiding, for example, so-called "manels", or panels dominated by men).
- Decide on the communication channels, tools and languages to reach diverse groups, considering their different barriers and preferences (often, more than one type of platform is needed).
- Be mindful of mobility barriers affecting certain gender groups in particular, such as mobility restrictions due to social norms, household responsibilities or safety concerns (which tend to impact women more than men), or due to work obligations (which tend to impact men more than women).
- Be mindful of local norms and provide gender-segregated seating if appropriate.
- Ensure diversity and gender-balance or representativeness in speaking times, interviews or recordings.

5. World Bank, 2018. Available at https://data.worldbank.org/indicator/SE.ADT.LITR.FE.ZS?end=2018&locations=ZG-1W-Z4-8S-Z7-ZJ&start=2018&view=bar

6. Bridging the gender digital divide, ITU. Available at https://www.itu.int/en/mediacentre/backgrounders/Pages/bridging-the-gender-divide.aspx

7. The Mobile Gender Gap Report, GSMA 2019. Available at https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2019/03/GSMA-Connected-Women-The-Mobile-Gender-Gap-Report-2019

USE GENDER-NEUTRAL TERMS

WHEN GENDER IS NOT KNOWN

Words can often be interpreted differently and language is not always neutral. Imprecise choice of words may be interpreted as biased, discriminatory or demeaning, even if it is unintended. Gendered titles such as Ms., Miss, Mrs. or Mr. might be considered offensive to some, yet perfectly acceptable to others. Using "Miss" and "Mrs." reveals marital status for women whereas "Mr." for men does not. To maintain equality where gender is known and titles are a must, "Ms." can instead be used for women. However, it is important to be aware that gendered titles adhere to the gender binary which can leave out people who do not identify as either men or women

Not everyone identifies with the same terms, so it is important to ask what title a person prefers to use. In all settings, whether it is face-to-face, over the phone, online or via email, it is best to use a person's name and be attentive to how they refer to themselves or ask which pronouns they use.

One challenge for gender-inclusive communication is the use of the masculine form of adjectives and pronouns by default in many languages. Use of gender-neutral language ensures that communication is inclusive and non-discriminatory. It is also important to avoid sexist or stereotypical language and to make gender visible only when it is relevant for communications.

WHEN IN DOUBT APPLY A GENDER LENS

It can be difficult to use the correct terminology all the time, so when unsure about which terms to use, it is best to opt for gender neutrality. This can be done by either omitting gender altogether or using inclusive terms.

GENDER-BIASED	GENDER-NEUTRAL
"Village headmen and their wives are invited."	"Village leaders and their partners are invited."
"Aluel and Felix both have full time jobs; he helps her with the housework."	"Aluel and Felix both have full time jobs; they share the housework."
"Welcome, ladies and gentlemen."	"Welcome, everyone." or "I'd like to welcome the audience."
"Every staff member must show his identification card when entering the building."	"All staff members must show their identification cards when entering the building." or "Showing an identification card when entering the building is mandatory for all staff members."

EXAMPLES OF HIGHLIGHTING GENDER

In certain cases, highlighting gender would make the sentence more informative.

- Men and women responded negatively to question 7 in the questionnaire.
- 6 per cent of beneficiaries refused to sign the informed consent form, 65 per cent of whom were women.
- The year 2018 witnessed an increase in the number of asylum seekers identifying as LGBTI. [8]

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8. Guidelines for Gender-inclusive Language, United Nations. Available at https://www.un.org/en/gender-inclusive-language/guidelines.shtml

SEEK INFORMED CONSENT AND
APPLY THE PRINCIPLE OF 'DO NO HARM'

It is important to respect an individual's choice to share or not to share personal data, including their image or video. Often people agree to sharing their information not because they want to but because they feel pressured to do so. Informed consent means that the individual knows enough details about what they are agreeing to, including how and where their personal data will be shared. The decision to provide consent should only be made when the individual can assess all factors and make an informed decision. Information about a person's contribution should be presented and communicated in the appropriate language and in an appropriate way (i.e. written, verbal and visual formats) and explained clearly so the person can understand.

IOM **Community Response App** ensures informed consent is accurately collected and documented by providing tools for both online or offline digital consent. The app offers the option of providing a digital signature and recording verbal consent on video so that those who are unable to read and understand text can give their full informed consent.

Although consent is provided, people might not fully understand what the final communication product will look like, who will see it and how it will be used. When sharing someone's story, be mindful to portray them and their experiences in a way that is rooted in dignity and respect, and devoid of harmful stereotypes. If sensitive topics are shared, such as testimonies of gender-based violence and/or trafficking, make sure that the words used and the way in which the story is told will not further victimize the survivor, retraumatize them, or cause further harm. To make sure the content does not cause any unintended harmful consequences or inappropriate implications, it would be good to share the final product with the person, if possible, or show them any photos or footage that you took of them. Keep in mind that revealing people's gender and/or sexual orientation might go against the laws and norms of the area or region, and can subject individuals to gender-based violence or other gender-related discrimination. LGBTI persons are often vulnerable throughout the migration cycle and can be victims of persecution, discrimination and ill-treatment, in some cases involving extreme forms of violence in many parts of the world.

TIPS

- Only gather relevant information. Do not ask for personal data unless required.

- Any release of information must be with the informed consent of the person or, in the case of children, the person's guardian.

- No identifying information should be released to the media or public without the person's informed consent and carefully assessing whether gathering personal data puts that individual, group or community at risk.

- Do not portray clearly identifiable individuals as victims only, even if consent has been provided.

- Do not share information that can lead to the identification of individuals or groups of individuals at risk.

- Always communicate with care and respect for a person's dignity. Avoid stereotypes and/or language which could cause further harm, trauma, and/or victimization.

PROTECTING VULNERABLE PEOPLE

Vulnerable people or vulnerable groups of people might be at heightened risk when their location or identifying information is shared. This includes revealing the presence of several unaccompanied minors in a location or other identifying information, such as personal names or other information. Careful assessment needs to be made even if the person has provided informed consent as to whether publicising their personal data could put them or a group at risk. Action should be taken to mitigate any risks, including not publishing this information. There are many ways to protect vulnerable people when sharing their personal data.

- Blur images.
- Use initials only.
- Change a person's voice.
- Change a person's name.
- Think of creative ways to hide a person's face or visual identity.

Below is an example of hiding the identities of women who have been trafficked using flowers.

A victim of trafficking in Mauritania. Sibylle Desjardins, 2018.

AVOID AND CHALLENGE GENDER STEREOTYPES

In print media, as well as audiovisual materials, it is important to be mindful of stereotypes in communications, such as only portraying women as disempowered or as victims. Also, consider how men might be victims and how the context might contribute to men's vulnerability.

Stereotypes rarely communicate accurate information about people. Generalizations based on gender norms and roles can be harmful because they can hide important information about people by deterring them from freely expressing their needs, capacities, priorities and experiences. By making certain assumptions about people, gender stereotyping can also contribute to gender-based discrimination. In extreme cases, gender stereotypes can even encourage gender-based violence. It is crucial to show gender diversity in all communications. Remember that gender representation is not just ratio and quantity, but it also depends on the diversity of the roles portrayed.[9]

DISCRIMINATORY LANGUAGE

"She throws/runs/fights like a girl."
"In a manly way."
"Oh, that's women's work."
"Men just don't understand."[10]

It can sometimes help to reverse the gender in order to recognize stereotypes. Would reversing the designation of the term from masculine to feminine or vice versa change the meaning or emphasis of the sentence? Would it make the content seem odd?

TIPS

Below is a list of indicators to provide guidance for challenging stereotypes. Examples of stereotypical and non-stereotypical images can be found on Page 17.

- Portray men and women in diverse roles (leaders, experts, spokespersons, ordinary people), from diverse backgrounds (e.g. rural, urban, wealthy, less wealthy) and in different contexts (e.g. family life, work/professional life or community life).

- Include voiceovers by men and women, and have both voices and images appear without replicating stereotypes, such as portraying women as passive and men as assertive.

- Ensure that it is not only women who are portrayed as vulnerable or victims.

- Quote men and women as experts equally.

- Capture and promote stories that feature women and men equally.

- Ensure a balance between stories featuring female-driven initiatives and partnerships and those featuring male-driven initiatives and partnerships.

- Ensure communications that are sensitive to diversity in gender identity and sexual orientation.

- Include stories of LGBTI people where possible and assess whether this could put an individual, group or community at risk. If so, do not proceed.

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9. How Gender Stereotyping Affects the Enjoyment of Human Rights, OHCHR. Available at https://ohchr.org/EN/Issues/Women/WRGS/Pages/WrongfulGenderStereotyping.aspx
10. Guidelines for Gender-inclusive Language in English, United Nations. Available at https://un.org/en/gender-inclusive-language/guidelines.shtml

ENSURE COMMUNICATION IS TWO-WAY

Communicating with communities engages all stakeholders by providing information and listening to feedback. It is important that communication is two-way so that everyone involved can become part of the conversation to voice their opinion, express their needs and advocate for positive change. Ensuring that communication is an ongoing dialogue can increase trust between all stakeholders involved. Programmes and projects should be designed in collaboration with the target communities, ensuring that all groups are representative, keeping their needs in mind, having them participate as much as possible, and allowing them to lead and/or contribute to all communications.

The IOM Community Response Map (CRM) is a feedback platform that facilitates online tracking, compilation and visual mapping of communications received from target communities. This tool has been developed to enhance community engagement and two-way communications. CRM allows project managers to easily customize, pilot, and scale feedback solutions that connect directly with target populations.

HOW TO GATHER FEEDBACK

There are many ways to gather feedback. Ensure feedback is obtained through various channels so that no group is left out of the conversation.

- **Focus group discussions**
  When holding focus group discussions, assess whether or not it is appropriate to have gender-segregated groups. In certain contexts, where it is unusual for men and women to sit together, it would probably be best to hold separate groups.

- **Questionnaires**
  Questionnaires should have the option to indicate gender for gender data analysis. Ensure that people have the option to specify their gender, ideally using the following options: Man, Woman, Other (please feel free to specify), and Prefer not to state. Online polls and surveys can be used but gender-specific accessibility barriers such as literacy levels and Internet access restrictions should be considered.

- **One-to-one interviews**
  One-to-one interviews are one of the best ways to gather qualitative data. These interviews might be better than other channels of obtaining feedback in contexts where, for example, women's mobility is a barrier. It is important to ensure that interviewers of different genders are available for the interviewees to choose from based on their comfort levels.

- **Text messages**
  Text messages can be used in place of online polls where Internet accessibility or privacy is a barrier. Be mindful of gender-specific barriers such as low mobile phone ownership rates amongst women. The issue of privacy is especially important in order to allow people to freely express themselves in case other household members are present. Although mobile ownership rates amongst women are increasing, their devices can still be controlled and/or monitored by other members of the household, particularly men, due to unequal power relations.

During focus group discussions and one-to-one interviews, it is important to keep in mind that the interviewee/participant might have lived through traumatic experiences, including gender-based violence. The interviewer must be mindful of the words that they use and should be aware of the interviewee/participant's body language and vocal cues which might suggest that they do not want to discuss a certain topic. The interviewer must not make the interviewee/participant uncomfortable in any way, such as pushing to discuss certain topics, since this might cause further harm. Should discussions about traumatic memories and experiences come up, the interviewer should refer the interviewee/participant to the gender/GBV/PSEA Focal Points and specialized services for further assistance. Interviewers must not attempt to provide counselling if they do not have the proper training.

WHAT TO DO WITH FEEDBACK

A two-way method of communication ensures that not only is the message received but it helps improve communication and response by listening to the community's needs.[1] Feedback should be taken into consideration and analysed to facilitate learning.

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1. The Impact of Community Engagement and Accountability Approaches, CDA Collaborative Learning and the International Federation of the Red Cross, 2019. Available at https://cdacollaborative.org/wp-content/uploads/2019/12/Brief1-Impact-of-Community-Engagement-approaches.pdf

WORKSHEETS AND EXERCISES

The following pages provide practical worksheets and exercises that can be used during training sessions and meetings. These exercises are meant to assist in recognizing gender biases and in evaluating events and communications materials through a gender lens.

EXERCISE 1 - DISCUSS STEREOTYPICAL AND NON-STEREOTYPICAL IMAGES

The aim of including non-stereotypical images is to break down gender stereotypes and to avoid limiting the portrayal of women, men, boys and girls in certain roles. Images that portray people in more "traditional" gender roles should still be used as they reflect a reality. The goal is to show a diverse reality, challenge stereotypes and increase inclusivity.

Stereotypical images are images that follow the predominant gender roles in the local context. An example of this would be images of women fetching water, women being portrayed as vulnerable or men in leadership roles. Non-stereotypical images are images that show people in less traditional ways. When it comes to gender-responsive communications, this could mean including images of women as community leaders or men and women sharing housework.

Exercise instructions: Look carefully at the images below to see examples of stereotypical and non-stereotypical images. With a colleague, select the first six images you see on a social media platform, three that are stereotypical and three that are non-stereotypical. Use Worksheet 1 to evaluate the images. The aim of this exercise is to have a one-to-one discussion to recognize and challenge gender biases and stereotypes.

A woman cleaning in Mozambique.
Tomas Cumbana 2006. (Stereotypical)

A man holding his child in Lebanon.
Muse Mohammed 2019. (Non-stereotypical)

WORKSHEET 1 - STEREOTYPICAL AND NON-STEREOTYPICAL IMAGES

Image description	Reason why image was classified as stereotypical or non-stereotypical
Stereotypical	
Non- Stereotypical	

EXERCISE 2 - DIFFERENTIATE BETWEEN STEREOTYPICAL AND NON-STEREOTYPICAL IMAGES

Look carefully at the images below, then determine whether they are stereotypical or non-stereotypical. The correct responses can be found at the bottom right of the page.

A

A woman speaking at a training session in Guinea. Lucas Chandellier 2018.

B

A young girl riding her bike in Iraq. Muse Mohammed 2018.

C

A man building a shelter in Nigeria. Muse Mohammed 2016.

A) Non-stereotypical   •   B) Non-stereotypical   •   C) Stereotypical

D

A woman shovelling mud in Kyrgyzstan. Elyor Nematov 2018.

E

A woman cooking in Azerbaijan. Mila Teshaieva 2010.

F

A woman preparing herbs in Sri Lanka. David Lang 2005.

D) Non-stereotypical • E) Stereotypical • F) Stereotypical

EXERCISE 3 - LOOK UP GENDER-SENSITIVE LANGUAGE

Below are examples of how to replace gender-biased terms with more inclusive gender-neutral terms. It is important to note that some words may not biased if they are used to refer to a specific person. In groups, think of other biased terms and what inclusive alternatives can be used instead. Use Worksheet 2 to write down the words. Refer to **UN Gender-inclusive Guidelines** and **UN Women GenderTerm**, a digital library, which includes gender-inclusive, searchable lexicon in English, Spanish, Russian and French.

COMMONLY USED WORDS AND REPLACEMENTS

Remember that words that end in "man" can often be replaced with "person."
Example: "businessperson", "spokesperson" , "chairperson" instead of "businessman" , "spokesman", "chairman"

Gender-biased terms	Gender-neutral replacements
"Stewardess", "Steward"	**"Flight attendant"**
"Fireman"	**"Firefighter"**
"Man-made"	**"Artificial" or "Human-made" or "Of human origin"**
"Mother tongue"	**"Native language"**
"Landlord"	**"Owner"**
"Middleman"	**"Mediator"**
"Male nurse", "Lady Doctor"	**"Nurse", "Doctor"**

WORKSHEET 2 - GENDER-NEUTRAL TERMS

Gender-biased terms	Gender-neutral replacements

WORKSHEET 3 - ORGANIZING GENDER-RESPONSIVE EVENTS

Gender-responsive communications key action points	YES / NO	Comments
There is gender balance in the organizing team, attendees and key speakers (balance should be considered in terms of numbers, roles and time given to speakers).		
Gender-specific literacy barriers have been identified and addressed. If applicable, include measures taken to address this in the comments section.		
Gender-specific mobility barriers have been identified and addressed. If applicable, include measures taken to address this in the comments section.		
Gender norms in the local context have been considered and accounted for, while ensuring equal access. For example, women and men might need to be separated. If applicable, consider holding two separate events or ensure the seating arrangement is gender-sensitive. Do not place women in the back and men in the front. If applicable, include measures taken to address this in the comments section.		
Feedback will be obtained from the community after the event for evaluation. Consider literacy barriers when obtaining feedback, with the option for people to identify their gender in order to provide disaggregated data.		

WORKSHEET 4 - LANGUAGE AND VISUAL INFORMATION

Gender-responsive communications key action points	YES / NO	Comments
Gender-specific barriers (such as low literacy rates or mobility restrictions for certain groups) will be considered and addressed when obtaining consent. If applicable, include measures taken to address this in the comments section.		
Gender sensitivity and challenging of stereotypes will be considered when selecting colours and emoticons/emojis, such as not showing young girls in pink only or using emojis of one gender in a certain role. New emojis are continuously being created to reflect gender diversity.		
Audiovisual products will challenge gender stereotypes and diversity of roles will be portrayed.		
Voiceovers, images and other audiovisual products will have gender balance.		
Diverse range of stories will be published, including stories of LGBTI people if this does not cause risk to individuals or groups.		
Gender-specific barriers such as- low literacy rates, limited or no access to the Internet and mobility restrictions for certain groups- will be considered and addressed when disseminating materials. If applicable, include measures taken to address this in the comments section.		

GENDER-RESPONSIVE COMMUNICATIONS CHECKLIST

Gender terms and definitions are continuously evolving. Remember to evaluate communications to ensure gender-sensitive and inclusive language is used and activities are gender-responsive. This checklist can be used to ensure gender-responsiveness was applied in communications.

Gender-sensitive language is applied and gender-neutral terms are used.

Women, girls, men and boys are portrayed in non-stereotypical roles.

Diverse stories of different gender groups are included.

Informed consent has been obtained and recorded.

Barriers to accessing information have been identified and addressed for all gender groups.

Communication activities have been participatory and gender-balanced.

USEFUL RESOURCES

Promoting Positive Gender Roles in Marketing and Advertising In the Context of Covid-19, UNICEF and UN Women, 2020.
Available at https://www.unicef.org/media/67561/file/Promoting-Positive-Gender-Roles-in-Marketing-and-Advertising.pdf

GenderTerm in English, French, Spanish and Russian, UN Women.
Available at https://www.unwomen.org/en/digital-library/genderterm

Toolbox for Using Gender-inclusive Language, United Nations.
Available at https://www.un.org/en/gender-inclusive-language/toolbox.shtml

Guideline for Gender-responsive Media, UN Women and the Ethiopian Broadcast Authority, 2020.
Available at www2.unwomen.org/-/media/field%20office%20africa/attachments/publications/2020/gender%20and%20media%20guideline%20-%20english.pdf?la=en&vs=3854

Gender, Media and ICTs, UNESCO, 2019.
Available at https://unesdoc.unesco.org/ark:/48223/pf0000368963.locale=en

Toolkit on Gender-sensitive Communication, The European Institute for Gender Equality, 2019.
Available at https://eige.europa.eu/sites/default/files/20193925_mh0119609enn_pdf.pdf

The Mobile Gender Gap Report, GSMA, 2019.
Available at https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2019/03/GSMA-Connected-Women-The-Mobile-Gender-Gap-Report-2019

Setting the Gender Agenda for Communication Policy, UNESCO, 2019.
Available at https://unesdoc.unesco.org/ark:/48223/pf0000368962.locale=en

Intergrating a Gender Perspective into Human Rights Investigations, 2018.
Available at https://ohchr.org/Documents/Issues/Women/Publications/GenderIntegrationintoHRInvestigations.pdf

Gender-responsive Assemblies, International Gender Champions, 2018.
Available at https://genderchampions.com/resources

Gender-responsive Communication for Development, UNICEF regional office for South Asia, 2018
Available at https://www.unicef.org/rosa/media/1786/file/Gender%20responsive%20communication%20for%20development%20.pdf

LGBTI Training Manual, IOM and UNHCR, 2017.
Available at https://lgbti.iom.int/sites/default/files/Training%20Manual_Jan2017.pdf

SGBV Prevention and Response, UNHCR, 2016.
Available at https://www.unhcr.org/583577ed4

IOM Data Protection Manual, 2010.
Available at https://publications.iom.int/system/files/pdf/iomdataprotection_web.pdf