



USAID
FROM THE AMERICAN PEOPLE

Practical Advice on Improving Outcomes Through Gender — Integration

ASHA Partners Conference
October 30, 2017

Agenda/Overview

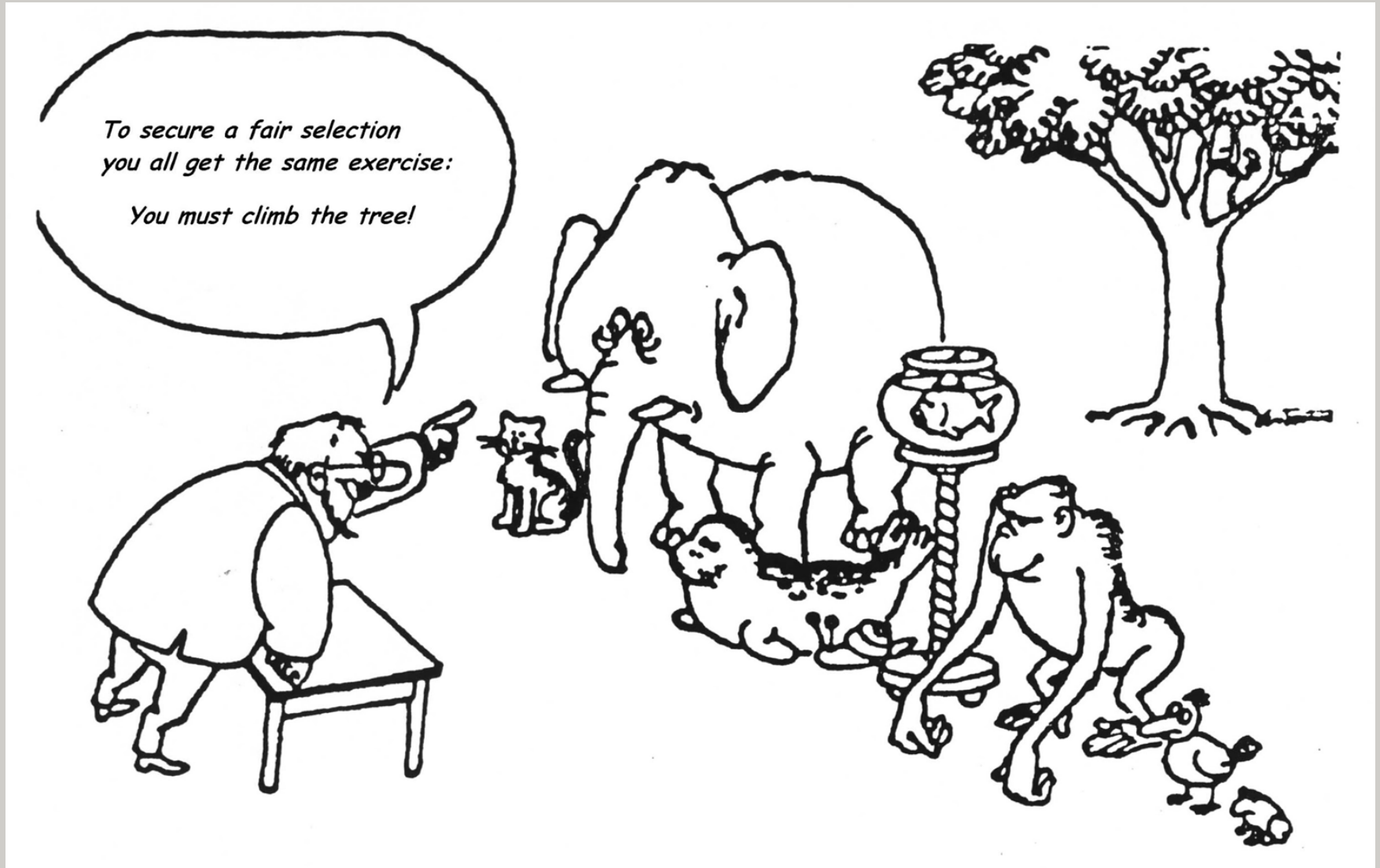
- Welcome/Overview
- Why Gender Integration Matters
- Integrating Gender Considerations in ASHA Projects
- What is Gender Analysis?
- Group Exercise
- Tools & Resources
- Wrap-Up/Questions

Why

is Gender Integration Important?



Equal Opportunity?



<https://vimeo.com/151145314>

- Share inspiring examples
 - In what ways is your project impacting gender equality in your community?
 - Explain “tools” that you are providing or building
 - ie. Laptop is my weapon, 3-D printer is my right hand
 - Can people in the community articulate how the project has changed their lives?
 - Does their explanation include gender considerations?

Programs that provide women opportunities to better their health and education create:

- stronger economies
- improved family & community health
- fewer hungry people
- more inclusive government
- fewer conflicts
- more lasting peace



Back-up Resources

<https://yali.state.gov/10-reasons-to-invest-in-women-and-girls/>

<https://www.usaid.gov/who-we-are/organization/bureaus/bureau-economic-growth-education-and-environment/office-gender>

<http://www.worldbank.org/en/topic/gender>

<http://www.undp.org/content/undp/en/home/ourwork/gender-equality/overview.html>



WHAT

do I do to integrate gender considerations into my project?

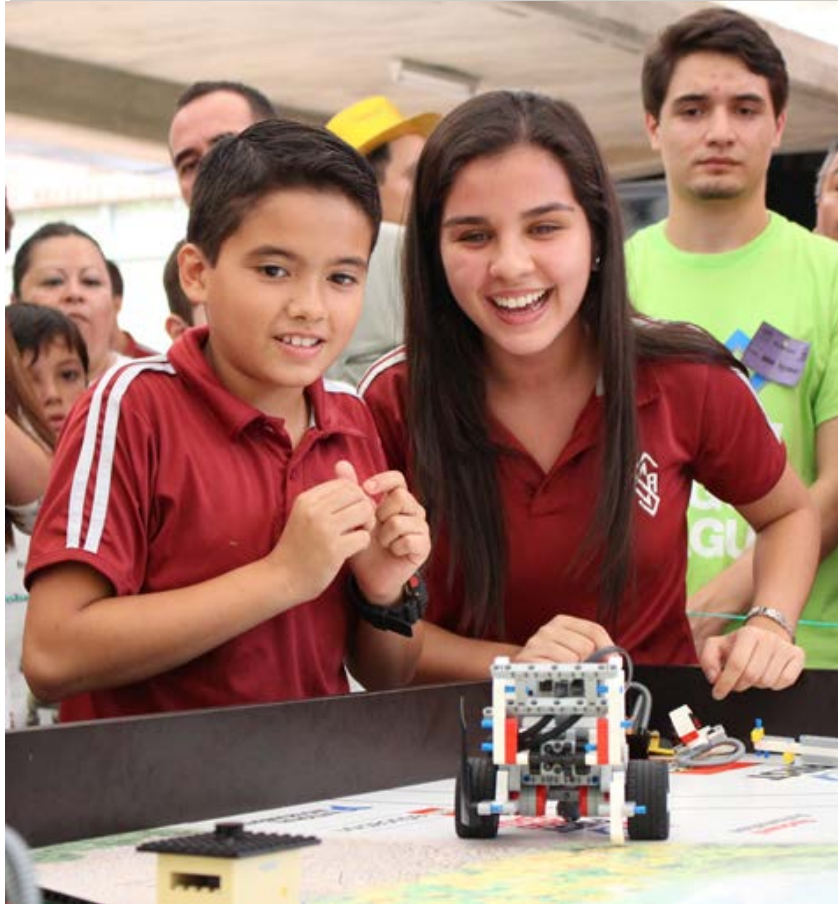
Tools of the Trade: Gender Analysis

- A tool for examining the differences between the roles that women and men play in communities and societies; their different needs, constraints and opportunities; and the impact of these differences on their lives.
- An organized way of identifying gender inequalities or obstacles to female empowerment in the context of our work so that we can proactively address them in project design and implementation.
- Asking questions, collecting information, using findings, and measuring impact.

Maker Space Example



What Kinds of Questions?



- Laws, Policies, Regulations, and Institutional Practices
- Cultural Norms and Beliefs
- Gender Roles, Responsibilities, and Time Used
- Access to and Control over Assets and Resources
- Patterns of Power and Decision-making

Collecting Information

Use descriptive statistics (health, education, etc.) and 5 domains

Why is it important?

Who should be on a GA team?

What kind of data should a GA collect?

Where can we find data?

Perfectly acceptable to use already existing studies and does not have to be an expensive exercise

Using Findings

Prioritize findings

Which gender gaps and opportunities are the most striking?

Which gender gaps and opportunities, if addressed, would have the most impact?

Consider additional cross-cutting themes such as gender-based violence and youth

Incorporate into project design process

Brainstorm possible solutions to gender gaps

Identify potential partners and resources

Ensure that gender is addressed throughout the design (not just “and women” paragraph)

Measuring Impact

Best Practices:

- Disaggregate people-level data by sex
- Develop indicators that are specific, feasible, and relevant
- Triangulate w/ quant. and qual. indicators & methods
- Build capacity via participatory methods
- Monitor for the unexpected
- Learn and adapt

Small Group Exercise

- Break into small groups & review your project example
- Brainstorm responses to the following with your group:
 - What questions should we ask in our gender analysis?
 - How can we collect this information?
 - What activities might we include in our project to address gender gaps?
 - How will we measure impact (the change we hope to see)?
- Be prepared to report out on at least 1 of your group's ideas for each question above!

Tools and Resources



- USAID Gender 10 1
- ADS 20 5
- ASHA Strategy and APS Guidance
- Building a Safer World Toolkit (GBV/Infrastructure/Energy)
- Your friendly USAID POCs and each other!

Key Takeaways

ASHA is committed to gender equality

Thoughtful gender integration is a competitive advantage

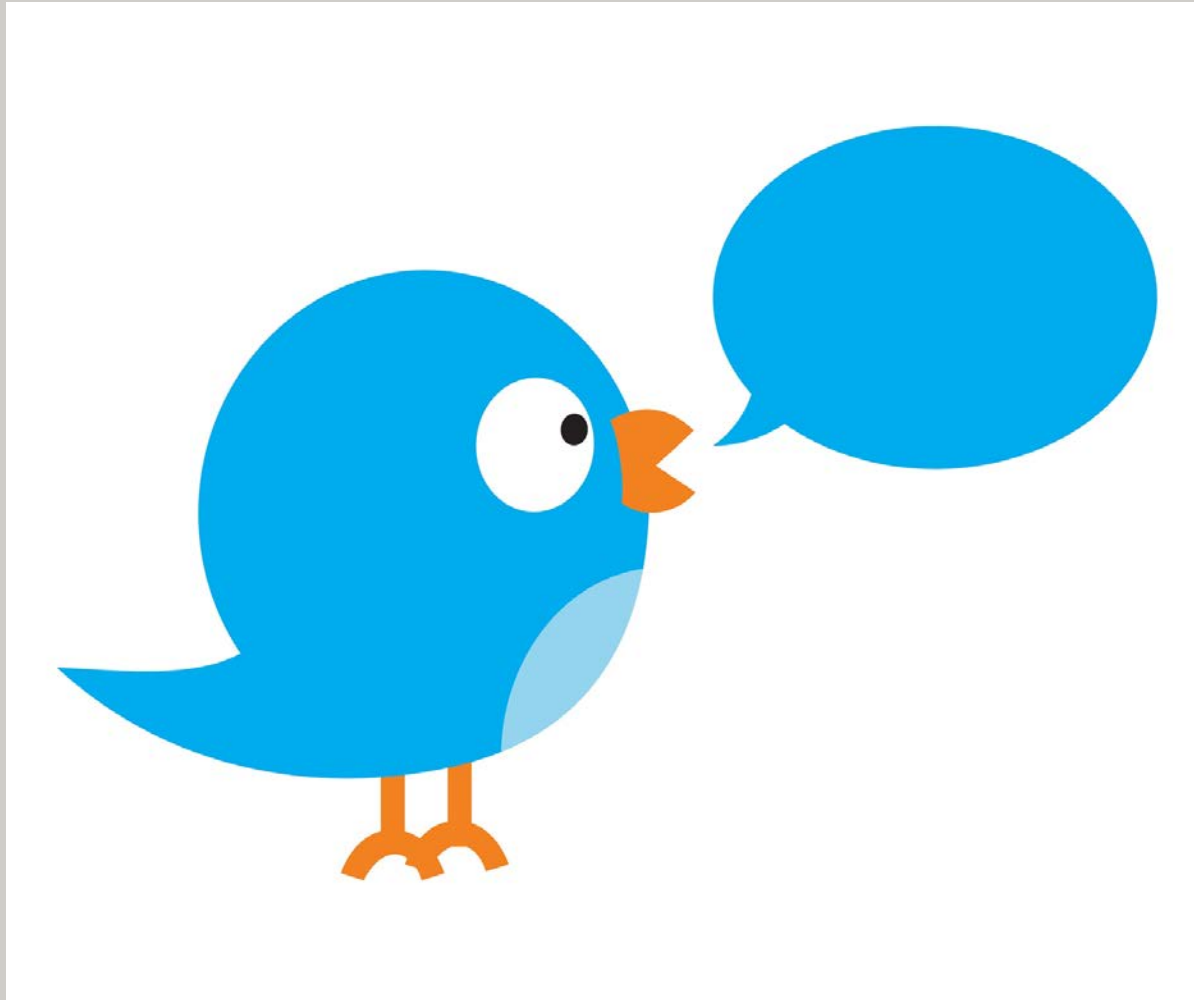
Think about 3 gender goals/outcomes and use tools like gender analysis to address them in your projects

Make use of USAID resources: ASHA Strategy, Gender 10 1, ADS 20 5



Q&A

Tweet What You've Learned!



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Thank you!
Questions?

scabus@usaid.gov* or *ausserly@usaid.gov