Gender Responsiveness of Social Marketing Interventions

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Introduction

- Integrating gender into the social marketing framework
- Gender responsiveness of social marketing health interventions
Background

1979  
CEDAW  
THE CONVENTION ON THE ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN

2000  
3  
PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

2016  
3  
GOOD HEALTH AND WELL-BEING

5  
GENDER EQUALITY

10  
REDUCED INEQUALITIES
Public Health

- Promote and protect the health of everyone
- Equitable access
- Attain full health potential
- Gender → a determinant of health
Gender in Public Health

- NTDs
  - Women
  - Dracunliasis (guinea-worm disease)
  - Domestic activities
- NCDs
  - Men $\rightarrow$ higher prevalence cardiovascular diseases
  - Women $\rightarrow$ obesity / caregiving

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Gender in Public Health

- Norms, roles and relations
- Impact of gender in public health
- WHO suggest social marketing to promote healthy behaviors
  - Sixty Sixth World Health Assembly 2013
Social Marketing

- Ethical principles
- Equitable interventions
- Social marketing frameworks
  - Do not mention how to integrate gender
  - Do not provide guidelines to deliver gender responsive interventions
Conceptual Proposition

- Improve the impact of social marketing health interventions
- Influence of gender norms, roles and relations on behaviors
- Differences in access to and control over resources
- Social marketing gender responsive interventions
Conceptual Proposition


- Assess how interventions respond to gender-based health inequities
  - Gender Responsive Assessment Scale (GRAS)
  - Gender Assessment Tool (GAT)
WHO Gender Responsive Assessment Scale Criteria (2011)

1. Gender-unequal
2. Gender-blind
3. Gender-sensitive
4. Gender-specific
5. Gender-transformative

GRAS LEVELS
GRAS Criteria (WHO, 2011)

Level 1: Gender-unequal
- Perpetuates gender inequality
- Privileges men over women or the opposite

Level 2: Gender-blind
- Ignores gender norms, roles and relations
- Ignores differences

Level 3: Gender-sensitive
- Considers gender norms, roles and relations
- Gender awareness but no remedial actions

TURNING-POINT
GRAS Criteria (WHO, 2011)

Level 4: Gender-specific
- Considers gender norms, roles and relations
- Access to and control over resources
- Specific needs
- Intentional targets

Level 5: Gender-transformative
- Gender specific+
- Causes of gender-based inequities
- Transform harmful gender norms, roles and relations

Gender-responsive
- Considers gender norms, roles and relations
- Measures taken to reduce the harmful effects of gender norms, roles and relations
WHO Gender Assessment Tool
GAT (2011)

- Questionnaire of 23 questions
- Questions about:
  - Vision, goals and principles
  - Target population
  - Intervention design, implementation, M&E
  - Consideration of gender norms, roles and relations
- Yes / No answers
- Score → Gender responsiveness but not level
Limitations

- **GAT:**
  - Design → no level of gender responsiveness
  - Rapid assessment
  - More exhaustive gender analysis needed
Conclusion

- Social marketing ethical principles
  - Influence behaviors + transform harmful gender norms, roles and relations

- GRAS + GAT → Understand the gender responsiveness of interventions

- Future research → How gender could be integrated into social marketing frameworks
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