

Gender attitudes & behaviors – engaging men in evaluating gender transformative change

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Engaging Men in Women's Economic Empowerment

How can we know if *transformational* change is happening?



Factors impacting Women's Economic Empowerment

Direct factors:

- Education, skills developing, and training
- Access to quality, decent paid work
- Address unpaid care and work burdens
- Access to property, assets, and financial services
- Collective action and leadership
- Social protection

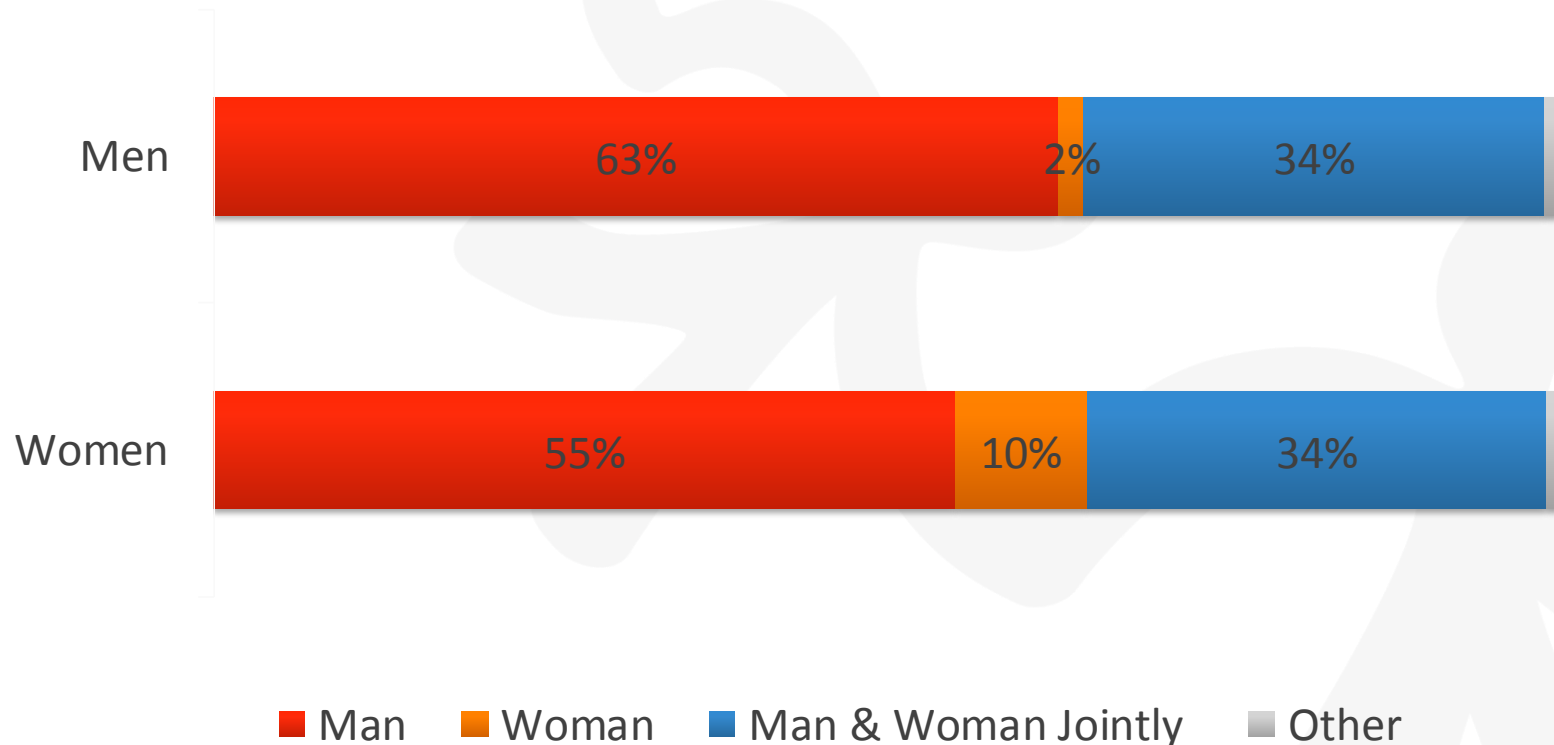
Underlying factors:

- Labor market characteristics
- Fiscal policy
- Legal, regulatory, and policy framework
- Gender norms and discriminatory social norms



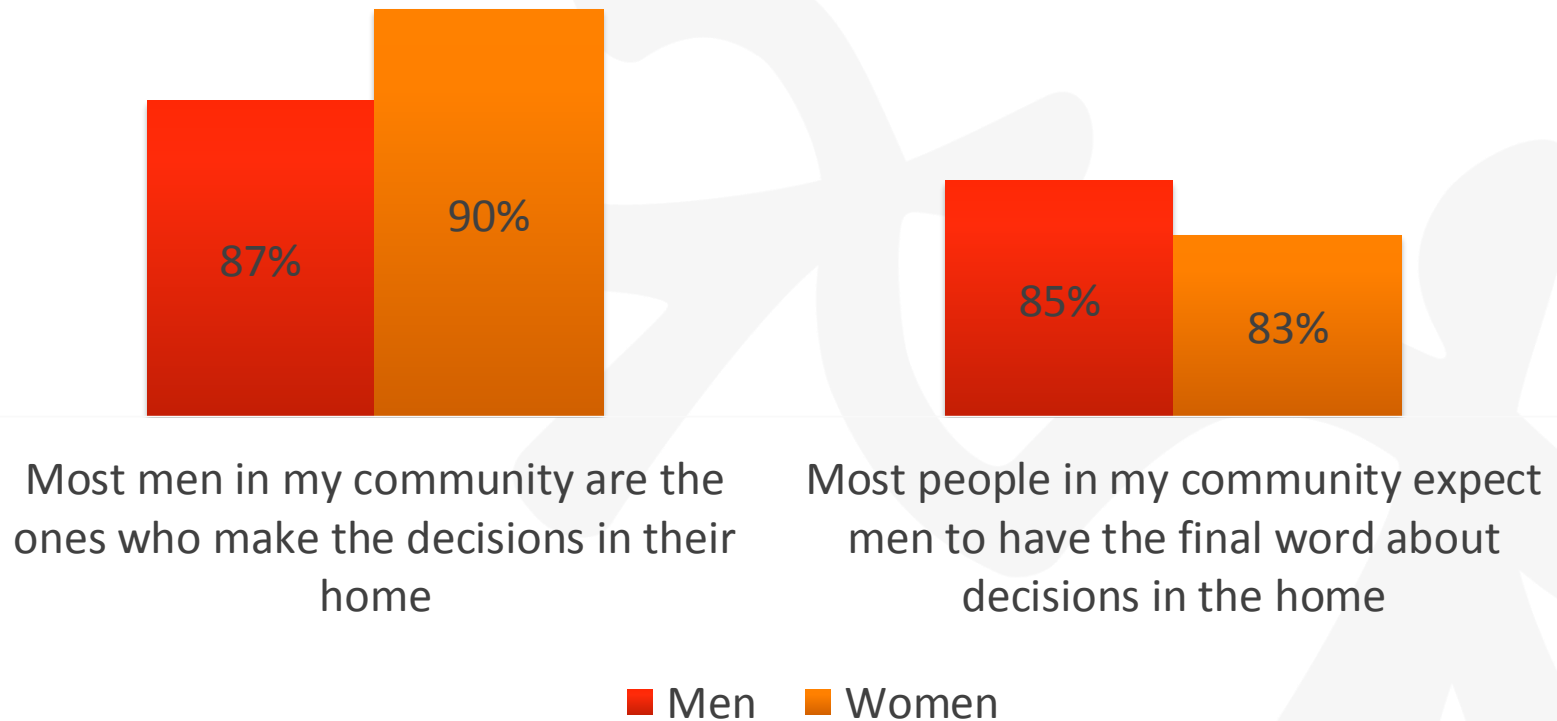
Source: Hunt & Samman (2016) Women's economic empowerment - Navigating enablers and constraints

Who has the final say on how to spend money on large investments such as buying a cow, motorcycle or land?



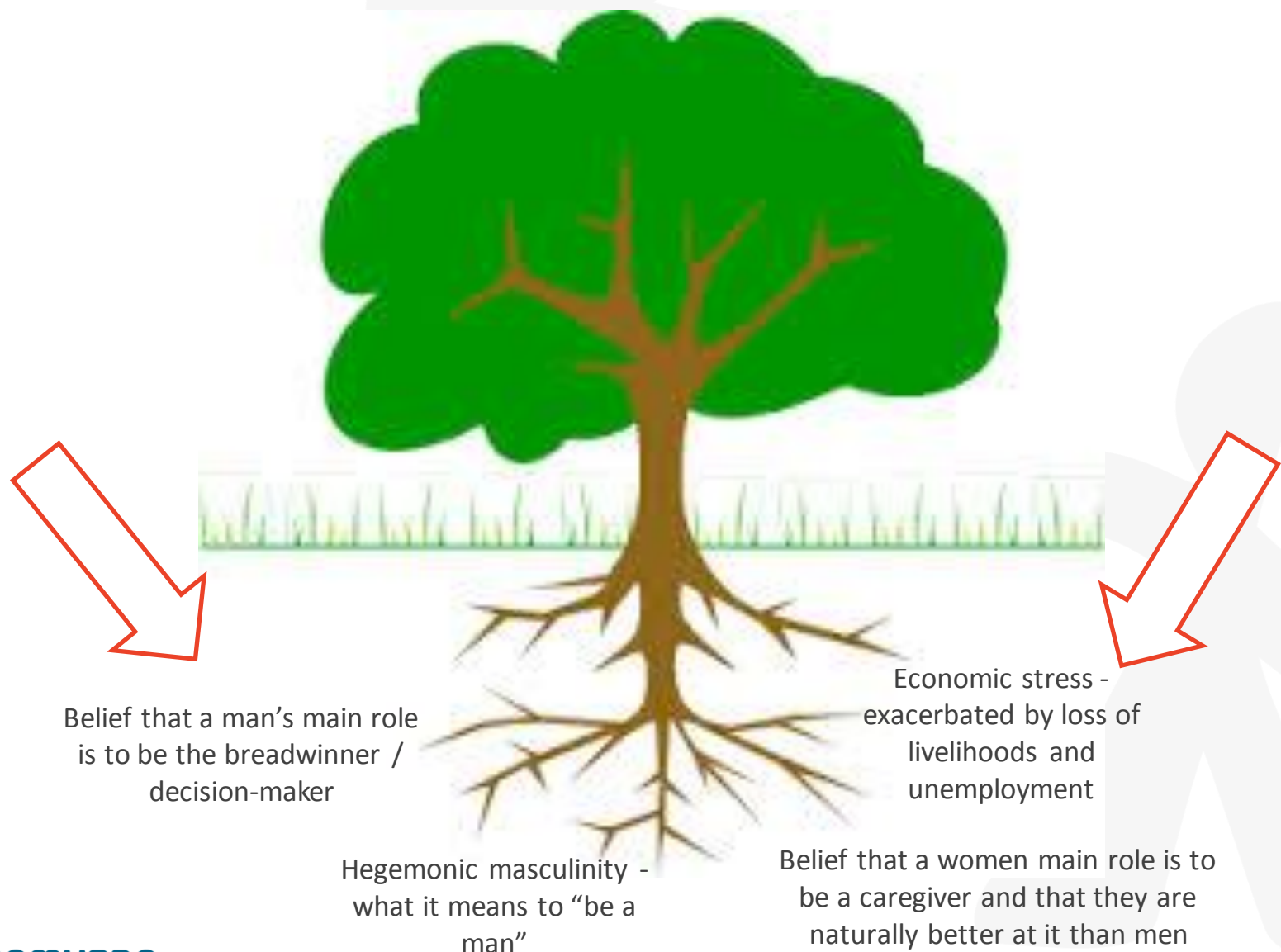
Source: IMAGES Tanzania 2016

Gendered norms around economic decision-making



Source: IMAGES Tanzania 2016

Roots of men's obstruction of WEE



Engaging men as allies in WEE

- Get men's buy-in and support for women's participation in VSLA and their economic empowerment (from 'obstructive' to 'supportive')
- Opportunity to engage men alongside women in challenging inequitable gender norms & power dynamics
- Yet, few programs effectively engage men in women's economic empowerment in transformative ways

Limited evidence available on effective programs

Journeys of Transformation

Engaging men as allies in WEE in Rwanda



Collaboration between Promundo & CARE International

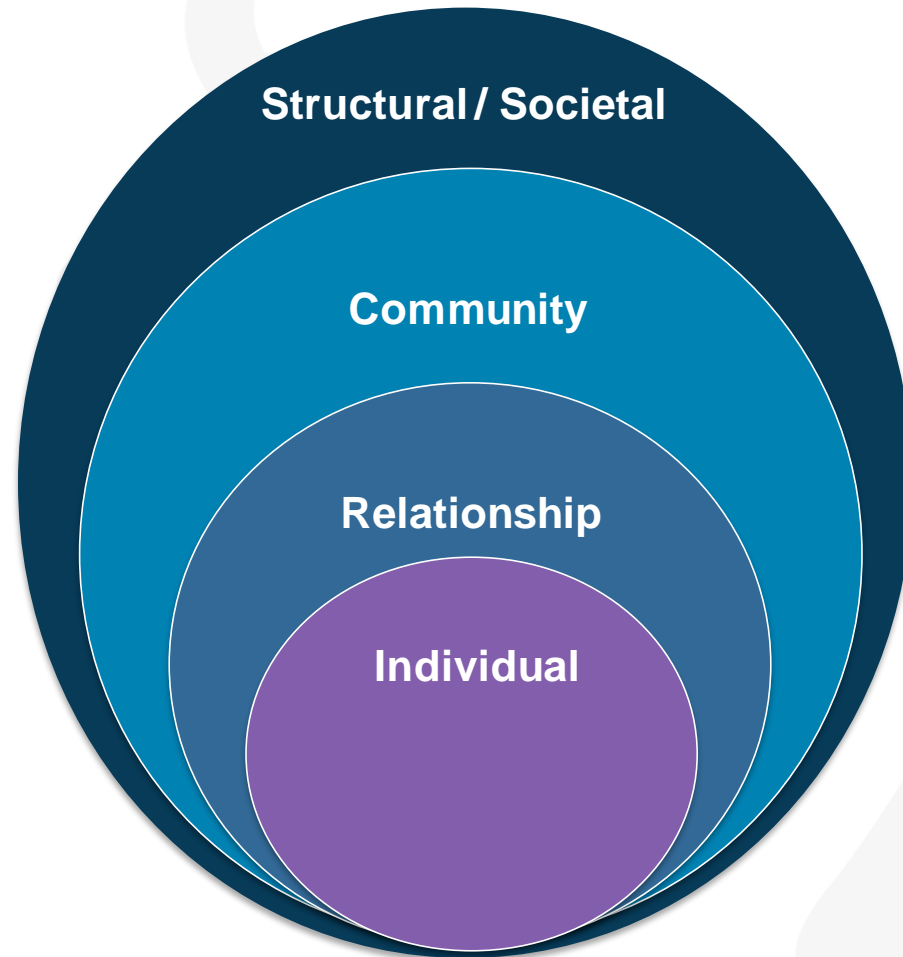
Pilot Program Evaluation

- ✓ Increased male support for women's income generation activities
- ✓ Greater couple communication
- ✓ Greater economic improvement than in the VSLA-only households
- ✓ Greater involvement of men in care work

“Based on the way Rwandans live, there are things that men do or do not do. For me, I have embarked on the journey of transformation. I am inviting you to join me in this journey. This will transform us, and other men, together.”

Measuring gender attitudes and behaviors in the context of Women's Economic Empowerment

Norms are produced and reinforced at multiple levels



Individual & Relationship Level

- Inequitable gender attitudes predict individual men's use of violence (IMAGES, P4P)
 - Men who hold more traditional gender role ideologies are more likely to perpetrate violence
- Equitable attitudes are associated with positive behaviors, e.g. less IPV, more participation in care work (Levtov, et al 2014)

Gender Equitable Men (GEM) Scale

Measures support for (in)equitable gender norms in key areas: sexuality, violence, reproductive health & domestic life.

“There are times that a woman deserves to be beaten”

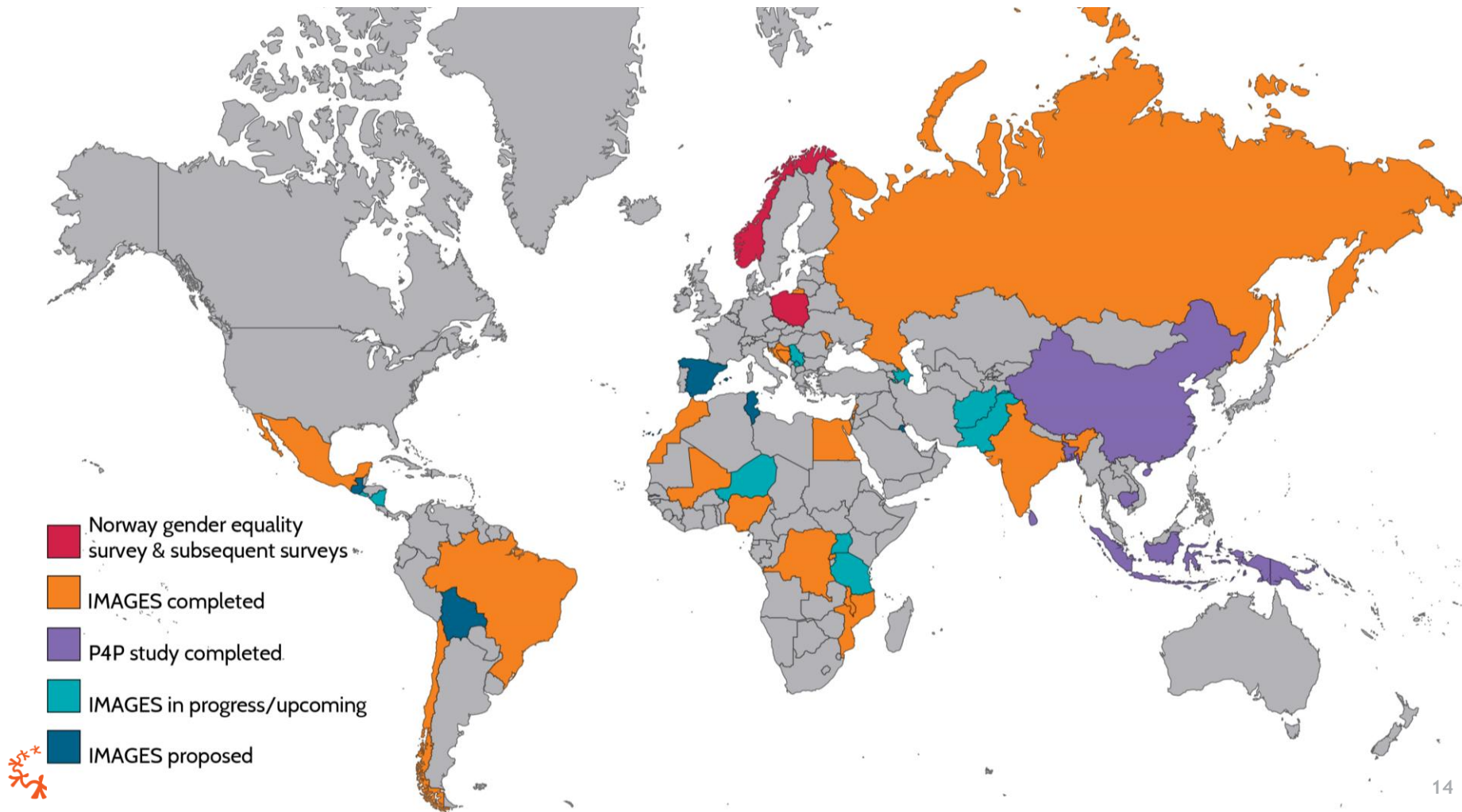
“A man should have the final word about decisions in his home”

“A woman should tolerate violence in order to keep her family together.”

Pulerwitz, J., & Barker, G. (2008). Measuring attitudes toward gender norms among young men in Brazil: Development and psychometric evaluation of the GEM Scale. *Men and Masculinities*, 10(3), 322-338.

International Men and Gender Equality Survey (IMAGES)

- > 30+ countries
- > 60,000 respondents



Other gender attitudes and behaviors to measure...

- Women's ability to work outside the home or to earn an income
- Women's greater decision-making power
- Women's mobility; ability to decide how to spend time
- Division of household and caregiving work (attitude and behavior)
- Men's caregiving (including for children and the elderly)
- Women's access to and control over resources
- Acceptance of women's economic and political participation

Managing Risks

- ✓ Not all men should be involved – screening and providing services for violence prevention
- ✓ Ensuring women are in control, feel comfortable
- ✓ Avoid discouraging single or unaccompanied women from accessing services

Making sure we are not reinforcing norms of men's control over women's health/assets/etc.



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