

CMAM with a Gender Lens

CMAM Conference March 2021

Bernadette Crawford and Adele Fox

The Session

- **Brainstorm on gender related barriers**
- **CMAM on the Gender Continuum**

The Gender Continuum

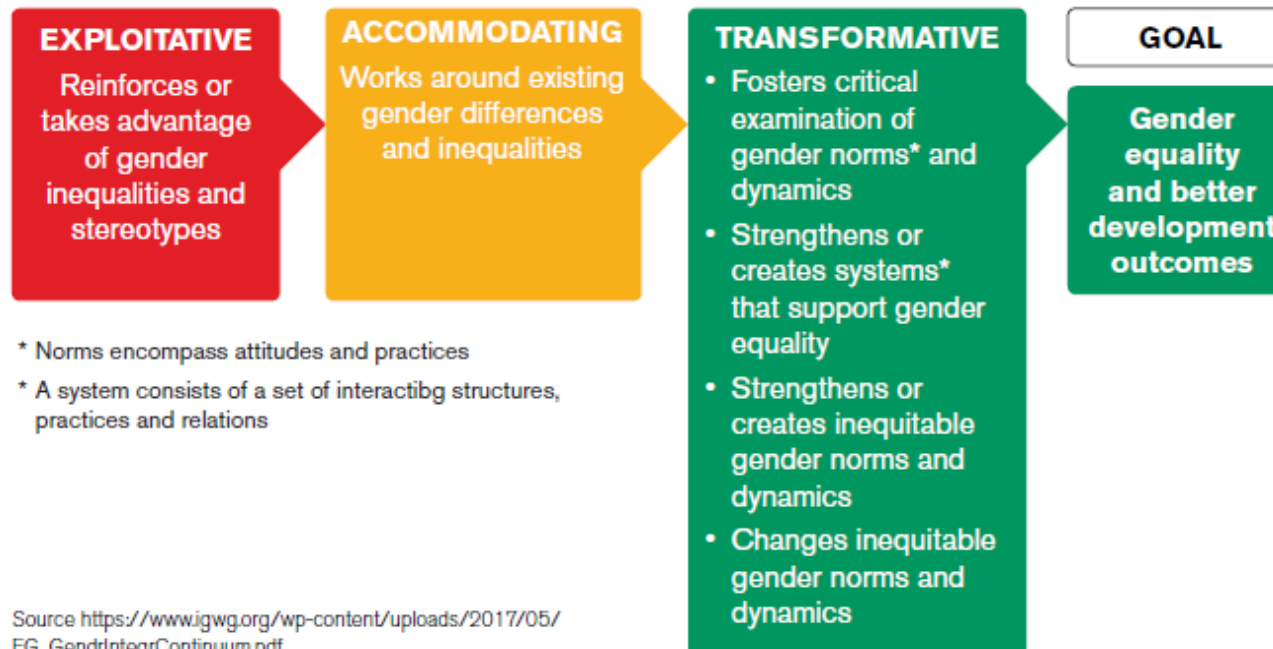
GENDER BLIND

Ignores:

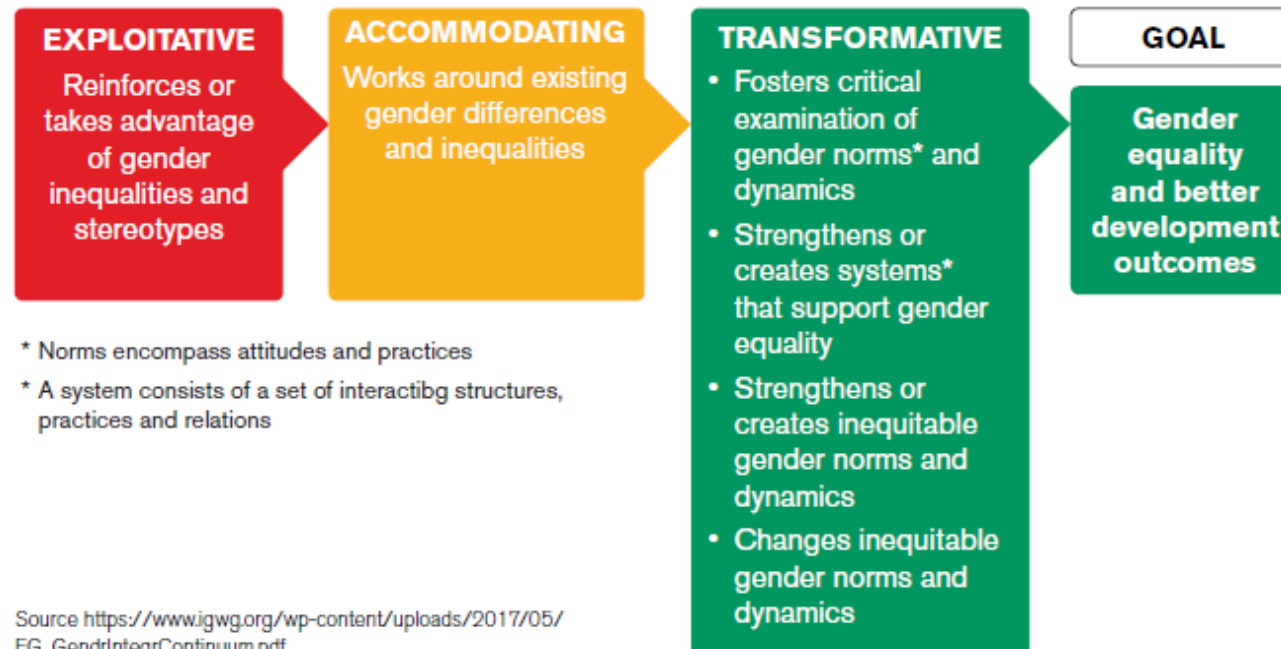
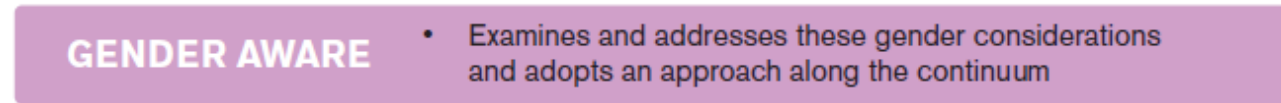
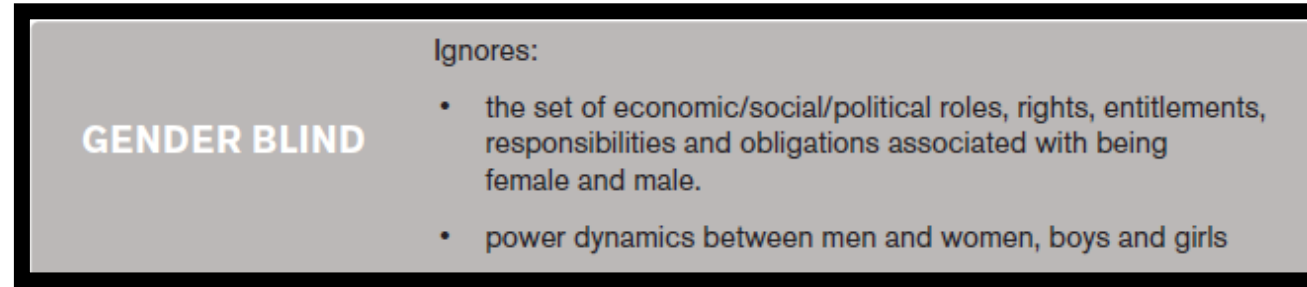
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- power dynamics between men and women, boys and girls

GENDER AWARE

- Examines and addresses these gender considerations and adopts an approach along the continuum



The Gender Continuum



Gender Blind



The Gender Continuum

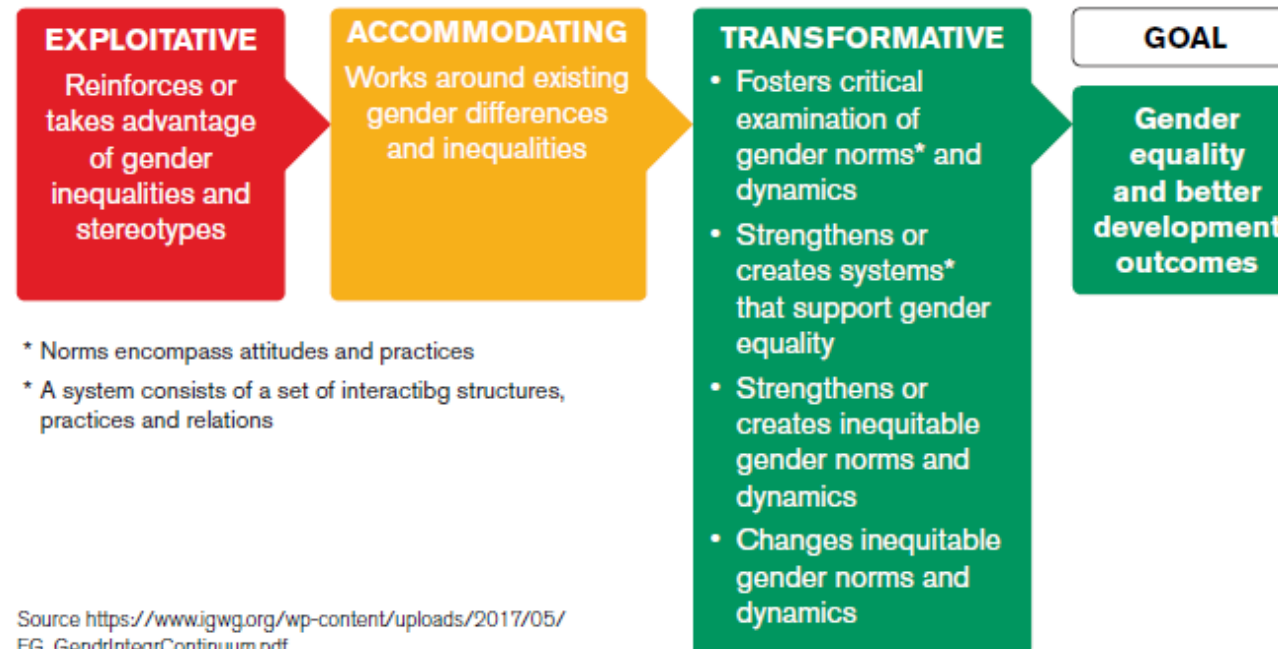
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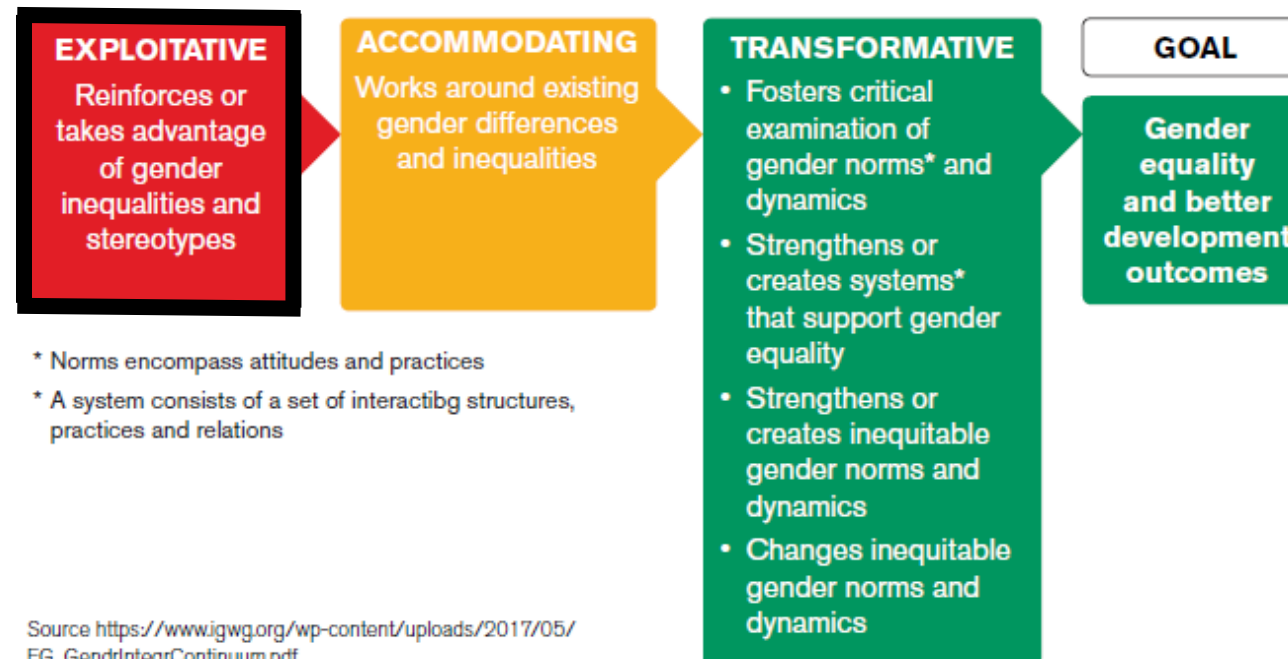
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Gender Exploitative

A photograph of a woman with short, curly hair, wearing a patterned top and a necklace, holding a young child in a red shirt. They are in a health center setting with a nurse in the background. The image is overlaid with text boxes.

GO TO A HEALTH CENTER
if your child is sick

YOU ARE THE MOTHER
do what's best

If your child is under 5 and has bloody diarrhea, more than 3 watery stools, fever or a cough, take him or her to a health centre

The Gender Continuum

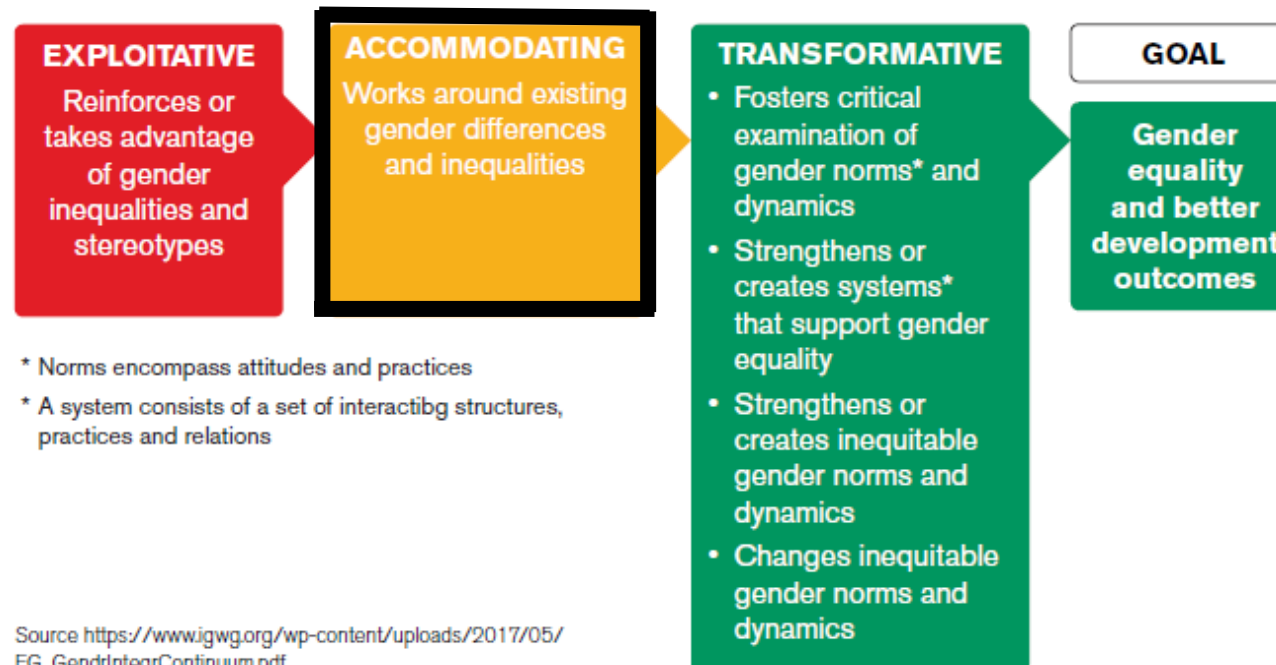
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Gender Accommodating



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EXPLOITATIVE

Reinforces or takes advantage of gender inequalities and stereotypes

ACCOMMODATING

Works around existing gender differences and inequalities

TRANSFORMATIVE

- Fosters critical examination of gender norms* and dynamics
- Strengthens or creates systems* that support gender equality
- Strengthens or creates inequitable gender norms and dynamics
- Changes inequitable gender norms and dynamics

GOAL

Gender equality and better development outcomes

* Norms encompass attitudes and practices

* A system consists of a set of interacting structures, practices and relations

Gender Transformative







“ I believe my wife has her own rights. She is not a slave and she needs my support. ”

GIBRILLA TURAY

**Petifu Mandugu,
Kunike Chiefdom**

Gibrilla is married to Rugiatu and they have two children, Zainab and Hassan. He believes he and Rugiatu should work together, rather than have her work for him. When she's working in the market, he is happy to stay home and look after their children. Gibrilla loves his wife, and he wants to be an example for his children. He wants them to grow up to be decent adults, and know to love and respect their partners.

**BE A MAN,
SHOW YOU CARE.**

CONCERN
worldwide