BBC MEDIA ACTION
TRANSFORMING LIVES THROUGH MEDIA
AROUND THE WORLD

Gender Equality

Our approach and strategy

July 2017

This paper outlines BBC Media Action's approach to Gender Equality and our strategy for achieving impact in this area. This paper reviews and builds on learnings and evidence from initiatives that have sought to advance gender equality through the media as well as more broadly and sets a course for how we will strengthen our impact in this area over the next three years.

1. GENDER EQUALITY, DEVELOPMENT AND MEDIA

Sustainable Development Goal 5 - 'achieve gender equality and empower all women and girls' – places gender equality at the heart of the global development agenda, a pre-condition for sustainable development and the realisation of human rights for all.[12]

Inequality between men and women persists around the world. This is particularly so for women in the global south, in rural areas or from marginalised social and religious groups. Women and girls face unequal constraints throughout their lives. In most countries women make up a smaller proportion of the labour force, occupy lower-paid roles and are paid less than their male counterparts, whilst continuing to carry the burden of unpaid care work.[3] Women are consistently **under-represented at all levels of decision-making**, whether in formal institutions, such as parliaments, or in informal structures, such as community groups or within households.[4] Even when women occupy leadership roles, they often have to fight harder to make their voices heard.

Violence against women and girls is a global pandemic that limits participation in society and damages health and well-being. Worldwide, 35 per cent of women have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence.[5]

Achieving greater gender equality will require systematically tackling its underlying causes - transforming legal and policy frameworks and the social structures that perpetuate inequality and limit women. This includes challenging harmful gender norms, addressing power inequities between persons of different genders, empowering women and girls and encouraging them into positions of social and political influence.[6]

The influence of the media on gender and its potential to advance gender equality and women's empowerment is well recognised.[7] However, the media's relationship with gender is complex. It has the power to challenge inequalities but also the power to deepen them. The media affects gender equality in a number of ways.

Firstly, **it shapes culture**, influencing attitudes and societal norms, creating or perpetuating stereotypes and widely held expectations about the way men and women should behave.[8] For example, repeatedly seeing narrow representations of women in domestic roles impacts on notions of what roles are considered desirable and appropriate for both women and men to play in society.

Secondly, the media **influences power dynamics** by framing and fuelling public discussion. It shapes what - and whose - issues are on the agenda and considered important by society. Who is seen in power and how they are portrayed affects the extent to which different populations participate.[9] The representation of women in positions of social influence and the weight given to their opinions and issues in the media remains remarkably low. Women are the focus of only 10% of news stories and comprise just 20% of experts or spokespeople interviewed. A mere 4% of news stories challenge gender stereotypes.[10]

The media in most parts of the world is still predominantly owned and produced by men. There is a clear relationship between gender balance in media organisations and the content that is produced.[11] The advance of social media has created more opportunities for women to be reached, heard, connected and empowered but also has the potential to amplify existing stigmas and social backlash against progress for women.

To realise the potential for media to advance gender equality, two things are needed. First, organised efforts to create content that challenges existing gender norms, stereotypes and dynamics and second, more opportunities for women to make and have their voices heard in the media.

2.   OUR STRATEGY

BBC Media Action is committed to advancing gender equality. We work with the power of media and communication to support more equal societies where all people are treated fairly, enjoy the same access to opportunity and do not face discrimination or violence because of their gender.

All BBC Media Action projects strive to give women **equal voice** and increase **balanced and meaningful representation of women** in the media (on and off camera) and in social discourse. In addition, targeted gender equality projects aim to deliver **transformative change** in key impact areas where tackling inequality can bring about substantial progress for women.

In particular, BBC Media Action uses media and communication to tackle **gender based violence**, support **women's' economic empowerment**, create space for women in **political and social leadership**, increase women's **access to justice** and to support women and girls to **access their rights to quality education and health**.[12] These gender focussed projects systematically address the root causes of inequality between men and women by **challenging discriminatory relations, norms and practices** and **empowering women and men** to drive transformative change.

BBC Media Action actively supports equality for people of all genders, not just those that identify as male or female. However the focus of this paper is on how to bring about transformative change for women. This is because they make up half of the world's population and have suffered widespread social disadvantage as well as discrimination in most of the countries in which we work.

Our work is fully embedded within the context in which we are working, seeking to support and amplify existing change. We build lasting partnerships with civil society organisations, including women's rights organisations and media organisations, working with them to create changes in the representation and presentation of gender in the media, challenge harmful norms and give women and girls greater voice.

Over the next three years BBC Media Action will increase its impact on advancing gender equality through:

1.	Increasing the number of projects working directly to advance gender equality and empower women. Specifically, delivering high impact projects focussing on the economic and political empowerment of women and girls, supporting women to access their health and education rights and reducing violence against women and girls
2.	Increasing the emphasis on gender across all projects, seeking to ensure women's views and needs shape programming equally and more opportunities to challenge norms and stereotypes are found
3.	Training and supporting more women to work in the media, particularly in leadership roles. Capacity building work will also seek to address gender relations within media houses we partner with and the amount of gender sensitive and transformative content produced by

	partners	
4.	Improving our ability to use evidence based theories of change and design thinking to deliver smarter and more impactful programming	
5.	Developing our evidence base around how media and communication impacts on gender equality and empowerment of women and girls and what works to achieve transformative change	

This paper complements BBC Media Action's Gender Action Plan which seeks to improve how projects address gender and how gender is considered in wider organisational processes. See Appendix 1.

3.   OUR APPROACH

BBC Media Action works for more equal societies where men and women do not face discrimination or violence because of their gender, and have equal access to opportunities that enable them to reach their full potential. Our activities seek to achieve these objectives by supporting the development of media, communication and social dialogue that challenges the underlying social and structural causes of gender inequality.

How we work

Gender inequalities are multi-faceted, opaque and deeply engrained in most societies. Our projects seek to manage this complexity by determining realistic trigger points where change can be activated and continuously adapting to what is working and what isn't. Our work acknowledges that gender equality is not a women's issue but requires active contribution and input from both women and men as equal partners and has benefits for society as a whole.

Communication supported by our projects:

- Actively involves **men and boys** as agents of change for women. Partnership between men and women is essential for achieving gender equality while greater equality has positive outcomes for both men and women.
- Is highly **strategic** and **targeted,** focussing on tackling the issues, norms and themes where catalysing change is more likely to bring about significant progress
- Sparks and facilitates **discussion** at home, in communities or in public spaces. The extent to which individuals discuss behaviour with others is closely correlated to the adoption of that behaviour[13]
- Includes **multiple, reinforcing communication components**. Projects that use more than one type of communication are more effective at achieving social norm shifts and behaviour change outcomes[14]

Our projects deliver lasting change to how media and communication organisations and practitioners represent gender and address gender inequality. Our projects:

- **Combine** producing or co-producing content that tackles gender inequality with building the capacity of the local media to do so in their future work
- Develop more **gender balanced media organisations** - supporting women to play leadership roles within media and communication, acting as role models and shaping the future of representation of women in media content
- Put **partnership** at the heart of our work - supporting existing initiatives, individuals, structures and organisations to encourage and accelerate change. This can include capacity strengthening for local media or working in partnership with women's civil society organisations or local media to co-produce content

See also Appendix 5: Tips for creating gender transformative media projects

Our activities

We take a politically aware, learning-by-doing approach – adapting our projects as we implement. Our work is most effective where it is based on a comprehensive understanding of gender dynamics, the structures, finances and practices of the local, national and regional media and a robust theory of change.

BBC Media Action seeks to increase gender sensitivity in media outputs and deliver gender transformative media and communication outputs by:

1) *Conducting research* – Analysis is at the core of our work. We use research to understand audiences' needs and media and communication habits, including the differences between men and women, to inform and adapt programming. We then evaluate who listens and how that delivers impact.

2) *Strengthening media organisations and regulators* – We strengthen the capacity of local and national media organisations to address inequities in the representation of gender in the media, engage female audiences and develop gender transformative programming. We also provide direct support to enhance the capacity of women to play leadership roles within the media and communication sector, including helping media organisations ensure they are providing equal access to development opportunities for men and women.

3) *Making media content* – We use radio, television, online and mobile platforms to engage mass audiences across whole societies. Our programmes, co-productions and partner productions use a wide variety of formats, including debates, magazines, call-ins or drama to develop gender transformative programming.

4) *Supporting face to face and networked communication* – Encouraging sustained discussion is key to our impact. We use online, mobile and face-to-face communication (such as discussion groups, road shows or community events) to extend our audiences,[15] stimulate debate and enhance our impact. We support media outlets and other organisations, including civil society organisations (CSOs) to improve how they deliver gender transformative communication.[16]

How media drives change

There is growing evidence around what works to advance gender equality as well as the importance of media and communication as a driver of change in gender norms.[17] Based on this growing evidence and lessons from programme implementation, BBC Media Action's media and communication projects seek to increase gender equality in three main ways:

i)   Empowering men and women
ii)   Creating space
iii)   Influencing power

These three interconnected aims represent routes to change. BBC Media Action projects simultaneously empower people, create space and influence power. However, different projects emphasise different elements of the three aims, tailoring activities to address the challenges most appropriate to the context. Each of these three elements contribute to normative and behaviour change. Influencing **social norms** is at the heart of our approach to gender. For further details on how media and communication projects can influence norms see the box on page 7.

(i)   Empowering men and women

Empowerment is the process of developing the autonomy and self-confidence to participate in, benefit from and change the world around you. Many women face unequal practical and social constraints and pressures that have limited their agency and confidence to make decisions about their lives. Media and communication can build knowledge, efficacy and skills that enable and encourage women and girls to make decisions that affect their lives, set the agenda or take action in their communities. Our work also encourages men and boys to champion equality in their homes, communities and wider societies. BBC Media Action projects aim to empower women and girls in different parts of their lives, from economic [18] to political empowerment.[19]

> *Which women?*
> Women are not a homogenous group. Women's lives and experiences are shaped by many factors from location to age, ethnicity and class. Our projects are based on an analysis of women's diverse needs within a specific context. Our content represents a diversity of women's voices, particularly those which are heard least.

A key way that the media can empower people is by providing narratives of 'people like me' who have been able to take decisions about their lives, overcome challenges or make a change in their lives or those of others. This can provide audience members with resonant, salient experience of what a different life might be like. Drama can be a particularly useful tool for empowerment as it enables the crafting of sympathetic, dynamic and aspirational characters that can act as positive role models. Sharing real life stories of transformation and empowerment from within communities has also been found to be effective.

(ii)   Creating new space for women (and men)

Where women are marginalised from public debate, both media and face-to-face communication outputs can create inclusive spaces to hear a diversity of female voices. BBC Media Action can support the media to ensure that women are treated and portrayed fairly. This might involve, for

instance, ensuring that female candidates are given an equal and fair platform in elections and the opportunity to speak on a variety of issues, not exclusively on "women's issues" such as child health or domestic violence.

Outside of the political realm our programming also creates space for women to be portrayed in diverse, capable roles. We seek to increase the normality and visibility of women in leadership or in roles traditionally seen to be male, for instance by including female doctors as experts or character in health programmes. Media can also create new spaces for men and women to come together to connect and reimagine social relations.[20] For example, it can create spaces for men and women to talk together and in an equal way about family or political issues, which are usually considered to be women's or men's issues.

(iii)   Influencing power – putting gender on agenda

Issues that affect women's lives are often neglected by decision makers. Independent media systems are inherently powerful disruptors of exclusive institutions.[21] Media can help men and women to influence power enabling them to set agendas, demand change and challenge those in power. Bringing decision makers into the spotlight can help bring rights issues, such as laws that govern how property is inherited, to the fore of public debate, providing a powerful mechanism for change.

Media and communication can enable people to influence power by:

- Supporting women to ask questions to those in power. This affects attitudes, norms and behaviour on who can question who on what.
- Demanding answers on women's issues such as poor provision of support to survivors of gender based violence or maternal and child health services.
- Acting as an 'agenda-setter' - raising awareness of key social issues by informing officials about public concerns and needs.[22]
- Improving the effectiveness of other accountability mechanisms. For example, highlighting the issues and existence of a civil society initiative on ending early marriage may help it have greater effect.

Challenging harmful social norms and stereotypes

Social norms are a key focus of BBC Media Action Gender work. Social and gender norms govern the types of behaviours or roles generally considered acceptable, appropriate, or desirable for men and women. We are heavily influenced by what people around us, or those we identify with, think and do.

Norms vary by context but commonly problematic or discriminatory norms include harmful notions of femininity and masculinity, for example the idea that men should be dominant and in control of women and women should be submissive or perceptions that women shouldn't speak about certain issues and rigid expectations about their role in domestic and family life.

The media provides powerful opportunities to engage whole communities, including men, boys and leaders to reflect on and shape social norms and expectations around women and men's role, worth and status, as well as harmful notions of femininity or masculinity. But, some social norms can take

many years – if not decades – to change, particularly across an entire society. Where shifts do occur, the process is rarely linear.
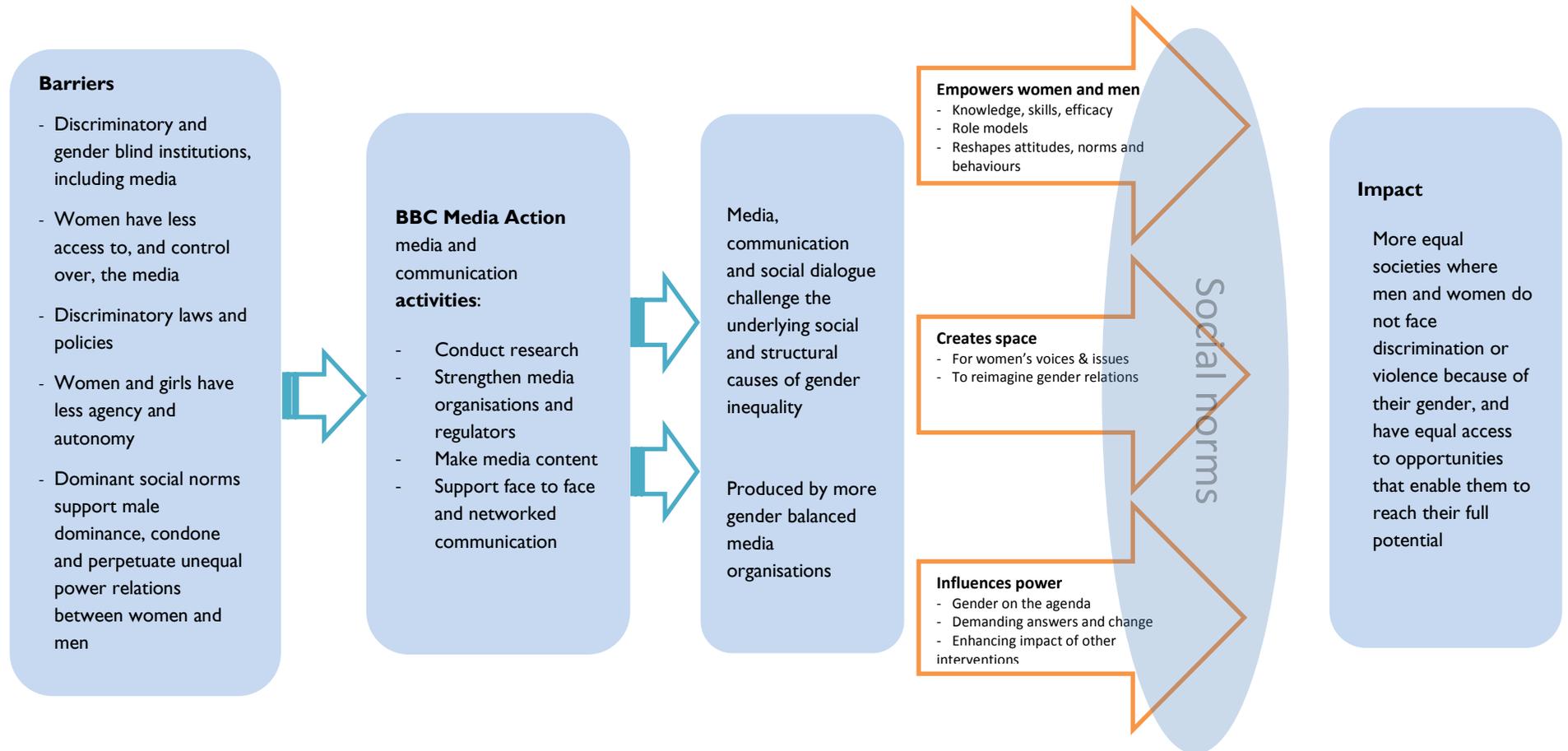
Different approaches to influencing norms [23]

- **Generate debate** around the appropriateness and negative impacts of existing norms or associated behaviours
- **Build new norms.** This can be easier and more strategic than attempting to dismantle a harmful one. [24] For example, rather than directly challenging the norm that women's role is in the home, media can cultivate a new norm: 'families that share responsibilities.'
- **Increase the visibility of existing social norms change.** Increased visibility of norms shifts can lead to relatively quick societal changes. [25] Communication projects have helped reduce the practice of FGM by increasing the visibility of people rejecting the practice. [26]
- **Debunk norms:** showing people that a practice isn't as widespread as they think it is, liberating them from the perceived social pressure to adhere to it. But other research has shown negative reactions to this approach. [27]
- **Encourage the abandonment of harmful norms:** amplifying the voice of authority figures speaking on a subject, for instance celebrating the end of FGM in communities or girls achievements after school, or women who have been able to improve their families' livelihoods.
- **Role model deviations from the norm**: depicting alternative yet familiar realities in which highly relatable characters do not behave as expected.

Developing a project that addresses norms

- **Identify which** attitudes, norms or beliefs reinforce a particular behaviour in order to determine what media can do to challenge them. [28]
- **Focus on tackling highly influential norms** that drive multiple behaviours. Breaking one norm can make it easier to shift associated norms. [29]
- **Short vs long term change.** Some attitudes, norms and behaviours may change in the shorter term, others require longer-term approaches. For example it is unlikely that a short project can change the practice of early marriage. It might be easier to gain support for keeping girls in school for longer, contributing to new norms around later marriage.
- **Different approaches for different audiences**: For example, social norms are less internalised and are easier to shift among adolescent groups. For adolescents it may be possible to take a more direct approach to challenging norms.
- **Identify the influencers** whose opinions matter most. [30] If girls have traditionally not gone to school because their families fear their reputation will be sullied, the project must also engage with family and community members as well as girls.

4. How BBC Media Action works to achieve gender equality

Barriers

- Discriminatory and gender blind institutions, including media

- Women have less access to, and control over, the media

- Discriminatory laws and policies

- Women and girls have less agency and autonomy

- Dominant social norms support male dominance, condone and perpetuate unequal power relations between women and men

BBC Media Action media and communication **activities**:

- Conduct research
- Strengthen media organisations and regulators
- Make media content
- Support face to face and networked communication

Media, communication and social dialogue challenge the underlying social and structural causes of gender inequality

Produced by more gender balanced media organisations

Empowers women and men
- Knowledge, skills, efficacy
- Role models
- Reshapes attitudes, norms and behaviours

Creates space
- For women's voices & issues
- To reimagine gender relations

Influences power
- Gender on the agenda
- Demanding answers and change
- Enhancing impact of other interventions

Social norms

Impact

More equal societies where men and women do not face discrimination or violence because of their gender, and have equal access to opportunities that enable them to reach their full potential

The process of change is not linear & doesn't occur evenly not across the whole of society. Strategies for catalysing long term change are needed. Interventions can be subject to social backlash. That needs to be understood and managed

Appendix 1: BBC Media Action's Gender Action Plan

BBC Media Action's Gender Action Plan outlines some of the steps, new practices and tools the organisation will implement in order to achieve the 5 aims highlighted in section 2 of the paper. The Gender Action Plan will continue to develop in the coming years as lessons are learnt from its implementation.

i)   Embedding gender analysis across all parts of the project cycle

A "Gender in the Media" microsite now provides all staff and partners with step-by-step guidance on how to analyse and address gender equality issues across the project lifecycle including in project design and development, formative research, programme format and content design, audience feedback and project evaluation.

ii)   Building organisational partnerships and relationships

BBC Media Action is committed to building long-term relationships with partners working to achieve gender equality, both in-country and internationally. These partnerships help to support inter-sectorial learning, coordination and innovation. This includes consulting with gender experts' in-country during the design and throughout the delivery of projects.

iii)   Creating opportunities for women in leadership and other positions (recruitment and retention)

BBC Media Action has identified countries where women's leadership is a major challenge and where male and female ratios may be unbalanced. A long-term programme to explore the barriers to women's career development and to create more opportunities for women in these countries is planned.

iv)   Cross organisational learning on gender

In order to ensure that lessons around what works, and what doesn't are integrated across the organisation, BBC Media Action aims to ensure that gender analysis is explored during project research and programme reviews.

v)   Strengthening gender focus in media production

BBC Media Action is producing training materials on gender in production. Gender considerations are also to be interwoven to all other training materials. Guidance will be available to staff on how to support female production staff.

BBC Media Action considers strategies to strengthen gender equality in partner organisations, particularly media houses. This includes) a focus on gender issues in mentoring (through our mentors 'support group') (ii) rolling out a 'gender in production' training course and gender tools to partners, via the "Gender in the Media" (iii) producing a short guidance note on 'women friendly' employment practices for media organisations.

Appendix 2: Definitions

Gender – unlike sex, gender is rooted in social conventions, not in biology. It stems from successive societies' preconceptions about what men and women look and act like. Gender is a spectrum, it is not binary. Most men do not don't have exclusively 'masculine' qualities, such as coming across aggressive or confident and most women do have exclusively 'feminine' traits like being emotional.

Gender equality - means that women and men, boys and girls are able to enjoy equal status, and have equal entitlements and opportunities for fully realizing all human rights, making choices, and accessing assets, services and public goods, without limitations imposed by legislation, policies, gender norms and stereotypes (see annex 1 for a glossary of gender-related terms).

Gender norms are the societal rules or ideas about the way men and women should behave and look. For example, that men shouldn't cry or that women should dress in a certain way.

Gender roles are the roles that society expects a man or a woman to take on. They are derived from the gender norms in a given context. For example, that a woman should take care of children, or that a man should be the breadwinner.

Gender sensitive projects are those where a robust gender analysis has been undertaken to understand the different barriers facing women, girls, men and boys using sex disaggregated data. Specific solutions to address the needs and concerns of women and girls are included in the project activities and outcomes. Activities are more likely to focus on women's practical needs to improve their daily condition.

Gender transformative projects aim to challenge the root causes of gender discrimination for example through addressing discriminatory gender norms, stereotypes and unequal power relationships between the sexes. Activities/methodologies might focus on more strategic needs that improve women's and girls' position in society. This work is likely to be more overtly political.

Gender stereotypes are oversimplified images and ideas of an individual or group based on their gender. They are derived from gender norms and roles. For example that women can't drive and men are good at maths.

Social norms there are many definitions of social norms that differ slightly from one another. One that is particularly useful for BBC Media Action's work is from Bicchieri's 2006 work, The Grammar of Society. A social norm is "a rule of collective behaviour such that individuals prefer to conform to it on condition that they believe that a) most people in their reference network conform to it, and b) that most people in their reference network[31] believe that they ought to conform to it."[32]

Women's rights - The empowerment of women and the realisation of gender equality is contingent on the full realisation of women's human rights. Women's rights are fundamental rights and freedoms that all women and girls are entitled to as human beings. The concept builds on the legal norm and standard of human rights that are shared by all women, men, girls and boys, and which are enshrined in international agreements and law. The central concept of rights is that they are universal, inalienable and indivisible, i.e. every individual is entitled to all of them equally, whatever their status or position in society. International human rights frameworks clearly establish the duty of States to respect, protect and fulfil human rights, as well as the duty of business to respect human rights throughout supply chains and in all activities.

Appendix 3: BBC Media Action experience advancing gender equality

Theme	What can media do?	Case Studies
Women's economic empowerment	• Build knowledge for example of employment, training or cooperative opportunities • Build skills, for example financial literacy • Build self or collective efficacy • Provide positive deviance role models • Challenge discriminatory norms such as the idea that men should be the main breadwinner, or that women should stay at home • Positive portrayal of women participating in economic life	*Hay el Matar* (Airport District) is a BBC Media Action radio drama. Set in a fictional city suburb in Syria, it follows the daily lives of residents as they cope with the impact of prolonged war. Businesswoman Archi – played by actor Najwa Kondakji - is a feisty and determined character. Despite huge practical and social barriers Archi owns a restaurant and is the maker of her own destiny. One young listener living in a refugee camp in Lebanon told us he could relate to Archi's resolve to revive her business. "I feel like I have her determination too."
Sexual and Gender Based Violence	• Increase awareness on a range of violence issues • Signposting of services to survivors for support • Empower women and increase confidence to disclose violence • Challenge the discriminatory norms, attitudes and practices that drive VAWG • Engage men around the acceptability of violence • Put VAWG on the political agenda and hold government accountable	In **Sierra Leone**, in the Le*h Wi Know drama and discussion programme*, <u>women were portrayed as changing their own views about self-limitation</u>, for example, women who found the courage to report violence, even in a highly patriarchal context where women are conditioned to be submissive. The programme team worked closely with local gender and VAWG experts when creating content to ensure it would be appropriate, effective and would not create backlash. The storylines sought to include husbands and family and their role in helping to talk and find support. **In Nepal,** BBC Media Action delivered a project focused on tackling the root causes of GBV, a key barrier to WEE. In depth formative research highlighted that the perpetuation of GBV in Nepal was underpinned by a belief that talking about the issue was undesirable and would be sanctioned by others. BBC MA developed a radio drama *Katha Mitho Srangiko* in which male and female characters role played scenarios that ran counter to this social norm around GBV, tackling issues including trafficking, sexual violence, dowry conflict and widow victimisation, followed by discussion programmes. *Katha Mitho Srangiko* was broadcast on 113 radio stations across the country, with 90% of female listeners saying the programme made them more assertive and less afraid to speak up, and 85% of listeners believed the programme increased knowledge and awareness of the rights of women and girls in their community.
Women in leadership and politics	• Create space for women's issues in public debate • Creates space for women to be seen in the media as experts and participating in politics • Create spaces for men and women to be represented in civic and political life in more equal ways.	In **Nepal**, BBC Media Action's flagship political debate programme has aimed to create space for women and girls to participate and shape political discussion. Sajha Sawal (Common Questions) has a female presenter - the first female presenter on a political show in Nepal. It aims to ensure that there is always a female panellist or expert and more than 40% of its live audience are female. All programmes analyse and encourage reflection on how issues affect men and women differently. The programme also regularly cover women' rights issues such as dowry based violence and political representation. Research conducted in 2015 showed that political exposure to Sajha Sawal, is significantly associated with an increase in women (and men's) political participation and discussion. In **Cambodia**, BBC Media Action's *Loy9* project – a youth programme aimed at boosting civic participation, which involved TV, radio, online and mobile content as well as live events – reached 62% of 15–19-year-old girls in the country. The outputs feature inspiring stories from young people around the country who have overcome the challenges of youth and provides opportunities for adolescents to discuss issues that matter to them. Some 96% of these girls agreed that *Loy9* "shows youth how to **express their ideas and opinions**" and 95% agreed that the project made "young

		people like me **more confident to participate** in their community". In **Tanzania**, reaching female audiences and influencing their political participation is a challenge. However, the endline evaluation of our youth radio programme – *Niambie* – in Tanzania suggests that the project managed to overcome this challenge. The final evaluation survey shows that females accounted for half of the 3.8 million young Tanzanians (15 to 35) reached by the programme. Advanced analysis, which controlled for other factors, showed that both male and female *Niambie* listeners were more likely to have knowledge of key governance issues, discuss politics, and participate in political processes. Qualitative research showed audiences appreciated the equal split of gender amongst guests, be it celebrities, experts or vox-pops. The female presenter, Meena, also resonated well with young women. They also liked the fact that questions sought to address issues girls were interested in, including through social media.
Access to quality education and health rights	• Challenge the socially constructed behaviours, norms and values attached to gender that impact on girls' access to quality education • Create positive role models	BBC Media Action is part of a large-scale initiative to improve **girls' educational access, retention and completion** in South Sudan. *Our School* radio series which highlights practices, attitudes and norms that hinder girls' education, and through positive role models, seeks to show girls how they can succeed. The programme has reached approximately 2 million listeners. *Our School* producers are currently based in seven states, each producing locally-tailored, local language episodes. BBC Media Action is also working with broadcast partners to produce discussion programmes that provide audiences with an opportunity to ask questions. In addition, some **175 listening groups** have been set up across the country to maximise reach and audience engagement. Research has shown that regular listeners to Our School with a daughter/girl are significantly more likely to say they have the daughter/girl in school compared to non-listeners. **In Bangladesh *Generation Breakthrough*** project included a magazine style radio format alongside community outreach activities in order to challenges of gender stereotypes and norms that impact on health outcomes. An examination of where power is held and how this plays out between the sexes was an important element of the design of the project which involved tackling taboos related to adolescent sexual and reproductive health in unexpected ways. Because the project was working with adolescent the approach taken was bold and intended to tackle stereotypes and taboos within a short timeframe. For example, The female presenter talked about wet dreams on the radio so this was ground breaking and the male presenter talked about menstruation. The programme also raised the issue of 'eve-teasing' and feedback indicated that boys changed their views to understand this is offensive. *Ya Take Ne Arewa* (What's up Northerners) is a weekly Hausa-language radio magazine programme currently tackling neonatal and maternal health issues. The programme includes segments where men and women talk *together* about issues, sharing their diverse opinions. It also regularly includes skits with men talking together about maternal and newborn health, issues normally seen as falling within a woman's domain. Spots showing wives teaching their husbands new skills such as cooking are used challenge widely held gender norms.

Access to Justice	• Raise awareness of rights and justice processes	In **Sierra Leone**, BBC Media Action delivered comprehensive training to the only organisation for female journalists in the country, Women in the Media in Sierra Leone (WIMSAL), and we mentored eight local radio stations to produce programming about women's access to security and justice. The staff at one of the stations reported that the new radio programme produced as part of their raining had successfully challenged gender stereotypes within their community. As one female journalist noted: *"People's perceptions about 'woman' and 'gender' have changed because of our programmes. Even the paramount chief now has a positive idea about women."*
Cross cutting (education, nutrition, adolescent health & sexual health and gender equality). Increasingly gender projects are cross thematic in recognition of the complexity of development challenges and genders central role in influencing them.	• Challenge harmful social norms and societal expectations, particularly the meta and most norms that impact across the lives of girls • Empowers women and girls	**In India,** BBC Media Action is implementing a multimedia project focusing on gender and adolescents, with an aim to create an enabling environment to empower adolescents by building their competence and confidence. AdhaFULL (half full) is a drama and discussion programme targets adolescents exploring many of the trials teenagers face while growing up in India. The format is Kitty is one of the key characters in AdhaFULL (which means 'half full' in Hindi), Kitty will prove to anyone that girls and boys are equal. A free-spirit, full of 'josh' (unbridled energy in Hindi), Kitty breaks through every boundary that ties her down as nothing is 'impossible' for her. AdhaFULL was the top ranking show on its broadcast network in 2017. Over a million unique viewers online for each episode.

Appendix 4: Useful resources

What?	Where can I find them?	What can they help me with?
BBC Media Action Gender and media microsite	http://genderandmedia.bbcmediaaction.org/	Step-by-Step guidance on how to design and deliver gender transformative media projects
UN Women toolkit for preventing Violence Against Women and Girls (VAWG), which BBC Media Action contributed to	TBC – see UN Women publications page	Useful guidance on how to use media and communication to prevent VAWG
BBC Media Action's Data Portal: Understand People	http://dataportal.bbcmediaaction.org/site/	Find lots of data disaggregated by gender. Most useful for designing programmes to take into account the different opinions, beliefs, aspirations and media consumption habits of men and women.
BBC Media Action practice briefing - Turn up the volume: empowering women through media	http://www.bbc.co.uk/mediaaction/publications-and-resources/policy/practice-briefings/gender-and-governance-empowering-women	
BBC Media Action Approach to preventing VAWG	See iLearn A&P resources page	An overview of the evidence around what works and detail on our approach to projects to prevent VAWG
BBC Media Action Policy Briefing – Making waves: the media's potential for girls in the global south	http://www.bbc.co.uk/mediaaction/publications-and-resources/policy/briefings/policy-girls-media	An overview of theory and how critical the media is for shaping the future of girls in the global south
BBC Media Action i-learn diversity and inclusion module	https://www.bbcmediaactionilearn.com/	Helpful to provide basic gender and inclusion training to new staff
World Economic Forum: The Global Gender Gap Report 2016	http://reports.weforum.org/global-gender-gap-report-2016/the-global-gender-gap-report-2016/	Data about gender equality, global and by country
Literature on gender equality and norms	Marcus, R. & Harper, C. (2014). *Gender justice and social norms – processes of change for adolescent girls*. London, UK: ODI. Alexander-Scott M; Bell E.; Holden J. (2015). DFID Guidance Note: Shifting norms to tackle violence against women and girls (VAWG). London, UK: VAWG Helpdesk. Bicchieri, C.; Jiang, T.; & Lindermans, J. W. (2014). *A social norms perspective on child marriage: The general framework.* Commissioned and published by UNICEF. Paluck, E.L., & Ball, L. (2010). *Social norms marketing aimed at gender based violence: A literature review and critical assessment.* New York: International Rescue Committee. ODI (2014) Changing discriminatory norms affecting adolescent girls through communication activities: Insights for policy and practice from an evidence review	Get to grips with social and gender norms and how to strategically plan to tackle norms for gender equality interventions.

Appendix 5: Tips for creating gender transformative media projects

TIPS FOR CREATING GENDER TRANSFORMATIVE MEDIA PROJECTS

1. **Start by deciding what underlying inequality causes you can realistically hope to address**
   o Be specific, targeted and realistic
   o Speak to local partners and each other about what the main barriers to equality are
   o Be sure to think about the evidence around what works
2. **Be strategic**
   o Target specific norms or specific challenges and be deliberate in what you do the change them
   o Articulate clearly your pathway to change and how your activities will achieve it
3. **Partner, collaborate and consult with Women's Rights Organisations and CSOs**
   o They can support you in identifying the biggest drivers of inequality including such as what the most harmful social norms are
   o They will also be able to provide advise on how to avoid worsening stereotypes and backlash for women in the contexts they will have been working in for years.
   o They can help with content creation and identifying contributors. Make sure you give back, maybe with training!
4. **Political, structural and legal barriers are often major barriers**
   o Think about how you can address these alongside the socially constructed ones
   o Media and communication work is more impactful when done in collaboration with partners who are addressing the barriers that our outside our remit, such as NGOs providing skills training or ministries with a remit for gender equality. Can you think of meaningful and tangible ways to work with them?
5. **Break down your audience into segments**
   o Will you need different platforms to reach or engage different audiences?
6. **Be flexible**
   o Everyone knows that an awful lot of work needs to be done to truly realise gender equality so be honest about what is achievable and build in an adaptive programme cycle which allows you to recognise and make changes when something's not working.
7. **Think about women and men's access and control over media, how can you best reach women?**
   o What platforms, what time, how will you grab their attention and appeal to them?
8. **Be bold and creative in order to be transformative**
   o Novelty, comedy, turning something on its head are all great techniques
   o Some things in some context are too contentious to tackle head-on, but media has the power of subtlety and craft on its side. Think how you can address issues in positive way.
9. **Think about your brand**
   o How will people identify with your project or programme?
   o Will they be looking out for it? Will they recognise and recall it, how?

Endnotes

[1] See Appendix 2 for a glossary of gender terms used in this paper.

[2] For list of SDGs see: http://www.un.org/sustainabledevelopment/sustainable-development-goals/

[3] UNWomen (2016) Progress of the World's Women 2015-2016

[4] There are of course notable exceptions, particularly in national parliaments such as Rwanda where 64% of parliamentarians are women.

[5] World Health Organization (2013), Global and Regional Estimates of Violence against Women: Prevalence and health effects of intimate partner violence and non-partner sexual violence

[6] HC3 (2014) Gender Transformative Approaches: https://healthcommcapacity.org/hc3resources/gender-transformative-approaches-hc3-research-primer/gender/

[7] http://www.un.org/sustainabledevelopment/blog/2016/03/un-women-unveils-new-media-compact-for-gender-equality/

[8] DellaVigna and Gentzkow (2010) Persuasion: Empirical Evidence, *Annual Review of Economics*, Vol. 2:643-669

[9] Although women generally report lower levels of political knowledge and participation than men, when women see other women participating in politics these gaps disappear. Research in the US showed that living in a state where women were in high political positions, increased women's efficacy and interest in politics (Burns et al. 2001). Research in India showed that where women hold high political positions, voters become more accepting of female leaders (Beaman 2009).

[10] Global Media Monitoring Project 2015
http://whomakesthenews.org/gmmp/gmmp-reports/gmmp-2015-reports

[11] European Institute for Gender Equality (2013) Advancing gender equality in decision-making in media organisations.

[12] More detail on the gender sub-themes BBC Media Action can be found in a table on page 11.

[13] Rogers, E M (1995) *Diffusion: Interpersonal Influence in Diffusion of Innovations* (4th ed.) London: The Free Press; Wejnert, B (2002) Integrating Models of Diffusion of Innovations: A Conceptual Framework. *Annual Review of Sociology,* Vol. 28: 297-326; ODI (2014) *Changing discriminatory norms affecting adolescent girls through communications activities: Insights for policy and practice from an evidence review*

[14] ODI (2014) *Changing discriminatory norms affecting adolescent girls through communications activities: Insights for policy and practice from an evidence review*

[15] Including to people who might not have access to media

[16] Civil Society Organisations are defined as "*the multitude of associations around which society voluntarily organises itself and which represent a wide range of interests and ties. These can include community-based organisations, indigenous peoples' organisations and non-government organisations.*" OECD (2006) *DAC Guidelines and Reference Series Applying Strategic Environmental Assessment: Good Practice Guidance for Development Co-operation*.

[17] ODI (2014) Drivers of change in gender norms

[18] Economic empowerment is the capacity of women and men to participate in, contribute to and benefit from growth processes in ways that recognise the value of their contributions, respect their dignity and make it possible to negotiate a fairer distribution of the benefits of growth. http://www.oecd.org/dac/gender-development/womenseconomicempowerment.htm

[19] Political empowerment is the capacity of women and men to participate and have a voice in the decisions that affect their lives at different levels of governance.

[20] Muscovici, S. (2004) La Psychanalyse Son Image Et Son Public, Bibliotheque de Psychoanalyse

[21] For example McMillan, J. and Zoido, P. (2004), How to Subvert Democracy: Montesinos in Peru, Stanford University, http://iis-db.stanford.edu/evnts/3823/Montesinos_0421.pdf

[22] Norris, P. (ed) (2010) *Public Sentinel: News Media and Governance Reform*, The World Bank: Washington DC http://siteresources.worldbank.org/EXTGOVACC/Resources/PublicSentineleBook.pdf

[23] This information and more detail can be found in BBC Media Action's guidance note on social norms.

[24] Lori Heise and Karima Manji (2016) Social Norms: Professional Development Reading Pack

[25] Nyborg, K. et al (2016) Social norms as solutions, *Science,* Vol. 354, Issue 6308

[26] Lori Heise and Karima Manji (2016) Social Norms: Professional Development Reading Pack

[27] Melanie A Wakefield, Barbara Loken, Robert C Hornik (2010) Use of mass media campaigns to change health behaviour https://www.researchgate.net/publication/47382474_Use_of_Mass_Media_Campaigns_to_Change_Health_Behaviour

[28] Lori Heise and Karima Manji (2016) Social Norms: Professional Development Reading Pack

[29] For instance, by challenging the norm that sexual activity is a mark of masculinity, programmes can simultaneously attack the key rationale that underpins intimate partner violence as well as sexual violence that occurs outside of the household.Alexander-Scott, M. Bell, E. and Holden, J. (2016) DFID *Guidance Note: Shifting Social Norms to Tackle Violence Against Women and Girls (VAWG)*. London: VAWG Helpdesk

[30] Bicchieri, C.; Jiang, T.; & Lindermans, J. W. (2014). *A social norms perspective on child marriage: The general framework.*

[31] The term 'reference network' refers to people around us whose opinions are important to us. This could be family members, friends, religious leaders, others in our community and so forth.

[32] N.B. As we go on to explain on page 4 below, some academics include descriptive norms (i.e. beliefs about what others do) in their definition of social norms, while in Bicchieri's definition of social norms both a descriptive and an injunctive (i.e.

a perceived need to conform) element are required. At BBC Media Action we believe that descriptive norms can be very important drivers of behaviour on their own, but use Bicchieri's expanded definition of *social* norms for our work.