

# Save the Children Canada Gender Equality Strategy and Implementation Plan for 2013-2015

---



**Save the Children**





## INTRODUCTION AND GOAL

Save the Children Canada's Gender Equality Strategy seeks to enable action to promote gender equality and end discrimination, such that we can fulfill our mission to ensure all children, irrespective of their gender identities, attain their equal right to survival, protection, development and participation.

The purpose of this strategy is to guide the process of ensuring gender is integrated in a meaningful and transformative way, both within our organization and the work that we do. As a mechanism to implement the Save the Children Canada's 2010 Gender Equality Policy, the Gender Equality Strategy will be applied across all Save the Children Canada departments to guide the development of a priority program niche area focused on gender, as well as the integration of gender in our organizational operations, programming, resource development, advocacy and communications.

This Strategy recognizes that gender equality is a foundation for effective and sustainable development, and by disseminating the strategy to donors, member offices, country offices, and other stakeholders, we will be able to share our gender equality approach and practices.

---

### GENDER EQUALITY

**Gender Equality:** For Save the Children gender equality is when one sex is not routinely privileged or prioritized over the other, and all people are recognized, respected and valued for their capacities and potential as individuals and members of society. Further, gender equality is when girls, boys, women, and men have equal rights, obligations and opportunities to:

- Security and good health;
- A viable livelihood and dignified work;
- Participate in the care of home and dependent family members;
- Take active part in public and political life;
- Learn and participate in relevant education; and
- Live a life free from violence.

---

### GENDER IDENTITY

**Gender Identity** refers to each person's deeply felt internal and individual experience of gender, which may or may not correspond with their sex assigned at birth.

While we often use the categories of 'boys' and 'girls' within our work, which can support us in recognizing the unique gender considerations experienced by all children, SCC recognizes and celebrates the multitude of gender identities and expressions which exist around the world.

---

## RATIONALE & FRAMING

### Global level:

Gender inequality is a root cause of many barriers for sustainable development. As such, gender equality has long been an important part of dialogue surrounding international development and, at the international level, the UN has played a key role in advancing gender equality, including through landmark agreements such as the Beijing Declaration and Platform for Action and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). Gender equality has also been a major component of the Millennium Development Goals, both as a stand alone goal and a cross cutting theme, and in July 2010 UN Women was created to further promote gender equality and the empowerment of women.

However, although there has been progress made in advancing the rights of women and girls and promoting gender equality, we can still clearly see systematic and severe gender inequality and discrimination around the globe. It is for this reason that it is critical that gender equality remain a key priority on the post 2015 global agenda, and be a core priority area of focus within all development organizations and programming.

### Gender Matters

*Despite progress made, stark gender inequality continues to exist globally, as demonstrated by the fact that:*

Every year, 150 million girls and 73 million boys are subject to **sexual violence**<sup>1</sup>

The **leading cause of death** amongst girls age 15-19 is medical complications relating to pregnancy and childbirth<sup>2</sup>

Of the **125 million** children who do not attend school, **70% are girls**<sup>3</sup>

There are **107** female child deaths for every **100** deaths of male children<sup>4</sup>

Women and children account for more than **75% of the refugees** and displaced persons in humanitarian crises<sup>5</sup>

Boys are at particular risk of being **recruited as child soldiers** or into gangs, as well as coming into conflict with the law. Additionally, boys are commonly denied a voice to express emotions

Gender based and sexual violence, which disproportionately affects women and girls, increases during humanitarian crisis, and often turns into a deliberate **tactic of war** in armed-conflicts<sup>6</sup>

Women make up **more than 60%** of all malnourished people<sup>7</sup>

Women and girls commonly face isolation through limited mobility, as well as a **lack of access to information and to participation** in decision making at the family, community and country levels

## National Level:

Canada prides itself on being a world leader in promoting and protecting the rights of women and gender equality. However, it is critical to recognize that substantial gender equality gaps still exist nationally, and across the country and within communities women and girls face vastly different experiences in access to education, information, income, resources and opportunities. According to the World Economic Forum's Global Gender Gap Index (GGI), Canada dishearteningly dropped several spots to fall out of the top 20 most gender equitable countries in 2012. The GGI report highlights that women make only 73 cents for every dollar earned by male counterparts, with only 36% of positions of power held by women. Furthermore, unacceptably, one in every two Canadian women has survived at least one incident of gender based violence in their lifetime.

## Organizational level - Save the Children Canada:

In 2009, Save the Children Canada facilitated a gender audit to assess how gender was being integrated into our work and organization. Results of this audit demonstrated that many respondents felt that there was a lack of resources for integrating gender equality in

---

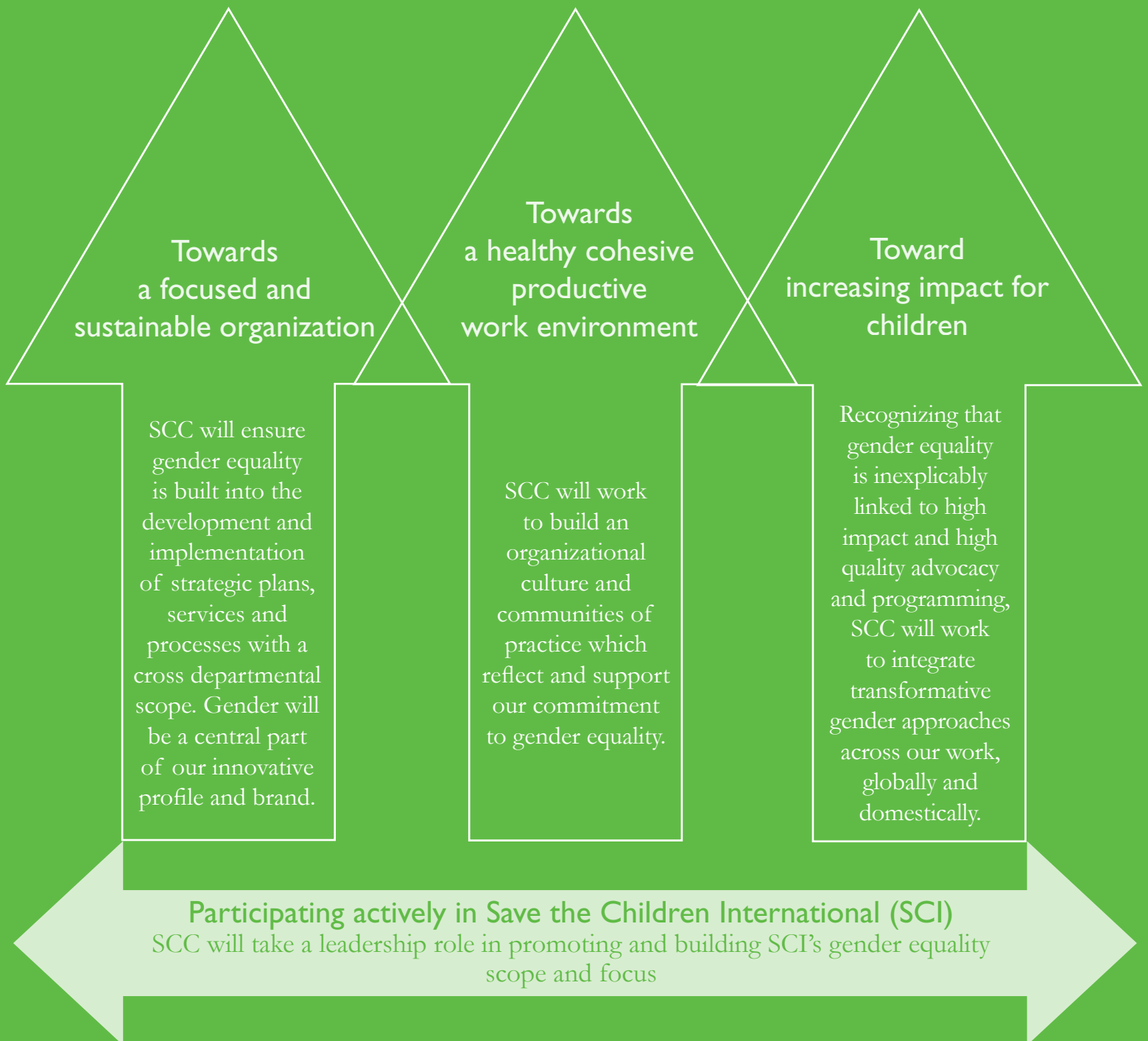
*Gender inequality both intersects with and magnifies other forms of discrimination, including race, class, sexual orientation, gender identity, ability and socio-economic status. In Canada, Indigenous women and children experience the highest rates of poverty (CWF, 2012), unemployment (O'Donnell & Wallace, 2009), violence and discrimination (JSAP, 1999). Indigenous women are paid the least amount (AADNC, 2006) and are less likely to complete secondary and post-secondary education than their non-Indigenous counterparts (AADNC, 2006). First Nations girls are additionally less likely to be encouraged to engage in leadership activities in their communities (JSAP, 1999). There were 582 known cases of missing or murdered Indigenous women in Canada as of 2010, and yet calls to take action on this issue have gone unanswered.*

---

programming initiatives in a meaningful way, as well as that further tools, support and dialogue around this critical topic were required. Action resulted from this report, including:

- The development of our 2010 Gender Equality Policy, highlighting our position on gender; a new SCI Gender Equality Policy, which Save the Children Canada has contributed extensively to, is expected for 2014.
- The establishment of an external Gender Advisory Group, to help support and guide

## Gender is a fundamental component of SCC's Strategic Plan for 2012-2015:



us, as well as act as a sounding board as we work to further integrate gender into our work and organization.

- An increased investment in strengthening our technical expertise in gender, and building our gender programming team.

In 2012, Save the Children Canada collaboratively developed an Organizational Strategic Plan for 2012-2015, and as part of this plan committed to adding high value and increase investment in three cross-cutting thematic interventions: gender, child participation and partnerships. For our gender niche area, we committed to strengthening our analytical competencies and developing and making available state of the art and context-appropriate materials so as to inform better humanitarian and development programming and achieve improved outcomes for girls and boys.

Developing our gender niche requires both building our own organizational capacity and culture around gender, as well as working to ensure high quality gender transformative programming. In utilizing a gender transformative approach Save the Children Canada will aim to promote gender equality, while working with key stakeholders to identify, address and transform root causes of gender inequality for women and men, girls and boys. Within this gender niche, Save

the Children Canada gives special attention to growing our gender focus area as it relates to children and the formation of gender identities, meaningful participation of all stakeholders, and positive masculinities.

---

*Traditionally, gender-focused work has been primarily focused on women and girls. In utilizing a transformative gender approach, however, SCC recognizes that it is critical to also engage men and boys in order for change to be meaningful and sustainable. After all, gender inequality is about relationships, roles and power, and therefore it is essential that all key stakeholders (female and male) participate in processes of change.*

*A focus on 'positive masculinities' refers to creating safe spaces for men and boys, alongside women and girls, to explore their own gender identities and conceptions of masculinity/femininity, as well as ideas around gender equality. Here, issues such as root causes for gender based violence may be identified and addressed, and positive expressions of masculinities can be promoted.*

---





## Guiding Principles

As a child rights-based organization, Save the Children Canada is rooted by the United Nations Convention on the Rights of the Child (UNCRC). The UNCRC is comprised of 54 separate articles defining the core principles overarching the Convention, as well as different types of rights and mechanisms for monitoring and implementation. All the rights enshrined under the CRC fit into 5 categories:

**Survival Rights** – right to life and the basic needs essential for existence for girls and boys.

**Development Rights** – things required for both girls and boys to achieve their full potential.

**Protection Rights** – safeguards that girls and boys are entitled to protection against all forms of neglect, abuse and exploitation, including that based on sex or gender.

**Participation Rights** – rights that allow girls and boys to take (equal) part in affairs that affect their lives.

**Accountability Rights** – rights that allow girls and boys to know that their equal rights are being fulfilled.

Gender equality is an essential component of each of the above 5 categories of rights, and is

therefore also fundamental to developing quality, sustainable rights-based programs. It is critical to ensure that both girls and boys can participate in, and benefit from, our programs without discrimination; that girls and boys, including those with disabilities and from marginalized and vulnerable groups, are able to realize their rights; and that the best interest of each child is taken into account, irrespective of their sex or gender identity. To achieve this, we will ensure that gender is systematically integrated in every stage of program analysis, design, implementation, monitoring and evaluation, as well as into advocacy and communications, in order to achieve effective and sustainable results at scale.



Elissa Bogols / Save the Children

*Displaced children take a break at a temporary school in Northern Yemen. Ritio earum atur, cus apictus. Ut et que*

Our efforts to systematically integrate gender into our work and organization will be guided by the following 6 principles:

## 1 EQUALITY AS A RIGHT

Gender equality is inextricably linked to a child rights approach - we cannot fulfill our organizational mandate without a focus on gender equality.

## 4 MEANINGFUL PARTICIPATION

Girls and boys are active citizens - they must be equally engaged in dialogue around gender and have equal opportunity to participate and to promote gender equality.

## 2 ADDRESSING ROOT CAUSES

It is critical to identify and work to transform the root causes of gender inequality - this requires addressing social norms which reinforce gender inequalities, as well as advocating for and fostering legislation and policies that promote gender equality.

## 5 INDEPENDENT & CROSS-CUTTING

Gender is both a standalone area of focus, as well as a critical priority across our thematic areas of focus and throughout each stage of the programme cycle.

Gender equality is a central focus across our work as well as across all parts and levels of our organization.

## 3 HOLISTIC COMMUNITY APPROACHES

Acknowledging that gender equality is about relationships, transformative gender approaches require working with whole communities, and at all levels, equally engaging female and male stakeholders in culturally-sensitive gender equality policy and programme work.

## 6 COLLABORATION AND LEARNING

Integrating gender analysis in our research and work opens up new insights and innovative solutions to development challenges that would not otherwise be possible without a gender-focused approach. It is essential to foster and participate in communities of practice, collaborate with organizations and stakeholders working on gender, translate what we learn into practice, and to share learnings widely.

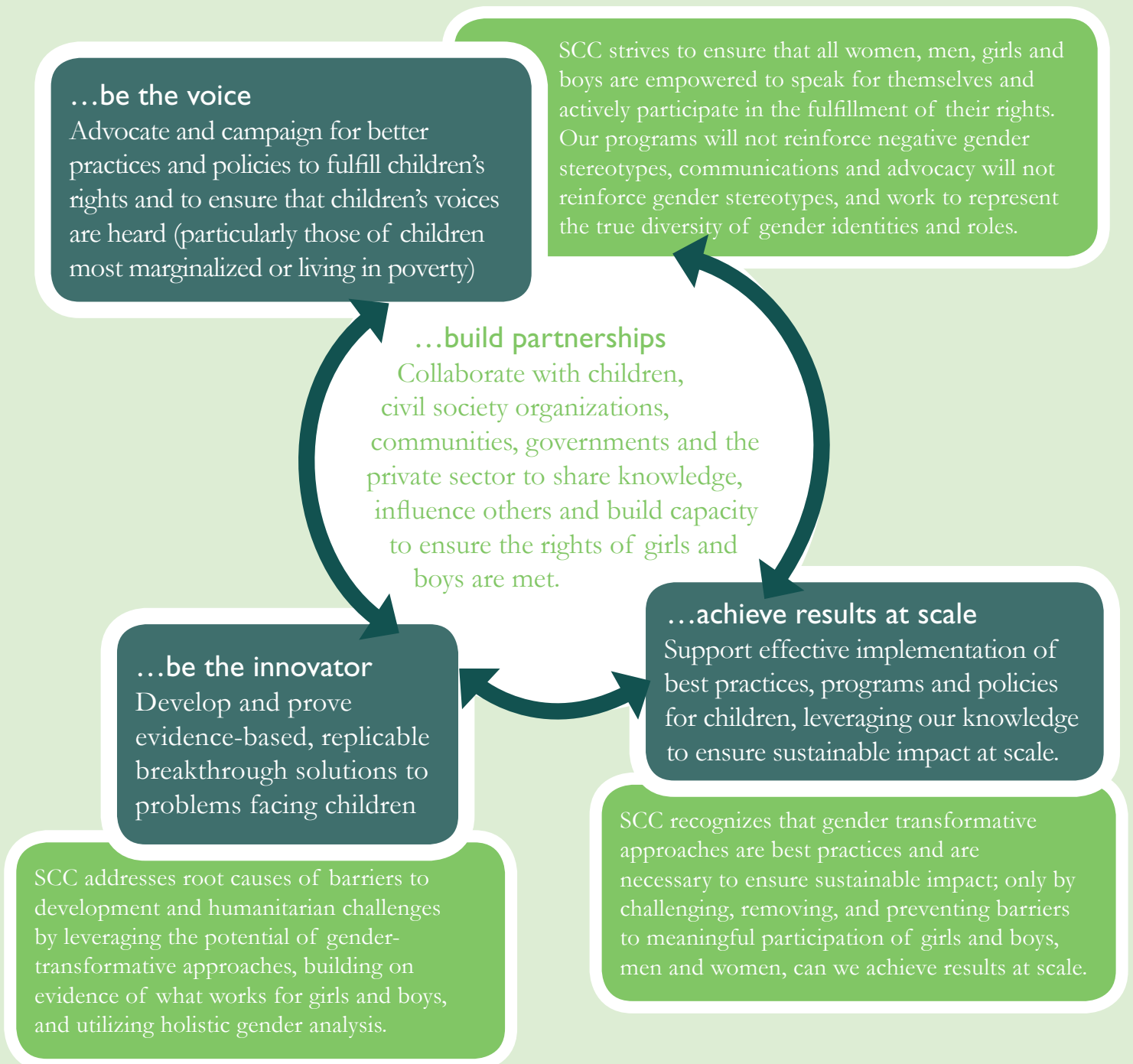


## Approach

Save the Children's Theory of Change is founded on working in partnership with others to develop innovative programs, support the voice of children and young people and use evidence that generates knowledge

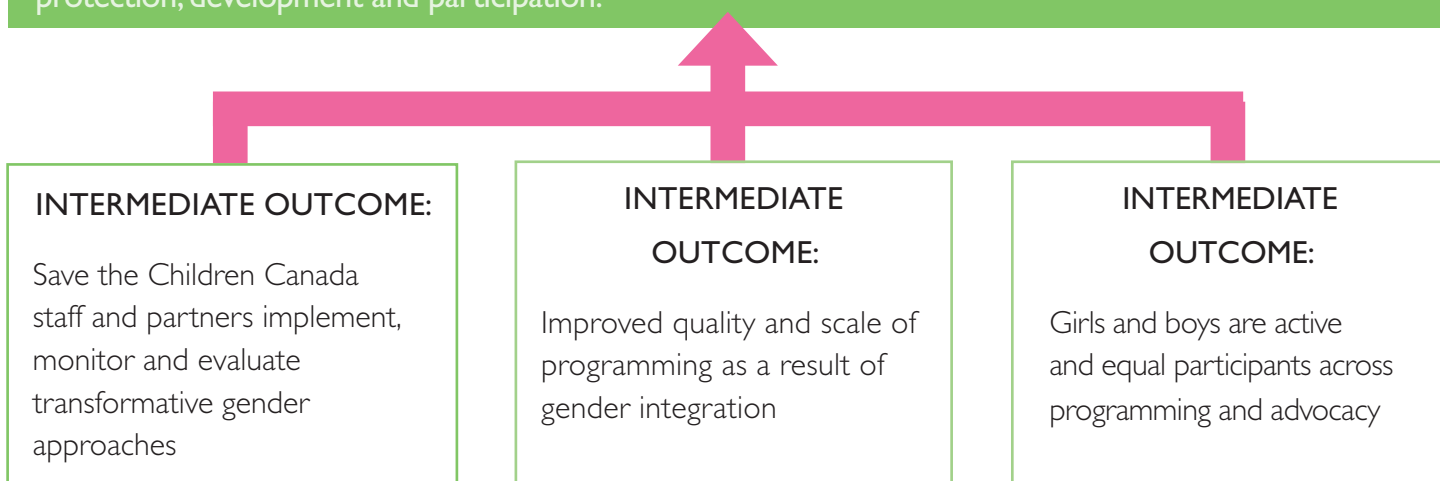
and achieves impact at scale. Gender is a fundamental component of this approach.

### How we work to create impact for children:

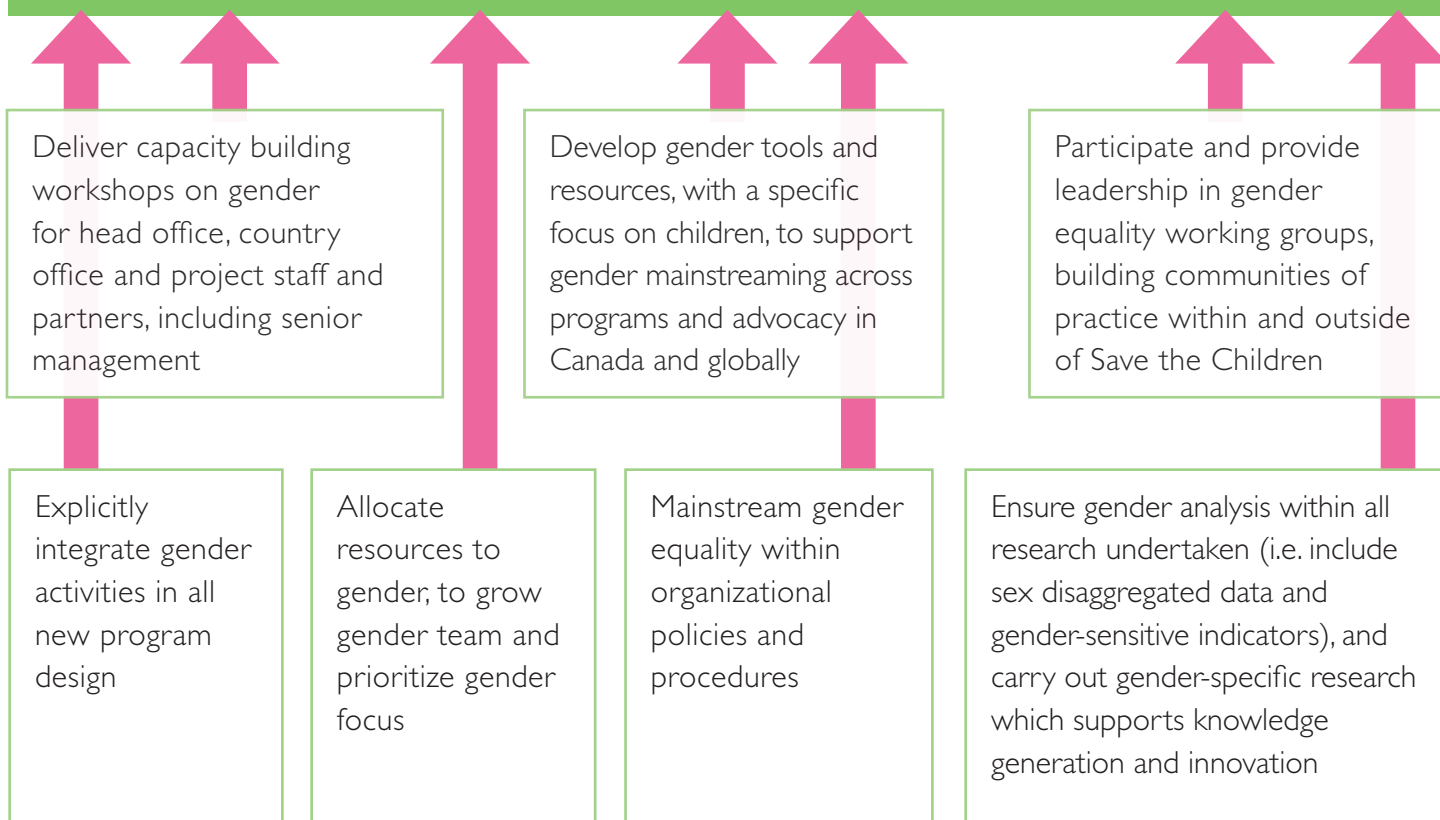


## GENDER STRATEGY – IMPLEMENTATION PLAN

**ULTIMATE OUTCOME:** Gender equality is mainstreamed across our programs and organization to support all children, irrespective of their gender identities, in fulfilling their equal right to survival, protection, development and participation.



**ACTIVITIES:** To translate our Gender Strategy into action, we will carry activities including:



# ANNEXES

## V. Gender Equality Strategy Implementation Plan:

SCC’s Gender Equality Strategy has been designed to link to and directly complement SCC’s Strategic Plan for 2012-2015. As such, each of the core pillars of SCC’s strategy will be utilized as an objective for the development of SCC’s Gender Equality Strategy.

### OBJECTIVE 1: Toward increasing impact for children



Implement high quality thematic programming that embraces opportunities and displays thematic niche = **Gender is systematically integrated into SCC programmes, as SCC develops a niche in gender programming.**

ACTIVITY	TARGETS	RESOURCES & RESPONSIBILITIES
1.1. Conduct capacity building gender workshops with country office and project partners	<b>Immediate (2013)</b> <ul style="list-style-type: none"> <li>Capacity building workshops conducted with X% of country office partners</li> </ul>	
1.2. Develop tool(s) to guide and support the integration of gender throughout each stage of the program cycle.	<b>Immediate (2013)</b> <ul style="list-style-type: none"> <li>Preliminary gender toolkit developed in collaboration with SCUS</li> <li>Preliminary gender toolkit adapted for SCC</li> <li>1+ mobilization session conducted on new tool, for all Program staff</li> </ul>	
1.3. Develop tool(s) to ensure children of all gender identities can be key stakeholders in our programming, and participate in a meaningful way.		



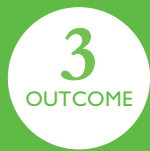
ACTIVITY	TARGETS	RESOURCES & RESPONSIBILITIES
1.4 Develop checklist(s) to guide integration of gender analysis and activities into all new proposals, humanitarian and development.		
1.5 Gender built into existing staff work plans.	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>• Concrete gender components built into 5 Program staff work plans</li> <li>• Gender liaisons identified within each department</li> <li>• Gender roles and responsibilities table developed and implemented</li> </ul> <p><b>Intermediate (2014)</b></p> <ul style="list-style-type: none"> <li>• Following 2013 gender training for all staff and senior leadership, concrete gender components built into X% of all staff work plans</li> </ul>	

**2**  
OUTCOME

Increase reach and quality in Canadian Programs = **Gender is a foundational component of the newly developing Canadian programme.**

ACTIVITY	TARGETS	RESOURCES & RESPONSIBILITIES
2.1 Ensure gender analysis is central in strategic development of Canadian programs.	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>• Develop relationships/ collaboration with key Canadian stakeholders (i.e. Native Women's Association of Canada)</li> <li>• Invest in domestic gender research; Receive learning on gender issues for Indigenous women</li> </ul>	
2.2 Develop and implement at least one gender-specific programming component domestically.	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>• At least one gender-specific programming component developed and implemented</li> </ul>	

ACTIVITY	TARGETS	RESOURCES & RESPONSIBILITIES
2.3 Domestic partners participate in gender training	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>1 gender workshop carried out with domestic partner(s)</li> </ul> <p><b>Intermediate</b></p> <ul style="list-style-type: none"> <li>All new domestic partners engage in gender dialogue and workshop</li> </ul>	

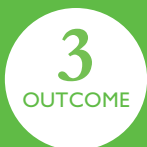


Advocate effectively to influence policy = **Gender equality is a central part of advocacy, public engagement and communications, and gender sensitive campaigns are carried out.**

ACTIVITY	TARGETS	RESOURCES & RESPONSIBILITIES
3.1 Develop, implement and disseminate gender-specific knowledge management pieces, reflecting our niche and building our evidence base.	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>Gender research module developed and implemented through Children Lead the Way programme</li> </ul> <p><b>Intermediate</b></p> <ul style="list-style-type: none"> <li>1+ substantial gender research piece developed, implemented and disseminated annually</li> </ul>	
3.2 Ensure advocacy and campaign materials are gender sensitive, promote gender equality and represent a diversity of gender roles	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>Work to clarify 1-2 specific gender niche areas for SCC focus</li> <li>Develop tool/system for gender analysis review of SCC advocacy/campaign materials</li> </ul> <p><b>Intermediate</b></p> <ul style="list-style-type: none"> <li>1+ gender specific appeal/campaign launched</li> </ul>	

ACTIVITY	TARGETS	RESOURCES & RESPONSIBILITIES
<p>3.3 Promote gender sensitive representation and participation in public engagement activities, such as educational tools, resources and youth engagement events, in Canada and through global programmes.</p>	<p><b>Immediate (2013)</b></p> <ul style="list-style-type: none"> <li>• Integrate gender into children and work poll, curriculum pilot, and Photo Exhibit for CLW programme</li> <li>• Integrate meaningful participation of boys and girls into youth engagement mapping tool and strategy for the YIA programme</li> </ul> <p><b>Intermediate</b></p> <ul style="list-style-type: none"> <li>• Prioritize gender in YIA Participation Tool for Youth in Action</li> <li>• X school/community events facilitated which highlight gender work and focus</li> </ul>	

**OBJECTIVE 2: Towards a healthy cohesive productive work environment**



Advocate effectively to influence policy = **Gender equality is a central part of advocacy, public engagement and communications, and gender sensitive campaigns are carried out.**

## SCOPE OF STRATEGY

This Strategy will undergo an annual review, beginning in June 2014. This annual review, led by SCC's Gender Working Group, will provide an opportunity to assess progress, apply learnings and adapt the document to ensure it stays optimally relevant.

The Strategy will undergo an intensive review and revision alongside the development of SCC's new Strategic Plan in 2016.

---

### Sources :

1. Canada Women's Foundation (2012). The Facts about Women and Poverty: Commonly Asked Questions About Women and Poverty in Canada. Retrieved February 20, 2013 from <http://www.canadianwomen.org/facts-about-poverty>
2. First Nations Studies Program (2009). Marginalization of Aboriginal Women. University of British Columbia. Retrieved February 20, 2013 from <http://indigenousfoundations.arts.ubc.ca/home/community-politics/marginalization-of-aboriginal-women.html>
3. O'Donnell, V. & Wallace, S. (2009). First Nations, Métis and Inuit Women. Statistics Canada. Retrieved February 20, 2013 from <http://www.statcan.gc.ca/pub/89-503-x/2010001/article/11442-eng.htm#a24>
4. The Justice System and Aboriginal People: The Aboriginal Justice Implementation Commission (1999). Chapter 13: Aboriginal Women. Retrieved online on February 20, 2013 from <http://www.ajic.mb.ca/volume1/chapter13.html>
5. Aboriginal Affairs and Northern Development Canada (2006) Aboriginal Women in Canada: A Statistical Profile from the 2006 Census. Retrieved February 20, 2013 from <http://www.aadnc-aandc.gc.ca/eng/1331664678840/1331838092221>



*Consed quibus alit renist quod quia aut aut volupturit, corroid magni aut qui cuptat.Sed que liti conem dolupitem ipsum sam accu-  
sapis reprem quate sus, et quis demporro qui sunt assitio rector rent vid quo vides sit quam aperci ommodisq*

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

OUR VISION is a world where every child attains the right to survival, protection, development and participation.

Save the Children Canada  
4141 Yonge Street, Suite 300  
Toronto, ON M2P 2A8

Tel: (416) 221-5501  
Free: 1-800-668-5036  
Fax: (416) 221-8214

[www.savethechildren.ca](http://www.savethechildren.ca)

