Measuring and monitoring gender behavior change

Emily Hillenbrand, STA Gender and Livelihoods
CARE USA

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1. CARE’s Women’s Empowerment Framework

**DEFINING WOMEN’S EMPOWERMENT**

CARE understands empowerment as the sum total of changes needed for a woman to realize her full human rights – the interplay of changes in:

- **AGENCY**
  - her own aspirations and capabilities

- **STRUCTURE**
  - the environment that surrounds and conditions her choices

- **RELATIONS**
  - the power relations through which she must negotiate her path

**SUM TOTAL OF CHANGES**
2. Gender Integration Continuum (a lens to push further)

This is where we want to be!
Objective 1: To increase the productive engagement of 65,500 poor women in climate resilient agriculture, and contribute to their empowerment & resilience.

Objective 2: To enhance the scale of high-quality, climate smart, women-responsive agriculture programming.

Objective 3: To contribute to the global discourse that surrounds women in agriculture and climate change.
More Secure and Resilient Livelihoods
Food and Nutrition Security, Coping and Adapting Ability

Productivity and Profitability

- **1.** Capacity
  - Knowledge, skills, and relationships
  - Self-confidence and conviction of power

- **2.** Access
  - Access to productive resources, assets, and markets appropriate and reliable services and input

- **3.** Productivity
  - Improved yields and income through the adoption of sustainable agriculture and value addition

- **4.** Household Influence
  - Contribution to and influence over income and decision-making

**Enabling Environment**
More positive and enabling attitudes, behaviors, social norms, policies and institutions
Monitoring, Evaluation and Learning

- Baseline and Endlines-Tracking indicators including:

|-------------------------------------------|---------------------------------------------|---------------------------------------------|

- Midterm Review-Outcome Mapping
  - Intra-household & social norm change; men’s engagement

- Annual Review Studies
  - Yield, income, gender, decision making

- Participatory Performance Tracker (PPT)
  - Individual adoption of practices, group performance
  - Digital platform- ICT for M&E

- Learning Agenda
Results: Productivity & Profitability

**Improved agriculture practices**

<table>
<thead>
<tr>
<th>Practice</th>
<th>Adoption rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer &amp; Deep Ploughing</td>
<td>48</td>
</tr>
<tr>
<td>Application of FYM</td>
<td>46</td>
</tr>
<tr>
<td>Seed Germination test</td>
<td>56</td>
</tr>
<tr>
<td>Seed treatment</td>
<td>54</td>
</tr>
<tr>
<td>Use of right dose of fertilizer</td>
<td>41</td>
</tr>
<tr>
<td>Line sowing</td>
<td>38</td>
</tr>
<tr>
<td>Weed Management</td>
<td>51</td>
</tr>
<tr>
<td>Erecting bird perches</td>
<td>42</td>
</tr>
</tbody>
</table>

**Crop Yields in Malawi for the 2012-2013 Cropping Season**

<table>
<thead>
<tr>
<th>Crop</th>
<th>Total harvest</th>
<th>Informal Mkts</th>
<th>Formal Mkts</th>
<th>Amount (MK)</th>
<th>USD (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soybean</td>
<td>502,203 Kg</td>
<td>374,251 Kg</td>
<td>125,803 Kg</td>
<td>63,865,570</td>
<td>$193,532</td>
</tr>
<tr>
<td>Groundnut</td>
<td>344,912 Kg</td>
<td>230,833 Kg</td>
<td>24,587 Kg</td>
<td>60,250,352</td>
<td>$182,576</td>
</tr>
</tbody>
</table>
Mid-term inquiry: How do we interpret changes at the household level?

**Purposes:**
1. Test Pathways theory of change
2. Adjust and improve gender strategies
3. Build staff qualitative capacities
4. Contextualize meanings of key terms in our TOC (empowerment, decision-making)
5. Monitor gender-based violence
• An **Outcome Challenge** describes the ideal changes in behavior, relationships, activities, actions of people, groups, and organisations with whom the programme works directly.

**Progress Markers** are a graduated set of statements describing a progression of changed behaviours of the people, groups, and organisations with whom the program works directly, leading to the ideal outcomes described in outcome challenge.
Key questions:
• Are we on track toward equity and empowerment?
• If yes, what is supporting those changes?
• If not, how can we adjust the program?
## Areas of inquiry

<table>
<thead>
<tr>
<th>Themes</th>
<th>Key questions</th>
<th>Target groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Decision-making</strong></td>
<td>• What do equitable/ ideal decision-making processes look like for impact groups? &lt;br&gt; • What changes are being observed in decision-making? &lt;br&gt; • What is contributing to these changes?</td>
<td><strong>Impact group women from:</strong>&lt;br&gt; 1. Male-headed households (MHH)&lt;br&gt; 2. Female-headed households (FHH)&lt;br&gt; 3. Polygamous households</td>
</tr>
<tr>
<td><strong>Women’s empowerment</strong></td>
<td>• How does an “empowered woman” look, act? &lt;br&gt; • What changes are women observing in these areas? &lt;br&gt; • What is contributing to change?</td>
<td></td>
</tr>
<tr>
<td><strong>Men’s engagement</strong></td>
<td>• How does an engaged/supportive man look, act? What does an equitable partnership look like? &lt;br&gt; • What changes are being observed in men’s behaviors? &lt;br&gt; What factors are contributing to these changes?</td>
<td><strong>1. Spouses, male group members&lt;br&gt; 2. Male champions&lt;br&gt; 3. Women impact group members (diverse hhs)</strong></td>
</tr>
<tr>
<td><strong>Community leader views</strong></td>
<td>• What changes have been observed in the communities? In their own practices? &lt;br&gt; What factors are contributing to these changes? &lt;br&gt; • What is the role of CLs in supporting change?</td>
<td><strong>Community/traditional/religious authorities</strong></td>
</tr>
<tr>
<td><strong>Cross-cutting themes</strong></td>
<td>• Workload-sharing &lt;br&gt; • Gender-based violence trends &lt;br&gt; • Relationship between collective membership and empowerment/ social change &lt;br&gt; • Relationship between productivity/income and empowerment / social change</td>
<td></td>
</tr>
</tbody>
</table>
Staff Training
- Outcome challenge
- Progress markers

Data Collection
- Household decision-making
- Defining empowerment
- Men’s engagement
- Community leader views

Daily Group Analysis
- Identify progress markers
- Cluster and tally same behaviors
- Categorize the behavior changes

Daily Analysis: Clustering and categorizing progress markers
<table>
<thead>
<tr>
<th>Progress marker</th>
<th># of Times</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men collecting firewood and water</td>
<td>12</td>
<td>Workloads</td>
</tr>
<tr>
<td>Men do the cooking and sweeping when wife is sick</td>
<td>3</td>
<td>Workloads</td>
</tr>
<tr>
<td>Men does sweeping even when wife is well</td>
<td>1</td>
<td>Workloads</td>
</tr>
<tr>
<td>Men helping women to transplant</td>
<td>1</td>
<td>Workloads</td>
</tr>
<tr>
<td>Men support women with their production- heavy labor, spraying</td>
<td>3</td>
<td>Production</td>
</tr>
<tr>
<td>Men let women cultivate their own fields first</td>
<td>1</td>
<td>Production</td>
</tr>
<tr>
<td>Men give good, <em>fertile</em> land to women</td>
<td>2</td>
<td>Land access</td>
</tr>
<tr>
<td>Men and women sit together when making decisions</td>
<td>6</td>
<td>Decisions</td>
</tr>
<tr>
<td>Men let women make own decision on what to cook</td>
<td>2</td>
<td>Decisions</td>
</tr>
</tbody>
</table>
Final group analysis process

- Final tally of progress markers
- Revised Outcome Challenges
- Progress marker maps

Final Analysis: Revised outcome challenges
**Outputs of the Mid-Term Review (MTR)**

### Progress Markers

**Expect to see Women**
- Increase agro-economic knowledge & skills
- Adapt new agricultural system
- Exchange ideas & experiences among themselves
- Establish small businesses
- Go to different places, i.e. market, outside the village, ...
- Join collectives
- Make decisions like food purchases or school fees

**Like to see Women**
- Use agro-inputs
- Advise husband on agronomic practice
- Provide for domestic needs
- Manage their own life, esp. paying school fees
- Work with husband to increase production
- Ask husband to help with land cultivation
- Own farmland
- Travel outside village to buy property or do business
- Participate in sharing financial decisions
- Make joint income decisions with the husband

**Love to see Women**
- Advise husband on medical insurance
- Make decisions w/o consulting husband
- Decide on eating, marketing, & selling
- Sit with husband to solve conflicts
- Being more confident to speak up in the community
- Take up leadership roles in the community or church
- Keep family money

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**An empowered woman** is visionary and therefore uses skills and capabilities to make her food secure at a household level. She utilizes her skills to negotiate with spouses, household members and general community members to maintain a healthy status and financial stability. She actively contributes to community agendas and decision-making processes by her leadership in various structures. She speaks publically voicing out her concerns and influences like-minded people to advocate around issues that contribute towards complete women’s empowerment.

*Malawi – Outcome Challenge - Women*

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**A male champion** recognizes his integral role in his family and community. He ensures that his family is food and economically secure by utilizing skills acquired. He appreciates and respects his wife. He values his wife’s opinions in decision-making. He reduces woman’s workload. He advocates for women’s rights and ending gender based violence. He promotes change in the community by actively participating in development activities.

*Malawi – Outcome Challenge - Men*
Highlighted findings

- Economic improvements
  - Control & sale of produce
  - Women buying school fees, household expenses

- HH gender relations
  - More open communication,
  - Respect for women’s views
  - Less violence

- Enabling environment
  - Respect for women’s skills
  - Collective action (GBV, alcohol)
  - Men sharing workloads
  - Community leaders inviting women to participate

Factors enabling empowerment
- Group membership
- Access to income
- Gender dialogues
- Men’s participation
- Synergy with other projects
- Market committees
Usefulness of the MTR process

• Validated the Theory of Change

• Unified understanding of empowerment / gender continuum

• Highlighted key risks
  • GBV, backlash against men, economic burdens on women

• Built capacity to adjust gender strategies programmatically

• Showed that social transformation is possible
Objectives:
• Narrow down the categories and behavior changes;
• Refine a *graduated, context-specific* set of behaviors per country;
• Identify *common* indicators across countries;
• Approaches for integrating into Pathways M&E system
5 common categories to structure the behavior change indicators

1. Gender division of labor & workload sharing
2. Intra-household negotiation, communication & decision making
3. Control of income & productive assets / resources
4. Self-confidence, autonomy & leadership
5. Intimacy & harmony in the relationship

Common Gender-indicator Framework

Graduated set of Progress Markers reflecting behavior changes for each category

Expect to see
- ...
- ...
- Like to see
- ...
- ...
- Love to see
- ...
- ...

For Women and Men, Per Country
Steps of the process:

Step 1. Defining the categories to structure the behavior changes

Step 2: Sort the Progress Markers into categories (per country)

Step 3: Peer review of the PMs

Step 4: Category review across countries (2 rounds)

Step 5. Formulate a *graduated* set of behavior changes for each category (per country)

**Love to see**
(Deep transformation)

**Like to see**
(Active engagement)

**Expect to see** (Early positive responses)
## Step 1. Defining the categories to structure the behavior changes

<table>
<thead>
<tr>
<th>Category</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender division of labor and workload sharing</td>
<td>Gender division of labor and workload sharing</td>
</tr>
<tr>
<td>2</td>
<td>Intra-household negotiation, communication &amp; decision making</td>
<td>Intra-household negotiation, communication and decision-making</td>
</tr>
<tr>
<td>3</td>
<td>Control of income and productive assets / resources</td>
<td>Sharing control of income and productive assets / resources</td>
</tr>
<tr>
<td>4</td>
<td>Self-confidence, autonomy and leadership</td>
<td>Role modeling and respecting women’s rights and value (in public)</td>
</tr>
<tr>
<td>5</td>
<td>Intimacy and harmony in the relationship</td>
<td>Intimacy and harmony in the relationship</td>
</tr>
</tbody>
</table>
### PROGRESS MARKERS FOR WOMEN (MALAWI)

<table>
<thead>
<tr>
<th>Category 1: Gender division of labor / workload</th>
<th>Category 2: Intra-household negotiation, communication, decision-making</th>
<th>Category 3: Control of productive assets &amp; resources</th>
<th>Category 4: Self-confidence, autonomy &amp; leadership</th>
<th>Category 5: Intimacy and Harmony in household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women ask husbands for support with household tasks (cooking, fetching firewood and water, childcare)</td>
<td>Women ask husbands to allocate a plot for them to grow groundnut and soya</td>
<td>Women purchase small household items (soap, food, clothes), and pay maize milling services</td>
<td>Women travel outside villages by themselves</td>
<td></td>
</tr>
<tr>
<td>Expert to see</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women cultivate together with husbands in all crops</td>
<td>Women independently decide what crop variety to plant/business to start</td>
<td>Women invest in productive assets and inputs (livestock, seeds and fertilizer) and pay for school fees</td>
<td>Women dress nicely and look good (have bathed, combed hair, put lotion, clean clothes)</td>
<td>Women communicate with husbands about sexual needs</td>
</tr>
<tr>
<td>Like to see</td>
<td>Women negotiate collectively with community leaders for fertile land to grow own crops</td>
<td>Women manage their own piece of land (family, rented, owned, etc.)</td>
<td>Widowed/divorced women freely choose not to remarry (to maintain financial independence and make their own decisions)</td>
<td></td>
</tr>
<tr>
<td>Women make suggestions to husbands with regard to HH decisions (education, children, school fee’s, clothes, marriage, food)</td>
<td>Women manage their own income (&amp; avoid conflict)</td>
<td>Women negotiate for better marketing terms for agriculture crops</td>
<td>Women stop doing casual labour</td>
<td></td>
</tr>
<tr>
<td>Love to see</td>
<td>Women make their own production decisions around soya and groundnuts</td>
<td>Women diversify their enterprises and income sources</td>
<td>Women stop doing casual labour</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women decide independently how to spend their own money</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women publicly speak out against GBV</td>
<td>Married women consult local leaders for advice on their relationship and problem solving</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Married women consult local leaders for advice on their relationship and problem solving</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women resolve conflicts amicably and in a non-violent way</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Graduated set of progress markers for men (India)

<table>
<thead>
<tr>
<th>Expect to see</th>
<th>Like to see</th>
<th>Love to see</th>
<th>Category 1: Gender division of labor &amp; workload sharing</th>
<th>Category 2: Intra-household negotiation, communication &amp; decision-making</th>
<th>Category 3: Sharing control of income &amp; productive assets/resources</th>
<th>Category 4: Role modeling &amp; respecting women’s rights/value (public)</th>
<th>Category 5: Intimacy and harmony in the relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men help women in fetching drinking water and firewood collection</td>
<td>Men take up responsibility for household work when women are traveling outside the village</td>
<td>Men do household work (cooking, cleaning, washing clothes, childcare) to reduce their wife’s burden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men support women to adopt improved agricultural practices, to access agricultural tools and information</td>
<td>Men share information on household incomes and expenditures with their wives</td>
<td>Men seek suggestions and views from their wives during decision making around incomes and expenditures at household level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men supporting women financially in income generating activities</td>
<td>Men vote and publicly speak for women’s leadership position in collectives and in local governance systems</td>
<td>Men put the name of their wives as primary title holder in claim applications for forestland rights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Men consume less alcohol and stops violence against women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Men spend more leisure time with their spouses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Men spend more time with their children</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Men respect the desires of their counterparts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Step 6: Compile the final PM set for women /men
GRADUATED SET OF BEHAVIOR CHANGES FOR WOMEN IN MALAWI

Expect to See

- Women ask husbands to allocate a plot for them to grow groundnut and soya
- Women purchase small household items (e.g., soap, food, clothes) and pay maize mill services
- Women travel outside villages by themselves
- Women stop doing casual labor

Like to see

- Women make suggestions to husbands on household decisions (education, children’s marriage, clothes)
- Women dress nicely and look good (have bathed, combed hair, put lotion, clean clothes)
- Women cultivate all crops together with husbands
- Women manage their own income to avoid conflict
- Women negotiate with community leaders for better land to grow their own crops
- Women independently decide on what crop variety to plant or business to start
- Women invest in productive assets and inputs (livestock, seeds and fertilizer) and pay for school fees
- Women negotiate for better marketing terms for agriculture crops
- Women communicate to husbands about sexual needs
- Widowed/divorced women freely choose not to remarry (to maintain financial independence and make own decisions)

Love to see

- Women decide independently how to spend their own money
- Women resolve conflicts amicably and in a non-violent way
- Women make their own production decisions around soya and ground nuts
- Women publically speak out against GBV
- Married women consult local leaders for advice on their relationship and problem solving
GRADUATED SET OF BEHAVIOR CHANGES FOR MEN IN INDIA

Expect to see
- men help women in fetching drinking water and firewood collection
- men support women to adopt improved agricultural practices, to access agricultural tools and information
- men supporting women financially in income generating activities

Like to see
- men take up responsibility for household work when women are traveling outside the village
- men work alongside with women in agricultural activities such as transplanting and weeding
- men share information on household incomes and expenditures with their wives
- men vote and publicly speak for women’s leadership position in collectives and in local governance systems

Love to see
- men do household work (cooking, cleaning, washing clothes, child care) to reduce their wife’s burden
- men wake up early to help with the household chores
- men seek suggestions and views from their wives during decision making around incomes and expenditures at household level
- men put the name of their wives as primary title holder in claim applications for forestland rights
- men consume less alcohol and stops violence against women
- men spend more leisure time with their spouses
- men spend more time with their children
- men respect the desires of their counterparts
Integrating into M&E system

Key questions

1. How does the gender-indicator framework connect to the existing M&E systems / process of Pathways?

For ongoing monitoring
2. When and how can we best collect data?
3. How to report / store the data: which formats or tools can we use?
4. How can we ensure that we will use the insights of the outcome monitoring for re-planning and improving our practice?

For end line evaluation
1. How could this gender-indicator framework be used?
Within Pathways Monitoring Processes

(3, 4, or 6-monthly basis)

- Group Participatory Performance Tracker (PPT)
- Annual Review (ARS)
- during the gender dialogues
- during programme meetings

At Pathways endline evaluation

- Use MTR as baseline
- Integrate in qualitative piece
- Complement WEI data
Options:

1. **Monitor progress markers one by one**, generating data for each PM

2. Only monitor a **limited number group of progress markers** for which progress is expected.

3. Organise a guided **critical reflection and analysis around all five categories** of behavior changes

4. Field staff use **ongoing observation** as a data collection approach, filling out the data into a **journal template** as changes emerges
5. USING GENDER-INDICATORS FOR MONITORING & LEARNING

**Potential Journal template**

<table>
<thead>
<tr>
<th>PROGRESS MARKERS</th>
<th>Write the main positive or negative changes that happened during the monitoring period</th>
<th>Level of progression Indicate with an 'X'</th>
</tr>
</thead>
<tbody>
<tr>
<td>1    PM1</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>2    PM2</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>3    PM3</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>4    …</td>
<td></td>
<td>O</td>
</tr>
</tbody>
</table>

**FURTHER ANALYSIS**

What were the main *hindering* factors affecting the achievement of progress markers?

*If the hindering factor applies to one specific progress marker, please mention the number of the progress marker*

What were key stimulating factors that assisted in achieving progress?

*If the stimulating factor applies to one specific progress marker, please mention the number of the progress marker*

**FUTURE ACTIONS**

Are there any concrete ideas or opportunities for future actions by CARE or the partners

*Indicate to which Progress Markers it would contribute?*

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**How to use the journals?**

How journals are used depends on the approach used for data collection & sense-making, and at which level in the program the journal is being used.

**For Pathways:**

Journals can be used as the final product of the data collection process to capture and summarise the most important changes and insights on gender and social norms at country level;

Journals can be used in the field for ongoing capture of raw data by field staff or field monitors;

Journals can be used by note-takers as a reporting template during collective sense-making events in the communities or during CARE staff meetings at country level.
1. Gender division of labor & workload sharing
2. Intra-household negotiation, communication & decision making
3. Control of income & productive assets / resources
4. Self-confidence, autonomy and leadership
5. Intimacy & harmony in the relationship
Participant reflections on the process

“Can be used for the country program to reflect and understand change”

“Helps communities to better understand gender issues”

“Can help develop better strategies for CARE”

“Help to report better on impact”

“Possible solution for under-reporting – there is more then we read in the reports”

“Complementing abstract indicators into real observable & contextualised changes”

“It’s especially helpful for the staff/implementers – the process of reflection, the sense of achievement and motivation, understanding why. I will take it back to my partner organizations.”

–Participant, Gender Indicator Design workshop
RELATED RESOURCES

Care Pathways Program:  
www.carepathwaystoempowerment.org

- Pathways Baseline Survey
- Pathways Annual Reports
- PPT Technical Packet
- Global Summary Mid-Term Review (MTR)
- Country Mid-Term Review (MTR) Summaries
- Monitoring, Learning & Evaluation (MLE) Plan

Care Gender Toolkit:  
http://gendertoolkit.care.org/default.aspx

- Women’s Empowerment Framework
- Gender Analysis Framework
- Gender Equity and Diversity (GED) training tools

Outcome Mapping Learning Community:  
www.outcomemapping.ca

- OM Practitioner Guide (multiple languages)
- Overview of OM (video)
- OM Facilitation Guide
- Outcome Mapping Examples