

GENDER TRANSFORMATIVE PROGRAMMING IN HEALTH

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Our Story

World Renew is a Christian international cooperation and humanitarian organization addressing the root causes and impacts of poverty, disaster and systemic injustice.



- Over 80% of the world's population profess to a certain faith
- Faith based organizations are trusted by communities; we have the advantage of being and having allies at all levels; and being well organized globally



Social Behaviour Change Communication (SBCC):

Programs are designed with simple health messages, identifying social norms, and the positive or negative consequences of behaviours to address barriers to behavioural change.

- Faith leaders to speak to their congregations about the dangers of early pregnancy, allowing critical public health messages to reach a much larger audience.
- **Senegal:** Imams in the Dakar relaying stories of how the community theater that youth organized had reinforced the public health and safety messages that he had been disseminating.
- Engaging with religious leaders is essential to the project's ability to not only access communities but also enlist their support in sustaining and promoting health outcomes.



Male engagement during the first 1,000 days is critical in gender transformative programming

Honduras: Male Health Champions are CHV helping other men to understand the stages of pregnancy, and developing positive relations with their partners and children

World Renew tracks the proportion of men who have changed their behaviours towards being actively involved in the health decisions

Co-creation and adoption of an appropriate training manual designed for working with men, and the use of a training methodology that facilitates dialogue and learning about gender and masculinity



THANK YOU

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