



NiPN
National Information
Platforms for Nutrition



Avoiding Gender biased communication

Dra Tatiana Gil, MD and MPH

NIPN consultant

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IMAGINE

**IMAGINE A
CEO**

IS IT A MAN?

*IMAGINE SOMEONE
BRINGING THE KIDS TO THE
DOCTOR*

IS IT A WOMEN?

*IMAGINE
SOMEONE
WORKING IN
THE GARAGE*

IT IS A MAN?

**IMAGINE
VULNERABLE
POPULATION IN
NUTRITION
PROGRAM**

ARE THEY WOMEN?

*IMAGINE SOMEONE
CRYING IN THE
OFFICE*

IS IT A WOMEN?

*IMAGINE A COMMUNITY
LEADER*

IS IT A MEN?

IMAGINE A NURSE

IS IT A WOMEN?

**IMAGINE A
PRESIDENT OF A
COUNTRY**

IT IS A MAN?

What we usually see...Men as strong, powerful and in leadership



And women as weak, sensitive, caring and going behind



What are we often seeing in nutritional/humanitarian projects?



<https://www.who.int/multi-media/details/invest-in-health-security-support-who-s-contingency-fund-for-emergencies#>



Ensure that women and men are represented

Challenge gender stereotypes

Avoid exclusionary forms

Use equal forms of address

Create a gender balance

Promote gender equity through titles



Can we change the stereotypes by changing the discourse?



Can we change the stereotypes by changing the discourse?



It's not enough showing histories of success among woman

Numbers and statistics are important but.....

differences in the situation of women and men

gender discrimination in law and practice

gender roles and gender stereotypes

Show particular discriminations women's experience

Women's empowerment in the context of persistent gender inequalities

Challenging deep-rooted gender stereotypes



Women are perceived by default as Victims or Vulnerable

- as victims of sexual and domestic violence
- as mothers who sacrifice for their children
- as unable to escape poverty
- as being vulnerable and powerless
- as passive beneficiaries

Show women and men as active participants to development instead of passive beneficiaries.



- Male/Female
- Mankind
- Fatherland
- Mother tongue
- Brotherhood
- Maternity/paternity leave
- Motherly



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- Mankind
- Fatherland
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- Brotherhood
- Maternity/paternity leave
- Motherly
- Man/woman
- Humankind
- Native land
- Native tongue
- Community, kinship
- Parental leave
- Loving, nurturing





Recibidos - tatianag.md@gmail.c x EL PAÍS - EL PAÍS - tatichula.yo@ x Madres que envenenan a sus hijos x +

elpais.com/planeta-futuro/2023-05-08/madres-que-envenenan-a-sus-hijos-para-sobrevivir-a-la-hambruna-de-somalia.html

EL PAÍS PLANETA FUTURO SILVIA TATIANA GIL

HAMBRE >

Madres que envenenan a sus hijos para sobrevivir a la hambruna de Somalia

Algunas familias, desesperadas, enferman de forma deliberada a sus niños para poder llevarlos a centros de salud donde obtienen alimentos terapéuticos gratis



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Ex 1: Around half to two-thirds of children did not receive DPT or measles vaccines, had mothers who did not seek postnatal care, and lived in household with unobserved water and soap at the place of handwashing (or no place of handwashing).....

Ex 2: “In Niger, women’s empowerment is one of the major causes of persistent GAM, protection linked to undernutrition, religion, and cultural factors are big drivers of GAM.”

“Mothers have heavy workloads and limited access to services and thereby do not have enough time to spend time with the child who has lost their appetite. This is really the biggest reason.”

“Most of the Link-NCAs come out with huge issues related to gender and workload of women, but there are no quantitative measurement tools to examine this—so no clear evidence.”

Ex 3: A study in southern Malawi found that a mother would take her child to a health center if he/she had diarrhea or fever but did not recognize malnutrition as the underlying cause.

