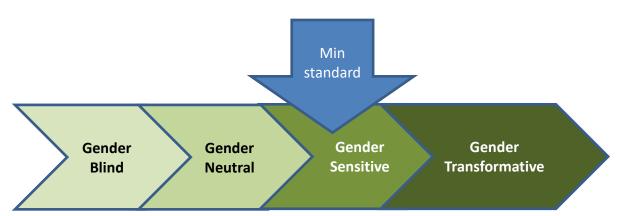


Gender Sensitivity Criteria

Gender blind/unaware	The specific issues affecting women are not identified at project design stage. They may only refer to issues affecting 'people,' 'communities,' 'youth,' 'audiences' etc., rather than breaking these groups down by sex. There is <i>no gender analysis</i> of the wider context and it is not clear how women, girls, men and boys are differently affected by a particular issue.
Gender neutral	The differential needs of women and men are identified in the project documents or by stakeholders, but are <i>not addressed</i> in the project activities or media content.
Gender sensitive	A robust gender analysis has been undertaken to understand the different barriers facing women, girls, men and boys using sex disaggregated data (learn how to do a gender analysis here). Specific solutions to address the needs and concerns of women and girls are included in the project activities and outcomes. Activities focus on women's practical needs to improve their <i>condition</i> in their everyday lives.
Gender transformative	There is an attempt to challenge the root causes of gender discrimination by, for example, addressing discriminatory gender norms, stereotypes and unequal power relationships between the sexes. Activities might focus on more strategic needs that improve the <i>position</i> of women and girls in society.



The gender sensitivity continuum