The Contribution of Communications

Communication can reflect, reinforce and reproduce gender inequalities OR contribute to change; to recognising, valuing and including all women, men, girls and boys equally.

Dismantle Prejudice, Break Stereotypes, Advance Equality: Our communications need to
- be inclusive – equitably portraying, and conveying to, different women and men, and girls and boys, with whom we work
- be respectful and empowering
- be aligned with and supportive of our commitment to achieving gender equality
- break negative stereotypes

Gender-Sensitive Communication

Communication Products:
For written, visual, audio and audio-visual communication products:
- **Balance the number of women and men** (and girls and boys) featured in communication products. Show diversity – gender, age, ethnicity, dis/ability, roles, religions, rural/urban, etc.
- **Include women and men in comparable and diverse roles.** If, for example, featuring community leaders, include both a woman and a man, rather than a male leader and female farmer.
- **Present the views of both women and men** (girls and boys, as applicable), and present them as equally important and relevant. Allow similar time for women and men to speak. Quote both women and men as sources of expertise, opinions, experiences etc.
- **Challenge oppressive stereotypes.** Show women and men in non-stereotypical roles.
- **Accurately present the situations of both women and men;** conveying similarities and differences in their situations. Do not represent women as inherently vulnerable. Show capacities, not only vulnerabilities.

Production & Distribution:
For written, visual, audio and audio-visual communication products:
- **Tailor the message to the audience** – Adapt the content and form to the target audience. Take into account language, education and literacy levels, which can differ for women and men. Ensure the message reaches, is understood by and engages the diverse women and men (and girls and boys, as applicable) in the target community.
- **Use multiple dissemination channels that reach women and men** – Do not assume that women and men have the same access to the different information channels.
- **Monitor reception and impact** – Design inclusive and participatory means of collecting quantitative and qualitative information from women and men, and their organizations

Media Messages and Advocacy:
When sharing information, preparing media products and designing advocacy messages:
- **Provide data** - provide information disaggregated by sex and age
- **Get Specific** - present information about the specific situations, needs and capacities of women, men, girls and boys
- **Gender Messaging** - include gender equality messages
- **Repeat WFP’s Commitment** to gender equality and women’s empowerment as ends in themselves and as means of achieving a world of zero hunger.