

# Envisioning Gender Transformative Health Promotion for Women



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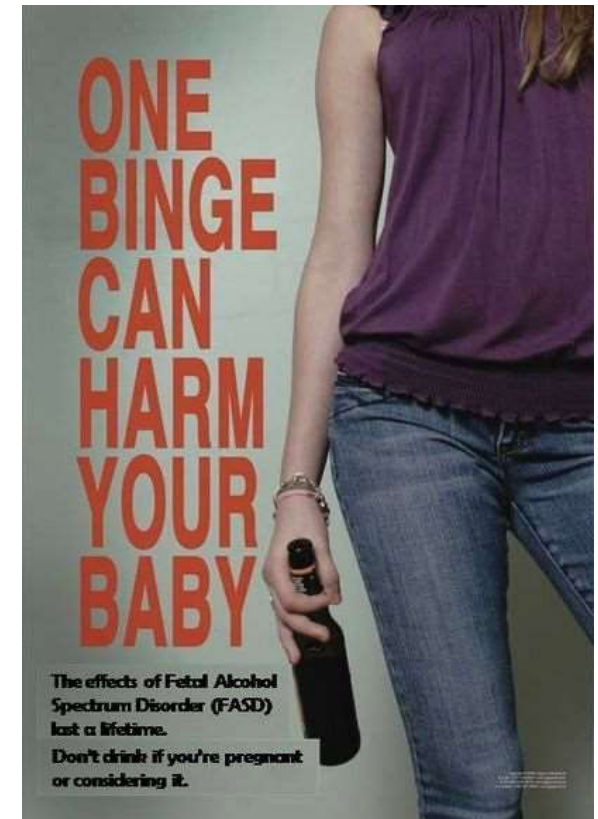
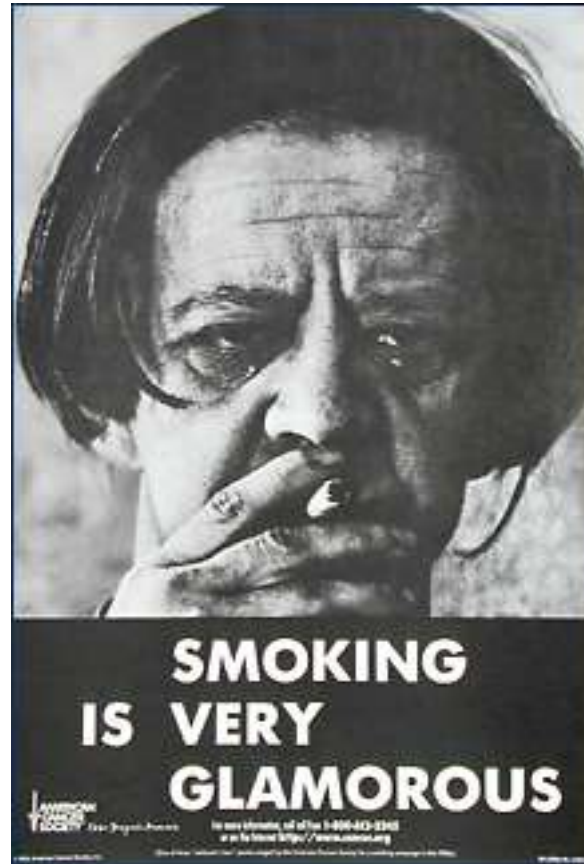
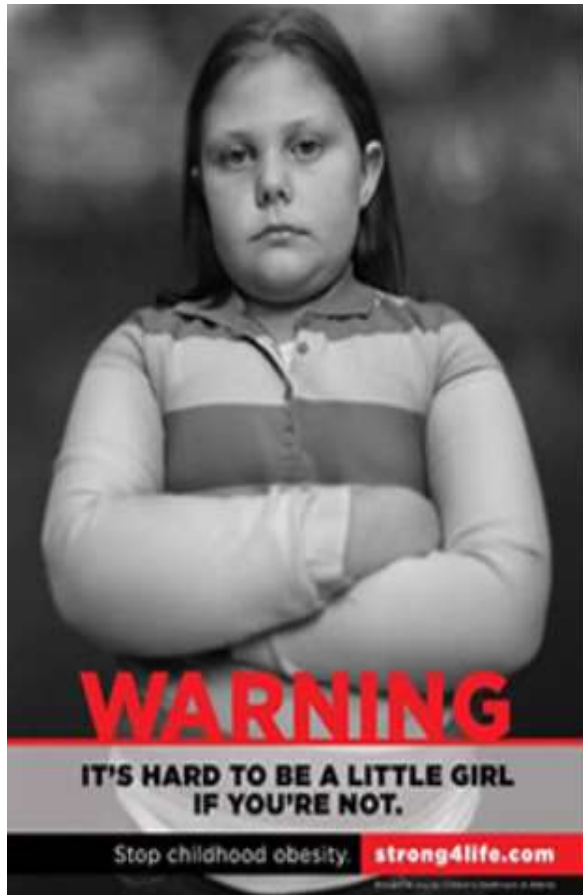
**Wendy Rice, MA, MPH**, Research Coordinator

# This presentation

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- Will identify a new approach to health promotion for women
- Will describe a new framework and planning tool and our process of development
- Will challenge all of us to distinguish gender transformative initiatives from gender-specific and gender-sensitive initiatives in relation to a range of topics

# Uncritical Health Promotion Campaigns



# Stereotypes Continue to be Exploited



# Rethinking health promotion for women

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- What would be an approach that improves women's health and women's status ***at the same time?***
- What would it look like?
- How could we create a useful framework and tool for practitioners, women's groups, policy and program developers?

# Raising the Bar



# Gender Transformative Health Promotion

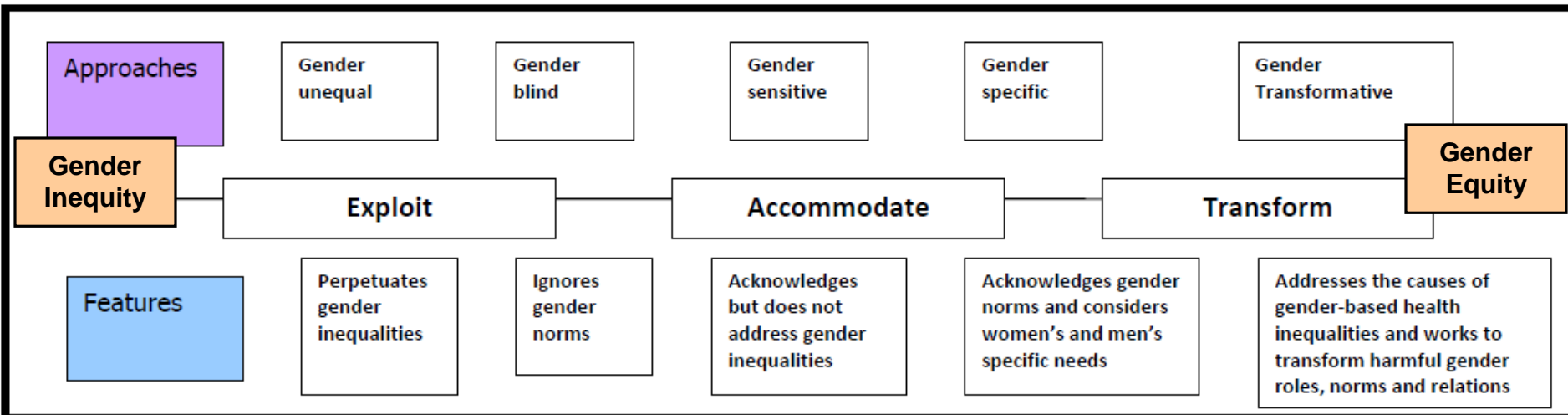
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**Gender-transformative** approaches actively strive to examine, question, and change rigid gender norms and imbalance of power as a means of reaching health as well as gender equity objectives.

**Source:** Elisabeth Rottach, Sidney Ruth Schuler, and Karen Hardee for the IGWG, Gender Perspectives Improve Reproductive Health Outcomes: New Evidence (Washington, DC: PRB for the IGWG, 2009).



# A continuum of approaches



Inspired by remarks by Geeta Rao Gupta, PhD, Director, International Center for Research on Women (ICRW) during her plenary address at the XIIIth International AIDS Conference, Durban, South Africa, July 12, 2000.

“To effectively address the intersection between HIV/AIDS and gender and sexuality requires that interactions should, at the very least, not reinforce damaging gender and sexual stereotypes”. Geeta Rao Gupta, 2000, p. 8

“Make Death Wait” – Heart and Stroke Foundation of Canada

Go Red For Women™ presents: “Just a Little Heart Attack” – American Heart Association



“Heart of the Matter” by Barbra Streisand for Cedar Sinai Streisand Women’s Heart Centre

# Gender-sensitivity is not enough

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“**Gender sensitivity** is recognizing the differences, inequalities and specific needs of women and men and acting on this awareness.”

Source: The Federation of Medical Women of Canada, 2002

# Mainstreaming is not enough

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**“Mainstreaming gender** equality is a commitment to ensure that women’s and men’s concerns and experiences are integral to the work of an organization, incorporating all aspects of its activities, from employment issues, through to organizational governance, delivery and outcomes”.

Source: Derbyshire H (2002). Gender Manual: A Practical Guide for Development Policy Makers and Practitioners. London: Department for International Development.

# Gender-transformative approaches . . .

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- encourage critical awareness among men and women of gender roles and norms;
- promote the position of women; challenge the distribution of resources and allocation of duties between men and women;
- and/or address the power relationships between women and others in the community, such as service providers or traditional leaders.

**Source:** Elisabeth Rottach, Sidney Ruth Schuler, and Karen Hardee for the IGWG, Gender Perspectives Improve Reproductive Health Outcomes: New Evidence (Washington, DC: PRB for the IGWG, 2009).

**So what did we do?**



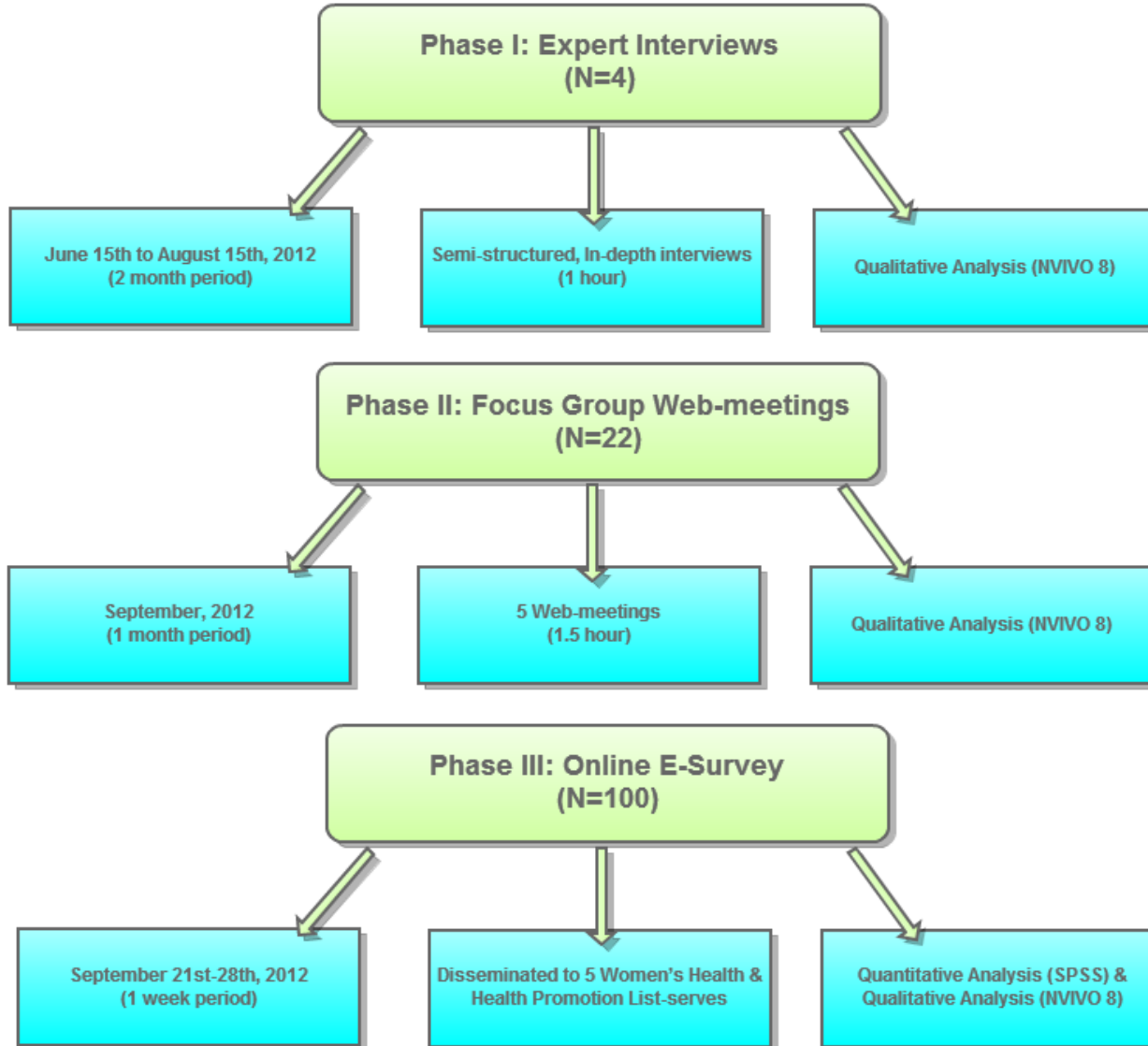
# Theoretical foundations: Gender theory

1. **Intersectionality** – Intersectionality “is not the intersection itself, but what the intersection reveals about power.” (Dhamoon, 2009:9; Crenshaw; Hancock)
2. **Historical / patriarchal** - (Tuhiwai-Smith, 1999, Decolonizing Methodologies - Research and Indigenous Peoples, Chapter 1, Imperialism, History, Writing and Theory – pg. 29)
3. **Colonialist assumptions** - (suggestions: Young, 2001; Rutherford, 2010; McConaghy, 1998)
4. **Gender norms and roles** - (suggestion: Butler, 2004, Undoing Gender)

# Core Principles of the Framework

- Women-centred
- Gender analysed
- Equity-oriented
- Culturally-safe/relevant/sensitive
- Evidence-based
- Action-oriented
- Strengths-based
- Harm reduction
- Trauma-informed

# Framework Development Consultation Process

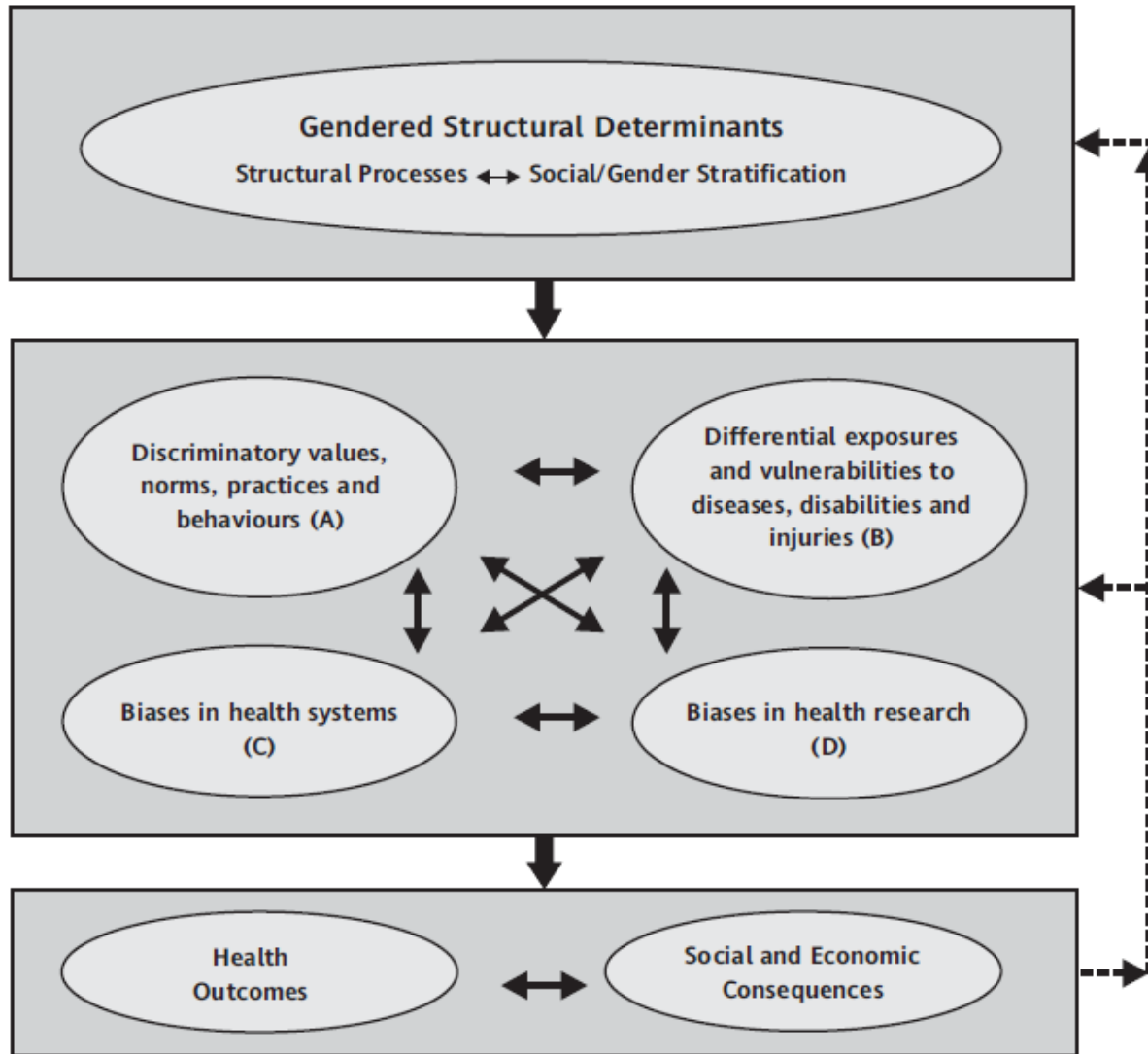


# Melbourne Feedback

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- *Gender as a social determinant of health*
- *How do other determinants intersect with gender?*
- *Gender transformation is a major strength*
- *It needs outcomes and a planning component*

# Gender as a SDOH



Note: The dashed lines represent feedback effects

Source: Sen and Östlin (2010)

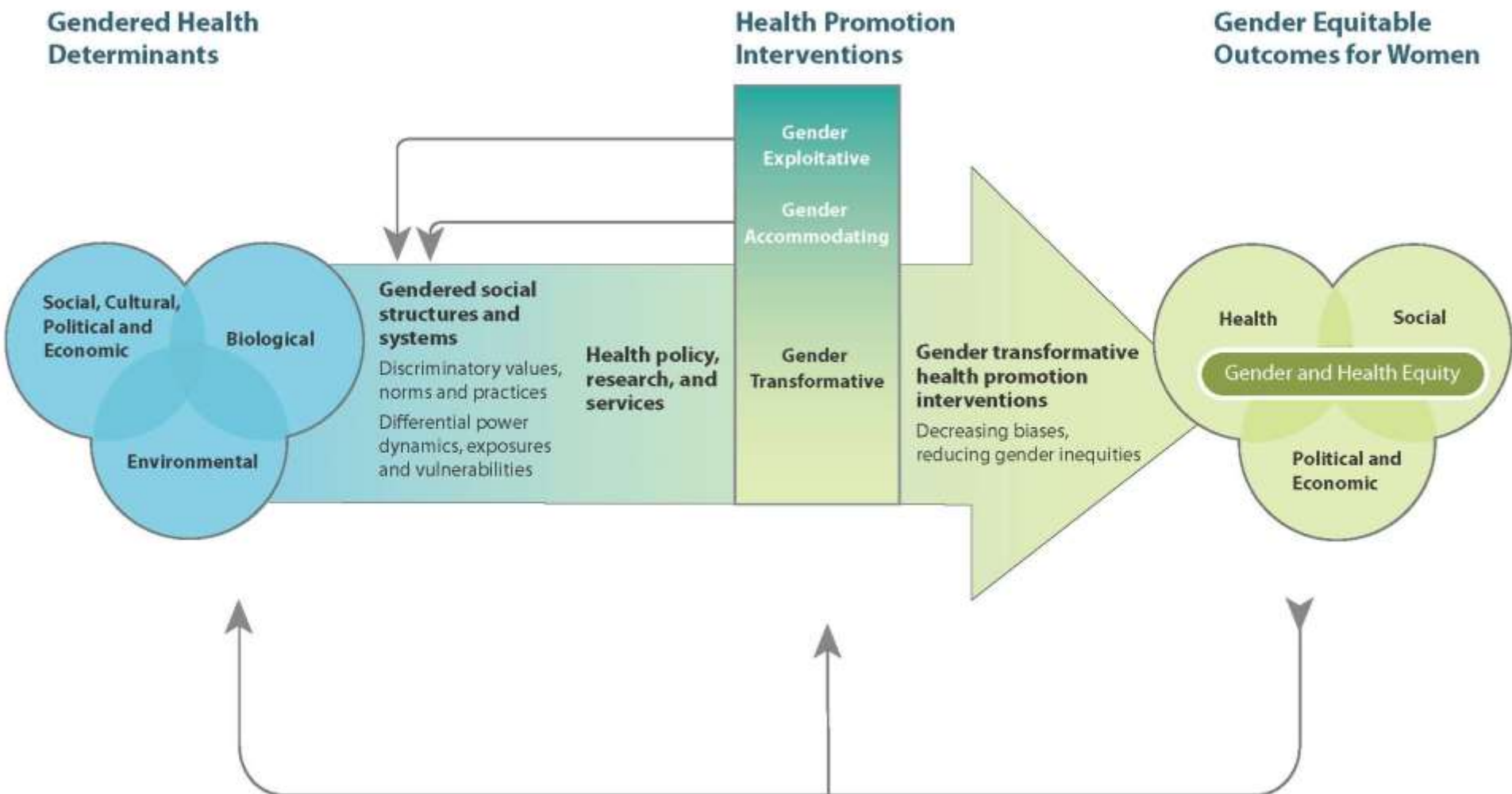
# Lessons Learned

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- Integrating gender into health promotion is supported and required
- Gender transformative health promotion approaches are appreciated
- Linking the Framework to existing health promotion paradigms is important
- Feasibility and usability were highlighted
- Consultations led to change in content
- Methods were enhanced by a variety of media
- Examples are important for understanding

# A Framework for Gender Transformative Health Promotion for Women

Gender transformative health promotion strives to improve the health and status of women



Gender and health equity transform relationships of power, social structures and the health care system.

# Framework

- Core of the framework is the continuum of action on gender
- DOH include social, environmental and biological and produce a gendered social world
- Gendered social structures include health research, policy and practice
- Health promotion interventions either reinforce and maintain gender and health inequities or challenge them
- Outcomes include both improved health and improvements in gender equity and can reinforce more change



# Following more than leading?

## Illustrations from alcohol

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# Girls and alcohol - *Gender exploitative*

American  
Medical  
Association

Girlie Drinks...  
women's diseases.

brain damage  
STDs  
heart problems  
liver disease  
menstrual disorders

A third of all girls older than 12 have tried a popular new alcoholic beverage. Known as "girly drinks" or "alcopops," their sweet fruity flavor can't conceal the negative health consequences. Companies market these "starter drinks" to appeal to girls and young women. Don't be taken in.

American Medical Association  
Physicians dedicated to the health of America

[www.AlcoholFactsMD.com](http://www.AlcoholFactsMD.com)

# Girls and alcohol - *Gender Accommodating*

[www.grltk.org](http://www.grltk.org)

**Brain**  
It's not fair, but it's a fact: Alcohol's harmful effects hit girls harder than guys. Girls who drink can suffer memory problems, brain damage, and even reduced brain size. Drinking alcohol might depress you. It can affect your brain cells, which help you think and move normally. This could make you do all sorts of things that are not like you. On top of all this, it can give you a fierce headache that seems to last forever.

**Heart**  
Alcohol can stress your heart. You may have an irregular heart-beat, high blood pressure, a stroke, even heart failure. Yikes.

**Lungs**  
Large quantities of alcohol can make it hard for you to breathe. You can pass out. If you throw up, you may not be able to clear your airway easily and you might choke.

**Liver**  
Alcohol can cause fat to build up in your liver. That becomes scar tissue, which can lead to a liver disease that can eventually kill you. Girls may develop liver damage faster than guys – even if a guy drinks more alcohol over a longer period of time. Not fair, right?! As if that wasn't enough, girls may continue to suffer further damage to the liver even after they stop drinking!

**Small Intestines/Pancreas**  
Alcohol can damage the lining of your intestines. Your pancreas can become irritated.

**Legs**  
Alcohol makes you dizzy. You can't walk straight and you can trip, even over nothing. It's hard enough to walk in heels. Now imagine walking in heels while trying to impress your crush and tripping because you drank too much! Embarrassing!

**Eyes**  
Alcohol can make it hard to stay awake, but then it disturbs your sleep. When you wake up, you will still be tired and maybe grumpy as well.

**Mouth**  
Alcohol can make you mumble your words. You may speak too loudly. You may say rude things that offend people. You may say things you'd never say if you hadn't drunk alcohol. Your breath may even stink! Gross.

**Breast Cancer**  
I know what you're thinking: "Okay, alcohol causes everything. How about cancer?" Well, as a matter of fact, it can. Teen girls who drink display higher levels of estradiol (an estrogen) and testosterone than do girls who don't drink. And, high levels of estrogen are linked to diseases like breast cancer, while high levels of testosterone may be connected to an increased risk of substance abuse.  
  
Teenagers don't really get breast cancer, right? Not usually, but health problems caused by drinking may haunt you later. The death rate from breast cancer is 38% higher among middle-aged and elderly females reporting at least one drink daily, compared to non-drinkers.

**Stomach**  
Alcohol can irritate your stomach and make it produce more acid. More acid in your stomach can cause you to throw up or feel sick later.

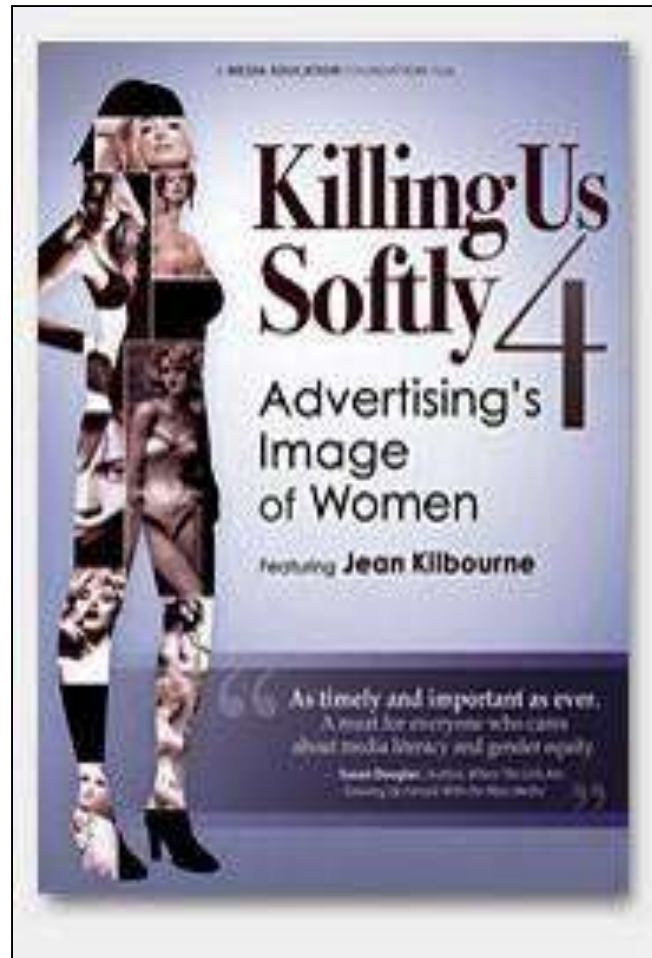
**Handbag of Facts**  
Here's the thing: Pound for pound, a girl's body has less water than a guy's does. Water helps dilute alcohol and the toxins it leaves behind in your body. So, even after your body has processed most of the alcohol you drink, there's still a higher concentration of alcohol and toxins flowing through your blood stream. That means there are also more toxins reaching your brain and other major organs, including the heart, liver, pancreas, and kidneys.

**Reproductive System**  
Drinking also causes some nasty side effects elsewhere. The more you drink, the more likely you are to suffer reproductive problems like menstrual pain, heavy flow, and irregular or absent periods – even spontaneous abortion or miscarriages.  
  
Everyone wants to be a healthy adult, and most girls hope to be a mom eventually. But heavy drinking can put both of these hopes at risk. Alcohol can harm sexual function and prevent (or interfere with) pregnancy. If you do become pregnant (and give birth), your drinking can severely harm your unborn baby. Alcohol can damage your baby's growth and mental abilities.

**Girl talk**  
Choices and Consequences of Underage Drinking

# Girls, women and alcohol – *Gender transformative*

Feminist tradition of evoking critical thinking and social resistance around alcohol



<http://jeankilbourne.com>

# Girls, women and alcohol –

## *Gender transformative*

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**GIRLS, ALCOHOL AND DEPRESSION**  
**A Backgrounder for Facilitators of Girls' Empowerment Groups**

This infographic has been developed by researchers at the British Columbia Centre for Excellence for Women's Health, in collaboration with Girls Action Foundation. It is intended to support the work of facilitators of girls' empowerment groups.

It presents current resources for facilitators on:

- What we know about girls' alcohol use, and links to depression
- Starting conversations with girls and sharing materials about alcohol and related health issues
- Group activities

Production of this document has been made possible through a financial contribution from Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

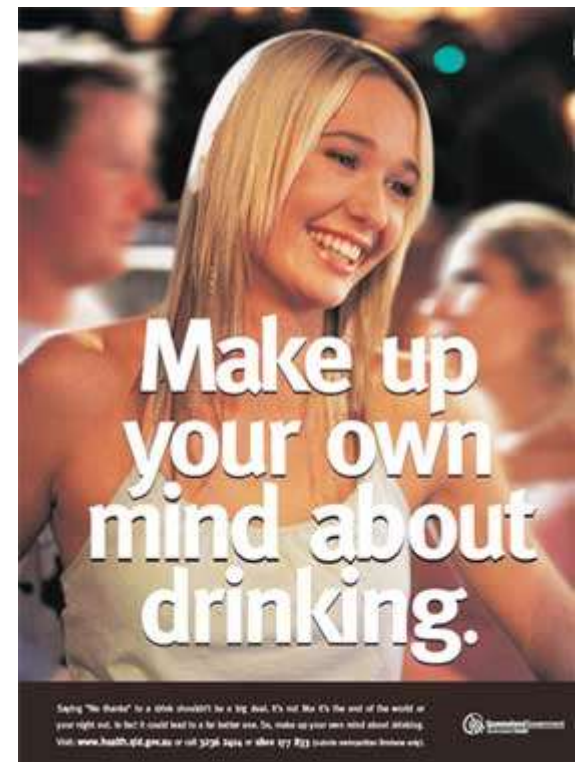
# Girls and alcohol

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“Becky’s not drinking tonight”



<http://www.youtube.com/watch?v=hle9KGAJeko>





# When promoting low risk drinking guidelines



**IT'S NOT SEXIST.  
IT'S SCIENCE.**

The research is unequivocal: women should limit their alcohol intake to 2 drinks a day and 10 a week. For men, the limit is 3 drinks a day and 15 a week. When it comes down to it, moderation is good for everyone.

Find out more at [www.educalcohol.qc.ca/2340](http://www.educalcohol.qc.ca/2340)



*Moderation is always in good taste.*

Canada's Low Risk Drinking Guidelines suggest a limit of 2 drinks at a time for women (10/week) and 3 drinks at a time for men (15/week)

**Sex differences in drinking limits reflected in this campaign.....this is good....**





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.... But men  
described as  
stronger than  
women....



**10**

**15**

**MEN CAN  
TAKE MORE.**

The research is unequivocal: women should limit their alcohol intake to 2 drinks a day and 10 a week. For men, the limit is 3 drinks a day and 15 a week. And as we all know, moderation goes down pretty easily.

Find out more at [www.educalcohol.qc.ca/2340](http://www.educalcohol.qc.ca/2340)

**EducAlcohol**

*Moderation is always in good taste.*

**You wouldn't go to a job interview wasted, would you?**



Everything has its limits.  
When you drink, think

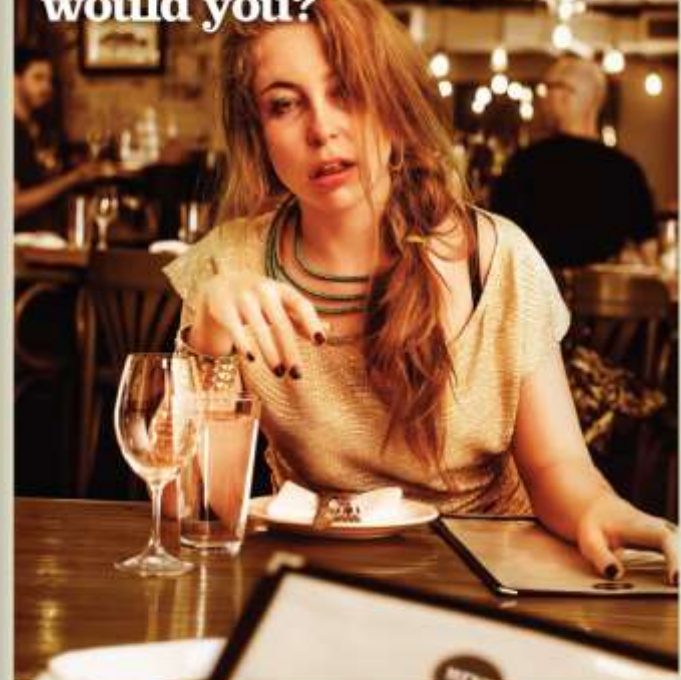


Etiquette. Moderation is always in good taste.

facebook.com/educalcohol



**You wouldn't show up drunk on a first date, would you?**



Everything has its limits.  
When you drink, think



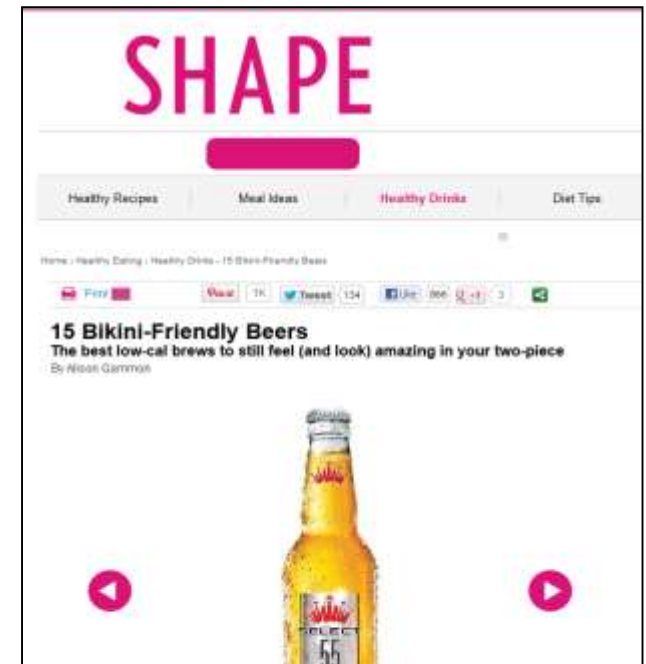
Etiquette. Moderation is always in good taste.

facebook.com/educalcohol



# From the alcohol industry - *Gender exploitative*

- Emphasis on weight and calories reflected in recent alcohol advertising....



HOME THE SELECT STORY SELECT ON SCREEN CONNECT WITH SELECT SELECT LOCATOR

THE **LIGHTEST BEER** IN THE WORLD.

INTRODUCING A LIGHT GOLDEN LAGER THAT DELIVERS CRISP REFRESHMENT WITHOUT THE GUILT. **SELECT 55.**

CALORIE COMPARISON		WAYS TO BURN 55 CALORIES:
DRINK:	CALORIES:	
Select 55	55	• Bargain Shopping: 20 minutes
	102	• Dancing with Friends: 11 minutes
	96	• Mowing the Lawn: 9 minutes
	64	• Watching Reality TV: 49 minutes
	113	• Napping on the Couch: 54 minutes
	153	• Painting a Room: 17 minutes
	135	• Surfing the Web: 33 minutes

Source: [caloriesperhour.com](http://caloriesperhour.com) (based on a weight of 150lbs.)

**55 CALORIES**



**GET DRUNK NOT FAT**  
LEARN IT. KNOW IT. LIVE IT. BECAUSE YOU WANT TO GET DRUNK, NOT FAT

5 good reasons to start using MyDrinkaware

1 Lose weight

2 Save money

3 Stay in control

4 Take it mobile

See how the calories in your drinks look converted in lbs or burgers



Weight loss and improved appearance (e.g., less wrinkles) seen in health promotion materials

**drinkaware.co.uk**  
for the facts about alcohol



**1 measure of clear spirits (25ml)**  
**56 calories**

=

**1 yorkshire pudding**



A measure containing 10 times as much alcohol as 25ml of spirits  
12 minutes sitting on 40 minutes sitting

A pint containing 13 times as much alcohol as 25ml of spirits  
10 minutes sitting on 40 minutes sitting

**drinkaware.co.uk**  
for the facts about alcohol



**Large glass of medium white wine (250ml)**  
**187 calories**

=

**1 creme egg**



A measure containing 10 times as much alcohol as 25ml of spirits  
12 minutes sitting on 20 minutes sitting

A pint containing 13 times as much alcohol as 25ml of spirits  
10 minutes sitting on 20 minutes sitting

**drinkaware.co.uk**  
for the facts about alcohol



**What's in your post drinking pig out?**



**Chip shop chips = 950 calories**



**Take away pizza = 1000 calories**



**Breakfast fry up = 875 calories**

**drinkaware.co.uk**  
for the facts about alcohol



**1 pint of standard lager (568ml)**  
**200 calories**

=

**1 glazed doughnut**



A measure containing 10 times as much alcohol as 25ml of spirits  
12 minutes sitting on 20 minutes sitting

A pint containing 13 times as much alcohol as 25ml of spirits  
10 minutes sitting on 20 minutes sitting

**drinkaware.co.uk**  
for the facts about alcohol



**1 vodka and coke (25ml)**  
**120 calories**

=

**2 digestive biscuits**



A measure containing 10 times as much alcohol as 25ml of spirits  
12 minutes sitting on 20 minutes sitting

A pint containing 13 times as much alcohol as 25ml of spirits  
10 minutes sitting on 20 minutes sitting



# “How alcohol affects your appearance (and how to improve it)”

## HOW ALCOHOL AFFECTS YOUR APPEARANCE (and how to improve it)

If you regularly drink more than you should, it can look like you're missing your sparkle. Alcohol can have some unwelcome side-effects on your appearance, but there's also some good news. By sticking within the daily unit guidelines you can get your freshness back and say goodbye to all of these:

- Tired eyes**  
Evening drinking affects your sleep. It cuts your REM sleep cycles from 6 or 7 to just 1 or 2, so you wake up feeling tired.
- Grey skin**  
Alcohol's a diuretic and makes your kidneys pass more fluids. Skin needs moisture to stay healthy and it can become dull over time if you regularly drink more than the unit guidelines.
- Sagging**  
Regular drinking can leave your skin missing the essential vitamins and minerals that help keep it elastic and smooth.
- Rosacea**  
Regularly going over the unit guidelines is associated with acne rosacea. Symptoms can include persistent redness, visible blood vessels, and bumps and pus-filled spots.
- Red blotches**  
Alcohol dilates the small blood vessels in your skin, and can cause some people to develop red blotches.

### AND IT'S NOT JUST YOUR LOOKS THAT CAN IMPROVE

#### A healthier you

Cutting down on alcohol also cuts your risk of serious alcohol-related harms such as cancer and liver disease - which has no warning signs. So you're healthier on the inside as well as out.

#### A lighter you

One glass of wine has a similar number of calories as a slice of cake and you'll need to run 14 minutes to burn them off. A pint of beer has a similar number of calories as a slice of pizza and you will need to run 19 minutes to burn them off. Cut down on alcohol and you cut down on all those calories too, but remember - you can only burn off the calories, not the other effects of alcohol on the body.

Wondering what your drinks add up to? You can check the units and calories at [drinkaware.co.uk](http://drinkaware.co.uk)

### TRIED AND TESTED TIPS FOR CUTTING DOWN

- Choose drinks with lower alcohol content (ABV %). They taste good and contain fewer units.
- Use a bottle stopper - wine will stay fresh for a couple of days and leftovers can be used in cooking.
- Drink water and soft drinks as well as alcohol. You're less likely to down the alcohol quickly because you're thirsty and it helps avoid dehydration.

### What are the unit guidelines?

The government advises that people should not regularly drink more than 3-4 units of alcohol for men a day and 2-3 units of alcohol for women a day. Regularly means drinking every day or most days of the week.

<b>3-4</b> =  units per day 1.5 glass (15% ABV)	<b>2-3</b> =  units per day 1.5 x 1/2 glass (13% ABV)
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men  
WOMEN

# Pregnancy and alcohol- *Gender exploitative*

**MAMMA  
BEVE** **BIMBO  
BEVE**



Foto: P. Basso - A. M. / Contrasto

Any chance you might be **PREGNANT?**

**ZERO ALCOHOL**

No Safe Time. No Safe Amount.

For more information, contact: Alcohol and Drug Information and Referral Services: 604-660-9382; HealthLink BC: 8-1-1; Health Units: 604-476-7000; or speak to a medical professional.

Il 65% delle donne in gravidanza consuma bevande alcoliche rischiando di compromettere la salute del loro bambino in modo permanente\*.

Non si conosce ancora una quantità di alcol sicura, per questo l'Organizzazione Mondiale della Sanità raccomanda alle donne

l'astensione totale dall'alcol quando:

- desiderano avere un bambino
- sono in gravidanza
- sono in allattamento

Anche i familiari, il medico e l'ostetrica di fiducia possono aiutare a ricordarlo!

[www.mammaebimbobevve.it](http://www.mammaebimbobevve.it)

**AZIENDA  
ULSS 9  
TREVISO**



saluteecultura  
Fabbrica

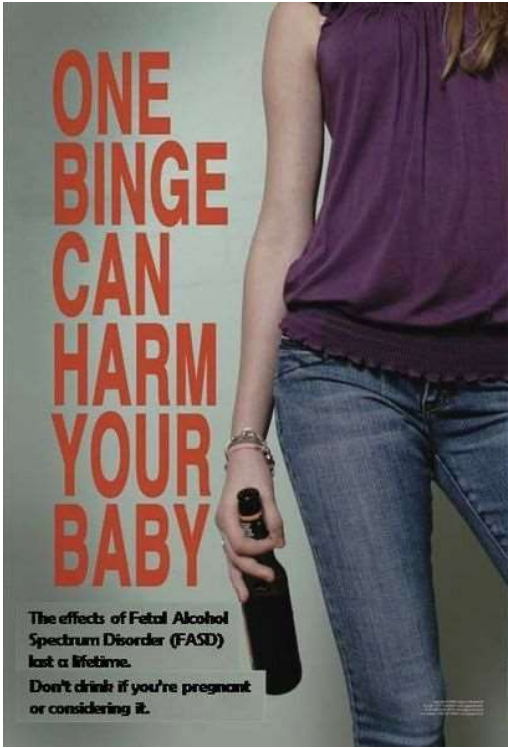


Patrocinio:  
Scienze di Dietetica e Nutrizione - Istituto  
Universitario degli Studi di Treviso,  
Associazione In Mente/Gruppo Ospedali Italiani,  
Collegio Intercomunale Ospedali Treviso e Belluno.

Federazione Italiana Medici Pediatrici,  
Federazione Italiana Medici Neonatologi,  
Commissione Provinciale Pali-Sportitalia



# Pregnancy and alcohol - *Gender exploitative*



# Pregnancy and alcohol - *Gender accommodating?*

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# Pregnancy and Alcohol - *Gender Transformative*

Shares the weight of change between young men and women

Links the outcome to broader community health.



Friends help friends choose a healthy lifestyle. Please don't drink alcohol during pregnancy.

Healthy pregnancy. Healthy baby. Healthy Nation.


© 2011 Canadian Council on Social Development  
1-800-943-8282  
www.ccsd.ca

PHOTOGRAPH BY  
HEALTH CANADA  
WATERLOO, ONT.

# Pregnancy and alcohol - *Gender transformative*

SUPPORT YOUR PREGNANT FRIENDS...

## FRIENDS CARING FOR PREGNANT FRIENDS



**Signs:**  
• Do you feel the need to  
drink to relax?  
• Do you feel the need to  
drink after work or  
social events? • Do you  
drink?

**Causes:**  
• Lack of social  
support  
• Not getting enough  
rest • High alcohol  
consumption • Not eating  
properly

F.A.S.D.  
FETAL ALCOHOL  
SPECTRUM DISORDERS

© 2014 F.A.S.D. Society of Australia. All rights reserved. For more information, visit [www.fasd.org.au](http://www.fasd.org.au)

PHOTO: GETTY IMAGES

## Couples and Smoking

What You Need to Know When You are Pregnant



Helps couples identify  
and address tobacco  
related interaction  
patterns

**Gender  
Transformative**

Bottorff, J., Carey, J., Urquhart, C., Poole, N., & Greaves, L. (2008). *Couples and Smoking: What you need to know when you are pregnant*. Vancouver, BC: British Columbia Centre of Excellence for Women's Health, Centre for Healthy Living and Chronic Disease Prevention, UBC Okanagan.

### Do you recognize yourself and your partner in any of the following three descriptions?

#### Vignette 1 Accommodating

The accommodating TRIP describes couples who treat smoking as acceptable and find ways to create opportunities to smoke.

Even though Dave doesn't smoke, he accepts that Eve enjoys smoking and that it helps Eve relax. He doesn't mind stopping at the corner store to buy her cigarettes on their morning commute to work. Smoking is her chance to unwind, relieve stress and be social. Eve's favourite cigarette is the after dinner cigarette. She usually cooks and after dinner Dave does the dishes so she can sit down, put her feet up, and forget about the day by reading a book and enjoying a smoke.

#### Vignette 2 Disengaged

The disengaged TRIP describes couples who treat smoking as an individual choice and usually smoke separately from each other.

Michelle rarely speaks to Tom about smoking or cigarettes. Both feel smoking is no one else's business, so there is no reason for them to talk about it. They both smoke as a break from work, with co-workers or when they are hanging out with their friends. Michelle has her favourite brand and she buys her own cigarettes. She and Tom both smoke in the evening, but usually not together.

#### Vignette 3 Conflictual

The conflictual TRIP describes couples for whom smoking creates tension in their relationship and sometimes arguments.

Jen's partner Mitch doesn't smoke and constantly complains about her smoking. She doesn't like it when Mitch tells her that she 'stinks.' Sometimes he refuses to kiss her until after she brushes her teeth. She feels his behaviour is insulting and feels hurt by it. Whenever possible, she does her smoking with her own friends, away from Mitch, so she can smoke in peace.

# Gender Transformation and the Objectification of Women

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- Objectification is when a woman's entire being is identified with her body, and her body or body parts are presented as sexual objects

# Examples from advertising




**BE COINTREAUVERSIAL™**  
SIP OUT OF THE MAINSTREAM

**the cosmopolitan**  
1 part Cointreau®  
2 parts vodka  
cranberry & lime juice  
shake with ice  
strain into martini glass



**DROP DEAD REFRESHING.™**



Enjoy responsibly.

# Examples from advertising

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# Impact of Objectification on Women

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- Impairs cognitive and physical activities
- Shame, anxiety, self-disgust
- Eating disorders, low self-esteem, depression
- Poorer sexual health

*From studies analysed in the American Psychological Association Task Force on the Sexualisation of Girls (2010)*

# Impact of Objectification on Women

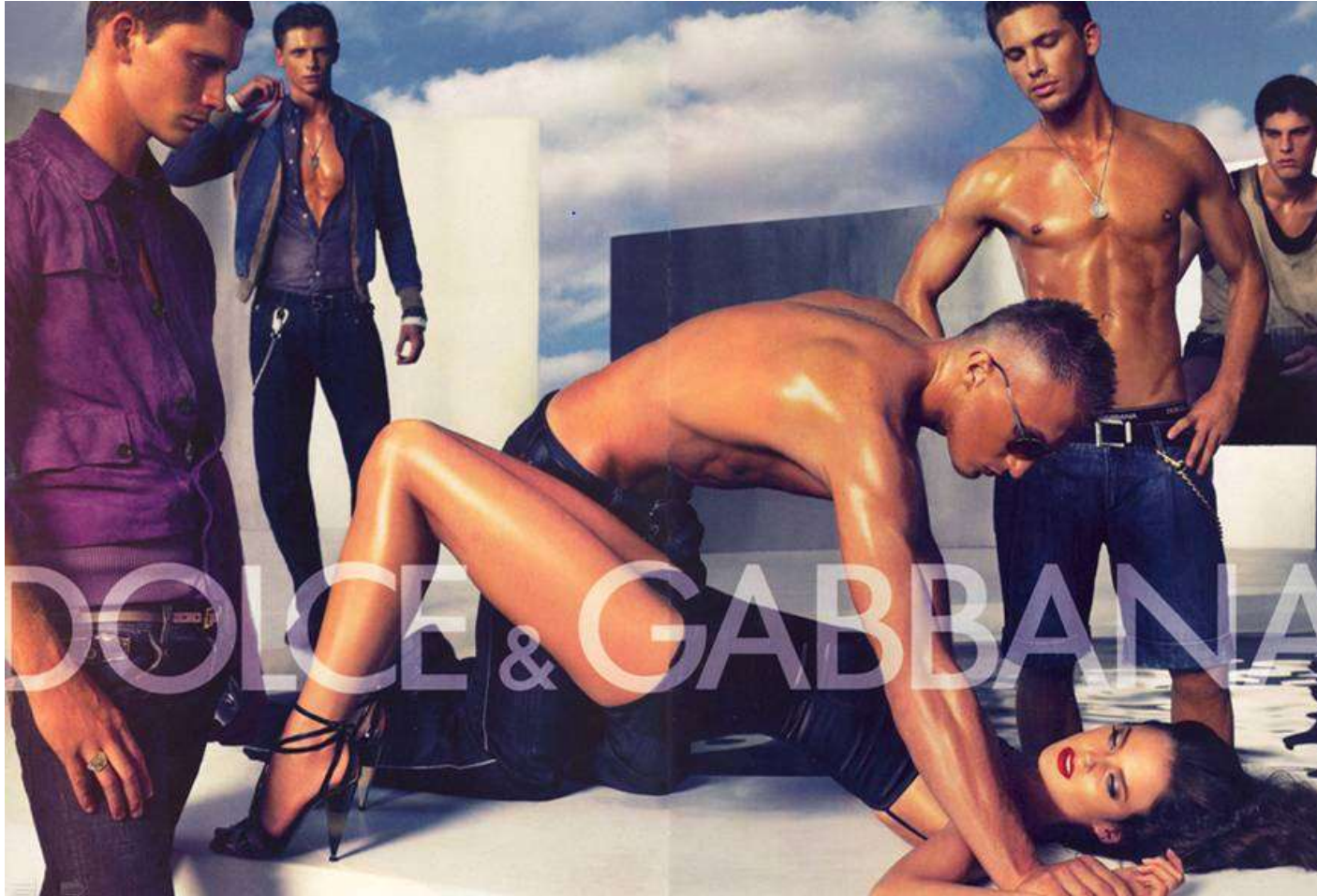
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- More likely to be smokers
- More likely to have poor motor performance
- Less likely to participate in physical activity



# Impact of Objectification on Women

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National Organization For Women (2007)

# Take a Gender Transformative Approach to Health Promotion

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- Challenge social norms and attitudes that perpetrate gender inequality
- Engage in structural advocacy
- Aim for gender and health equity

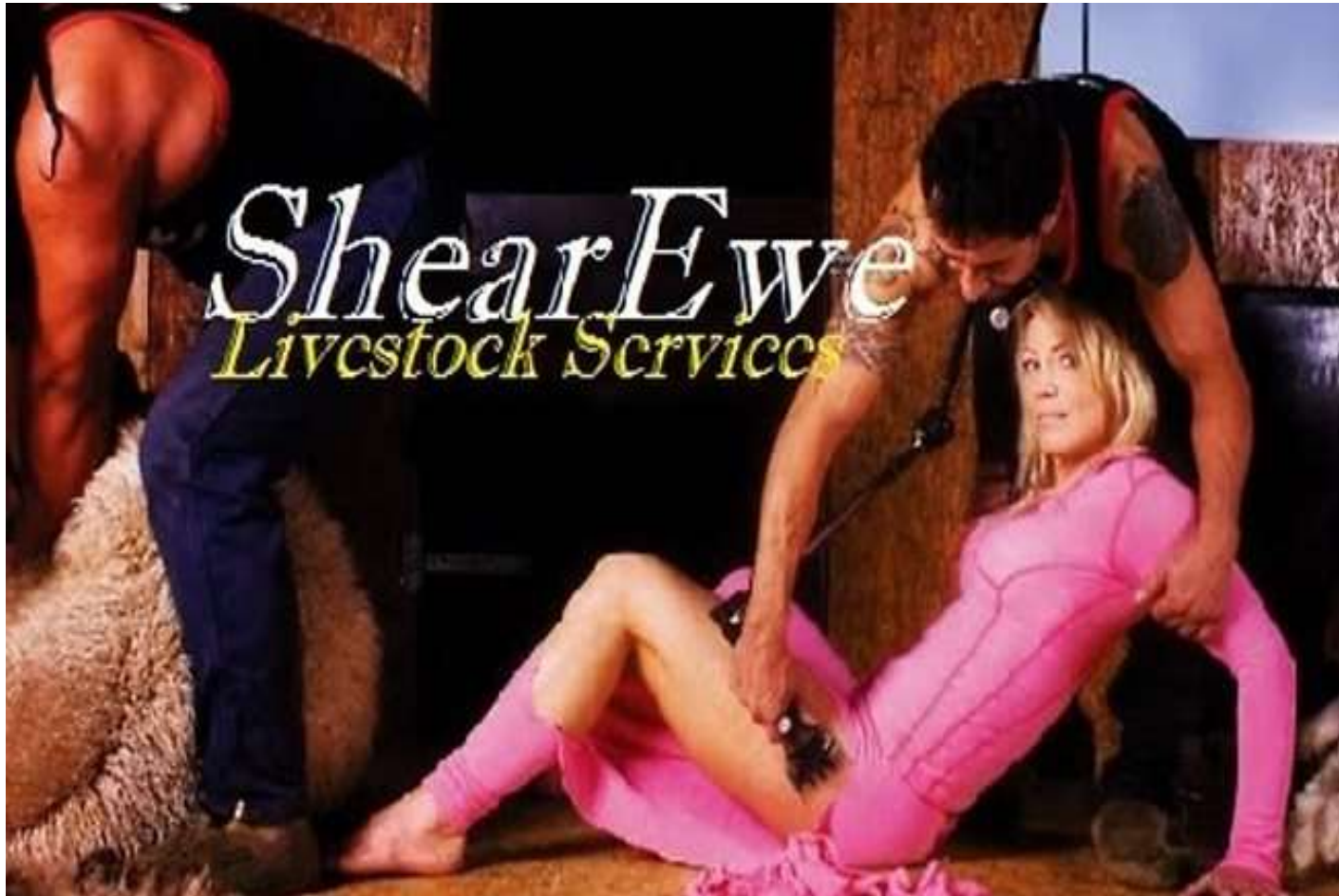
# Gender transformative advocacy

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- Changes to Australian National Advertisers Association Code of Ethics:

2.2 *Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.*

# Take a Gender Transformative Approach to Health Promotion



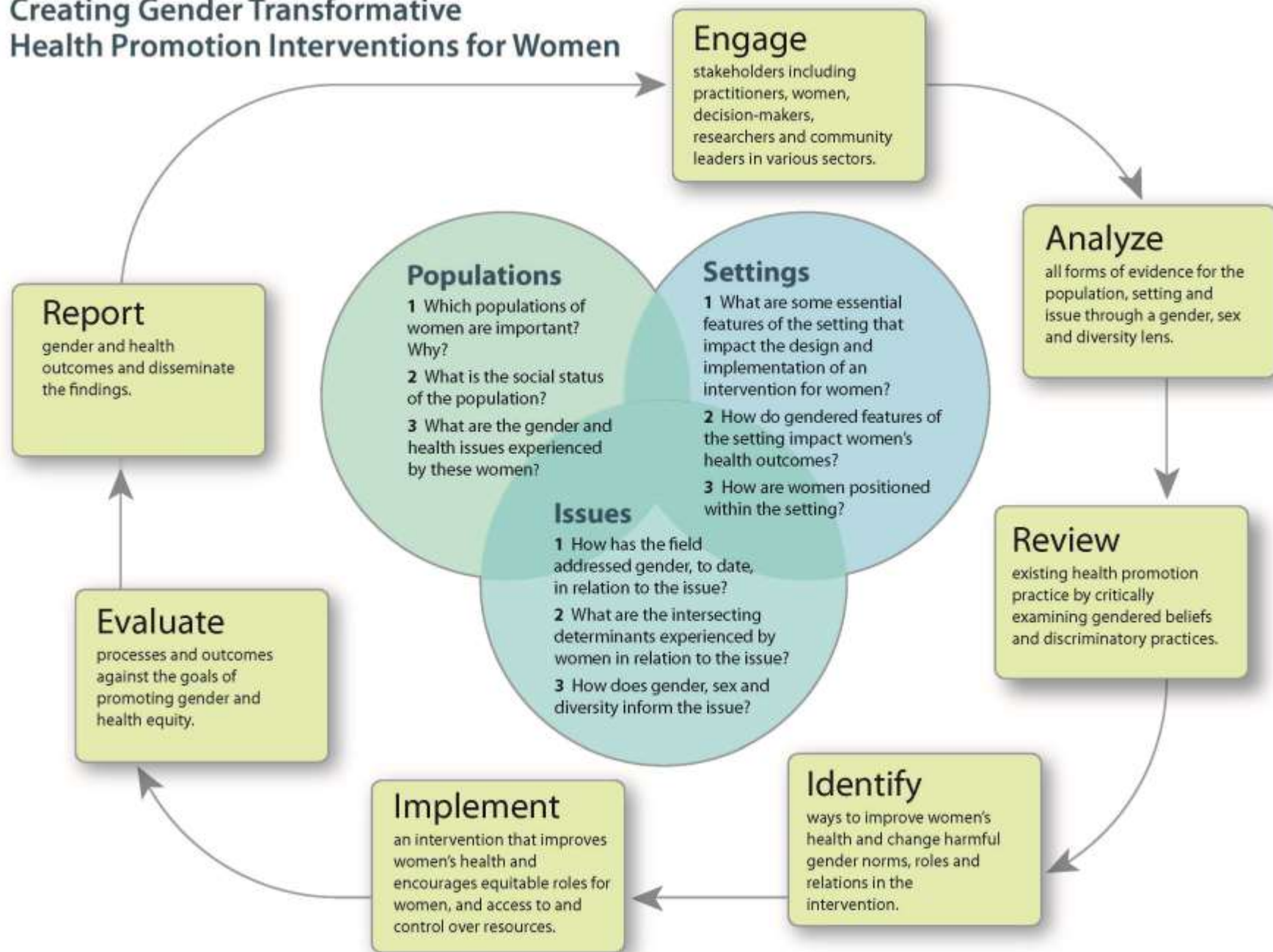
*The Australian, 17 July 2012*



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# Putting the Framework into Practice

# Creating Gender Transformative Health Promotion Interventions for Women



# Questions for Discussion

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- How do we switch our thinking from gender sensitive to gender transformative?
- What are the challenges in translating this concept for health promoters, women, policy-makers?
- What is the role of men in gender-transformative health promotion?





[www.promotinghealthinwomen.ca](http://www.promotinghealthinwomen.ca)

[www.bccewh.bc.ca](http://www.bccewh.bc.ca)

Our upcoming book: “Making it Better: Gender transformative health promotion for women”  
Release date, January, 2014

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