



CARE International: Launching CARE's Gender Based Violence Strategy

CARE 2020 Outcome: Life Free from Violence

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Purpose of this presentation

- To launch CARE's new GBV Strategy
- To describe alignment with CARE 2020 Program Strategy
- To highlight how you can participate in efforts to advance GBV prevention and response

Putting a face on GBV

1 in 3 women will experience physical or sexual violence



Launching the new GBV Strategy



- Builds on almost 20 years of GBV programming
- First CARE-wide GBV Strategy
- Life Free From Violence is formally led by the Secretariat with CARE USA supporting
- Strategy available on Minerva and Gender Wiki (GBV page)

CARE GBV STRATEGY MARCH 2015

This document outlines how gender-based violence (GBV) fits alongside the CARE 2020 Program Strategy, both as a focus area for programmatic innovation, alongside a critical cross-cutting issue to be integrated across CARE's work. The below strategy provides an overview of our current understanding on the state of GBV world-wide, CARE's niche in this field and a set of objectives and approaches to guide CARE's work in this field.¹ This resource aims to guide CARE's continuing work and commitment to GBV programming.

CARE 2020 PROGRAM STRATEGY AND GBV

CARE's vision is "a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security". The CARE 2020 Program Strategy articulates CARE's role, identity and programmatic focus towards realizing its vision as a poverty fighting and rights-based organization. Within the CARE 2020 Program Strategy, gender-based violence (GBV) programming is discussed in two ways. First, it comprises a part of CARE's mandatory approaches across all programming, which include fighting gender inequality and GBV, and strengthening women's voice. Second, the strategy articulates "the right to a life free from violence" as among the 4 outcomes against which CARE will measure its work and be held accountable. As such, GBV is uniquely positioned as an issue that requires both focused programming as well as integration across CARE's work.

WHAT IS GENDER-BASED VIOLENCE?

CARE defines gender-based violence as: *a harmful act or threat based on a person's sex or gender identity. It includes physical, sexual and psychological abuse, coercion, denial of liberty and economic deprivation whether occurring in public or private spheres. GBV is rooted in unjust and unequal power relations and structures and rigid social and cultural norms.*

GBV remains a critical rights violation committed against people based on their gender identity, gender expression or sexual orientation. GBV itself is a symptom of oppression, often used as a tool to dominate and intimidate to reinforce gendered inequalities among and across groups. In CARE's experiences, GBV has been used to control and stop people from entering the work force or making choices about their lives (including decisions related to sexual and reproductive health, their food and nutrition, etc.). GBV is a driver and a consequence of poverty, social and political exclusion, conflict and gender inequality.

BACKGROUND

Gender based violence has always been an endemic global rights abuse. GBV exists across development and emergency contexts, and affects every nation across the world.

THE STATE OF GENDER-BASED VIOLENCE: A GLOBAL SNAPSHOT

- The World Health Organization estimates that 1 in 3 women will experience physical or sexual violence by a partner or sexual violence by a non-partner within their lifetime.²
- The IMAGES study conducted by Promundo and ICRW, in collaboration with CARE, found that across Brazil, Chile, Croatia, India, Mexico and Rwanda around 25 to 40 percent of men surveyed reported using physical violence against intimate partners. The study also found that boys who witness or experience their father's violence against their mother are more likely to perpetrate violence against their partners in later adulthood.
- Each year 14 million girls are married before the age of 18, nearly 5 million of them younger than 15. Early forced marriage has been used as a tactic to limit girls' choice/sexual autonomy, settle family or tribal dispute. In some cases, it has also been used to secure daughters' social protection and reduce economic strains of caring for dependents, as seen among Syrian refugee communities in Jordan.³
- An estimated 100 million to 140 million girls and women are survivors of female genital cutting (FGC) as of a 2011 WHO report, and the practice continues despite laws that criminalize these actions.⁴

Background

Initial authors and stewards

International	Sub-Saharan Africa	MENA	Europe	Asia and Pacific	Americas
Program Team*	Burundi*	Egypt*	Austria	Sri Lanka*	Canada
Emergencies Group*	DRC		Netherlands*		USA (SRMHR, Gender)*
	Great Lakes*		Norway*		
	Rwanda		UK		
	Uganda				

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International	Sub-Saharan Africa	MENA	Europe	Asia and Pacific	Americas
Program Team	Benin	MENA RMU	Austria	Australia	Canada
	Somalia		UK	Bangladesh	Haiti
	WARMU			India	LAC RMU
				Myanmar	USA (Gender, FNS, SRMHR)
				Pakistan	
				Sri Lanka	
				Vietnam	

CARE 2020 Program Strategy

The CARE Approach



What We Do

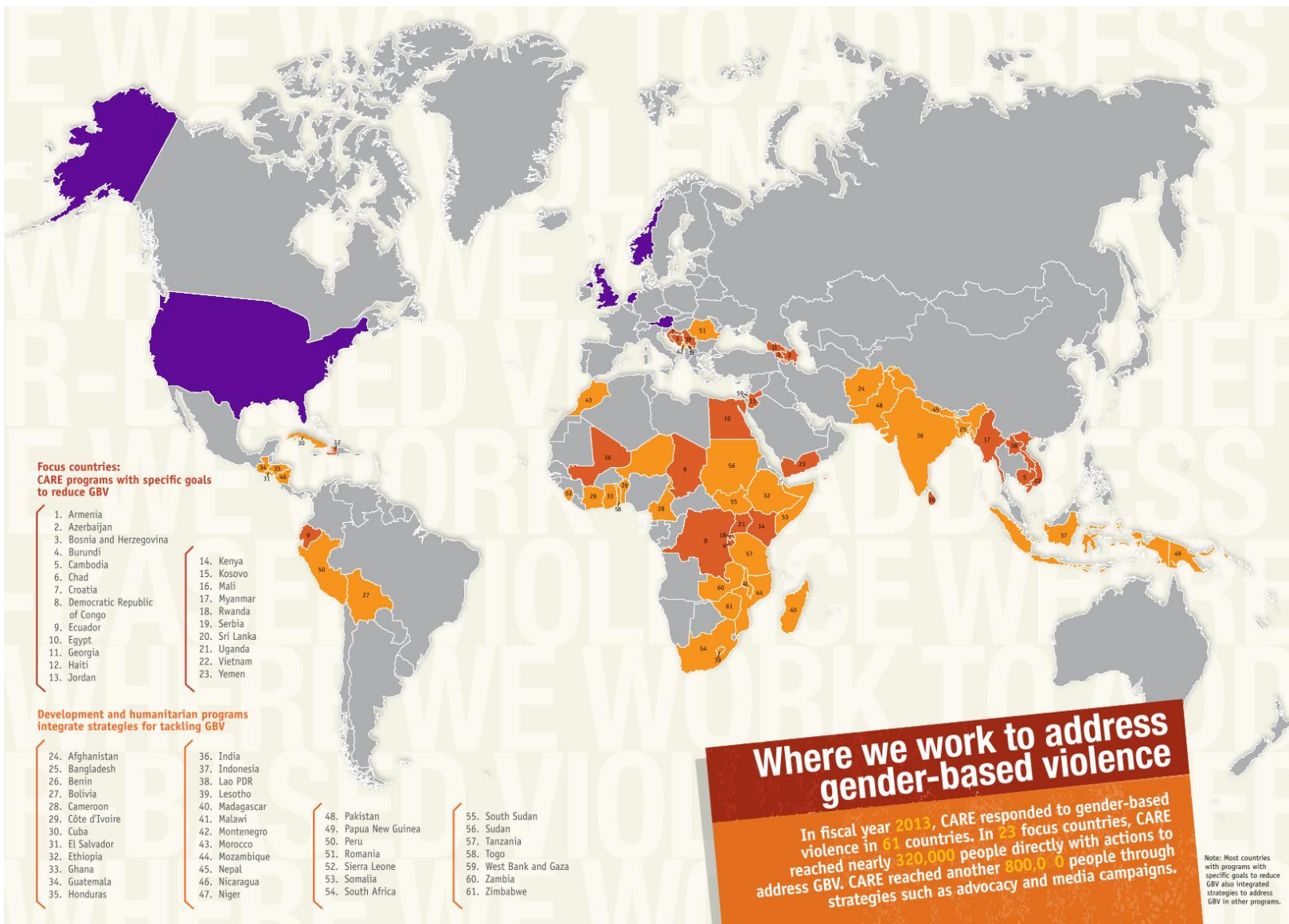
- Humanitarian action
- Promoting innovative solutions for sustainable development
- Multiplying impact

Our Impact

- 20 million people affected by **humanitarian crises** are better able to protect themselves and their families, and receive quality, life-saving humanitarian assistance.
- 100 million women and girls exercise their rights to **sexual, reproductive and maternal health** and a **life free from violence**.
- 50 million poor and vulnerable people increase **their food and nutrition security**.
- 30 million **women have greater access to and control over economic resources**



GBV: Where are we already working



**COMMITMENT TO GENDER
EQUALITY AND DIVERSITY
SKILLS AND ATTITUDES
AMONG STAFF AND
PARTNERS**

**COMBINATION OF GBV
INNOVATION and GBV
INTEGRATION across
PROGRAMMING**

**TRANSFORMING ROOT
CAUSES TO PREVENT GBV**

**CONVENING DIVERSE
ACTORS FOR
NEGOTIATION AND ACTION
for PREVENTION AND
RESPONSE TO GBV**

***In 2020, people of all genders
exercise their right to a life of
dignity, security, freedom and
harmony where diversity is
celebrated***

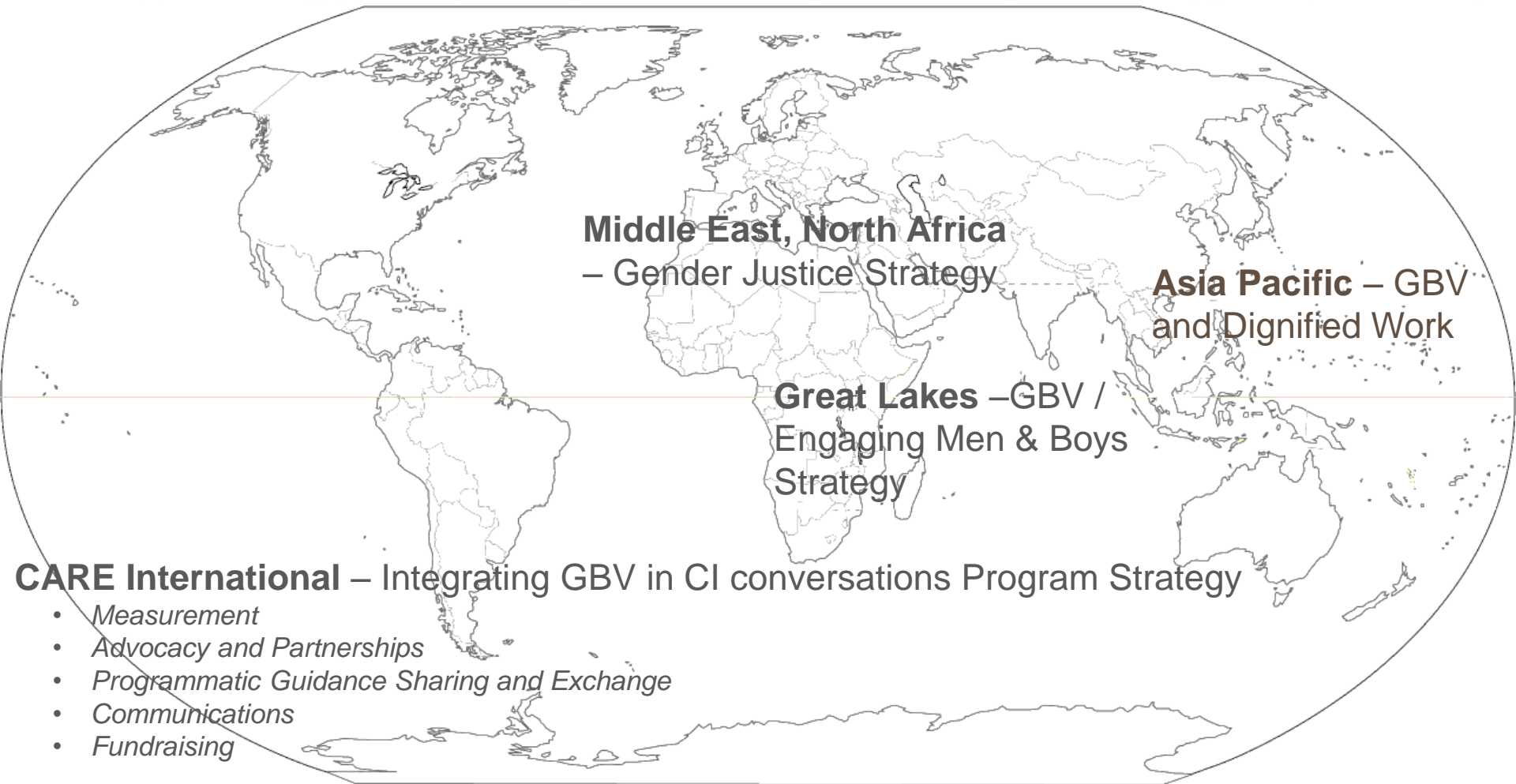
Objectives



Socio-ecological Model	GBV Strategy Objectives
<p>The diagram illustrates the Socio-ecological Model as a series of nested, overlapping triangles. At the center is a small red triangle labeled 'PERSONAL, INDIVIDUAL'. Surrounding it is a larger blue triangle labeled 'FAMILY and INTIMATE RELATIONS'. To the left of the center is a yellow triangle labeled 'COMMUNITY RELATIONS AND SERVICES'. Below that is a blue triangle labeled 'SOLIDARITY GROUPS & ALLIES'. The largest, outermost triangle is orange and labeled 'SOCIETAL NORMS, POLICIES AND INSTITUTIONS'.</p>	<p>Objective 1: People of all genders and ages make choices, assert their voices and realize their right to a life free of gender-based violence</p> <p>➔ Personal, Individual</p> <p>Objective 2: People of all genders and ages negotiate and create healthy relationships within families and communities built upon mutual respect, open communication, solidarity and non-violence</p> <p>➔ Family and intimate relations</p> <p>➔ Solidarity groups and social networks</p> <p>Objective 3: Groups negotiate rights, choices, access to resources and services with formal and informal institutions, transforming social norms and practices to prevent and respond to GBV</p> <p>➔ Community relations and services</p> <p>➔ Societal norms, policy and institutions</p> <p>Objective 4: Accountable formal and informal institutions prevent & respond to GBV</p> <p>➔ Societal norms, policy and institutions</p>

¹¹ Diagram adapted from the [Engaging Men and Boys: programming elements](#) illustration.

Advancing the GBV Strategy across CARE



Middle East, North Africa
– Gender Justice Strategy

Asia Pacific – GBV
and Dignified Work

Great Lakes –GBV /
Engaging Men & Boys
Strategy

CARE International – Integrating GBV in CI conversations Program Strategy

- *Measurement*
- *Advocacy and Partnerships*
- *Programmatic Guidance Sharing and Exchange*
- *Communications*
- *Fundraising*

Join Us!



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Add your face and voice to our campaign:
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