

## **Report in UNICEF's role in supporting the Quito Consensus**

Presented in the XI Regional Conference on Women.  
Brasilia, July 13-16, 2010



**Regional Office for Latin America and the  
Caribbean**

## TABLE OF CONTENTS

<b>I.UNICEF and the rights of girls and women .....</b>	<b>3</b>
<b>II.UNICEF’s role in supporting the Quito Consensus in LAC.....</b>	<b>4</b>
1. Prevention of violence .....	4
2. Social protection of children and women .....	7
3.Women’s political participation .....	10
4.Co-responsibility in families and working life.....	10
5.UNICEF Regional Office work in gender mainstreaming, knowledge management and behavioural change .....	11

## **UNICEF AND THE RIGHTS OF GIRLS AND WOMEN**

UNICEF is committed to practicing and promoting non-discrimination of all kinds, whether on the basis of sex, age, religion, race, ethnicity, economic status, caste, citizenship, sexual identity, ability/disability and urban/rural locality. We are dedicated to working with partners at all levels to help end the intersecting discriminations that children face, and to redress the ways in which girls typically, and boys in some situations, experience discrimination on the grounds of their sex, in addition to other forms of discrimination that they may experience. We ground our work with our partners in both the CRC and CEDAW. These Conventions are mutually and strongly reinforcing in the realization of UNICEF's mandate for the rights of children.

A principal contribution of UNICEF to women's rights is through empowerment of the girls who will become women, so that they can take their place as adults able to claim their own rights, and assume their full responsibilities as duty bearers towards the next generation. We also recognize that gender equality among adults, expressed in equal enjoyment of rights and mutually respectful relationships in both the public and private spheres, provides an essential context in which girls and boys can learn the gender-equal attitudes and behaviors that will sustain human development and development goals such as the MDGs over time. UNICEF works for women's rights not only as an inherent good for societies as a whole, and in recognition of women as agents of human development, but specifically because the empowerment of women facilitates the very environment in which gender-equal results can best be achieved for children.

The emphasis placed on women's empowerment in LAC—in alignment with the MDGs—and on women's participation in planning and implementing the strategies to achieve the goals for children, was recognition of the fact that reaching these goals is contingent upon the improvement of the status of women. It became clear that it was not possible to tackle the problems facing children in the LAC region without understanding and addressing the primary gender equality issues confronting their parents and the gender-based power relationships within each country in which UNICEF operates. If mothers are perceived to have fewer rights than the fathers and sons in the family, both sexes of the next generation grow up internalizing that this is an acceptable way to treat women and girls and that it is normal for boys and men to dominate both at the household and societal level. Men and boys also pay a price for this imbalance in terms of higher levels of stress-related diseases due to the pressures on them to serve as the family breadwinners.

UNICEF has just launched its new 2010 Policy on Gender Equality and the Empowerment of Girls and Women which mandates that all UNICEF-assisted regular programmes as well as humanitarian preparedness, response, and recovery efforts be designed to contribute to gender equality in clearly defined, measurable ways.

## **UNICEF's role in supporting the Quito Consensus in Latin America and The Caribbean**

With respect to support to the Quito Consensus, UNICEF has specifically supported programmes in a few key areas mentioned in that Consensus:

- Prevention of violence
- Social Protection of children and women
- Women's political participation
- Co-responsibility in families and working lives

### **1. Prevention of Violence**

UNICEF's commitment to end violence and achieve social protection of girls and women is based on human rights principles and international frameworks, which all UN member countries in the LAC region have endorsed through constitutional amendments or pledges to the international community. These commitments include, among others: Conventions on the Rights of the Child (CRC), Convention for the Elimination of Discrimination against Women (CEDAW), the Beijing Platform for Action, Framework of Action for Children, Belem do Para, and the Caribbean Community (CARICOM).

During 2009-2010, key events to celebrate gender equality achievements to date are: 30th anniversary of CEDAW, Beijing +15, Commission on the Status of Women (2010) and the International Conference on Population and Development (2010). Undoubtedly, these fruitful period of events is an added value for UNICEF to position itself as a major player in order to eradicate Gender-Based Violence (GBV) and to help build equality from the beginning of the lifecycle in order to achieve universal gender equality.

- **Secretary General's Campaign "Unite to end Violence against Women"**

UNICEF in LAC has taken an active role in technically and financially supporting the launch of the Secretary-General's Campaign to stop Violence against Women and Girls in LA and upcoming in the Caribbean. We believe stopping violence must begin early and should be incorporated into an approach designed to build gender equality in from the beginning. Working alongside partner agencies we are also contributing to the development of a communications strategy that can have a wide reach to support an effort to stop violence wherever it is born. Beyond resources, to maintain the high level of reach and sustained effort will require accompanying strategies around advocacy, policy development based on the use of evidence such as that available within the Observatory. In cases, where the

evidence is still missing UNICEF is investing more resources to support national action for the collection of data.

UNICEF Guatemala took the lead in the communication part of the campaign, elaborating several spots and communication materials for the regional launching of the SG Campaign in Guatemala in November 24 and 25. TACRO allocated 60.000 USD for the Campaign and UNICEF Guatemala collaborated with 16.000 USD more for the production of the audiovisual spots.

UNICEF TACRO participated in all interagency meetings held in Panama and become a major player among regional partners in order to eradicate violence against girls and women.

UNICEF TACRO is leading the SG communication inter-agency group for the Campaign and has drafted the communication strategy for 2010-2015.

UNICEF TACRO is also supporting the launch of the SG Campaign in the Caribbean Region in October 12, 2010 and we contributed 10.000 USD for this purpose. In total, UNICEF has contributed with 86.000 USD to the launch of the SG Campaign in LAC

**Venezuela COs** within the framework of the UN Secretary-General's campaign, carried out training activities for staff in all agencies. 700 adolescents were mobilized in the Metropolitan Area of Caracas on the International Day for the Elimination of Violence against Women under slogan: "Caracas unite to end violence against women and girls".

### **LAC Strategy for Violence Prevention**

UNICEF's strategy to address violence against women is integrated with its strategy to prevention violence against children. Both have as a focus violence committed against women, girls and boys. A number of challenges still present with respect to the way in which women deal with violence. According to the CEPAL document: "*What kind of State? What kind of equality?*"... "many women delay violence and do not dare to take action to put a stop to it because they lack economic autonomy and are poor, which perpetuates the vicious cycle of violence and inequality". Dealing with violence needs to begin early, it needs to addressed through multilevel approaches including behavior change, in different settings and across the lifecycle. UNICEF works in countries deals with this.

There are four principal areas of focus:

- Corporal punishment focusing on homes and schools

- Violent crimes against boys, girls including adolescents
- Youth and adolescent gangs
- Violence committed within the juvenile justice system

Basic cross-cutting principles of the entire strategy include:

- Gender
- Human Rights
- Multiculturalism
- Life cycle
- Contextual and Generational perspective

What does the gender principle imply for the strategic focus areas:

<b>Gender Approach</b>	<b>What are the implications of this approach for the prevention and elimination of violence?</b>
<p>The gender perspective refers to the meanings, relations and the identities socially constructed from sexual differences that have conditioned women and men to be, to think and to act in different ways.</p> <p>In the context of this strategy, gender turns those differences into inequalities, which allows us to understand how these forms of social construct can lead to differentiated social status.</p> <p>Gender based violence is shown as a systemic and systematic violation of human rights and an obstacle for the economic, social and democratic development in all countries.</p> <p>This approach requires addressing social situation or program of intervention from a perspective that allows understanding the specific needs of children and the different effects on them.</p>	<p>To understand that there is a differentiated demand by gender towards violence.</p> <p>To understand that adolescent boys are the main victims of violence in the communities.</p> <p>To understand that gender based violence is based on the preconception of the inferiority of women which supports the culture of inequality and discrimination that governs the majority of the societies of the region.</p> <p>To understand that there are gender and socio-cultural patterns that tend to facilitate, justify and/or hide some manifestations of violence.</p> <p>To understand that the impact and the consequences of experiencing violence are different for girls, women, boys and men, which has direct implications in the kind of attention and services required.</p> <p>To understand that the access to social opportunities and resources (including services) is different for women/girls and</p>

	boys/men which requires adequate provision of services.
--	---

## Other UNICEF CO Initiatives to prevent gender based violence

**Mexico COs** implemented a national campaign to raise awareness and influence behavioral changes regarding gender violence and gender equity in primary schools has been developed together with the Ministry of Education. The campaign includes the publication of a national study of **Gender Violence in Public Schools** based on the nationwide survey conducted among 10-14 years-olds in 2008; TV spots and a new website to raise awareness among adolescents on gender-based violence [www.cueponi.com.mx](http://www.cueponi.com.mx).

**UNICEF Belize** together with PAHO/WHO served on the Board of Directors of Haven House, shelter for battered women and have assisted in proposal writing which has leveraged resources for the ongoing operations of the Home. Also contributed to the success of the first Waak eena fi shee shooz (walk in her shoes) event organized by Haven House to bring awareness on the issues of gender based violence and which had the participation of the male staff of the UN in Belize.

## 2. Social Protection of Children and Women

While policies to promote broad-based economic growth are fundamental to overall social development, the benefits of growth do not automatically reach the poorest and most marginalized girls, boys and families. Direct interventions are still required to reach the most economically excluded. Consequently for UNICEF, like other agencies, creating and strengthening social protection systems is an important and growing priority for governments and for our Programmes of Cooperation in Latin America and the Caribbean. Social protection within the context of our policy, practice and advocacy areas is recognized for its role in addressing poverty and vulnerability.

Thus, the conceptual framework that drives UNICEF's work is one that incorporates a set of interventions designed to reduce social and economic risk and vulnerability, extreme poverty and deprivation. It incorporates four sets of interventions:

**Protective programmes** that offer relief from social and economic deprivation including alleviation of chronic and extreme poverty. These include targeted relief in emergencies and targeted cash transfer schemes.

**Preventive programmes** which are put in place before a shock (ex-ante) and are designed to avert deprivation or to mitigate the impact of an adverse shock, and include mechanisms such as health and unemployment insurance and non-contributory insurance schemes

**Promotive programmes** enhance assets, human capital and income earning capacity among the poor and marginalized such as skills training and active labour market programmes

**Transformative interventions** are those that are aimed at addressing power imbalances that create or sustain economic inequality and social exclusion and include legal and judicial reform, budgetary analysis and reform, the legislative process, policy review and monitoring, social/behavioural and attitudinal change

### **Rationale for UNICEF's engagement in social protection**

UNICEF's rationale for involvement in social protection is grounded in human rights and pro-poor development. Both the CRC and the CEDAW contain articles that underlie UNICEF's support to governments in the area of social protection.

CRC: A child permanently or temporarily deprived of his or her family environment, or in whose own best interest cannot be allowed to remain in that environment shall be provided with special protection and assistance provided by the State (Article 20)

States parties shall recognize for every child the right to benefit from social security, including social insurance, and shall take the necessary measures to achieve the full realization of this right in accordance with national law..." (Art 26)

### **Child sensitive social protection**

Social vulnerability as against income vulnerability is especially important for children. The risks of extreme poverty for children are compounded by the risk of losing family care – i.e, the nucleus of care and support for a child. UNICEF's position is for child-sensitive social protection systems that mitigate the effects of poverty on families, strengthen families in their child care role, enhance access to basic services for the poorest and most marginalized, and provide special services to children who live outside a family environment. The fundamental principles of a child sensitive social protection system are that:

- promotes a coherent legal system to protect the rights of women, girls and boys
- addresses the age and gender specific risks and vulnerabilities of boys and girls
- intervenes as early as possible to prevent irreversible impairment of boys and girls
- makes special provision to reach girls and boys who are most vulnerable
- helps women and children to claim their rights, and facilitates their participation in decision-making



- strengthen the capacities of the states, communities and families to respect, protect and fulfil rights in general

## **Social Protection in Latin America and the Caribbean**

### **Cash Transfers**

- Several countries already have (e.g. Brazil, Chile) or are planning (e.g. Belize) the introduction of cash transfers
- Tool for rights based analysis of analysis of cash transfers programs being developed. Tested in four countries (Brazil, Chile, Costa Rica and Mexico)

### **Decentralization and disparities**

- Data gathering to highlight specific issues of girls indigenous and afro-descendants
- Integrated early childhood development respecting indigenous values and traditions (Colombia)
- Integrated packages of education, health and water/sanitation interventions at municipal level (Brazil)
- Legislation affecting children in conflict with the law and victims of violence (Bolivia)

### **Some initiatives on social protection of girls and women at the field level**

UNICEF Guatemala launched the book “Mirame” a joint effort with la Defensoria de la Mujer Indigena (DEMI), a book that contains wide-ranging information on the reality of indigenous girls’ lives in the Central American country. The publication highlights the discrimination suffered by indigenous girls and women in terms of education, health, nutrition and protection.

In 2009, UNICEF Cuba continued to support, in partnership with four National Ministries, civil society, UNIFEM, and UNFPA, the implementation of the National Plan Against the Feminization of HIV/AIDS. The plan seeks to address the growing feminization of the epidemic in the country, particularly among adolescent girls, and has specific targets through 2011.

UNICEF Costa Rica worked during 2009 to make visible the impact of the crisis in women and girls- UNICEF organised a workshop of experts and negotiated with the Ministry of Foreign Relations to prepare Costa Rica’s intervention in the Financial Summit Conference, organised by the UN General Assembly. In the presentation, Costa Rica demonstrated how the crisis could particularly affect children and women and advocated for the promotion of measures that would mitigate the effects.

In 2009, UNICEF Colombia participated actively in the inter-agency working group on gender and in the ad hoc working group on gender-based violence which was set-up under the co-leadership of UNFPA and UNIFEM in the framework of UN Security Council Resolution (SCR) 1325 and in anticipation of a possible mandate in Colombia under SCR 1820. Moreover, in identifying a set of priorities for 2010 to best address humanitarian needs caused both by conflict and natural disasters, as well as to collaborate with the Government of Colombia in filling response gaps, the UNCT has included the need to develop a collective strategy to collect data, monitor and address sexual and gender-based violence related to the armed conflict.

### **3. Women's Political Participation**

UNICEF Bolivia CO supported the empowerment of women leaders from different territorial and indigenous organisations through a variety of initiatives implemented in alliance with civil society organisations. Taking into consideration the upcoming Plurinational Legislative Assembly, UNICEF also supported the institutional establishment process for the Parliamentary Union of Women of Bolivia. This was done through three regional workshops with the following outputs: an advocacy strategy to guarantee the political participation of women in all political arenas, a set of internal regulations and a proposal for an internal regulations handbook with a gender perspective for the House of Representatives.

The newly approved State Constitution and the Transitory Electoral Law required 50% women's participation in political party lists, civil society and indigenous organisation for all national elections. Therefore, the strategy of promoting women's empowerment and political participation was a priority of the United Nations System Technical Group on Gender, which was coordinated by UNICEF in 2009. The Group also organised a workshop for UN staff to validate the "Methodology Guidelines for the Consolidation of the Cross-sector Gender Approach" to be published in 2010. As a result, women's representation in the Plurinational Legislative Assembly has reached a historic high of 30%, including 47% in the Senate and 25% amongst Representatives. It should be noted that President Morales has committed himself to gender parity in the ministerial cabinet.

In Belize, a joint UNICEF/UNDP project this year supported the revision of the national gender policy being undertaken by the National Women's Commission and is expected to be completed in the first quarter of next year. UNICEF participated in the consultations as well as provided support to the M&E discussions in relation to the policy. UNICEF also facilitated a half day session for 40 women through the Women in Politics Project focusing on International human rights instruments with emphasis on CEDAW and HRAP as they prepare themselves to be future women politicians.

### **4. Co- Responsibility in Families and Working Lives**

Argentina and Chile focused their work child care from a gender perspective and Barbados and Honduras worked on masculinity issues through interagency initiatives

**Argentina-** UNICEF's cooperation with the Institute of Social and Economic Development (Instituto de Desarrollo Económico y Social, or IDES) in the context of the joint project implemented with UNFPA, focusing on child care,. A workshop was held in October for policy decision makers and researchers of the legislative and executive branches, intended to move toward a comprehensive interpretation of the concept of care, an analysis of its impact on gender. Partners involved: the Ministry of Social Development, the SENNAF and the universities and academic institutions.

**Chile-** Linked to Early Child and in partnership with P&G (pumpers) local office and to Hill & Knowlton, supported qualitative study to find out the perception and practice of fathers and mothers in terms of raising their children. The materials emphasize the gender aspect of attachment as well to emphasize the need for attachment with fathers as well as mothers.

**Honduras-** UNICEF CO, through the UN Inter-agency Gender Thematic Group has held National Forum on New Masculinity, inviting the President of the Ibero-America Network of Masculinity, to raise awareness on gender issues which emphasize the importance of the engagement of men.

**Barbados-** UNICEF continues to foster an excellent collaboration with UNIFEM and the UN Theme Group on Gender and Poverty. The UN Theme Group is jointly addressing "masculinity" with the Caribbean region. UNICEF and UNIFEM together lobby and provide support to regional bodies and national governments to strengthen policies and practices around child maintenance, sexual abuse, teenage mothers and social protection to ensure women "s and girls" rights and gender equality.

## **5. UNICEF Regional Office work in gender mainstreaming, knowledge management and behavioural change**

### **Gender Strengthening Initiative implemented in UNICEF Regional Office for Latin America and the Caribbean (TACRO)**

As part of the broader context of the Global Gender Action Plan across all UNICEF Regions and HQ, the Regional Office for Latin America and the English speaking Caribbean Region (TACRO), conducted a Gender Strengthening Initiative (GSI) in 2009 to improve the level of knowledge and commitment of all staff and to promote gender mainstreaming in UNICEF's work externally in policies and programs and internally in our organisation.

Within this context, several regional major initiatives were taken: 1) Four thematic training workshops and four training modules for selected staff 2) Seven gender Self- Assessments conducted by seven Country Offices 3) A manual for Use in Emergencies from a gender-based approach 4) A Communication for Gender Equality Toolkit to support COs to promote a peaceful culture to live a violent-free life throughout the lifecycle 5) A Regional Gender Strategy to implement UNICEF's Gender Equality Policy in the region. All these deliverables can be found at the gender equality Intranet site developed by TACRO. It is an Intranet-based knowledge management tool, compiling key materials related to Gender Equality in order to strengthen staff capacity to mainstream gender in UNICEF programming. TACRO has been the only region to have created a Gender Equality Intranet site.

TACRO Gender Strengthening Initiative as well as the TACRO Gender Intranet have been recognised by HQ as a good practice from the field.

### **Gender Mainstreaming Workshops**

Four thematic training sessions on gender mainstreaming took place in each of the regional meeting for staff in the area of M&E, Social Policies; HIV/AIDS, Health and Nutrition; Education and DROPS from August to October 2009. In overall, 150 staff members have been trained on gender mainstreaming issues regarding area of speciality.

All the Workshops were facilitated by the Academy of Education and Development (AED) with the following main goals:

- To enable participants to address gender inequalities Facilitate the inclusion in the education system of the conceptualization of non-violence education (education for peace, education without fear etc.) as well as education for gender equality /inequities through application of relevant tools, gender lens and innovative gender mainstreaming initiatives
- To generate forms of support, monitoring and evaluation, knowledge-management, on-going learning, technical exchange, communication and interaction within and across countries and the region that guides and strengthens the kind of gender mainstreaming that progressively leads to the fulfilment of all rights for all.
- To build a critical mass within UNICEF that makes UNICEF a thought leader, convener/coordinator/facilitator, and leader in practise of equality between girls and boys, women and men.

### **Gender Strategy for the LAC Region**

UNICEF has just launched its new "Policy on Gender Equality and the Empowerment of Girls and Women" . This policy revises and updates the Policy on Gender Equality and Women's

Empowerment, 1994. In 2006-2007, UNICEF undertook a major Evaluation of the implementation of the 1994 policy, which laid the foundation for this update. The policy was revised through extensive consultation among UNICEF staff and partners. It takes account of the changed inter-governmental context for development, especially new mechanisms and systems to ensure strengthened coherence through the millennium process and UN reform, greater clarity on the human rights foundations of development and stronger emphasis on emergency/humanitarian activity.

The new Policy aims, through its country programmes, to promote the equal rights of women and girls and to support their full participation in the political, social and economic development of their communities and promotes proportionate shares of domestic responsibilities and rewarding labor between men and women.

Framed within the Gender Equality Policy goals, TACRO drafted a Gender Strategy for the 2010-2012 periods to advance gender equality and the empowerment of girls and women in the region as a way to promote the realization of human rights for all and accelerate the attainment of organizational goals on children's wellbeing.

The expected results pursued by the strategy fall into four main categories:

- Line of Action 1: Improve the availability, quality and use of knowledge and statistics on the situation of boys and girls (0-18 years) and the relationship between gender equality and children's rights in both regular and emergency contexts.
- Line of Action 2: Design and undertake a communicational campaign directed to raise the visibility and impact of the UNICEF Gender Equality Policy, its implementation plan and related actions and outputs;
- Line of Action 3: Create and engender organizational mechanisms and procedures to enable and hold staff accountable for the implementation of the gender equality policy.
- Line of Action 4: Strengthen results-based gender mainstreaming operations and focus technical and financial support on selected key issue areas and countries. This focusing will be reflected in the development of tailored products for the selected issues and countries within Lines of action 1 and 2.

This Strategy commits UNICEF to intensify gender equality work in selected issues as:

- Responsible fatherhood and fathers' participation in raising children\*.
- Conditions at household, community and work environments to enable mothers to breast feed.
- Girls' domestic work (paid and unpaid).
- Conciliation of paid work in the labor market with unpaid care in the household.

## **Communication for behavioural change on gender equality**

TACRO drafted a communication toolkit to foster gender equality from the start, using a life cycle approach, and to promote a protective and enabling environment, reducing stigma, gender inequalities and gender stereotyping. The toolkit has a Communication for Development (C4D) approach which is defined as a systematic, planned and evidence-based process to promote positive and measurable individual behaviour and social changes that are integral to development programs, policy advocacy, humanitarian work and the creation of a culture that respects and helps realize human rights.

The goal of this toolkit is to support country offices to promote a peaceful culture that respects and protects the rights of girls, boys, and women to live a violent-free life throughout the lifecycle. The toolkit contains communication and advocacy strategies for ending violence against women and promoting gender equality, sample media, and successful communication approaches that aim to create long-term behavioral and social change such as mainstreaming gender equality throughout the lifecycle, creating nurturing, stable, protective environments that enable women and girls to fully exercise their rights, and involving men and boys as role models and partners in the movement towards gender equality.

Understanding the importance of communications for sustainable development, the toolkit is designed to be a practical resource guide for communications and program staff to design communication messages and effective strategies, select appropriate media for a wide range of target audiences and stakeholders, and to develop indicators for measuring outcomes and sustainability.