



# GENDER NORMS

## CONNECTING RACE, CLASS AND GENDER

### 3 QUESTIONS

1. **WHAT DO YOU THINK OF WHEN YOU HEAR “GENDER?”**
2. **WHAT ISSUES COME TO MIND WHERE RACIAL EQUITY & GENDER CONNECT?**
3. **WHERE MIGHT YOUR GRANTMAKING BETTER ADDRESS RACE+GENDER?**



# GENDER NORMS







# RIKI WILCHINS EXECUTIVE DIRECTOR



with  
on Founds.



Worked with...





# YOUTH OF COLOR



Based on studies – not unique to YOC

'Crisis discourse' / Resilience & strength





# TERMS & DEFINITIONS

## Sex

Primary & secondary bodily characteristics (chromosomes, hormones, etc.)

## Gender Identity

Inner sense of being female or male (or some combination of the two)

## Sexual Orientation

Attraction to members of one or more sexes

## LGBTQ

Lesbian, gay, bisexual, transgender, questioning/"queer"







# TERMS & DEFINITIONS

## Gender

“What culture makes out of sex”

## Norms

Widely accepted/expected social behavior (Allison)

## Gender Norms

Socially-constructed ideals, scripts, expectations for “doing” Boy and Girl

Part of structural inequality – like race or class (top down/bottom up)

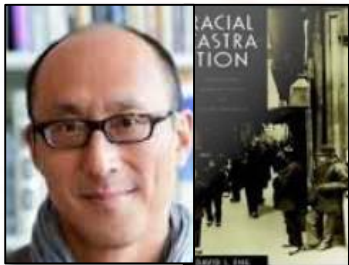
Identity Norms  
Trans GENDER queer  
Roles Equity





# INTERSECTIONAL

Because Types of Oppression Interact



David Eng

Racial bias is always gendered

Gender bias is always raced



Kimberle Crenshaw



# “STRONG GENDER LENS”

## Gender Equity but...

...Nothing on gender norms

...No gender norms, men/boys, LGBTQ

...No gender norms, race or class

4 Understanding it: what gender analysis is and isn't

# GRANT

PDF-XChange Viewer

Application has finished searching the document for: "gender norms".

No matches were found.

OK

W  
HEAL

infrastructure and priorities related to **women's health**, then

**Women's health** and gender-based medicine is an essential

"Eliminating leadership or **women's health** is a step backwa

**women's health** and gender-based work does not always fit

Women, girls, trans people, and intersex people often experience gender discrimination along with other forms of institutional discrimination, such as **racism** and homophobia. These other dimensions of identity citizenship religion relation

# NG FOR SION

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OK





# GENDER NORMS ARE LEARNED

## ESP DURING “GENDER INTENSIFICATION” PERIOD



Interest accelerates



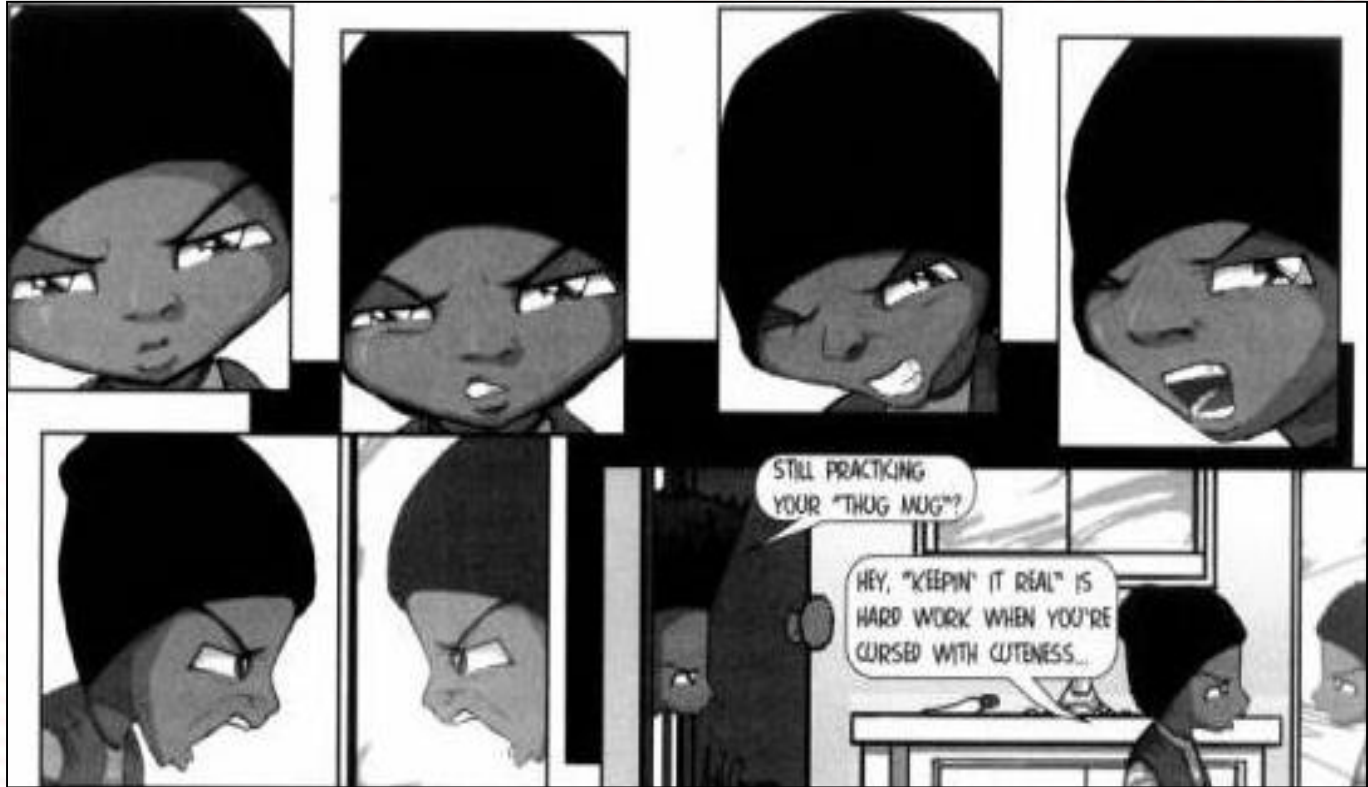
Belief starts to solidify



Primary rite of passage/developmental task



# GENDER NORMS TAKE PRACTICE





# IMPACT ENHANCED IN LOW-INCOME ENVIRONMENTS

**Intensified  
for LGBTQ**

**Codes may  
be especially  
narrow**

**Penalties for  
transgression  
can be harsh.**





# GENDER NORMS DRIVE BEHAVIOR

10 Reasons Some Young Men Decide to Have Sex:

- 1) For Fame
- 2) Pleasure
- 3) See their peers / Be like them
- 4) Something to brag on
- 5) Passtime
- 6) Workout
- 7) Family / want to have a baby
- 8) Hormones
- 9) To please girls
- 10) Peep

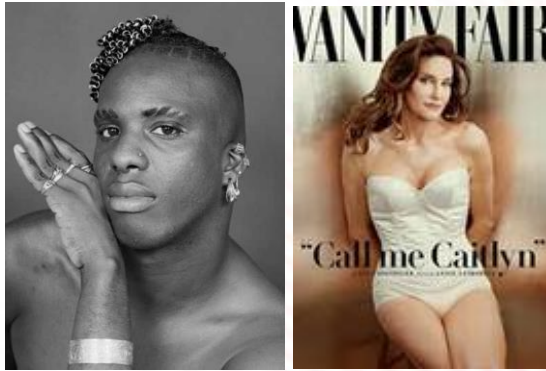
10 Reasons Some Young Women Decide to Have Sex:

for a boy to like them to fit in.  
Peer Pressure - friends girl friends  
to get attention from guys & girls  
CURIOUS  
So the boy won't leave her.  
Desperate  
In love - really in love  
in the mood - "H" word  
Relationship pressure from guys.

**Because beliefs drive behavior**



# LGBTQ AND NON-LGBTQ



**GENDER NON-  
CONFORMING  
&/OR LGBTQ**



**GENDER  
CONFORMING**





# MASCULINITY EFFECTS

More risk-taking (sex, drugs) & violence

Drop out early / lower econ outcomes

Lower mental health outcomes/stress

Contact with police & JJ systems

Avoid trauma & health care

ED: Punished harshly for same infractions

JJ: Violated for subjective 'attitude' offenses

HLTH: Taken seriously, medicated sooner

**STRENGTH**  
**AGGRESSION**  
**TOUGHNESS**



*Dr. Joseph Pleck*







# FEMININITY EFFECTS

Unplanned pregnancy/Partner violence

Drop out of school and/or STEM

Economically dependent

Depression/suicide

Avoid trauma care & health care

JJ: Punished for status offenses (curfew, truancy)

ECON: Nudged towards low-paying service jobs

ED: Deportment (*“too loud” “too street”*)

HLTH: Undertreated for pain, cardiac symptoms

DESIRABLE

DEFERENTIAL

DEPENDENT

THIS IS WHAT  
STRUCTURAL  
RACISM  
LOOKS LIKE.

Gender Norms





# GENDER NORMS: EVERY ISSUE

**Homelessness**

**Arts**

**Climate Justice**





# STRONG PROGRAM BASE

THE UNITED STATES PRESIDENT'S  
EMERGENCY PLAN FOR AIDS RELIEF  
PEPFAR Gender Special  
Initiative: Male Gender Norms  
Initiative



Gender norms  
are “central to  
improving  
both individual  
and societal  
R/H”



**USAID**  
FROM THE AMERICAN PEOPLE

Gender norms “ke  
effective HIV prev  
for MSMs

Promoting New Models of  
Masculinity to Prevent HIV  
among MSM in Nicaragua



**IGWG**  
Interagency  
Gender  
Working  
Group



World Health  
Organization



“Deconstructing  
masculinity with  
young men 13-19”  
to eliminate  
violence against  
women and girls



The powerful  
influence of  
gender norms is a  
foundation of  
gender inequality.



From choice, a world of possibilities

Men are changing

Case study evidence on work with men  
and boys to promote gender equality  
and positive masculinities





# STRONG RESEARCH BASE

The image displays three sequential Google Scholar search results, illustrating a research process. The first screenshot shows a search for "education and 'gender norms'" with 65,600 results. The second screenshot shows a search for "reproductive health gender norms hiv women" with 146,000 results. The third screenshot highlights a specific article: "Love, sex, and power: Considering women's realities in HIV prevention." by H. Amaro, published in 1995. The article is marked with a star and includes a snippet: "... and services required to empower women to protect and maintain their health (Chen et al. ... It seems clear that traditional theories of healthy growth and development have influenced theories of ... Among women at highest risk for HIV infection (eg, those who use injection drugs and ...".



# US: HISTORICAL DISCONNECT

“Gender roles and norms influence, if not define, behavior in interpersonal relationships”



“Astounding as it may seem, the central role of gender has been largely ignored.”

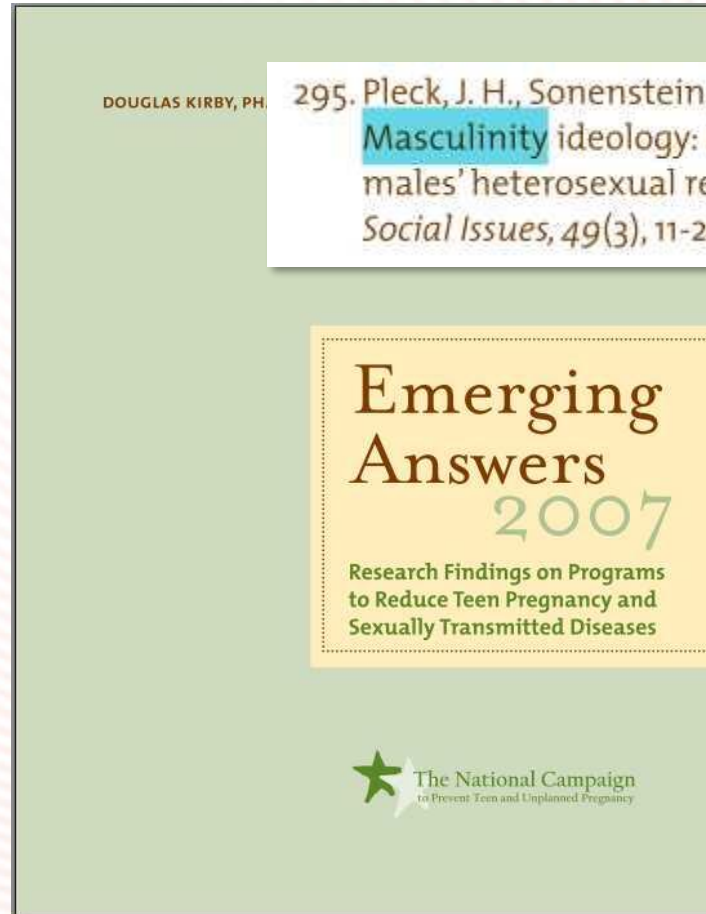
“We are studying in a gender vacuum.”

*“Love, sex, and power. Considering women's realities in HIV prevention.”*  
H Amaro . Am Psychol. 1995 Jun;50(6):437-47, [1995](#) .





# US Disconnect: Policy



DOUGLAS KIRBY, PH.D.

295. Pleck, J. H., Sonenstein, F. L., & Ku, L. C. (1993).  
Masculinity ideology: Its impact on adolescent  
males' heterosexual relationships. *Journal of  
Social Issues*, 49(3), 11-29.

## Emerging Answers 2007

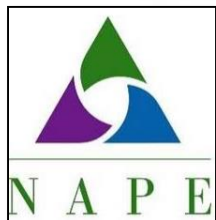
Research Findings on Programs  
to Reduce Teen Pregnancy and  
Sexually Transmitted Diseases

 The National Campaign  
to Prevent Teen and Unplanned Pregnancy





# A GROWING ECOSYSTEM

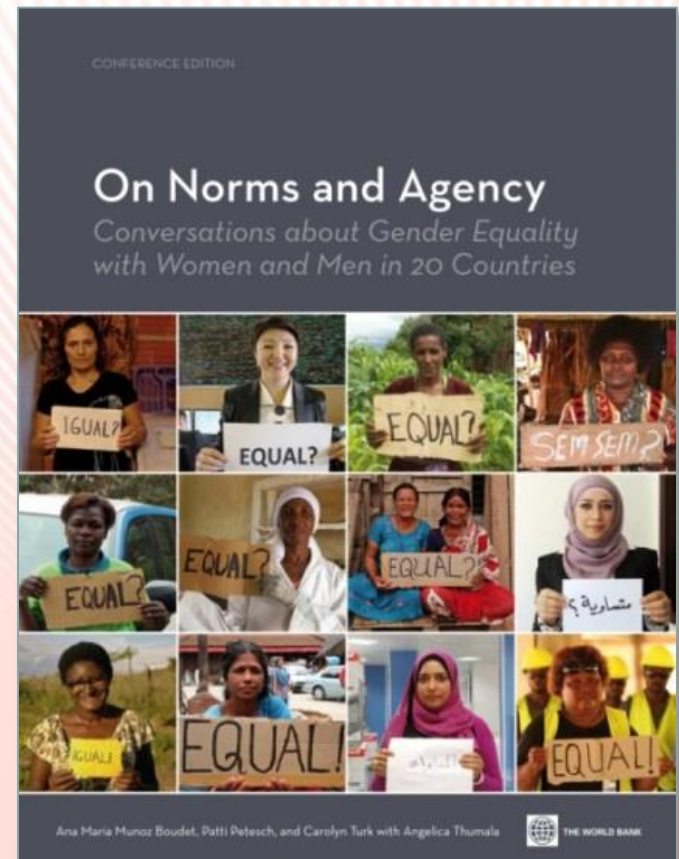




# QUESTIONS

## *“CAN WE JUST FOCUS ON THE EQUITY?”*

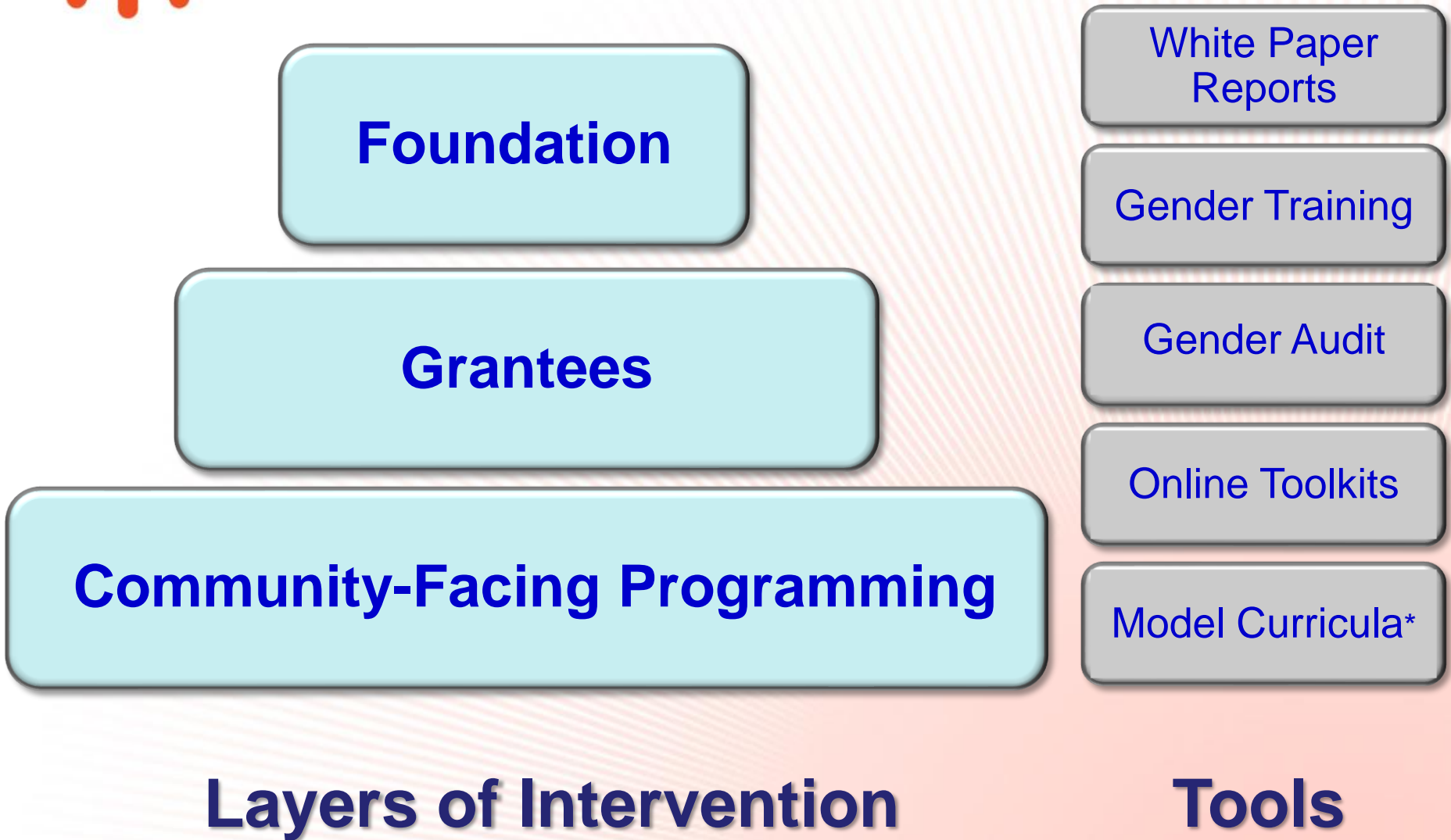
*“The powerful influence of gender norms is a foundation of inequality ...as important as jobs or opportunity “*







# BECOMING RACE & GENDER RESPONSIVE





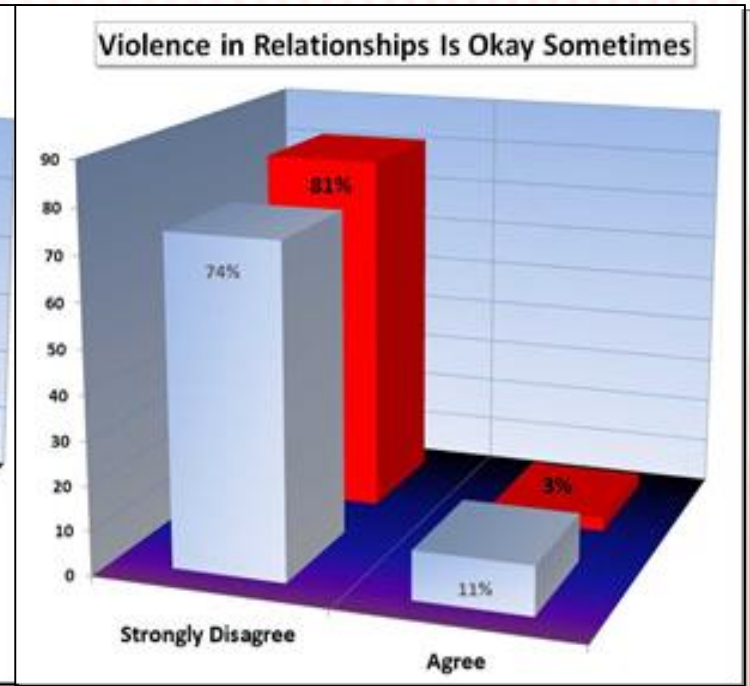
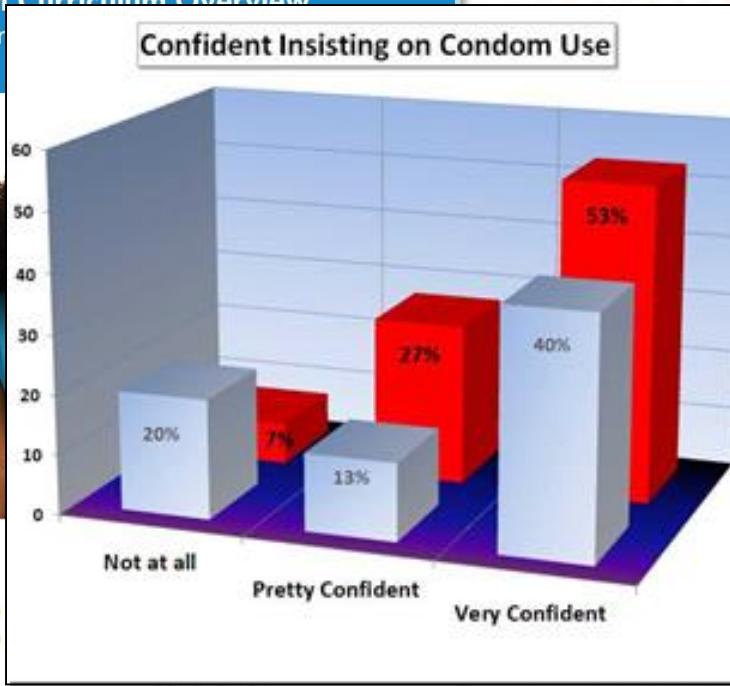


# B. L. O. O. M. (Black girls Living Out Our Meaning)

**BLOOM Curriculum Overview**  
(Black girls)



Let Every Child Shine.



**THE HEINZ ENDOWMENTS**  
HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT



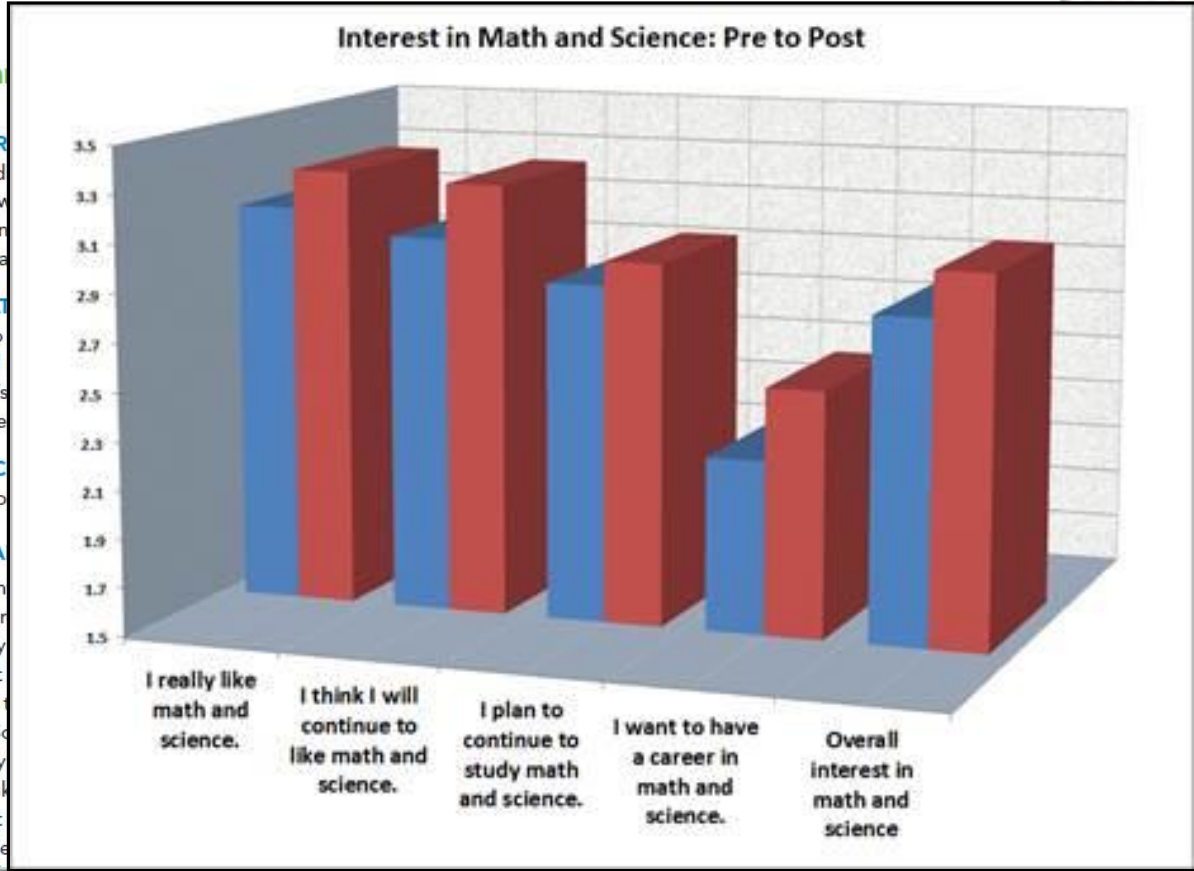
# EASY AND EFFECTIVE

Feminine  
A Model



ACTIVITY 5

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**THANK YOU!**



Let Every Child Shine

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