Gender-inclusive Communication

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25 November 2019
Communication

A symbolic process whereby reality is produced, maintained, repaired and transformed

- Writing and graphical representation (infographics, maps, images/photos, videos, charts)
- Speech and oral communication
- Signs and behaviour (e.g. gestures)
- Process of sending and receiving messages through verbal and non-verbal means
Gender Inclusive Communication: Why does it matter?

“John and Mary have full time jobs, therefore he helps her with the housework.”

Why?
- To avoid reproducing biased gender representations
- The conscious reflection on our communication is a powerful tool to fight stereotypes and promote equality
Stereotypical Images of Men
Stereotypical Images of Women
# Common Gender Stereotypes

<table>
<thead>
<tr>
<th>Associations</th>
<th>MAN</th>
<th>WOMAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Masculine</td>
<td>Feminine</td>
</tr>
<tr>
<td></td>
<td>Rational</td>
<td>Emotional</td>
</tr>
<tr>
<td></td>
<td>Strategic</td>
<td>Intuitive</td>
</tr>
<tr>
<td></td>
<td>Science</td>
<td>Nature</td>
</tr>
<tr>
<td></td>
<td>Mind/Intelligence</td>
<td>Body/Looks</td>
</tr>
<tr>
<td></td>
<td>Dominance</td>
<td>Deference</td>
</tr>
<tr>
<td></td>
<td>Leader</td>
<td>Follower</td>
</tr>
</tbody>
</table>
Non-stereotypical images of men
Non-stereotypical Images of Women
Focus on Gender - Container Control Programme (CCP)

To promote professionalism and accountability of national law enforcement, the Container Control Programme (CCP) was introduced to improve the effectiveness of law enforcement and customs agencies. CCP is often seen as a successful example across the region.

To increase women’s participation in the programme, the UNODC CCP conducts gender-sensitive training for law enforcement officers – both women and men – and their counterparts in administrative and judicial sectors (PDAs), as well as UNODC national and staff working on the programme.

The programme has the following key objectives:

- Increase the participation of women in law enforcement efforts in the region, specifically in the area of gender-sensitive officers.
- Support the North East and Central Africa countries to develop women-friendly programmes.
- Enable women to develop professional communication skills.
- Introduce a locally adapted gender module in the standard CCP training package for women.

UNODC and the Office of the High Commissioner for Human Rights (OHCHR) have joined forces to support the Gender Equality and Women’s Rights capacity development efforts of the UNODC to roll out the Gender-Responsive Training of Training (GR-ToT) programme.

Focusing on gender: practical support to tackle violence against women

In the context of combating violence against women, UNODC has provided equipment and assistance to three forensic centres in Egypt to improve their ability to collect evidence in cases of violence against women. The centres in Alexandria, Giza and Mansura will now be able to offer a post-mortem examination for women and children who have been subject to violence.

UNODC has developed a Forensic Protocol Manual on handling cases of violence against women and its victim’s advocate manual to enhance the capacity of the Commissariat’s staff to offer support to women victims of violence in Egypt.

UNODC also helped raise awareness about a 349 hotline for women and children subject to violence and supported the running of the hotline.

In addition, a data management system was put in place in the Office of the Attorney General to better monitor the handling of criminal cases, including cases of violence against women, at all stages of the judicial procedures.

In Viet Nam 80 per cent of married women have suffered domestic violence, according to a national study.

Focus on gender in research work

The Office is committed to mainstreaming gender considerations into its research and analytical work. It aims to provide gender-sensitive policy, and gender-related issues emerging from research and analysis and reports of the Office are considered and presented in a gender-responsive manner.

UNODC has also strengthened its gender-evaluation capacity by an analysis on the impact of human trafficking on men and women.

Theushing drug programmes, through their capacity-building activities, have promoted the use of gender-disaggregated data in the programme, in support of the development of gender-sensitive drug policies.

Through its support to training and capacity-building activities in the field, the Global Service and Finance Programme has disseminated its own training materials and participatory learning and networking taking account gender balances.

Preventing terrorism: focus on gender

The international community is increasingly recognizing the importance of integrating a gender perspective into the global counter-terrorism efforts. UNODC has been active in raising awareness of the importance of women in terrorism.

In its capacity-building activities, UNODC engages a gender-sensitive approach and mobilizes the voices of men and women in its workshops and supporting its ongoing women’s participation. Over the years, UNODC has conducted gender-sensitive workshops that were part of the Global Programme.

UNODC has been involved with the Comprehensive Counter-Terrorism Office of the UN High Commissioner for Human Rights (OHCHR) in developing the gender dimension in internal justice responses to terrorism. It is also engaged in the development of a UNODC-oriented national training manual and training courses for national law enforcement agencies.

A new handbook on gender dimension of internal justice responses to terrorism is being produced which will be used for national law enforcement agencies and UNODC-oriented national trainers. The publication will provide an overview of legal frameworks and policy recommendations, based on international standards and good practice.
El trabajo que @UNODC realiza a través de los programas de #DesarrolloAlternativo para que comunidades vulnerables reemplacen los #CultivosLícitos por economías lícitas, contribuye a la reducción de la pobreza y al aumento de la sostenibilidad económica.

Junto a la @ViceColombia acompañamos la firma del Pacto de Supervisores Financieros para la Cooperación, el Intercambio de información y el Cumplimiento de los Estándares @gafilat en Materia de Lucha LAFT @UIAFColombia @SFCsupervisor @_supersolidaria @DIANColombia @Ministerio_TIC
Challenge: finding the right balance between ideal image and reality

Typical portrayal of diversity on University Campuses
Summary: Images

- Depict women and men as equal, expressed in a variety of ways such as through postures, gestures, or clothing
- Ensure, to the extent possible, equal numbers of women and men in the selection of images
- Avoid stereotypical use of colours such as soft colours for women and strong colours for men
- Depict women as powerful and able to leverage opportunities
- Ensure that women are not only represented as listeners or subordinates, but also as speakers, experts, and professionals with authority
- Reflect the broad spectrum of involved people, including the majority, so as not to send a message of tokenism
Applying inclusiveness to a text

TEXT 1

In response to a question about what the Security Council would be doing to help the situation in Country Y ...

... Anyone who sees the terrible images of Country Y can only be touched in his heart. The military solution only leads to endless suffering, and it’s one of the largest man-made humanitarian crises in the past decade. My Minister S. K. was in the region last week. She met with the most relevant parties, and she was encouraged that there was a clear willingness by all parties to work very closely...

Questions for reflection:

1. Do you think gender is visible in the texts? If so, what elements in the text are gendered?
2. Do you think the texts are gender-inclusive? Why/Why not?
3. How could the text be made more gender-neutral?
... **Anyone** who sees the terrible images of Country Y can only be touched in **his** his or her heart. The military solution only leads to endless suffering, and it’s one of the largest **man-made** humanitarian crises in the past decade **caused by humans.** **My Minister S. K.** was in the region last week. **She** met with the most relevant parties, and **she** was encouraged that there was a clear willingness by all parties to work very closely...
Principles for inclusive language

1. Use gender-neutral terminology

<table>
<thead>
<tr>
<th>Avoid</th>
<th>Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man, Men or Mankind</td>
<td>Person(s); Human(s); Individual(s); Humanity; Women and men or Men and women</td>
</tr>
<tr>
<td>Businessmen, career women</td>
<td>Professional, business people</td>
</tr>
<tr>
<td>A committed staff member knows that he needs to deliver tasks on time.</td>
<td>A committed staff member strives for delivering tasks on time</td>
</tr>
</tbody>
</table>
2. Use feminine and masculine forms in sensitive ways

<table>
<thead>
<tr>
<th>Avoid</th>
<th>Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each professor should send one of his assistants to the conference</td>
<td>Each professor should send <strong>one</strong> assistant to the conference.</td>
</tr>
<tr>
<td>A representative should listen to his supporters.</td>
<td>Representatives should listen to <strong>their</strong> supporters.</td>
</tr>
<tr>
<td>Each participant must present <strong>his</strong> ID badge.</td>
<td><strong>Each participant</strong> must present <strong>their</strong> ID badge.</td>
</tr>
<tr>
<td>• If it came down to <strong>one person’s vote, he or she</strong> would decide the future of the country.</td>
<td></td>
</tr>
<tr>
<td>• A surgeon works hard. Often, <strong>he/she</strong> has no time to eat (for readability, do not overuse).</td>
<td></td>
</tr>
</tbody>
</table>
3. Challenge gender stereotypes

<table>
<thead>
<tr>
<th>Avoid</th>
<th>Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference participants and their wives are invited.</td>
<td>Conference participants and their spouses/partners/guests are invited.</td>
</tr>
<tr>
<td>John and Mary have full time jobs; he helps her with the housework.</td>
<td>John and Mary both have full time jobs; they share the housework</td>
</tr>
<tr>
<td>Investing in women.</td>
<td>Investing in women’s potential.</td>
</tr>
</tbody>
</table>
Gender-inclusive information in Participants Note

11.30 a.m. to 9 p.m. on Fridays. Private luncheons and receptions at the Vienna International Centre can be arranged by contacting the catering operations office (+43-1) 26060-4875; email: cateringvic@eurest.at.

Nursing room

44. Participants may use the VIC nursing/breastfeeding room (room number F0931). Access to the room has to be requested at the VIC Security Key Service (room number F0E17). Participants, wishing to use the room, are kindly asked to contact the Secretariat (unodc-.sgb@un.org) at least week in advance in order for the necessary arrangements to be made.

Travel services

45. The American Express office (room number C0E01) is available to participants requiring assistance with travel, car rentals, sightseeing and excursions. The office is open from 8.30 a.m. to 5 p.m. Monday to Friday.
Language is a key tool in shaping cultural and social attitudes.

Gender-inclusive language or gender-neutral language is language that avoids bias towards a particular sex or social gender.

Use inclusive language—avoid using generic occupational titles and gender-specific nouns (Chairman, Man-made disaster, mankind).

Use both feminine and masculine forms.
Tools and Resources

UN Gender-inclusive language tools

UN Gender checklist for Content Creators

UN Women Gender-inclusive language guide

UN Women Enabling Environment Guidelines

Gender-Responsive Assemblies Toolkit
Thank you!