

# Evaluating Programs that Address 'Gender'

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*'Design considerations for evaluating the impact of PEPFAR' - May 1, 2007*



# Horizons

Horizons is a global operations research program implemented by the Population Council in collaboration with the International Center for Research on Women, International HIV/AIDS Alliance, PATH, Tulane University, Family Health International, and Johns Hopkins University.

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# At Risk Due to Gender

- Gender-related dynamics place both women and men at risk of HIV
  - § Women: E.g., gender-based power imbalances result in inability to negotiate condom use or mutual monogamy
  - § Men: E.g., common gender norms encourage multiple partners and early sexual debut

# Addressing Gender in Programs

- Increasingly HIV interventions seek to take gender into account and/or alter gender dynamics.
- Yet, few outcome evaluations of gender-focused activities, and limited use of tested tools.

Important to evaluate how gender-focused activities can contribute to PEPFAR goals

# Key Challenges

- Conceptualization
  - § Much agreement on gender importance but no consensus on how to operationalize
  - § Gender is complex and multi-faceted – on what to focus?
- Design
  - § Many activities ongoing so difficult to attribute change to program
  - § Rigorous designs rare and difficult to implement
- Instruments/tools
  - § Need for tools to explicitly measure gender focus

**Example of  
study  
design and  
evaluation  
tool**



# 'Program H' Evaluation in Brazil

*(Instituto PROMUNDO, Horizons, and partners)*

## Main objective:

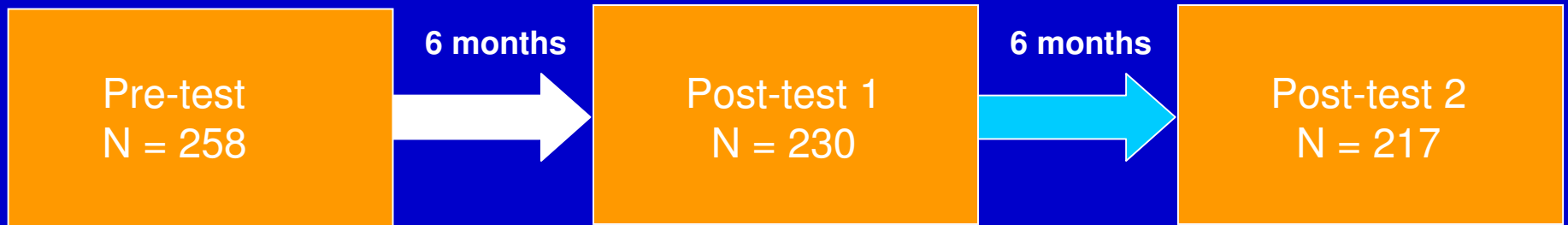
- § Determine the outcomes of gender-focused activities (group education, education plus community-based BCC campaign) among young men.

## Data collection:

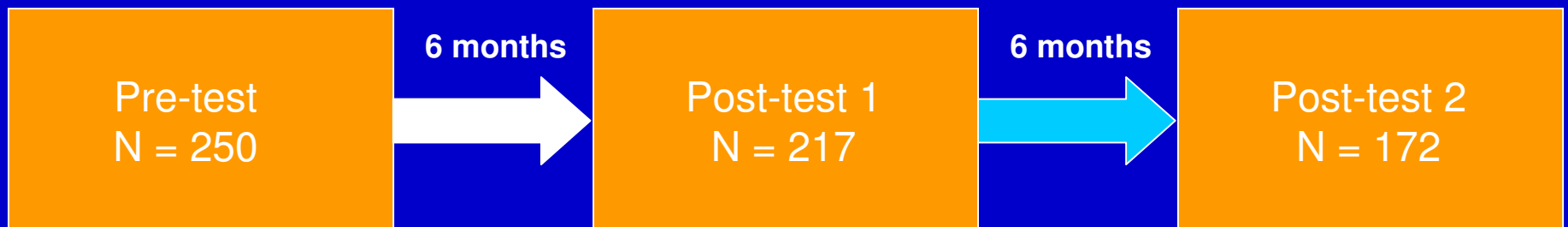
- § Pre- and post-test surveys with 3 groups (2 intervention, 1 comparison) followed over 1 year (n= 780 at baseline; over 75% response rate)
- § In-depth interviews with sub-sample of young men and their partners
- § Monitoring forms and cost analysis

# Study Design

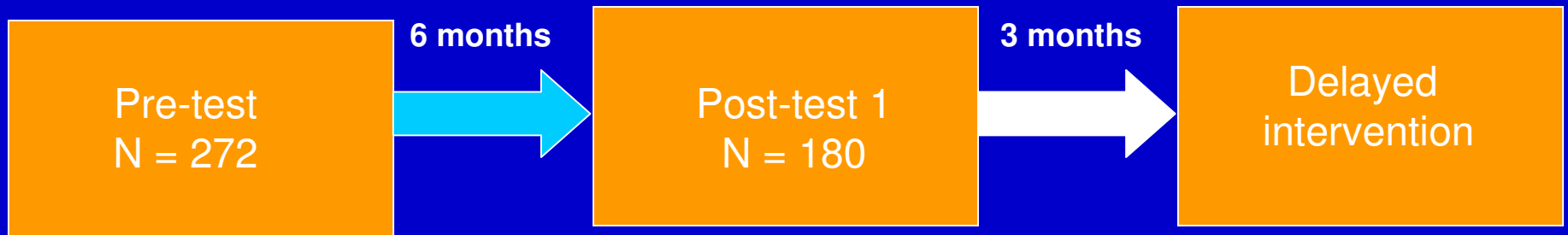
INTERVENTION 1



INTERVENTION 2



COMPARISON



# Gender Equitable Men (GEM) Scale

*(Pulerwitz, Barker et al, Horizons Report, 2006; forthcoming in Men & Masculinities)*

- GEM Scale to measure support for (in)equitable gender norms
- Development:
  - § Qualitative research with young men in Brazil (Barker 2000) and literature review to design items
  - § 35 initial items tested with 749 men aged 15-60 in Rio de Janeiro (PROMUNDO, NOOS, and TA from Horizons, 2002)
- Resulting GEM Scale (24 items) associated with partner violence, education, and contraception use

# GEM Scale Domains and Items

- Home & child-care
  - § Cooking & cleaning are the wife's responsibility.
- Sexual relationship
  - § Men are always ready to have sex.
- Health & disease prevention
  - § I would be outraged if my partners asked me to use a condom.
- Violence
  - § There are times when a woman deserves to be beaten.
- Homophobia & relations with other men
  - § I would never have a gay friend.

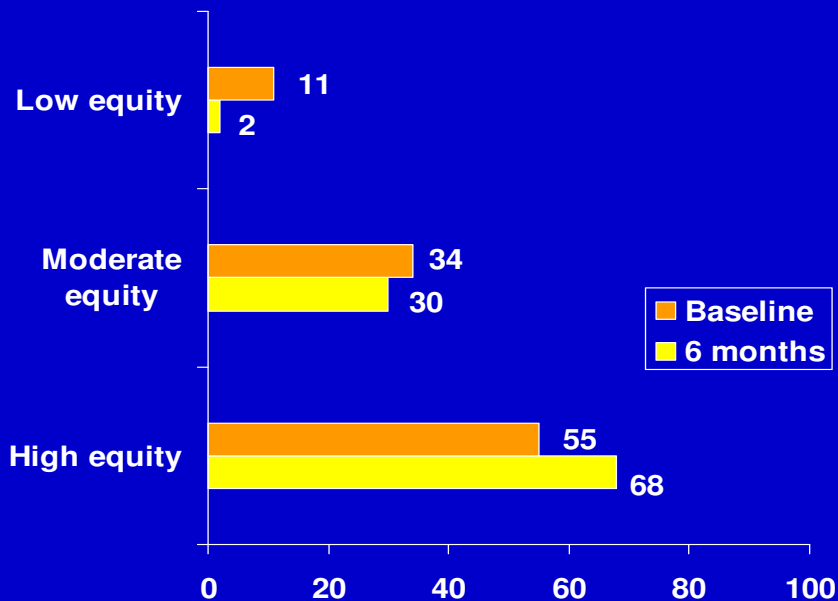
# Egs of use of GEM Scale

- Intervention study with young men in Brazil & India – Horizons, CORO, and Instituto PROMUNDO
- National survey with youth in Uganda and Kenya – FHI
- Adaptation for married men in Ethiopia – HCP & Horizons
- Ongoing OGAC-funded evaluation in Namibia, Ethiopia, & Tanzania – PATH, EngenderHealth, & Instituto PROMUNDO

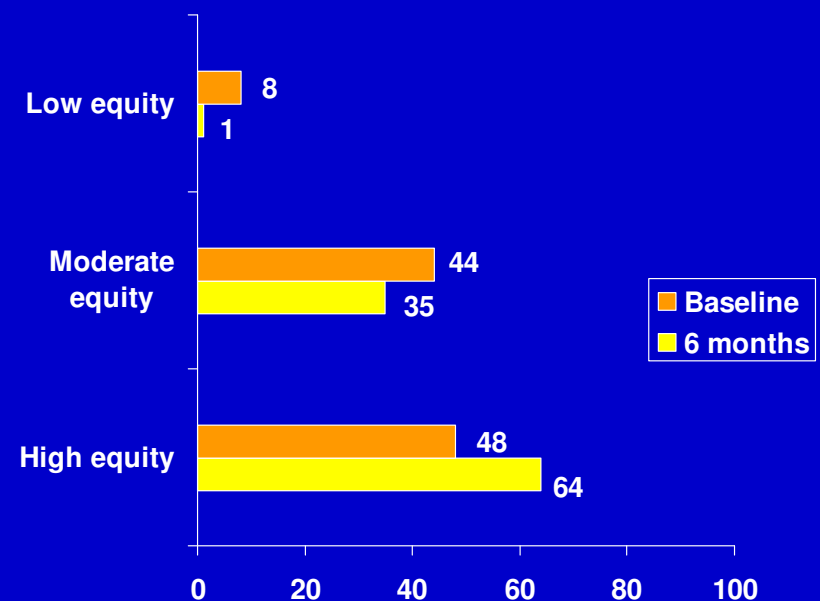
# Overall Change in GEM Scores\*

% in category of GEM

## Intervention 1 - Bangu

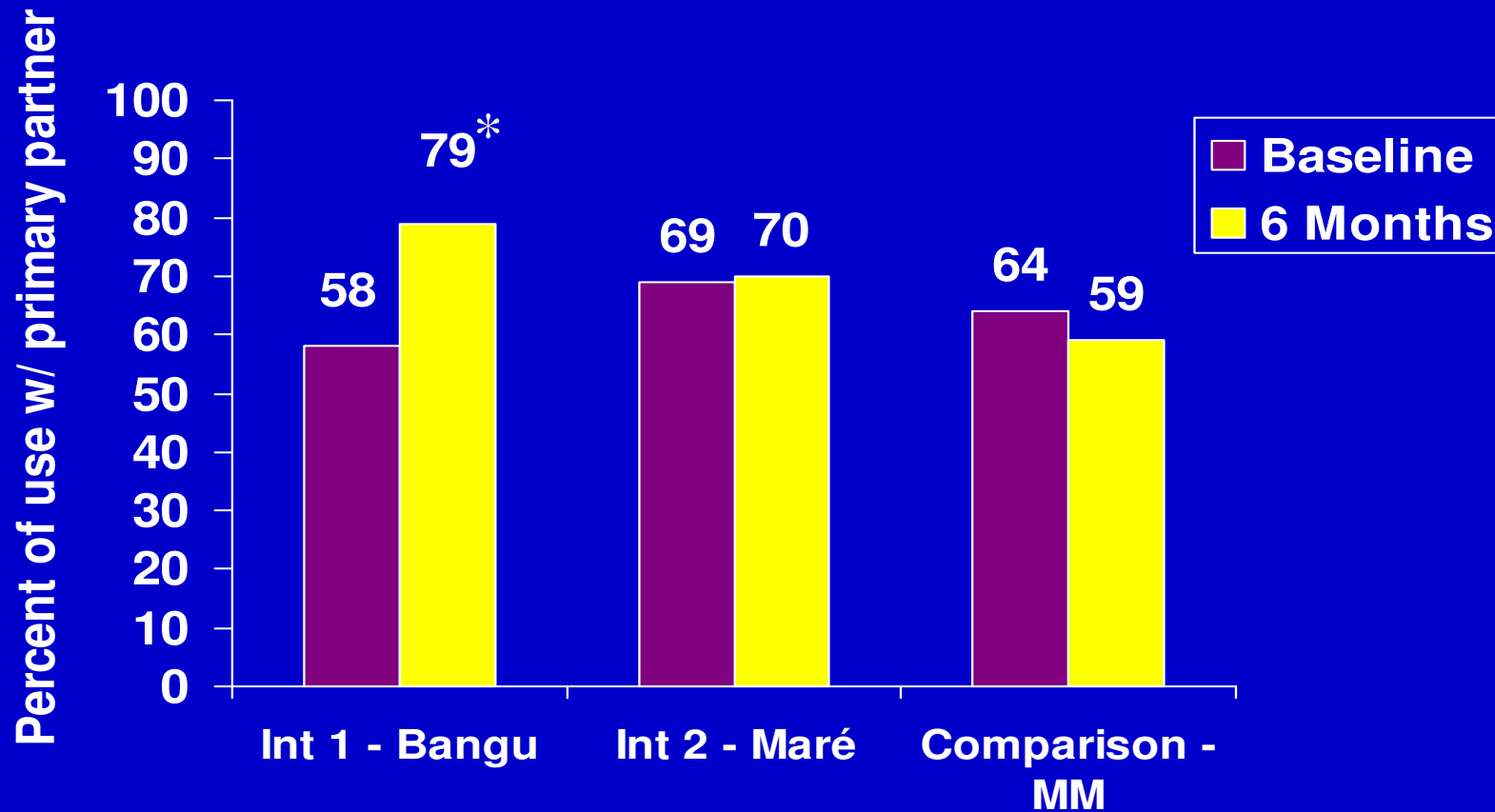


## Intervention 2 - Maré



\*p < .001 for both intervention groups; no significant change in control group; t-test on mean response

# Change in Condom Use at Last Sex



\*p < 0.05 – Chi-square test

***“Used to be when I went out with a girl, if we didn’t have sex within two weeks of going out, I would leave her. But now (after the workshops), I think differently. I want to construct something (a relationship) with her.”***

# Conclusions: the Role of Gender Dynamics

- Growing consensus that gender is a key factor in HIV risk.
- Growing evidence that programs can influence both, and subsequent HIV risk behaviors.

# Conclusions: Evaluation Issues

- Designs have been utilized and tools developed that capture outcomes of BCC and other programs that address gender dynamics.
- Assessing impact challenging, but attempts ongoing and growing.