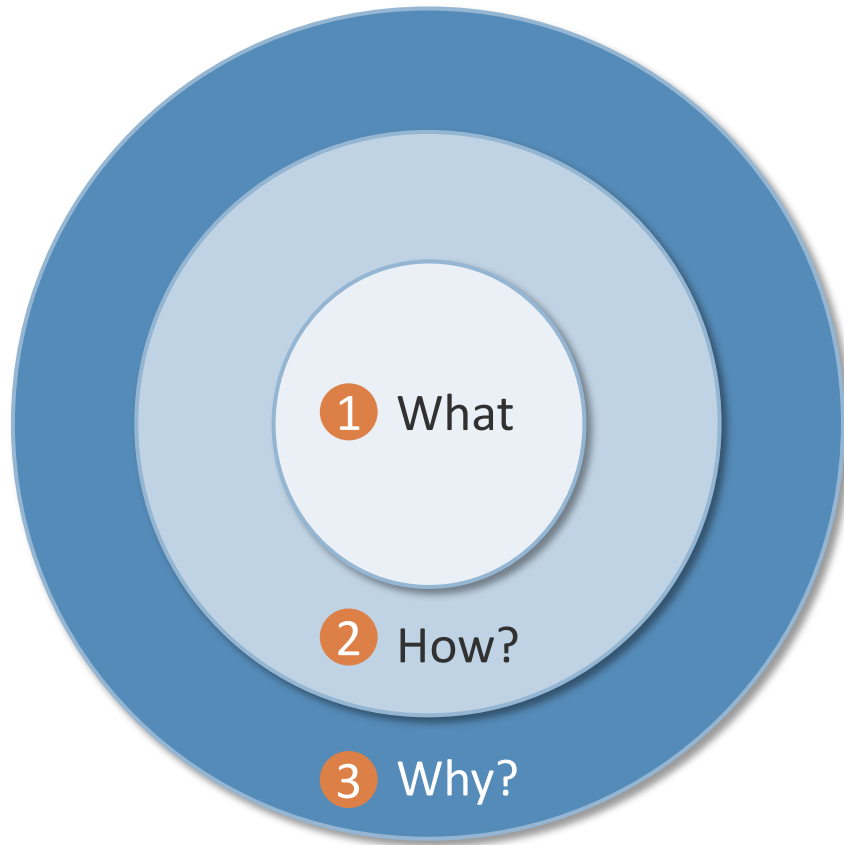# World Wide Hearing
Gender-Sensitive Programming

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World Wide Hearing: Mission

1 What?
Providing hearing aids for people in underserved communities.

2 How?
Through a social enterprise model.

3 Why?
Make a powerful impact on poverty, mental health, and education
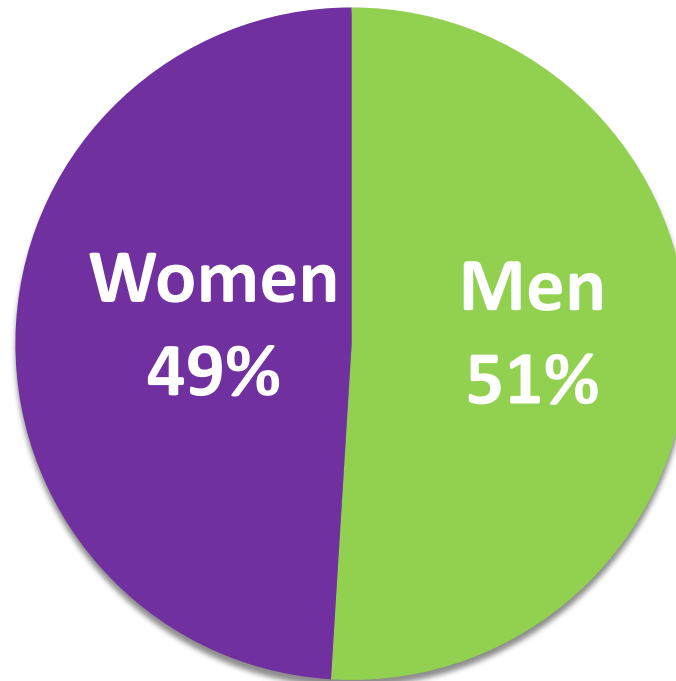
Projects & Gender-Neutrality

- Objective: share our experience of how gender can affect our project outcomes

- Often wrongly assumed that if services are open to women, men, boys and girls, all groups will have equal access

Hearing Aid Fitting Results Disaggregated

WWH
world wide hearing

Hearing Aid Fittings Adults

Women
49%

Men
51%
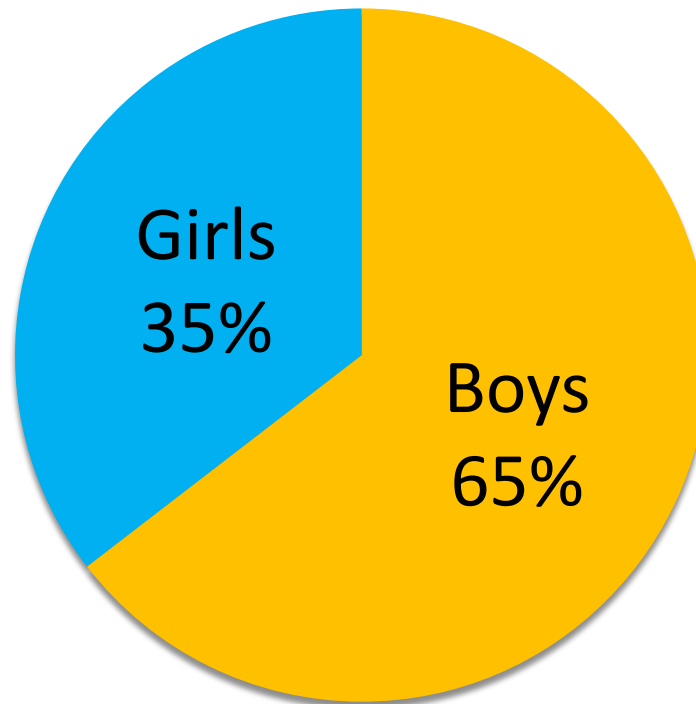
■ Men   ■ Women

Hearing Aid Fitting Results Disaggregated

Hearing Aid Fittings on Children

Projects Are Not Gender Neutral

- A similar ratio of boys and girls were detected yet 50% more boys than girls were brought by their parents to be fitted with hearing aids.

- Gender-neutral programming ignores that the context shapes the male and female experience

- Can projects jointly advance hearing health and gender equality?

Conducting Gender Analysis in Projects

It requires looking at the context differently:

- Social norms and gender issues

- Access to resources

- Division of labour

- Decision-making

It requires setting up the project differently:

- Gender and age disaggregated data

- Profile and expertise of the team
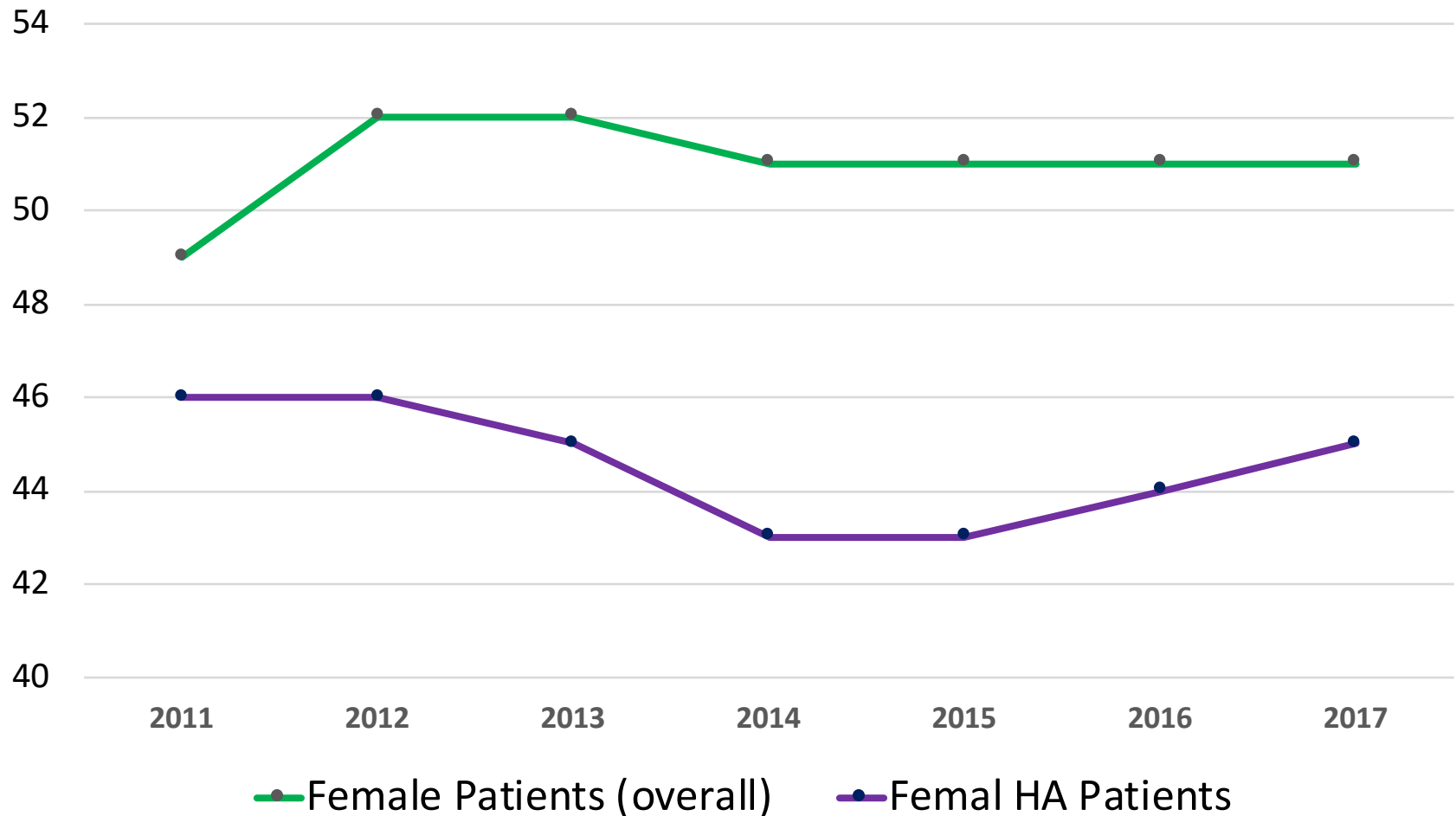
Learning from Others: CBM experience

- Change was bottom up and top down

- Policy action across the entire CBM Federation

- Developed Gender Equity Guidelines. No discrimination by age, gender, disability

- Change in the 6-months partner reports, i.e. asking partners to include and report on gender

CBM Data Disaggregated 2011-2017

Percentage of Female Patients

Equitable hearing health interventions

- **Context analysis**: Interview both men and women to highlight the factors that permit or limit the use of services.

- **Project development**: Design programs that enable women, men, boys and girls to access services

- **Implementation**: Help families recognize when girls/women benefit from hearing aids, they better contribute to the household (involve men as much as women in this process)

- **Monitoring**: Disaggregate data by gender at multiple stages and report in a way that makes it explicit

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