

## CARE Gender Marker – Tip Sheet for Advocacy Initiatives

(July 2020)

When filling out the [Gender Marker](#) as a team using the Vetting Form and also for the PIIRS REACH forms for advocacy-only or advocacy-intensive projects, you may find it helpful to refer to the below guidance and examples that interpret the marker questions in more advocacy-specific ways.

Column A		Column B
The advocacy initiative was informed by <i>some</i> analysis of the gender differences of women, men, boys, and girls (in relation to the advocacy theme).	<b>ANALYSIS</b>	The advocacy initiative was informed by an <i>in-depth</i> gender analysis of the distinct needs, roles, relationships, protection risks and power dynamics of and between women, men, boys and girls (in relation to the advocacy theme).
<i>Example: Advocacy on the <a href="#">US foreign assistance budget</a> considered overall gender impacts of funding.</i>		<i>Example: Advocacy initiatives linked to <a href="#">global outcome areas</a> that have conducted in-depth gender analysis informing our advocacy.</i>
Advocacy activities, messages or asks were adapted to ensure that policy or other changes being advocated for meet the distinct needs of women, men, boys, and girls as identified in the analysis.	<b>ACTIVITIES</b>	Advocacy activities, messages or asks were adapted to ensure that policy or other changes being advocated for meet distinct needs of women, men, boys and girls, and advance gender equality through <u>all three</u> dimensions of CARE’s Gender Equality Framework: agency, structure, and relations.
<i>Example: Advocacy to increase <a href="#">participation of women-focused organizations in the UNFCCC agriculture negotiations</a>.</i>		<i>Example: Advocacy for <a href="#">increased humanitarian funding to women’s rights organizations</a>.</i>
The advocacy initiative ensured meaningful participation of women, men, boys and girls <u>in at least one of</u> the following: advocacy activities; decision-making on the advocacy initiative; mechanisms for feedback and accountability related to the advocacy initiative.	<b>PARTICIPATION</b>	The advocacy initiative ensured meaningful participation of women, men, boys and girls in <u>all three of</u> the following: advocacy activities; decision-making on the advocacy initiative; mechanisms for feedback and accountability related to the advocacy initiative.
<i>Example: Participation of US-based advocates in <a href="#">lobbying on the Farm Bill</a>.</i>		<i>Example: The Sall Foundation youth initiative has specific funding for the inclusion of local <a href="#">youth participants in advocacy in Malawi</a>.</i>
CARE’s monitoring systems for the advocacy initiative/project are collecting and analyzing sex and age disaggregated data, and are considering the impact of advocacy on protection risks and needs for the impact population.	<b>M&amp;E SYSTEMS</b>	CARE’s monitoring systems for the advocacy initiative/project are collecting and analyzing <u>all four of</u> the following: changes in gender roles and relations, sex and age disaggregated data, unintended consequences, changing protection risks and needs.
<i>Example: <a href="#">Advocacy on nutrition for women and children in Peru</a>.</i>		<i>Example: Advocacy on <a href="#">child, early and forced marriage</a> in MENA or South Asia.</i>

