



Governing land for women and men

Getting the message across

Text-only version

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LEARNING OBJECTIVES

At the end of this lesson, you will be able to:

- ▶ explain the importance of awareness raising, gender sensitization, advocacy work and legal literacy to promote gender-equitable land tenure governance;
- ▶ identify some key strategies and methods for getting the message across; and
- ▶ understand the main steps in designing an effective public information campaign to support gender-equitable land tenure governance.

INTRODUCTION

Karen and Fidelis are farmers in a remote rural area. They understand and speak only the local language. They constantly struggle with lack of land, but, when possible, they rent small plots. The Government has just approved a law that grants land ownership to all landless farmers in their area, including women and men.

But the only radio channel available in their area broadcasts in a language they don't understand, and nobody has told them the news. Karen and Fidelis will keep struggling, as if nothing had changed.

Communication and awareness raising are crucial to mobilizing women and men to claim their legitimate rights to land; to promoting the implementation of gender-equitable laws and policies; to changing values and attitudes about gender and land tenure governance; and to building consensus and ensuring participation of all stakeholders.

Communication and awareness raising to support gender-equitable governance of land tenure is addressed in the *Voluntary guidelines* by **transparency**, one of the ten core principles of implementation. The *Guidelines* also stress the need for gender-sensitive and gender-targeted messages. Here are some key elements:

- **Clearly define and widely publicize** policies, laws and procedures, in **applicable languages**.
- Include **gender-sensitive messages** in communications.
- Communicate full and **clear information** on redistributive reforms.
- Make procedures for allocating tenure rights **simple, clear and accessible** to all.



Refer to Voluntary Guidelines

Getting the message across and the Voluntary guidelines

3.B.8 Transparency: clearly defining and widely publicizing policies, laws and procedures in applicable languages, and widely publicizing decisions in applicable languages and in formats accessible to all.

8.9 States should allocate tenure rights and delegate tenure governance in transparent, participatory ways, using simple procedures that are clear, accessible and understandable to all, especially to indigenous peoples and other communities with customary tenure systems. Information in applicable languages should be provided to all potential participants, including through gender-sensitive messages.

15.9 States should implement redistributive reforms through transparent, participatory and accountable approaches and procedures... All affected parties, including disadvantaged groups, should receive full and clear information on the reforms, including through gender-targeted messages.

Women and men need to be aware of issues related to land tenure and their respective land rights in order to express their opinions and concerns, and to make choices. To make this possible, we can take different kinds of action:

- Awareness raising** ⇒ helps to improve women's and men's access to information about their land rights, and about the processes and institutions of land tenure governance.
- Gender sensitization** ⇒ addresses deeply held attitudes about gender and land that can be particularly difficult to change. Gender sensitization efforts should be planned and integrated into broader communication and awareness-raising strategies.
- Advocacy efforts** ⇒ with policy-makers and with a wider audience of stakeholders and interest groups help to mobilize and develop public pressure for change and reform.

AWARENESS RAISING

If you want to carry out effective awareness-raising activities on land and gender issues, make sure that you:

① ✓ Invite **many different stakeholders** to collaborate, including people from government and civil society, and involve entire communities. This approach requires a careful strategy for reaching both women and men, and the commitment to work with diverse stakeholders at different levels.

② ✓ Make information accessible **in local languages** (written and spoken) **and tailored to audiences at all levels**, from national policy-makers to local communities at the grassroots. As they may have different opinions, perspectives, experiences and languages, make sure to **address each audience in a specific way**.

Awareness raising has an important role in helping to remove barriers to women's access to land information. Here are some more actions to take:



Supporting gender-equitable access to land information checklist

- ✓ Explain the **rights and obligations** associated with holding land titles to women, and discuss the meaning of **land administration and management terms**.
- ✓ **Consult women** who will be directly affected by land sector project and reform outcomes and support **women's membership** in land institutions at all levels.
- ✓ Ensure that there is a **two-way communication mechanism** between women and the surveyors and land sector technicians in the field. Including **women surveying professionals** in the teams working with local communities can help to achieve this.

Barriers to women's access to land information must be removed to create gender-equitable access to land information, particularly within land sector projects and reforms.

Effective awareness raising on land and gender issues is particularly important in the implementation of land sector projects and reforms. These three colleagues are working in countries where land sector projects and reforms are being implemented. This is a very important time for awareness raising:

👍 Good practice in awareness raising

India

💬 *"I work in India, for a local NGO. Our project aims to increase awareness of land rights and promote gender equity among tribal and marginalized rural families."*

In India, an awareness-raising project by a local NGO, SWADHINA, used a range of activities to increase awareness of land rights and promote gender equity among tribal and marginalized rural families. It involved community members at all levels and targeted events to boost women's knowledge, confidence and literacy levels.

Activities included:

- ▶ **10 one-day meetings** in 10 communities, district- and block-level meetings for women and men, and 16 awareness-raising street theatre performances;
- ▶ production of **communication materials** for local and nationwide use, including a short film in the local language on women's empowerment and land rights, posters and cartoon booklets;
- ▶ socio-legal **leadership training** for women and men in the ten communities, and 14 signature camps where 354 illiterate women learned how to sign their names;
- ▶ **earth festivals** in two communities, celebrating women's contribution to local agriculture and involving the participation and mobilization of the whole community.

Lao PDR

 *"I work for the Lao Women's Union. We ran gender information sessions to address the problem of limited registration of land in women's names, despite our gender-equitable laws."*

In the Lao People's Democratic Republic, although principles of gender equity are mandated in family, inheritance and property laws, and matrilineal land tenure customs are common, women did not benefit from an urban land registration project initially. For example, when they inherited land it was their husbands who registered it. Very few women participated in project meetings and other activities, and the forms used made no provisions for joint ownership, asking only for the name of the household head, who is generally the oldest man in the family.

To address these issues, the Lao Women's Union **held two gender information sessions in each project community** - one with both men and women, and one with only women. They also delivered **community training** focused on land rights under the law and the benefits of land titling, and their members started to **take part in the project's titling teams** at the local level.

This case demonstrates the importance of project monitoring to identify issues and challenges in achieving gender equity as well as flexible approaches for addressing them.

Ghana

“In Ghana, our titling project included awareness raising and adopting a participatory methodology to reach all affected people”.

In Ghana, the Millennium Development Authority’s Rural Systematic Titling project included important awareness-raising components on gender and land that helped increase its impact. Stakeholder engagement and public education in the project communities ensured equal access and opportunities for women and men, and the names of all joint owners were registered on land certificates.

The project adopted a **participatory methodology**:

- ▶ to reach the grassroots, non-governmental and community-based organizations employed by the project introduced the survey and inventory activities to the communities;
- ▶ land tenure rights were well documented and explained to the communities;
- ▶ communities participated in field mapping exercises;
- ▶ selected community members were trained in alternative dispute-resolution techniques for resolving their own land conflicts;
- ▶ follow-up public information sessions clarified outstanding issues.

Women led the project’s awareness-raising and gender-sensitization activities in communities, supported by other women and men.

GENDER SENSITIZATION

Why is there a need to sensitize people on gender issues?

Because attitudes and values around gender are deeply held and require a long time to change. Even after gender-sensitive and gender-equitable laws are passed, attitudes may not change immediately. Follow this dialogue between Isabel and a person working in the land registration office:

“I have heard on the radio that the Government is registering all land in our community. What should I do to register mine?” Isabel

 *I am sorry, but only registered members of the community can register land! And since only the heads of the family, who are men, can be registered members, you can't do anything to register your land! Only the head of your family can register it in his name for you!* – Land registration officer

In situation like this one, effective gender sensitization should target both women and men, across ages, castes, religions, ethnicities, social status etc. Gender sensitization empowers women through providing information and assertiveness skills, but it is also important that men ensure the space for women to negotiate their needs. Achieving this may require tackling issues related to what it means to be a man or a woman in the culture concerned.

Gender sensitization on land tenure governance can take various forms:

- Programmes for **raising public and community consciousness** about women's tenure rights.
- Basic **educational measures** for informing women and men of their rights.
- Actions that **support legal literacy** and protect land rights.
- Programmes that encourage the active participation of women and women's groups in the **governance and management of resources**.
- Initiatives that **involve traditional authorities** and traditional leaders.

Because attitudes towards gender usually take a long time to change, there is a need for a broad and long-term approach to communication and awareness raising around gender equality and women's rights. Let's see what James tells us. He has just implemented a gender-sensitization project:

“When you develop a communication strategy for a new land law, you should try to **highlight the parts of the law that support gender equality** and gender-equitable land tenure governance. But what should you do if gender-equitable rules are now in the law, but are not yet aligned with people's attitudes and values about gender? You would have to think about how to sensitize people on these issues, so that they come to see them as normal and gradually support and embrace them.

You would also have to think about how to sensitize people in a gender-sensitive way - by using a **mixture of methods and messages with different audiences**.

For example, you can meet separately with women to give them opportunities to ask questions without fear of what their male relatives will say.


James

It is also important for you to consider this as a **long-term programme**. So, an initial round of communication would have to be followed by repeated sensitization efforts, perhaps on a yearly basis, for ten or more years, supported by efforts to monitor changes in attitudes and practices.”

 **Good practice in effective gender sensitization to support gender-equitable land tenure governance (examples)**

A project monitoring women’s access to land in Pakistan

In 2009-2010 a civil society project monitored the impact on women’s access to land following the Government of Pakistan’s Land Distribution Programme (LDP). The project also provided legal assistance to women involved in land disputes. An important component of the project was sensitizing the media on land and gender issues, with activities including:

- ✓ dialogue with the media on the LDP and related issues;
- ✓ media visits to the districts and to land grantees;
- ✓ articles for publication by the media;
- ✓ videos and documentation of case studies and success stories; and
- ✓ the media launch of a study on LDP issues.

This increased media attention helped the provincial government to understand and acknowledge the flaws in its land distribution process.

Sensitization activities by the Land and Equity Movement in Uganda

The Land and Equity Movement in Uganda (LEMU) is sensitizing communities on land and gender issues and providing information to the public - including on the options for families that are deciding whether or not to title their customary land, or that are facing compulsory purchases.

LEMU uses **leaflets**, **radio phone-ins** (in which members of the public call to express their opinions or ask questions) and **individual legal advice**. All serve to disseminate information on women’s land rights under customary and statutory law and on the steps communities can take to reduce land conflicts, and to stimulate gender sensitization and debate.

An innovative gender sensitization strategy in Nepal

In Nepal, the International Fund for Agricultural Development (IFAD) hired a three-woman gender team to develop an innovative gender-sensitization strategy for one of its projects. Activities included:

- ✓ recruiting and training a cadre of women's group promoters to sensitize the women and men beneficiaries of the project;
- ✓ identifying, training and coaching gender focal persons in the project's implementing agencies, which are staffed mainly by men; and
- ✓ producing and distributing two magazines - one for gender focal persons at the district level and the other for group promoters at the grassroots level.

After nine years of implementation, successes included: greater participation and leadership roles for women; increased self-confidence for the young women involved in the project; and increased land titling to women, with reports of men becoming more accepting of their wives' right to hold agricultural land in their own names. Women who had been part of these groups for at least five years reported that 90 percent of all household decisions were now made jointly.

These examples suggest that effective gender sensitization relies on the innovative use of a wide range of different communication tools and material. They suggest that it is critical to sensitize the media so as to facilitate changes at all levels of society, and to facilitate the appointment of qualified women to leadership and decision-making roles. While it is important to sensitize men, it is not effective to sensitize them alone and to ignore women. Further, while national newspapers have value as a tool for delivering gender-sensitization messages, they should not be the sole focus of efforts because many people do not have access to, or are unable to read, national newspapers.



Gender sensitization checklist

- ✓ Sensitize **national, district and local leaders** on gender and land.
- ✓ Foster discussion of gender and land issues in a **neutral forum** with effective and culturally appropriate mechanisms for discussion.
- ✓ Provide **equal opportunities** for women and men in gender sensitization, education and training in all land sector projects and reforms.
- ✓ Provide **special training on gender issues to both men and women.**
- ✓ **Sensitize the media**, to facilitate sustainable change at the community, local government and national levels.

Remember that gender sensitization is a necessary but not sufficient part of any successful communication strategy.

ADVOCACY

Through advocacy we aim to modify the existing situation and to influence or change policy decisions taken by global, national and local institutions. Advocacy work is often directed to policy-makers and other decision-making bodies.

If you want to develop public pressure for change and reform, then you should carry out awareness-raising activities **among a wider audience of stakeholders and interest groups** to support your advocacy efforts.

Whom should you involve?

Provide capacity development and financial support to **civil society organizations** that work locally and/or in partnership with community-based organizations, as they can help bridge the gaps (such as language barriers) between local communities and governments.

Involve the **entire community** in any communication strategy for gender-equitable governance of land tenure, and stress the benefits of gender equity to all. Rather than pushing for women's rights in isolation, encourage support for the most marginal and vulnerable people within communities, to avoid direct confrontation on deeply held attitudes about gender relations.

Engage **women** and build their confidence in speaking for themselves in public.

Identify **champions and a pioneer group** at the government and decision-making level, who can support change to promote gender equity.

What should you pay attention to?

Ensure that all communication products and tools stress gender equity. Consider using **different products and tools** for reaching women and men, according to the different types of media that they have access to and are interested in.

Pay special attention to addressing rural women's **illiteracy issues**, and use the whole range of information and communication technologies that women have access to, including cell phones.

Take into consideration **women's workload and time availability** for attending meetings.

Communication is vital to advocacy work. Well-designed and implemented communication strategies can help advance a cause; poor communication can damage it.

LEGAL LITERACY

When promoting gender-equitable governance of land tenure, it is critical to ensure that both women and men are aware of:

- *what is **legally possible**;*
- ***To be aware of***
 - *how to **record land rights**;*
 - *how to engage in **land transactions**;*
 - *what are the formal and informal options for pursuing their **land claims**;*
 - *how to **participate in the processes and institutions** of land tenure governance.*

This type of awareness and knowledge is referred to as **legal literacy**.

Legal literacy also means that women and men are able to understand the complexity of the land issues relevant to them, the limitations of the law, and the potential limits to the implementation capacity of land institutions.

Legal literacy is not always enough. Sometimes women give up their legal land rights, even when they know they have them, because of gender discrimination in their societies. This is why, to support legal literacy effectively, we also need to combine legal education and awareness raising with **gender-sensitization activities**.

In your activities to support legal literacy, you should also include the people who implement land laws and run land institutions, such as local leaders, judicial authorities, and land sector administrators and technicians.

Examples of successful projects

THE LEGAL LITERACY PROJECT

It was carried out by the NGO, Centro de Investigación y Educación Popular, in Colombia. In 2010, it trained 30 women from rural organizations to increase community awareness of land rights and the mechanisms for claiming them, using a participatory approach. Participants increased their confidence in speaking out and claiming their rights, and were more motivated to collaborate towards a common goal. Here is how the people working on the project recall their activities.

“I facilitated the drafting and validation of a legal strategy for defending and claiming women’s rights

to land by the 30 women participants, as well as the approval of a manifesto and dissemination of a toolbox. “

“I took care of the production of communication materials, including a bulleting and posters on women and access to land, and a radio show broadcast on three regional radio channels.

“We held three training sessions in each of five villages, plus a final meeting where learning and experience were shared by all 30 women.”

“I carried out participatory research and analysis, leading to production of a document on the challenges women face in obtaining access to land in Columbia.”

GOOD PRACTICE IN SUPPORTING LEGAL LITERACY: DEMOCRATIC REPUBLIC OF THE CONGO

In the Democratic Republic of the Congo, the Union pour l’Emancipation de la Femme Autochtone (UEFA) carried out a legal awareness campaign focusing on women’s land rights in pygmy communities. Activities included:

- ▶ capacity-building for ten awareness-raisers on communication skills and techniques, land and forest law, women’s rights, and gender and development;
- ▶ production of legal awareness materials, including a cartoon booklet and a song in the local language, designed for these largely illiterate communities with a rich but forgotten culture of songs recognizing women’s rights and status;
- ▶ campaigning activities reaching nearly 9 000 people and 20 local leaders;
- ▶ advocacy with local leaders, using a memorandum on women’s rights to land prepared by delegates from the project communities as a basis for future action.

The campaign increased community awareness about land rights among pygmy communities, and local leaders’ awareness of the land rights of women pygmies. The use of folk songs, dance and visual tools was particularly valuable in boosting legal literacy among these very vulnerable and marginalized people.

STRATEGIES AND METHODS FOR COMMUNICATION AND AWARENESS RAISING

When designing communication and awareness-raising strategies and methods it is important to identify the different ways in which women and men engage socially, and obtain and process information, in their country and cultural context. Here are some questions you should answer:



Gender sensitization checklist

- ✓ Where do women and men generally obtain information?
- ✓ What are the best media for reaching women?
- ✓ What level of knowledge might they already have?
- ✓ What messages need to be given to women and men about the different stages of land sector projects or reforms?
- ✓ How should these messages be framed?

These questions should be addressed **early in the design stage** of communication and awareness-raising initiatives (including public information campaigns).

Let's now consider in more detail how to design and implement your communication strategy and awareness-raising campaign. Your actions should address:

- ✗ **strategic** aspects, such as long-term change in values and attitudes;
- ✗ **methodological** aspects such as choice of methods, tools and messages for different audiences; and
- ✗ **institutional** aspects, such as gender equity in the organization or institution promoting the action.

Communication and awareness raising step by step

Do you remember Martha - a lawyer working in the Ministry of Land as a senior advisor to the Minister? We met her in Lesson 2 when we learned about gender-equitable land policy-making processes. In each step she will give as examples of her strategy.

STEP 1 ➔ Starting at the top

To be successful in your communication and awareness-raising strategy, you must have a very clear understanding of its context and objectives. Then, you must have the support and commitment of people at the top levels of decision- and policy-making.

This means you need to start by sensitizing and training people at the top. Target government officials and land sector administrators and technicians, to help them understand:

- ✗ why gender matters;

- ✘ how individual land sector projects and reforms affect women and men -culturally, socially and economically;
- ✘ what the benefits are of gender-equitable land tenure governance, and of involving both women and men in all processes and institutions of land tenure governance;
- ✘ what the best practices are for promoting gender equity.

TIP: It is helpful to build a mandate for change through a multi-stakeholder alliance, identifying champions and a pioneer group to promote gender equity in land tenure governance and to take the lead in designing and implementing the overall communication and awareness-raising strategy.

See **Lesson 2, “Gender-equitable participation in land policy-making”** for more on this topic.



Example

Once the new land policy was complete, the Minister asked Martha to take the lead in designing a communication and awareness-raising strategy to inform people about the new policy.

*“I wanted to **start at the top** by holding a seminar in the Ministry for senior officials across all sectors of Government and for land sector administrators and technicians within the Ministry itself, so that the messages coming out to people from across the Government would be clear. I was able to explain the new policy, and gave the participants information to take back to their different ministries.”-Martha*

STEP 2 → Sequencing the time

When should we provide information to the public?

Providing information **early in the process** can help avoid confusion and misconceptions among the public. Be careful, however, to manage expectations, and pay attention to the risk of fuelling violence and civil discord, especially in post-conflict situations.

What will be our work-plan?

Identify all likely communication activities, timing, roles and responsibilities, and define the budget needed for their implementation.



Example

There was a national election coming up and Martha wanted to wait to start the public information campaign, so that the new land policy would not become mixed up in the overall election process. However the Minister was keen that the Government’s success in developing the policy in an inclusive and participatory way should be advertized ahead of the election.

*“We agreed that **the timing of the public information campaign** should start before the election,*

*but we would **sequence** it, so that the finer details of the policy would be left until afterwards, when the public would not get distracted by the election. I felt that this would help to make sure that the main principles of the new land policy were conveyed first and have time to be absorbed, before people started to learn about the details that most affected them.”*

STEP 3 → Defining and targeting the audience

Next, you should carry out an audience mapping exercise:

Who are the different audience groups?

Who are the different land user groups who will be affected by the policy or law? The same information needs to be presented in different ways, focusing on what is relevant and interesting to different groups.

How much do they already know?

Assess the target audience’s existing level of knowledge and awareness of both gender issues, in general, and of the specific land tenure issues at stake.

What are the most useful channels and locations?

Consider the most useful channels and locations for communication. Also, identify the communication activities on gender and land of other organizations and institutions, and the methods and tools that are already being used and can be built on.

Audience mapping can help to define and target the audience, enabling you to present the same information in different ways, focusing on elements that are of interest and relevance to different groups of people. You should also map the audience to establish whether it is open to discussing gender issues, the types of actions and messages that might be most appropriate, and the likely timeframe.

TIP: Defining the target audience includes asking who/what holds the mandate to build awareness on gender and land tenure governance, and ensuring that these individuals and institutions are included in the audience, and as actors in message delivery.



Example

*“I then carried out an **audience mapping** exercise, working out what details from the new policy would need to be shared with what groups. I identified **five different land user groups** who would be affected by different parts of the policy. I considered how open each was to discussing gender issues and what the most useful channels and locations for communication might be.”*

STEP 4 → Framing the message

You should carefully develop and frame your messages, taking into consideration the target audiences, the content of the messages, and how and by whom they will be delivered, as well as the country and project context. Here are some tips:

- ▶ identify the best media for reaching women;
- ▶ know the political environment - draw a "power map" to identify key stakeholders;
- ▶ know the audiences - carry out audience mapping;
- ▶ keep messages simple and brief;
- ▶ be persuasive, not aggressive;
- ▶ use real-life stories and quotations;
- ▶ use clear facts and numbers;
- ▶ adjust the language according to the audience and tailor the messages according to their needs for best understanding;
- ▶ translate messages and information into local languages;
- ▶ avoid technical or legal jargon.

TIP: Messages are more powerful when people delivering them feel that they own them, so it is important to take a participatory approach to developing messages. Tactics are important. For example, instead of focusing on the loss of power for existing power-holders, you could present change as a positive development that benefits the whole community.



Example

The "community conversation method" is a powerful tool for change, enabling the whole community to hear the views of other community members. The method involves holding meetings in which the whole community and, if needed, separate groups of men and women, discuss the issues at stake. Applying this method requires adaptation to different contexts. In India, for example, the idea of community is very different from that found in Africa because of the need to take caste and religion into account, as well as gender. Therefore, in some contexts, it may be possible to initiate these open community conversations, while in others it may be difficult to work with communities as a whole.

*"I designed basic communication messages that were specific to each of the five land user groups that I had identified, and I **framed each message according to the type of audience**, to make sure it would be understood and tailored to their specific interests. For example, the messages for pastoral land users*

emphasized changes to the rules for using grazing land, while those for urban dwellers emphasized the changes to regulations about the use of urban housing plots.”

STEP 5 → Involving women

Involving women in communication and awareness raising about gender and land is vital. If they are not involved, many things can go wrong. To ensure women’s involvement and participation in relevant meetings, it is crucial to **select the most appropriate location and timing**. For example:

- ➊ If socially acceptable and possible, hold meetings for women in the evening, after they have finished their work for the day. However, where women live far apart, evening meetings may be unsafe, if they have to walk home in the dark. If you choose the evening to meet, put safety measures and/or transportation facilities in place, and keep meetings short as people may be tired.
- ➋ Choose locations where women can easily attend. You could select places where women often congregate, such as government water points, markets or literacy centres, depending on the context.
- ➌ Make sure that meetings do not overlap with women’s important activities and, when possible, provide childcare during the meeting.

TIP: Ways to boost women’s participation in meetings on gender and land

Women often have a lot of work to do in the home and do not have time to attend meetings, so it might be appropriate to hold meetings for small groups of neighbouring women in one of the women’s houses. Inviting women to bring their families’ food to meetings so that the cooking can be done collectively during the meeting can also help boost women’s participation. Another way to encourage women’s participation is to link in with existing meetings involving women. For example, an award-winning ActionAid project in Malawi incorporated discussion of gender and land issues into weekly literacy classes for women.

*“I had to consider how to make sure to involve women in the public information campaign. I asked my colleagues in civil society for help as they had a lot of experience working at the grassroots level and sharing information with people with low levels of literacy and education. They recommended that I **target men and women separately** in all five land user groups. They suggested that I made sure any meetings organized for women **were held in places they could easily get to** and at times that would not conflict with their domestic responsibilities.”*

STEP 6 → Using gender-equitable communication methods

There are a number of communication methods and media to choose from, depending on the types of audiences, the availability of resources, time and control over access and use. For example:

Radios: an important tool for awareness raising, agricultural extension and information dissemination in rural areas and isolated communities. Radios can also be used in participatory approaches, as in FAO's Dimitra project. Be aware that, in some cases, men may control the use of radios.

Oral and visual communication tools: for example, videos, comic books, songs, posters, T-shirts. These are especially useful to rural people, who may be illiterate and have limited access to print media and printed information.

Theatre for development: a form of theatre practiced with the people or by the people as a way of empowering communities, listening to their concerns and then encouraging them to voice and solve their own problems.

Peer-to-peer exchange visits: between patrilineal and matrilineal communities, to compare their land tenure systems (but this demands resources and time).

Action with traditional leaders: traditional leaders can be very effective in bringing about social change when they are aware of and recognize the legitimacy of gender issues and problems.

Video documentation: videos capturing songs, poems, dramas and different voices can be effective although people sometimes do not want to face the camera and have their identities revealed.

Community visioning exercises: community women and men draw maps to visualize how women's ownership of and control over land would look.



FAO's Dimitra project

Dimitra is an FAO project and network on gender equality, information, communication and food security in rural areas. Dimitra developed **community listeners' clubs**, which now have about 8 000 members in Niger and the Democratic Republic of the Congo.

These clubs are groups of rural women, men and young people, who meet regularly to discuss development issues and to find solutions together. Their meetings are broadcast on radio in local languages. Thanks to the Dimitra clubs' broadcasts on land access for women, local rural councils guaranteed women the right to inherit land, with retroactive effect. Having learned how to express their views publicly, women successfully negotiated with male landowners and community authorities an official 99-year lease on a plot of good land to grow vegetables.



Example

“Last, I had to decide on the *most gender-equitable tools and methods for communicating the key messages to the different land user groups. I used tools such as community theatre, posters and t-shirts. To help me roll out the campaign, I called on the "pioneers" who had helped to lead the policy-making process in their districts. I specifically asked them to review all the communication materials and messages to make sure they were locally and culturally relevant in each different area. I got them to translate some of the key policy concepts and principles into local languages and to illustrate them using local proverbs and sayings that people would be able to relate to and understand.*”

CHANGING VALUES AND ATTITUDES

How can we make sure that we identify the best starting points so that we can achieve our goal?

Effective strategies include:

- ➔ working with children, whose values and attitudes will become those of future societies.
- ➔ organizing community conversations.
- ➔ using a family-oriented approach.

Example: family oriented approach in Honduras

A World Bank land access project implemented in Honduras between 2001 and 2009 promoted land acquisition by poor people, provided landless and land-poor rural families with technical and legal assistance and land purchase loans, **taking into account the activities of wives who support their husbands' business ventures**. The project was designed with a participatory monitoring and evaluation system, and incorporated a gender strategy from 2003. All technical staff were trained and sensitized on gender equity.

Project staff reported that implementing a gender strategy while addressing cultural differences was challenging but produced successful, gender-equitable project outcomes. A major long-term lesson is that **providing family-oriented information and awareness encourages men to change their attitudes** towards family obligations. It teaches them to value the contributions that their wives or partners make to production activities, and to recognize their wives' or partners' ownership rights over any assets they may acquire.

Communication and awareness raising for gender-equitable land tenure governance is an **ongoing** and **iterative** process. For example, it is important to:

- ▶ update your audience maps;
- ▶ monitor progress against measurable objectives and indicators;
- ▶ sensitize donors and funders on the long-term nature of the process of changing values and attitudes, so that resources for implementing responsible gender-equitable governance of land tenure will be forthcoming.

An iterative process involves monitoring the progress of our activities and making any necessary adjustments. This "reflective learning" is key to the success of gender-sensitive communication.

Here are some examples of monitoring indicators for our communication strategy:

- ✗ number of gender sensitization and awareness-raising initiatives focusing on land;
- ✗ number of gender-sensitive advocacy and legal literacy training sessions focusing on land;
- ✗ percentage of women and men receiving advocacy and legal literacy training focusing on land;
- ✗ number of communication tools and media used to get the message across on gender-equitable land tenure governance;
- ✗ number of women and men reached by the messages.

CONCLUSIONS

As we have observed already throughout this lesson, improving gender equity in the governance of land tenure requires changes in fundamental, and often deeply held, values and attitudes. Therefore, we cannot expect immediate results, and should plan for a long-term approach.

By helping people to be aware of their rights and options in relation to land, and by attempting to improve the policies and laws related to governance of land tenure by making them more gender sensitive and gender responsive, you can help to address the root causes of poverty and inequality for all marginalized men and women, boys and girls.

Raising awareness, sensitization and advocacy strategies are also fundamental when aiming to establish more gender-sensitive and gender-responsive institutions, policies and laws.

Without good communication, all our efforts to support gender-equitable land tenure governance will be less effective than they could be.

SUMMARY

- ▶ Communication and awareness raising are key to mainstreaming gender issues and achieving responsible governance of land tenure.
- ▶ Attitudes towards gender-equitable governance of land tenure may be difficult to change because they are deeply held.
- ▶ Changing values and attitudes is, therefore, a long-term project that requires much time and effort, and the sensitization of donors and funders to ensure the availability of resources to support communication and awareness-raising strategies.
- ▶ Gender sensitization is needed for women and men, local communities and the media, and participants at all levels in the processes and institutions of land tenure governance.
- ▶ Effective awareness-raising strategies are pragmatic, flexible, adaptive and collaborative, involving different stakeholders in a participatory way.
- ▶ Successful communication and awareness raising to support gender-equitable governance of land tenure must be carefully designed, with consideration given to sequencing and timing, defining and targeting the audience, and developing and framing the message. Women and men must be involved at all stages.
- ▶ Gender-equitable communication methods and tools include community conversations, rural radio, and participatory and visual tools.
- ▶ Advocacy and legal literacy campaigns are also important communication activities.
- ▶ Communication and awareness raising to support gender-equitable land tenure governance is an ongoing and iterative process.