



**Gender Mainstreaming in DRM
GAP Implementation
Concept Note**

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1.0 INTRODUCTION

African Risk Capacity (ARC), through the AdriFi programme in Zimbabwe, started the process of institutionalising and strengthening early, effective and efficient response systems to drought disasters, especially at national and subnational levels, to strengthen social protection systems during drought disasters.

The ARC Gender Unit, together with the African Development Bank, has collaborated with the Civil Protection Department in the Ministry of Local Government and Public Works, the Ministry of Women Affairs, Community, Small and Medium Enterprises Development and the Ministry of Public Service, Labour and Social Welfare and the Ministry of Finance to ensure gender mainstreaming in DRM. In this regard, a gender analysis (GA) was conducted to provide an overview of the gender situation in DRM. This analysis informed the development of a Gender Action Plan (GAP) with a clear set of measurable gender indicators and actions. The GAP is premised on available data and studies from the Government of Zimbabwe, development partners, civil society organisations, field visits to selected communities/districts, and national institutions and partners. A Gender Training Manual in DRM was also designed and one national ToT and a Policy dialogue was held.

In the context of the Gender Transformative Fund mechanism and in line with Objective 3 of the ARC Gender strategy, the ARC selected some activities in the Gender Action Plan planned to start in 2024 and continue into early 2025. The following activities will initially be considered

- Publications of advocacy and sensitisation materials
- Organisation of advocacy campaigns, including visits to parliamentarians, religious and traditional leaders
- Promotion of Gender and DRM messages on the Media (mainstream and social media)
- Raising of awareness of GBV to men, women, girls and boys
- Training of Trainers workshop at districts and provincial levels

This concept note gives a detailed outline of the implementation plan for the selected activities in Zimbabwe. The aim is to address some elements that can minimise the economic, food insecurity and social impacts of disasters in Zimbabwe. This should ultimately contribute to transforming mentalities, gender discriminatory norms and practices primarily at the micro and meso levels of the community in disaster risk management in Zimbabwe.

2.0 OBJECTIVES

The main objective is to support the implementation of the Gender and Disaster Action Plan through:

- Conducting targeted advocacy and sensitisation activities through promoting gender and Disaster Risk Management (DRM) messages through media platforms
- Engage with Parliamentarians, religious and traditional leaders on gender and disasters
- Raise awareness of Gender-based violence (GBV)
- conduct training of Trainers at district and provincial levels- to disseminate knowledge and skills on gender and disasters.

3.0 DETAILED ACTIVITIES

1. Publications of advocacy and sensitisation materials

- **Purpose:** To produce and disseminate IEC materials such as brochures, posters, and flyers based on the findings of the gender analysis to raise awareness and promote gender equality.
- **Target Audience:** The general public, school children, those with disabilities (the blind), community leaders, policymakers, religious and traditional leaders, and parliamentarians.
- **Method:** Print and distribute materials in English and local languages through community meetings, schools and social media platforms.
- **Messages:** Disaster cycle, step-by-step response to disasters, GBV and disasters- how to prevent, disabilities and disasters- everyone's responsibility

2. Organisation of Advocacy Campaigns

- **Purpose:** To conduct advocacy campaigns targeting key stakeholders, including parliamentarians and religious and traditional leaders, to champion gender equality, combat GBV, adopt gender transformative fund and promote policy change. The aim is to increase commitment from lawmakers, duty bearers and community leaders to support policies and initiatives for gender equality and GBV prevention in DRM.
- **Activities:**
 - One day meeting with Parliamentarians to present gender transformative fund concept and policy brief issues
 - Roadshow at a growth point to bring messages on gender and disasters in the area
 - Engagement with Religious and Traditional Leaders: Conduct targeted meetings to dialogue to influence cultural norms and practices that perpetuate gender inequality and GBV
 - Engage with duty bearers at provincial and local levels on gender-sensitive DRM
- **Method:** Participatory workshop/ meetings/dialogues. Presentations.
- **Messages:** Gender transformative fund, Policy brief, GBV in DRM

3. Promotion of Gender and DRM Messages on Media (Mainstream and Social Media)

- **Purpose:** To leverage the power of mainstream and social media to spread key gender and DRM messages to a broader audience. The aim is to increase public awareness of the importance of gender equality and gender-sensitive DRM practices.
- **Platforms:** Radio (national and community radios), television, and social media (Facebook, Twitter, Instagram, WhatsApp, bulk sms messages).
- **Methods:** Utilize interviews, talk shows, public announcements, and interactive social media content to reach diverse audiences.
- **Messages:** Gender/DRM/GBV

4. Training of Trainers (ToT) Workshops at District and Provincial Levels

- **Purpose:** To equip district-level officers and stakeholders as trainers with the skills and knowledge to lead gender-responsive DRM training within their districts.

- **Target Districts:** Mt Darwin/Dotito
- **Expected Outcome:** A cadre of well-trained local trainers who will act as gender champions, advocates and trainers on gender-responsive DRM in their district.