

# Global Programme to Prevent Son Preference and Undervaluing of girls in Georgia

# 2019 YEAR IN REVIEW

Strategies to eliminate son preference and GBSS in Georgia are based on a comprehensive, evidence-driven and multi-sectoral approach, which aims to support **gender transformation** and the process of development acting on human rights principles and strengthened gender equality. Therefore, within the frames of the Global Programme (2017-2019) supported by the European Union, UNFPA in Georgia - together with partners from civil society, academia, public & private sector, and media - continued to accomplish this mission through:

**strengthening** knowledge base and advancing evidence-driven policy advocacy initiatives

**supporting** awareness-raising on GBSS through communication & advocacy campaigns - engaging youth, couples, local communities, health care sector, media and CSOs.

**reinforcing** policy framework for combating harmful practices and enhancing gender equality

## Main Highlights of the Programme

Notable Achievements and Brief Overview of Progress Towards the Outcomes

### Knowledge Perspective



In order to further advance knowledge base - in light of Georgia's progress towards decreasing sex imbalances at birth - **Social-Economic Policy Analysis with regard to Son Preference and GBSS** was finalized in partnership with ISET Policy Institute. Rigorous econometric and qualitative analysis revealed determinants of change associated with SRB improvements, that places Georgia in an important position across the region in terms of positive trends.

Based on the results and participatory process respective recommendations were elaborated, disseminated and validated through the national fora involving representatives from CSOs, IOs, policymakers, academia, as well as media.

To continue monitoring changes towards son preference via periodic quantitative research, UNFPA CO collaborated with Caucasus Research Resource Centre, to observe the dynamics in *stated son preference* as part of the Caucasus Barometer Survey 2019.

**25** media outlets - including social media covered the research findings and GBSS topic in general

### Advocacy & Communication



To support advocacy and communication efforts on GBSS and engage young people to challenge discriminatory gender roles, UNFPA Georgia - along with partners from the public & private sector (Silknet, E-Platform "Saba", Georgia's Innovation & Technology Agency) launched a hackathon - "The Future is Equal".

The three-day event on visualization and interactive storytelling around harmful practices brought together 50 participants - diverse in ages, professions and ethnicities from Tbilisi, and other regions of Georgia (including ethnic minorities). As a result, teams - working to create innovative digital solutions in response to GBSS and son preference - developed 11 new instruments, including mobile applications and digital campaigns.

*"Modern technologies enable us to deliver our message to everyone, irrespective of gender, region and age" - says Nino, one of the innovators and UI designer, who took part in the hackathon.*



Credit: UNFPA Georgia / Gela Bedianashvili



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Communication campaign "Do Not Differentiate, A Boy and A Girl Are Both Your Future" took a further step on social media. A series of illustrations featuring families, where every child is equally valued and celebrated were posted via UNFPA social media channels. Illustrations attracted wide public attention resulting in 20,000 post reach on Facebook and 4760 on Twitter.



Credit: UNFPA Georgia / Ramura Illustrations

### Strengthening Partner Capacities



To strengthen the technical capacity of local and national stakeholders, an Advocacy, Media & Communications Strategic Framework and Toolkit to prevent GBSS in Georgia were developed. Strategic Framework and Toolkit that serve as a guiding tool to plan and implement successful communication and advocacy campaigns, were disseminated at the Partner Workshop, which resulted in supporting professionals to enhance and channel their messages and advocacy strategies on GBSS to respective target audiences. As an outcome, partners from the local Gender Equality Councils initiated a plan of action as part of their annual programming agenda on gender.

To continue the dialog and increase the engagement of the medical community in the prevention of GBSS, UNFPA continued to support Georgian Association of Ultrasound Specialists, to finalize the Recommendations on the ethical use of ultrasound technologies at the early stage of pregnancy (up to 16 weeks), that was approved as an annex to the National Protocol on Antenatal Care by the MOH in 2019.

### Partnership Building



#### Private Sector

Partnership with the private sector added value to the programme in terms of resources and outreach.

A telecommunications company Silknet and E-book platform "Saba" supported the Hackathon - The Future is Equal, by jointly contributing the value share of 4500 GEL (allocated awards for winners).

#### Academic Institutions

The partnership continued with ISET Policy Institute to further support knowledge sharing and evidence building around GBSS;

A valuable partnership was established with CRRG Georgia, to monitor changes in the value systems and stated son preference via a periodic quantitative survey - Caucasus Barometer 2019.

#### State Institutions

Continued collaboration was ensured with the Inter-agency Commission on GE, Violence Against Women and DV, by supporting the inclusion of measures on the prevention of Harmful Practices in the respective NAPs. Partnerships at the local level ensured greater outreach and reinforced community engagement in local interventions; such collaborations include local municipalities - Women's Rooms and GE Councils (in Kakheti, Kvemo Kartli & Samtskhe-Javakheti Regions), as well as local CSOs and activists.

### Way Forward



- Intensify behavior change communication for social change based on research data, interventions & rigorous evaluation;
- Continue to focus program efforts on strong geographical pockets within the country, where progress has been much slower;
- Support opportunities for adolescent girls, to empower and strengthen their agency and self-reliance;
- Advocate for strengthening policy framework to advance gender equality in the country.

Read more about the programme:

- <https://georgia.unfpa.org/en>
- UNFPA Georgia
- unfpa\_georgia
- UNFPA Georgia
- UNFPA Georgia