



## Recommendations for Academic and Research Institutions

**To be effective you will need to consider:**

### **Initiating more and new research to build the evidence base for action**

- Undertake more research that builds the evidence base for action on gender stereotypes. For example research that: demonstrates the negative impacts of gender stereotypes on the achievement of gender equality (how they hold back success in areas of policy intervention, including the health sector, business and professions); shows the importance of context yet also commonalities across difference; and reveals how stereotypes adapt and change over time, including how they lose their hold or strengthen their grip.
- Specific research gaps need to be addressed including research on how gender stereotypes interact with other stereotypes such as ethnicity, age, disability, sexual orientation and so on. Research must also be undertaken into gender stereotypes in a range of neglected areas such as: policies pertaining to migration, the environment and the economy; the 'hidden curriculum' within schools in differing contexts; the impact of gender stereotyping on front-line health workers including those providing maternal health care and SRH services; policies and practices of international and national policy institutions including bilateral and multilateral agencies, INGOs, and government ministries.
- Research is required, for advocacy purposes, to expose myths and stereotypes by revealing the realities of women's and men's daily lives. Even where stereotypes remain relatively rigid, there are individuals who defy them in spite of social sanctions. This can reveal that 'exceptions' are more common than thought. Research into why some people transgress gender stereotypes while others conform would be interesting in shaping future interventions and drawing attention to the fact that people are not shaped irrevocably by these norms but can choose to act differently. Similarly research can dispute claims of gender stereotypes as the 'natural order' due to biological predisposition.

## **Documenting the impacts and lessons learned from existing interventions**

- Facilitate the documentation of existing interventions, their impacts and lessons learned in collaboration with implementing organisations. Assist in identifying strategies that show most promise in contributing to change.
- Review the lessons emerging from research that can inform policy and practice.

## **Working creatively to develop new approaches to challenging gender stereotypes**

- Develop participatory research approaches for challenging gender stereotypes and evaluating the impacts of interventions to address them.
- Work together with the media – including film and television media - to provide informed alternatives to mainstream portrayals of men and women that reinforce stereotypes.