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# Gender Communications

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This slide deck is associated with a series of training materials developed by the SERVIR Science Coordination office to support Gender Equity and Social Inclusion into Applied Earth Sciences. Materials are available at the SERVIR / GESI-eo-training GitHub repository ([link](#))

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# Introduction

Why is this important?

Open science and role of inclusivity

Communications - part of the process of being inclusive (not only signalling inclusivity, but also a vehicle for achieving inclusivity)

Going beyond “etiquette” toward better science



# Introduction: terminology

## Dimensions of Sex (Biological Variable) & Gender (Social and Cultural Variable)

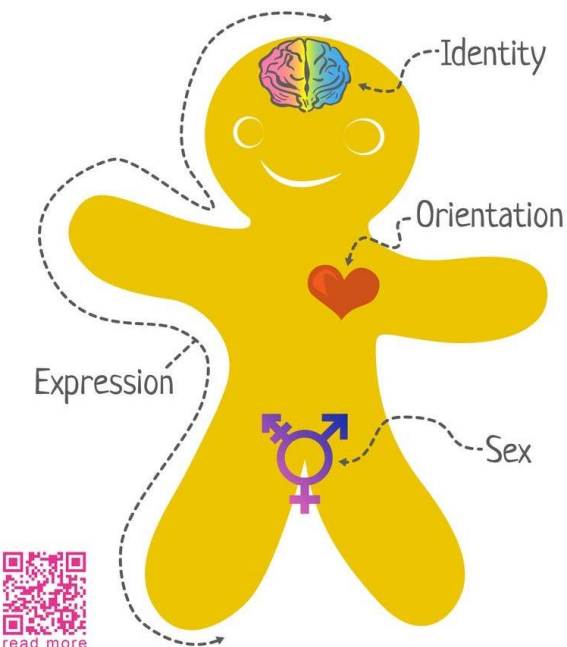


Gender roles and norms are a society's cultural expectations and perceptions about how a person of a certain gender should behave, act, or express themselves. Gendered relations are interpersonal interactions and group dynamics that are shaped by individual and societal concepts of gender. These relations are embedded in interpersonal relationships, social structures, and larger systems of power such as political, economic and cultural institutions.

A person's gender identity (e.g., *woman*, *man*, *trans man*, *gender-diverse*, *nonbinary*) is *self-identified*, may change throughout their life, and may or may not correspond to a society's cultural expectations based on their biological sex traits.

Source: NIH

# Introduction: terminology



 **Gender Identity**

Woman Genderqueer Man

Gender identity is how you, in your head, think about yourself. It's the chemistry that composes you (e.g., hormonal levels) and how you interpret what that means.

 **Gender Expression**

Feminine Androgynous Masculine

Gender expression is how you demonstrate your gender (based on traditional gender roles) through the ways you act, dress, behave, and interact.

 **Biological Sex**

Female Intersex Male

Biological sex refers to the objectively measurable organs, hormones, and chromosomes. Female = vagina, ovaries, XX chromosomes; male = penis, testes, XY chromosomes; intersex = a combination of the two.

 **Sexual Orientation**

Heterosexual Bisexual Homosexual

Sexual orientation is who you are physically, spiritually, and emotionally attracted to, based on their sex/gender in relation to your own.

**SOGIESC (Sexual Orientation, Gender Identity and Expression, and Sex Characteristics) is an inclusive term as we all have aspects as part of our identity.**

# GENDER is not Just About Women

These terms get conflated all too often....

We all do it....

*WHY do you think this is the case?*

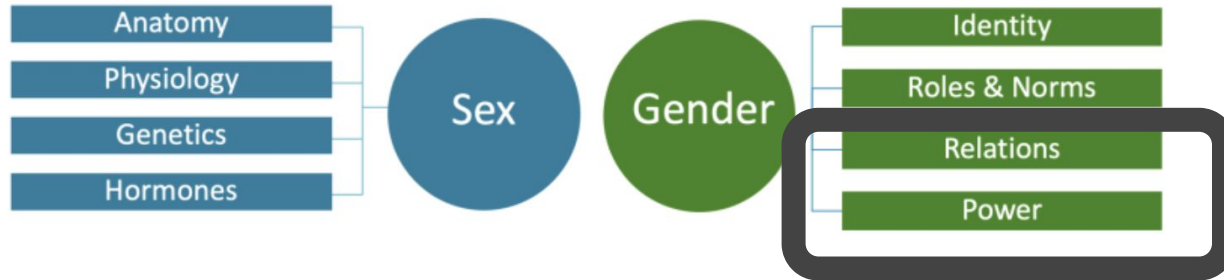


# GENDER is not Just About Women

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**Dimensions of Sex (Biological Variable) & Gender (Social and Cultural Variable)**



# USAID Guidance

## GUIDING PRINCIPLES

Seven principles guide the Agency's work to advance gender equality and the empowerment, protection, and participation of all women and girls, men and boys, and gender-diverse individuals in their societies.



“Data and analysis disaggregated by sex—the designation of a person as male, female, or intersex based on a cluster of anatomical and physiological traits known as sex characteristics—and/or gender identity—a person’s deeply held sense of self and what they call themselves, including woman, man, or gender diverse—provide a starting point for understanding the populations in the countries in which we work.

Additional data, such as that based on other identity factors (e.g., ethnicity; sexual orientation; caste; disability status; age; etc.), socioeconomic status, and geography, as well as data grounded in local, Indigenous, and traditional knowledge, play a critical role in designing and implementing gender-sensitive and transformative programs.’

  
2023 GENDER EQUALITY AND  
WOMEN'S EMPOWERMENT POLICY



[https://www.usaid.gov/sites/default/files/2023-03/2023\\_Gender%20Policy\\_508.pdf](https://www.usaid.gov/sites/default/files/2023-03/2023_Gender%20Policy_508.pdf)

# The Role of Comms in Inclusion Efforts

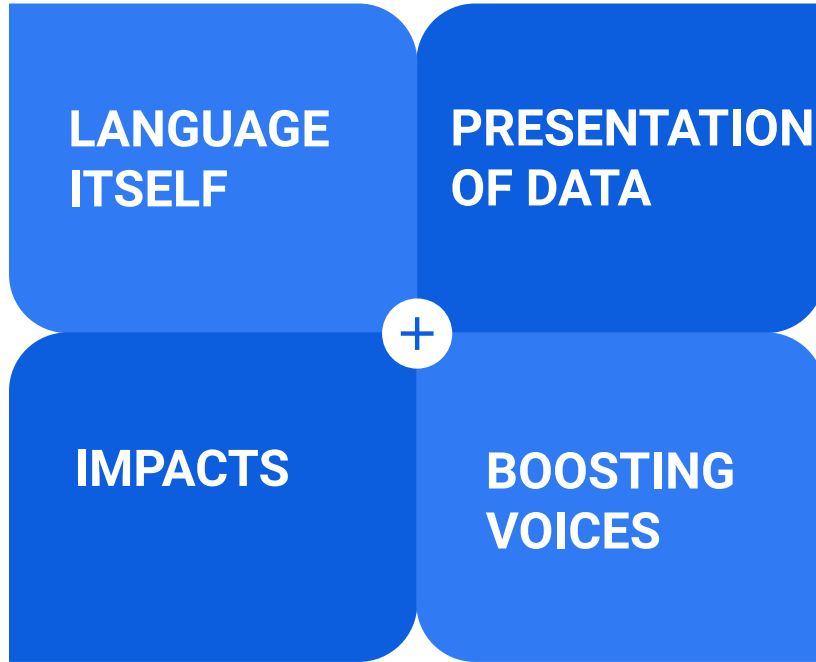
- When SERVIR communicates about a community, we give others an impression about them:



- If we want to be good role models for science, we want to set a high bar for the way we depict the communities where we work
  - We want to give impressions that are inclusive, fair, and honest
  - We don't want to foster misconceptions
  - We want to highlight local leadership and expertise



# How Comms and Gender Work Together



# Use Inclusive Language

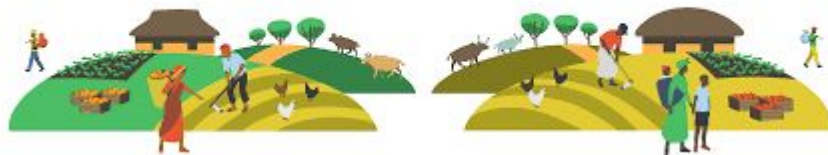
- Use gender-neutral language to avoid fostering misconceptions
- Be careful about “us vs them” phrasing
- Don’t hide or sugarcoat a lack of representation, but do prioritize inclusivity and nuance

*NASA Comms follows AP Style guidelines on inclusive language*



# Be Transparent about Gender Data

- Sex-disaggregated (or other socioeconomic) data is never perfect.
  - We will never have every single person and know every single thing about them
- Clearly communicating the limitations of our gender data is key to doing the most good with it
  - Failure to communicate limitations can give readers misconceptions
- A good limitations section is not just “this is how we could have done better”
  - A good limitations section clearly organizes what we can and cannot confidently say with our data



# Message the Value of Inclusive Science

- Inclusive science isn't just being polite—being aware of the needs of more people makes it more effective
- Improving equity and inclusion is a goal, not just a byproduct
- Helping a community achieve greater equity and inclusivity is an impact!



# Communicating Both Sides of the Science

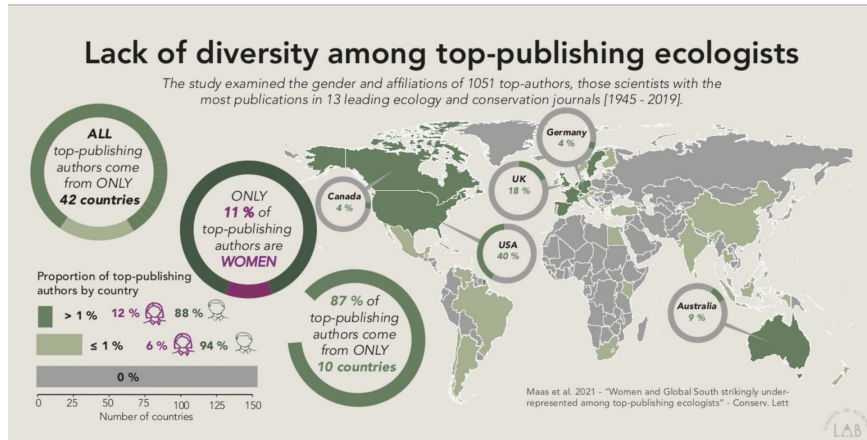
- We want to make sure we reflect inclusivity not just in who benefits from the science, but also who “does the science”
- This is important because we want to set an example against “parachute science”
  - Pushing for inclusivity and fairness would feel hollow if we weren’t also trying to do it in our own team



# Be Inclusive in the Writing Process

- Inclusive communications is not just about the words, but also the process
- Who gets quoted, mentioned, cited, etc.?
- Opportunities for co-authorship

**QUOTES and CITATIONS  
are not NEUTRAL**



# Gender and the SERVIR Comms Strategy

SST is leading a new SERVIR Global Communications Strategy. This includes:

- Key Messages and Goals
- Target Audiences
- Better linking SERVIR Comms goals with NASA/USAID goals
- Best practices for coordinating across the network on Comms

What's already in the works to mainstream gender?

- More opportunities for hub leads to lead author on NASA/USAID stories
- Including GESI as one of SERVIR's key messages in new Comms Strategy
- Putting greater emphasis on the locally-led angle of our comms



# Comms Strategy Refresh – Brainstorming

For the group:

**How else do we make our comms strategy more gender inclusive?**







# SERVIR

[SERVIRglobal.net](http://SERVIRglobal.net)



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