

GENDER CHECKLIST FOR CONTENT CREATORS

THE GOAL:

Balanced and inclusive portrayal of women and men in terms of quantity and quality

CHECK THE ISSUE

Is the focus on women or an issue particularly relevant to women?

- Check **WORDS** **NARRATIVE** **IMAGES** **NUMBERS**

No obvious “women’s issue”?
—Check the gender angle

- How does it affect women? Are there any opportunity to challenge

or counter stereotypes?

CHECK YOUR WORDS

- Avoid gender stereotyping for men and women (e.g. women as mothers/victims; men as providers/survivors)
- Avoid language that excludes any group or words that suggest superiority of one gender over the other
- Avoid gender biased language, such as using male words to mean all of humanity (mankind vs. humanity; farmer vs. farmer’s wife; female athlete, etc.)
- Flip it to test it —Replace the gender of the character. If the “flipped gender” result seems strange, you may have uncovered a bias

CHECK YOUR NARRATIVE

- Are women’s voices heard?
—Are they in positions of authority or experts?

ONE LAST LOOK AT YOUR FINISHED

FOR THE UN WOMEN’S DAY CAMPAIGN

- Does it show the UN as leader in the global conversation on gender?