

Gender Strategy

VillageReach's gender strategy outlines our commitment to advancing gender equity, consistent with our 2030 goal to reduce inequities in access to quality primary health care among the most under-reached communities. It details our approach to ensure that all individuals, regardless of gender, have equal access to quality health care services. In addition to considering gender directly in health service delivery, our strategy focuses on incorporating gender in system-strengthening initiatives, such as supply chain, health workforce and data visibility. **We take a unique perspective to include gender in all aspects of program design to build strong, resilient and equitable health systems.**

VillageReach transforms health care delivery to reach everyone. Our approach involves delivering people-centered and equitable health care that addresses the evolving challenges of diverse communities. We are committed to an integrated gender perspective in all our work. Recognizing the pivotal role gender plays in health and development, our commitment ensures that gender considerations are interwoven into all aspects of program design, implementation and evaluation. We envision a world where gender equity is entrenched in health care delivery, where each person, regardless of their gender identity, can access the resources, opportunities and services they need to thrive.

Core Principles

Gender Equity: We commit to promoting gender equity and ensuring all individuals have equal rights, opportunities and access to resources, regardless of gender.

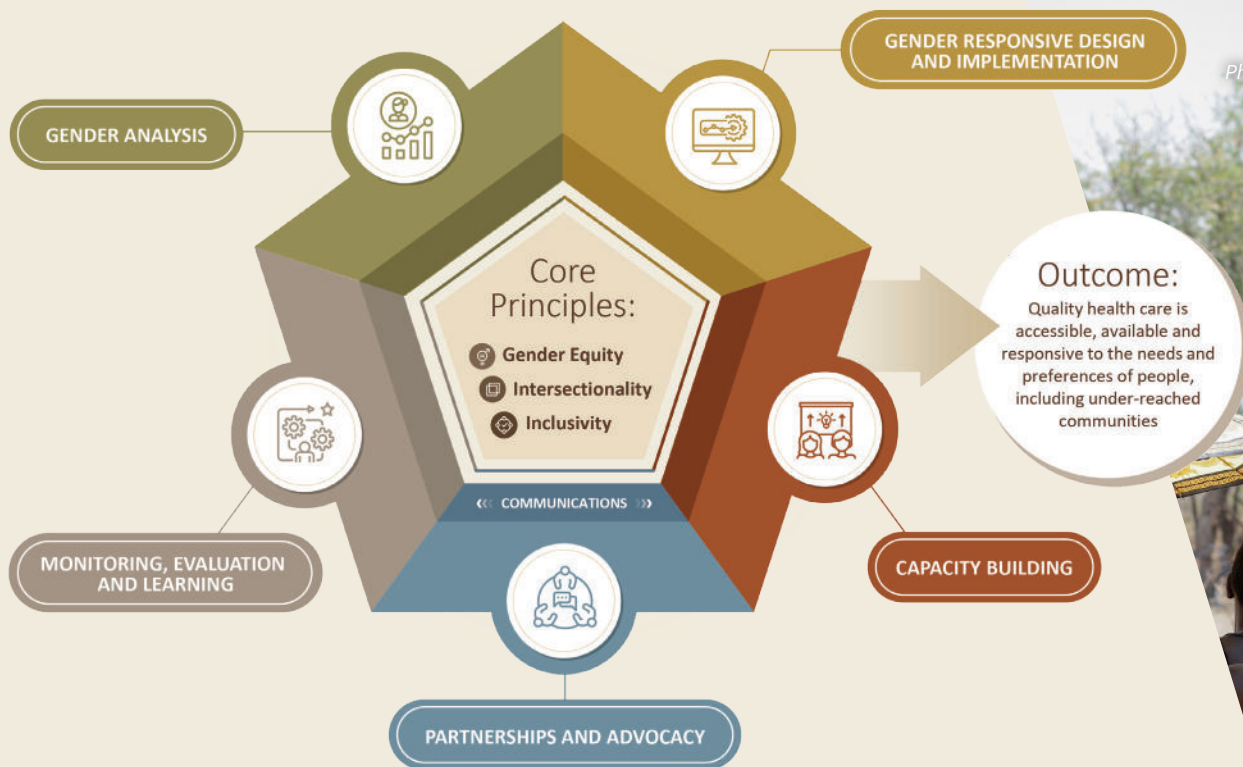
Intersectionality: We recognize the intersecting forms of discrimination individuals may face due to gender, race, ethnicity, age, disability and other factors exacerbating health challenges.

Inclusivity: We will ensure that VillageReach programs and initiatives are inclusive and accessible to people of all genders.

Our Equity Approach

Our four-step equity approach supports governments and implementing partners by intentionally integrating equity into program design to effectively serve under-reached communities, promoting inclusive, equitable and effective healthcare for all. By incorporating gender considerations into its equity approach, VillageReach ensures that its programs address the unique needs and challenges related to gender inequity.





How We Will **Operationalize** the Strategy

ACTION AREA 1: Implement gender-responsive strategies in all programs. Every new and existing program at VillageReach should undertake a thorough gender analysis focusing on understanding and mitigating gendered impacts. This ensures that gender considerations are included in the program design and implementation process for beneficiaries and VillageReach staff.

ACTION AREA 2: Build staff and partner capacity. Provide training and resources to support staff as gender champions. This includes mandatory induction for new staff and refresher courses for existing staff. We will also adopt recruitment practices that encourage a diverse range of applicants and ensure recruitment panels are gender-balanced.

ACTION AREA 3: Collaborate and advocate for gender equity through strategic partnerships. Establish partnerships with organizations prioritizing gender equity, sharing resources, experiences, knowledge and best practices with partners, funders, and governments. Joint research, advocacy or capacity-building initiatives will enhance our collective impact.

ACTION AREA 4: Integrate gender measures for continuous improvement. Ensure that VillageReach's monitoring and evaluation systems explicitly include components to measure gender-related outcomes. Encourage open dialogue about successes, challenges, and lessons learned in implementing gender considerations to inform continuous improvement.

ACTION AREA 5: Use gender-responsive language. Share clear, evidence-based and transparent messaging via diverse communication channels, highlighting the importance of gender equity in health outcomes, our collaborations with other organizations on shared gender equity objectives, and the findings from program evaluations.



To **operationalize our action areas**, VillageReach has developed [practical guidance for use by staff and partners](#).