The importance of integrating Protection, Gender and Inclusion measures into CVA programmes.

Tuesday 30th January 2024
14:00 CET/ 16:00 EAT
Thank you for joining

Please kindly mute your microphones when not speaking.

Following the call, we will share the presentation slides and the relevant materials with all of you.

Please be advised that today’s session will be recorded.

There will be a Q&A session at the end of the webinar.
The importance of integrating Protection, Gender and Inclusion (PGI) measures into CVA programmes.

30th January 2024

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 mins</td>
<td>Housekeeping &amp; Opening</td>
</tr>
<tr>
<td>10 mins</td>
<td>PGI integration, background and key terms</td>
</tr>
<tr>
<td>20 mins</td>
<td>Integrating PGI into programmes which use CVA</td>
</tr>
<tr>
<td>20 mins</td>
<td>Panel Discussion with Audience Q&amp;A</td>
</tr>
<tr>
<td>5 mins</td>
<td>Wrap Up</td>
</tr>
</tbody>
</table>
Embedding protection, gender and diversity and inclusion standards in cash-based interventions

May Maloney, Senior Officer, Protection, gender and inclusion, IFRC Geneva
Cash and Protection, Gender and Inclusion

The Use of the Protection, Gender and Inclusion approach exists to promote:

1. **Tailored Assistance**: Gender analysis enables the customization of cash and voucher programs to suit the specific needs of different genders within a community.

2. **Improved Effectiveness**: By considering gender dynamics, programs become more effective in meeting the diverse needs of individuals and families affected by the crisis.

3. **Enhanced Access**: It ensures equitable access to resources, considering social and cultural barriers that may affect certain genders' ability to access assistance.

4. **Risk Mitigation**: Gender analysis helps identify potential risks, such as sexual and gender-based violence (SGBV), and implement measures to mitigate these risks in programming.
The PGI approach is based on conducting an evidence-based gender and diversity analysis/assessment and embedding this in your programme design.

**Gender** refers to the socially constructed roles and differences between people based on gender norms in any given culture.

**Diversity** means the full range of different social backgrounds and identities that make up individuals and populations – e.g. age, disability, ethnicity, sexual orientation, language group, HIV station, faith, nationality, migration status.
1. Problem: In a crisis, women might face higher risks of sexual and gender-based violence when collecting cash or vouchers.
   ▪ Value-Add of PGI approach: Consult those people who are most at risk of SGBV about their safety. Implement separate or staggered distribution times or locations to ensure the safety of women accessing aid.

2. Problem: Cultural norms might restrict women from handling cash or making financial decisions in some communities.
   ▪ Value-Add of PGI approach: Provide financial literacy training alongside cash assistance to empower women and increase their decision-making capacity.

3. Problem: Girls may face barriers to education due to increased household responsibilities during a crisis.
   ▪ Value-Add: Provide conditional cash transfers that incentivize families to send girls to school, thereby addressing barriers to education.
4. Problem: Men might face mental health challenges but may be less likely to seek help due to societal expectations.
   • **Value-Add:** Offer mental health services tailored to men, promoting avenues like group discussions or activities that encourage open conversations about emotional well-being.

5. Problem: Refugee men who are sole parents might want to actively participate in caregiving but face societal norms limiting their involvement; or knowledge gaps based on past gender norms.
   • **Value-Add:** Introduce skills workshops or support groups that encourage active involvement of fathers in childcare, promoting positive parenting skills. Integrate child friendly spaces into the early stage of response and have cash teams refer children and their parents to it.

6. Problem: Disabled younger men might be vulnerable to different forms of exploitation or violence during crises.
   • **Value-Add:** Implement protection measures and awareness campaigns addressing specific risks faced by men, including exploitation in labor or conflict-related violence.

7. Problem: Men might face barriers in accessing healthcare after facing sexual violence in migration detention due to stigma, fear of discrimination or other traditional gender norms.
   • **Value-Add:** Establish criteria for individuals who have experienced SGBV or other protection concerns to access healthcare, food, other items that they might be inhibited from accessing owing to the impacts of the protection issues they face. Ensure that everyone in the team can also orient the survivor to helping health and other services.
Disability inclusion and PGI

- Problem: Disabled individuals might be excluded from decision-making processes regarding cash and voucher programs.
- Value-Add: Ensure representation and active participation of disabled persons in committees or consultations regarding the design and implementation of assistance programs.
- Problem: A cash program is rolled out, but physical barriers prevent wheelchair users from accessing distribution sites.
- Value-Add: Implement a system where aid workers deliver cash directly to the homes of disabled individuals, ensuring they receive assistance without facing accessibility challenges.
- Problem: Disabled individuals might face challenges in understanding or accessing information about available cash or voucher programs.
- Value-Add: Provide information in accessible formats (Braille, sign language, easy-to-read materials) and offer personalized assistance for application and redemption processes.
- Problem: Disabled individuals might require specific aids or technology for handling cash or vouchers.
- Value-Add: Offer financial support for adaptive technology or aids like mobility devices, hearing aids, or other assistive devices necessary for managing funds independently.
- Problem: Disabled individuals might face social isolation or stigma within their communities.
- Value-Add: Organize community awareness programs or events that foster inclusion, emphasizing the capabilities and contributions of disabled persons.
What are some inherent risks to CVA that can be mitigated?

CHALLENGES
1. Providing cash directly might increase the risk of exploitation, especially among vulnerable groups.
2. Individuals receiving cash might become targets for theft or harassment, especially in contexts with high levels of insecurity or conflict.
3. In certain situations, providing cash within households might reinforce existing power imbalances, particularly related to decision-making or control over resources.
4. Implementing targeted cash transfers to specific groups, like female-headed households or vulnerable individuals, to reduce the risk of exploitation and ensure assistance reaches those most in need.
5. In a refugee camp, providing cash assistance could lead to an increase in cases of theft and harassment among vulnerable groups.

SOLUTIONS?
1. Partnering cash assistance with protection measures such as community-based security initiatives, basic referrals, awareness campaigns.
2. Utilizing conditional cash transfers that incentivize specific attitudes and behaviours, such as attending educational or awareness sessions on gender-based violence (GBV) or child protection sessions such as community based health and first aid about positive parenting, thereby addressing protection concerns alongside providing financial assistance.
3. Integrating cash and voucher programs within larger multi-sectoral support programs that include psychosocial support, legal aid, or health services to address underlying protection issues like GBV or violence.
4. Implement a cash distribution system that includes security escorts for vulnerable individuals or provides alternative distribution methods like mobile cash transfers to reduce exposure to risks.
So what?

• All of these examples are important for the implementation of quality and of relevant national and international response, that can have a positive overall impact.

• Inclusion is an outcome and an action.

• Mitigating risks – sector specific, portection risks, and safeguarding risks is part of our duty of care.

• Safeguarding risks also include preventing sexual exploitation and abuse of people we work with.
Minimum Standards: How did we get here?
What is their purpose?

- Programme quality
- Broken into 4 sections for each sector:
  - Dignity
  - Access
  - Participation and
  - Safety
- Gender and Diversity Sensitive – who are you targeting, how do you build resilience, how do you prevent exacerbation of inequalities
- Protection mainstreaming – ensuring we are ready for the existing protection problems and ready to support even when service system interruptions to continuity of care
Why minimum standards?

- Emergencies emphasize existing inequalities – in gender, abilities and social status
- Increases incidence of SGBV and human trafficking (for example)
- By omission of existing environmental analysis, we can make the already vulnerable more vulnerable/at-risk.
Who are the standards for?

- EVERYONE! All Red Cross and Red Crescent people – staff, members and volunteers
- All people involved in emergency response need to understand and take into account the diverse needs and safety risks of a diverse population (also true in non-emergencies)
- Non RCRC staff and volunteers can also use the Minimum Standards
- They are simple for non-expert audience (such as volunteers to use and understand)
**When should they be used?**

*In all emergency settings:*
- Disasters and conflicts and pandemics
- Rapid onset, slow onset and protracted emergencies
- Low- mid-, large scale and complex emergencies

*At all times:*
- From the very start to early recovery
- Also suitable to support risk reduction and preparedness.

*Applies to everyone:*
- Displaced people and host communities, undocumented migrant workers, the most marginalized groups - all
Minimum Standards by Sector

- Emergency Health
- Food Security
- Water, Sanitation and Hygiene (WASH)
- Shelter
- Livelihoods
- Non-food Items (NFIs)
- Cash and Voucher Assistance (CVA)
- Disaster Risk Reduction (DRR)
It’s a simple checklist, with a scorecard tool – capture, analyse, repeat, improve
Can you find it?

• In the chat, please give me one example of a dignity action that you find interesting in the MSs?
• What does it say about preventing sexual exploitation and abuse?
• What is in there on inclusion? Which groups of people should be involved in programme design and validation?
• What are some access considerations?
Annexes

- Sex, Age and Disability Disaggregated Data (SADDD)
- Selection and Prioritization Criteria
- The Survivor-Centered approach in Practice for Healthcare staff
PGI Sensitive CVA Checklist and other resources

• Check out the PGI and CVA Checklist - PGI-Sensitive CVA Checklist - Cash Hub (cash-hub.org)
• PGI Analysis Guidance
• PGI Hub – Homepage | Protection, Gender & Inclusion (ifrc.org)
• Safeguarding Hub - https://pgi.ifrc.org/safeguarding
Latvian RC: The importance of PGI measures into CVA programmes

Aija Strazda, Project Manager; CVA/PGI Focal point
30.1.2024

Together we can help
Programs, services, human resources

- Home care
- Specialized transport
- Social care centers
- First Aid, Disaster Management
- Humanitarian Aid
- Health care at home
- International cooperation
- Social inclusion activities
- Technical Aids
- Youth program
- Blood Donor Movement
- Health promotion
- Support to refugees and asylum seekers
- Tracing Service
- The Fund for European Aid to the Most Deprived

Latvian RC in numbers:
- ~ 2000 members
- 6 regional branches
- ~ 1400 volunteers
- More than 2000 staff
- More than 120 local divisions, including 13 Youth divisions

05.02.2024 | Together we can help!
Social care services and other activities

05.02.2024 | Together we can help!

Citas aktivitātes: Eiropas atbalsta pakas, zemo cenu veikali, pirmā palīdzība, asinidona, veselības istabas, HIV profilaksis, LSK Jaunatne
Other activities: EU support packages, first aid, low cost shops, blood donor movement, health centres, HIV profilactics, LatRC Youth
Support programs for civilians from Ukraine

SOCIAL SUPPORT, HUMANITARIAN AID
Clothes, shoes, household items, toys, food, hygiene products and school supplies were provided. Technical means and discount cards. Informational and advisory support.

ACCOMMODATION CENTERS
In the counties of Aizkraukles and Rezeknes, there are 2 accommodation centers for Ukrainian civilians, where the support of social workers and other specialists is also available.

INTEGRATION ACTIVITIES, LATVIAN LANGUAGE COURSES
Creative workshops, camps, excursions, exchange of experience, cultural events. Language courses: for adults at the A1 level and language days for children, as well as support in the educational process.

SUPPORT FOR CIVILIANS IN UKRAINE
Money transfers to the International Federation of CH and PE, the International Committee of CH and the Red Cross of Ukraine, exchange of international experience, shipment of humanitarian aid to Ukraine.

PROJECTS
- EU4Health
- Cultural ways in Latvia
- Emergency program of Ukraine and its affected countries in Latvia
- Support for civilians from Ukraine in Latvia

05.02.2024 | Together we can help!
Cash and Voucher Assistance: implementation time table

- On April 2023 LatRC received **75 000 EUR** from IFRC to start CVA program for displaced people from Ukraine.

- **1st CVA program organized by LatRC**, until then only in – kind donations in emergency respond.

- On June 2023 with great support of IFRC **CCD for Ukraine, Poland, Moldova, Lithuania, Latvia and Estonia** the Latvian Red Cross CVA response plan was made.

- Latvian RC has consistently adhered to the principles (PGA) throughout the entire Cash and Voucher Assistance (CVA) project cycle. **Criteria for the project were meticulously selected** in collaboration with both the local community and volunteers, ensuring that the assistance reaches the most vulnerable populations. This initiative is particularly aimed at upholding the right to education for Ukrainians who have arrived in Latvia.
CVA implementation time table

- On July-August 2023 **voucher procurement procedure** was carried out.
- In August 2023 **training for 15 Latvian Red Cross staff and volunteers** was done on CVA, PGI, CEA and practical use of EspoCRM. Training was done by **IFRC CCD**.
- CVA **dissemination** was done on national level by promoting CVA program on Latvian RC web page, FB account, spreading info through partners (NGOs, municipalities etc.) and locally by regional branches in humanitarian aid points, ESF + food parcel distribution spots, refugee accommodation centers etc.
CVA implementation

Together we can help!
Voucher distribution process

- 1 week before distribution LatRC started PR campain and pre-registration process
The selection of the store (where vouchers can be spent) was carefully assessed to ensure widespread accessibility across different areas, facilitating easy access for recipients. Additionally, the chosen store was evaluated for its diverse range of products and price range to adequately meet the varied needs of recipients.
Implementation

In order to guarantee comprehensive access to the assistance provided, the LatRC has implemented various innovative approaches:

- **strategic distribution of branches**;
- deployment of outreach teams tasked with **delivering vouchers directly to individuals who may face challenges reaching the branches**;
- establishment of a **pre-registration system** (Jotform, by phone, e-mail, by visiting RC) focused on mitigation and prevention. This system serves to minimize the associated risks of crowding, thereby safeguarding the dignity of those in need;
- different **distribution working hours** (morning, day, evening hours, weekends);
- **native speaking staff** managing distribution and answering related questions.
Implementation

- **Close cooperation** with local municipalities, NGOs, displaced people from strategic Ukraine coordinators;

- **Safe environment** during distribution – child friendly space, silent room, place where to sit and rest, water, possibility to charge phone, visit toilet, breast feeding room, etc.

- **PFA skills** for involved staff and volunteers

- **Good visibility** – RC uniforms, banners, flags, leaflets about CVA and RC bag (to take away)

- **Phonecall line**
Conclusions

- **Results:** 1400 vouchers have been distributed, 100 more to go

- **Close cooperation** with local municipalities, NGOs, displaced people from strategic Ukraine coordinators;

- **Risk analyze based approach** – planning before acting;

- **Know your target group:** read, talk, ask (their culture, behaviour, habits, availability to receive service etc.);

- **Know your space and technical, human capacity**;

- **Everyone counts:** be ready to set up a non-standart approach to provide support everyone in need;

- Always remember – we are Red Cross family: joint responsibility for reputation and quality of provided services
Contact us

Aija Strazda
Project Manager; CVA/PGI Focal point

Sarlotes Street 1D
Riga, Latvia, LV - 1001

+371 27071252

aija.strazda@redcross.lv

www.redcross.lv
@LatvijasSarkanaisKrusts
@lsk.jaunatne
LSK Jaunatne
• The integration of PGI within the Africa Hunger Crisis response, importance of integration of PGI into CVA for FSL outcomes.
PILLARS OF PGI

Protection
Addressing violence, exploitation and abuse
Making people safe from harm

Gender & Diversity
Addressing discrimination
Understanding people's different needs, risks and capacities

Inclusion
Addressing exclusion
Involving and engaging excluded people
SITUATION AT A GLANCE

2 out of 5 women of child-bearing age in SSA are anemic due to poor diets. (Source: WHO)

Food insecurity increases the risk of exposure to violence for women and girls.

Globally: There is a link between gender inequality and food insecurity. According to a CARE study, food security went down as gender inequality increased across 109 countries. (Source: CARE)

Globally: By 2021, 150 million more women than men were food insecure. This was 8.4 times greater than in 2018, when only 18 million more women than men were food insecure. (Source: FAO/WFP et al)

Eastern and Southern Africa: Women and girls with disabilities are estimated to be up to 10 times more likely to experience sexual violence. (Source: UNFPA)

Economic impact of GBV: a 1% increase in the percentage of women experiencing GBV can reduce economic activities by 8%. (Source: IMF)
CVA IN AFRICA

1.84 million people reached through cash and voucher assistance in Emergency Appeals in Africa region.

746,000 people reached through cash modality in the Africa Hunger Crisis response in 14 countries.

217,000 people in 12 countries reached through cash and voucher assistance in the ECHO PPP.

Key Highlights

• 200 staff from National Societies trained in CVA in 2023.

• 26 National Societies have concluded their mid review of their Cash Roadmap for 2022-2025. (Realignment on key areas on progress and what was not achieved).

• 34 National Societies engaged in Cash Preparedness.

• 6 CVA surge deployments in 2023 from the region to DRC, Djibouti, Congo, Angola, Cameroon and Ethiopia from the Regional CVA Surge list.

• 4 Sub Regional Community of Practice were active throughout 2023 and 3 held physical workshop for cross learning.
• Ensure systems are in place to track SADDD
• Track to ensure PGI minimum standards are being met.
• Review the process of post distribution monitoring paying attention to issues on gender, age and others
• Access the impact of CVA in households
• In the learning forums include PGI CVA sensitive learning.

• Utilise the PGI analysis and gender and market analysis to identify most vulnerable groups
• Ensure community selection committees are diverse including women, men, persons with disabilities, youth
• Ensure targeting criteria is clarified to all community members and validated by community members to enable smooth registration and verification.
• Ensure staff and volunteers from start to end of operation are diverse and have the right capacity (SADDD, PGI, CVA)
• Ensure validation of recipients list is done in public and in transparent manner
• Co-create with the targeted community’s communication and engagement plans that promote gender equity and mitigate gender protection risks

• Capacity building of NS assessment team on PGI and CVA
• Integrate PGI questions and concerns into existing CVA tools (assessments, targeting, monitoring forms, for example). (See attached sample questions)
• Ensure gender and diversity in NS staff and volunteers conducting assessments.
• During community engagements ensure that all community groups are represented including women, persons with disabilities, youth, men
• Ensure needs assessments include gender and market analyses and collect and analyze data disaggregated by gender, age, and disability.
• Ensure PGI is factored in the risk assessment and analysis

• Ensure PGI technical expert is part of the designing CVA response.
• Ensure that the different genders groups are actively engaged in the program design including registration, sensitization, frequency of the cash, delivery mechanisms to be used and location if activities to ensure all can access.
• Consider essential factors for safer transfer of cash to women, elderly, pregnant and lactating (amount, duration, frequency, and delivery mechanism)
• When considering conditionalities, ensure they are culturally appropriate for different groups e.g. cash for work.
• Ensure NS have in place community feedback mechanism that are safe and inclusive

• Ensure PGI is factored in the risk assessment and analysis
• Consider essential factors for safer transfer of cash to women, elderly, pregnant and lactating (amount, duration, frequency, and delivery mechanism)
• When considering conditionalities, ensure they are culturally appropriate for different groups e.g. cash for work.
• Ensure NS have in place community feedback mechanism that are safe and inclusive

• Ensure PGI technical expert is part of the designing CVA response.
• Ensure that the different genders groups are actively engaged in the program design including registration, sensitization, frequency of the cash, delivery mechanisms to be used and location if activities to ensure all can access.
• Consider essential factors for safer transfer of cash to women, elderly, pregnant and lactating (amount, duration, frequency, and delivery mechanism)
• When considering conditionalities, ensure they are culturally appropriate for different groups e.g. cash for work.
• Ensure NS have in place community feedback mechanism that are safe and inclusive
GENDER + INCLUSION METRICS
TARGETING

PARTICIPATION & EMPOWERMENT
MINIMIZE RISKS during project design, fx:

- Different modality and delivery mechanisms
- Increased or decreased number of instalments and transfer value
- Change of distribution point locations or home delivery to at-risk groups
Mitigation and Mainstreaming is necessary in CVA...

To ensure that projects proactively:

- Do not cause or increase the risks of GBV or introduce new risks;
- Seek to identify and take action to mitigate protection risks in the context;
- Facilitate and monitor vulnerable groups’ safe access to services.
MAXIMIZING BENEFITS in CVA programmes:

Cash / voucher

Meet basic needs

Targeting women, people with disabilities, elderly etc. as recipients

Coping strategies change

Increased food security

Decrease in risks

Decrease in domestic violence

↑ decision making/ control over cash

Safe access to markets, services, FSPs
Thank You.
PGI and Safeguarding Survey

https://eenew.ifrc.org/x/Dsc3ksUu
Learning and resources   cash-hub.org

Webinars   cash-hub.org/resources/webinar-series/

Cash Helpdesk   www.helpdesk@cash-hub.org
cash-hub.org/helpdesk/
Questions and technical supports requests can be submitted through the Helpdesk’s query form. The form is available in English, French, Spanish and Arabic.

cash-hub.org/helpdesk

REQUEST TECHNICAL SUPPORT HERE