



Module 12: Gender in Extension and Advisory Services

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Summary

Module overview

In order to deliver on their mandates and contribute to positive change, extensionists need a well-developed understanding of and the skills necessary to address critical issues around gender in rural livelihoods. Men and women, young and old, all play vital roles in rural livelihoods, but assumptions are often made about who does what and who makes the decisions. These details of gender and decision-making are critical to targeting efforts and helping everyone involved in rural livelihoods and agriculture benefit from innovations and improved technologies.

This module on gender is designed to help you understand why these concepts are important in extension. You will learn how to identify why different community members have different needs from extension, and how you can begin addressing them. By understanding these different needs, you will be able to better match the best technologies to opportunities, deliver successful programmes, and avoid making anyone's situation worse. This module will also help you improve in your role(s) in extension to better meet critical needs in rural livelihoods.

Module performance outcomes

Upon completing this topic, you will be able to:

1. Basics of gender for extension
 - Explain what gender means where you live and work.
 - Recognise gender differences in rural livelihoods.
 - Use a gender lens to examine the situation where you work.
2. Engagement, opportunities, and entry points for addressing gender
 - Demonstrate how you could engage different clients in new ways through extension and rural advisory services by identifying entry points and opportunities.

Units

Unit 1: Understanding gender and basic gender analysis

- Basics of gender.
- Gender roles.
- Division of labour.
- Access to and control of resources in extension.

Unit 2: Engagement, opportunities, and entry points for working with women

- Power, positionality: who wins, who loses?
- Finding entry points: why picking any women's group is not sufficient.
- Working in groups.
- Self-awareness or self-reflection.