3) Research and Engagement

Higher than average unemployment rates among newcomer women might indicate a need to improve recruitment and workplace retention programs. Applying a gender and diversity analysis would prompt questions like:

Who?
- *Do unemployment rates differ substantially between newcomer men and newcomer women?*
- *Are there specific populations of newcomer women who have higher unemployment rates, such as refugee women?*

In what ways does difference matter?
- *How do basic education levels and high school completion rates affect skill levels and labour market readiness for the newcomer population (both men and women)?*
- *How could you try to ensure that a workplace was welcoming to newcomer employees?*

How are outcomes affected?
- *How do child care responsibilities, stereotypes, or workplace harassment affect retention?*
- *Would consultation efforts be more effective if conducted by members of the newcomer community?*

4) Analyze Options and Make Recommendations

A review of labour market training programs that incorporate a gender and diversity analysis might reveal increased costs for programs that are tailored to meet the needs of people with disabilities. Applying a gender and diversity analysis when considering these options would prompt questions like:

Who?
- *How many people with disabilities lack sufficient supports to attend or complete training?*

In what ways does difference matter?
- *What supports are required to better assist people with disabilities? How does this vary by type of disability?*

How are outcomes affected?
- *What would be the costs of not addressing the needs of people with disabilities?*
- *What are the benefits of accommodating access to training for people with disabilities?*

5) Communicate the Policy or Program

According to Health Canada, Indigenous people are more likely to get type 2 diabetes than other Canadians. Further, younger Indigenous people are developing type 2 diabetes more than before. To consider gender and diversity knowledge for health and safety promotion might prompt questions like:

Who?
- *Who is my audience(s)? Who is at risk? What is the gender breakdown?*
- *What issues need to be highlighted for each audience?*
- *Would it be more effective to have a multi-faceted campaign?*

In what ways does difference matter?
- *What messages will be most effective for the various audiences that we need to address?*
- *Are language and images gender sensitive and culturally appropriate? Are they inclusive?*
- *Are any stereotypical examples used?*
- *Are the messages targeted to specific risks?*

How are outcomes affected?
- *Would utilizing different media be more effective, e.g. print, social media, times of broadcast?*

6) Implement and Evaluate

Including gender and diversity considerations throughout the policy process can lead to more inclusive policy and program design. In order to monitor or measure impacts we need to retain data by gender and other diversities. Answers to evaluation questions can further refine policy and programming:

Who?
- *Who did or did not participate in the program?*
- *What factors were addressed or missed in the program?*

In what ways does difference matter?
- *Did differences create unexpected outcomes?*
- *What differences affected outcomes?*
- *Did some differences compound or ease the effects of other differences?*

How are outcomes affected?
- *Is the program more effective when differences are addressed?*

Gender and diversity analysis can reveal information gaps or limitations in how data are collected, analyzed or presented. Gender and diversity analysis increases opportunities to design effective public policies.

Guidelines for
Gender and Diversity Consideration
in Policy Design and Implementation

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C A N A D A

What is Gender and Diversity Analysis?

Gender and diversity analysis takes into account cultural, social, economic and other differences among people to ensure that:

- *Potential impacts of policies, programs, and legislation can be identified;*
- *Proposed policies, programs, and legislation have intended and fair results for men, women and other diversity populations.*

Diversity refers to those who self-identify membership in a group based on a collective experience. It is possible to belong to several diversity groups, for example to be a member of a visible minority and to have a disability. Diversity groups can include, but are not limited to, people with disabilities, members of visible minorities, Indigenous peoples, or groups identified by gender, age, culture or sexual orientation.

Attention to gender and diversity analysis throughout policy or program development has been shown to better serve clients. It reveals the need for different approaches in order to achieve more effective results. As the private sector has discovered, attention to gender and diversity reveals how greater knowledge about clients enhances the ability to market products and services.

Attention to gender and diversity contributes to the recognition and accommodation of human rights. Workplaces that welcome diversity are seen to be supportive, creative and best situated to recruit and retain diverse employees.

Guiding Principles

1. Incorporating gender and diversity considerations at every stage of policy or program development is an essential aspect of modern policy development. It begins with defining the policy issue, continues through the program design and implementation and ends with evaluation.

2. Attention to gender and diversity considerations supports the development of effective legislation, policies and practices to better meet the needs of the populations served. It can serve to avoid adverse outcomes and to promote equality.

3. Integrating gender and diversity considerations involves continuous and consistent attention to changing demographics and needs.

4. Effective application of gender and diversity analysis requires data on diversities, knowledge of social and cultural differences, historic and current barriers, as well as awareness of legal and social obligations.

5. Attention to gender and diversity promotes dynamic workplaces through appreciation and use of the skills and talents of all workers.

How to Apply Gender and Diversity Analysis

Gender and diversity analysis is most effective when it is applied consistently at every step of the program and policy development cycle. Gender and diversity analysis is about probing more deeply into issues to better understand the complex relationships and outcomes related to social and economic differences between women and men and among diversity groups. The following examples illustrate the typical steps in policy and program development and demonstrate how gender and diversity analysis can be applied by asking focused questions.

1) Identifying The Issue

An increase in workers' compensation claims might indicate the need to review occupational safety standards and compliance. Applying a gender and diversity analysis would prompt questions such as:

Who?

- *Who is using safety equipment?*
- *Are recent immigrants who may not be yet familiar with English or French using the equipment?*
- *Are women, men or younger workers using the same equipment?*

In what ways does difference matter?

- *Are written safety instructions understood and applied?*
- *Is there a need for information to be made available in a number of different ways?*
- *Is safety equipment available in appropriate sizes for men, for women, and for youth?*
- *Is ill-fitting equipment causing more workplace accidents?*

How are outcomes affected?

- *Are more women, men or youth injured?*
- *Do the types of injuries vary between women and men? Youth?*
- *Who is inclined to take safety risks and why?*

Without these more precise questions, we might only ask about general issues such as "is safety equipment available and is it being used? Without the specific focus on who uses the equipment and how their requirements might differ from current practice or standards, we could miss crucial information that could limit effectiveness of injury prevention.

2) Define Desired Goals and Outcomes

This stage involves proposing policy goals and outcomes, and identifying possible unintended outcomes. For example, policy makers may decide that workplace literacy needs to improve to enhance worker safety. Applying a gender and diversity analysis would prompt questions like:

Who?

- *Who is using the equipment?*

In what ways does difference matter?

- *Is literacy an issue, or would English as a Second Language (ESL) instruction be more effective?*
- *Does equipment have universal symbols of dangers?*
- *How is safety education evaluated?*

How are outcomes affected?

- *Are gender or cultural differences having an impact on workers' willingness to seek help or to assume risky behaviors?*

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