

LIST OF CONTENT VERIFICATIONS

OBJECTIVE:	
Balanced and inclusive representation of women and men in terms of quantity and quality	
<p>ANALYZE THE MATTER</p> <ol style="list-style-type: none"> Does it focus on women or is it especially relevant to them? Verify: Words, narrative, images, numbers Isn't it obviously a "women's issue"? Check the gender angle How does it affect women and girls? <ol style="list-style-type: none"> Highlight gender issues Consult with a colleague or expert <p>➤ <i>Is there an opportunity to challenge or counter stereotypes?</i></p>	<p>REVIEW YOUR IMAGES</p> <ol style="list-style-type: none"> Are women visible and prominent? Are the images inclusive and diverse? Do women have power or do images reinforce gender roles determined by stereotypes? <ul style="list-style-type: none"> <i>Make the effort to achieve diverse images and convey the message to your partners and colleagues</i>
<p>REVIEW YOUR WORDS.</p> <p><u>GenderTerm</u> (UN Women) is a gender-sensitive online glossary, including around 650 freely available terms in Arabic, English, French, Spanish and Russian. It also includes a <u>Guide to the Use of Gender-Inclusive Language</u> in English.</p> <p>Avoid gender stereotypes for men and women (e.g., women as mothers/victims, male providers/survivors)</p> <p>Avoid language that excludes someone, or words that suggest superiority of one gender over another</p> <p>Avoid language that has implicit gender bias</p> <p>➤ <i>Invest to try; replace the gender of the character. If the result is strange, there may be a bias</i></p>	<p>REVIEW YOUR NUMBERS.</p> <p>Perform a quick calculation:</p> <ol style="list-style-type: none"> What is the percentage of women who... represent characters appear in photos and videos appear in non-traditional, empowered roles Speak are they experts or authority figures?

REVIEW YOUR NARRATIVE.	ONE LAST LOOK AT THE FINISHED PRODUCT.
<p>Are women's voices heard?</p> <p>Are they in positions of authority or experience?</p> <p>Do they have power, or are they presented as victims?</p>	<p>Is it inclusive, diverse, and balanced?</p>
<p>➤ <i>Is language used that judge or disapproves of someone?</i></p>	<ul style="list-style-type: none"> • <i>If it is a document related to the United Nations, does it show them as leaders in the global conversation on gender?</i>

Source: Adapted from *UNEP Focal points for women and gender, Department of Public Information, 2018*