

## BROADENING GENDER PRESENTED BY CHRYSALIS



On behalf of women and girls who are experiencing violence, Broadening Gender is a multi-pronged approach to address sexual and gender-based violence in Sri Lanka by directly engaging men and boys, building social movements through education, and advocating for key policy changes.



A Different Cup of Tea is part of Chrysalis, formed to protect the legacy and continue the work of CARE Sri Lankan operations. Chrysalis is a social enterprise working to bring about positive changes for women and youth through the provision of a range of services which engage the private sector in more socially responsible and sustainable practices.

### PROBLEM

#### The Violent Betrayal of Women on a Global Scale

Violence against women worldwide is not limited to one isolated incident. For the 1 in 3 women who will experience abuse, they are more likely to suffer from unintended pregnancy, alcohol or drug abuse, sexually transmitted diseases and long-term depression.

#### A Culture of Sexual Gender-based Violence (SGBV) in Sri Lankan Society

Sexual and Gender-based Violence (SGBV) continues to be a significant issue facing women and girls in Sri Lanka. Large numbers of studies have been conducted to evaluate the impact it has on victims, survivors and society. While police statistics paint a limited picture about the SGBV phenomenon, independent research provides greater insight to the true extent of this issue. In 2013, Rosy Senanayake—a Parliament member and the current spokesperson for the Sri Lankan Prime Minister—revealed that only 600 perpetrators of sexual abuse (2%) had been reprimanded in Sri Lanka out of 300,000 cases.

### THE INNOVATION

#### A Groundbreaking Survey—and Approach—to End SGBV

Broadening Gender started as an academic survey and has evolved into a multi-pronged approach to tackle SGBV, working with men and boys to address the attitudes of male perpetrators. In addition to a three-year survey conducted by CARE, it includes education and implementation of key policy recommendations to address SGBV within all state universities in Sri Lanka, as well as working with the Ministry of Women's Affairs to pilot new response units to support state offices to prevent and respond to SGBV effectively.

## BY THE NUMBERS

### SGBV IN SRI LANKA

- 3-5 children are raped every day
- A woman is raped every 90 minutes
- A rape case takes 6 to 12 years to be resolved
- 95% of women who use public transport experience sexual harassment

## WHY DOES THE DATA HAVE US EXCITED?

### The Broadening Gender Effect:

- Five response units piloted
- CARE's study on male perpetrators of violence prompted a UNICEF-led initiative
- Workshops have reached all 14 Sri Lankan state universities
- CARE's work has led to rapid policy changes

## POTENTIAL IMPACT: 21 million people!



## THE SCALE X FACTOR:

Targets policy makers  
Targets universities  
Educates men and boys  
Influences policy makers & cultural norms

### Highlights the fact that men and boys:

- a.) Need to be held accountable for SGBV
- b.) Need to be included in awareness-raising campaigns that address SGBV

# THE IMPACT

## 2020 VISION

Once the university policy is fully implemented, broadening its reach to the entire university student population (currently estimated at 130,300), scale will be achieved by establishing policies and response units throughout Sri Lanka, which has the potential to positively impact the total population of 21 million by 2020.

## THE CHALLENGE TO SCALE

State bureaucracy will be the greatest challenge to scaling up; national/regional advocacy and systematic follow-up assistance is needed in order to negotiate support with state officials, as well as within universities. A critical need is funding to document the extraordinary and rapid policy changes that have taken place and guidance for replicating CARE's success. Expertise in movement building and long-term funding strategies are also major priorities.

### Opportunities include:

Funding  
Advocacy  
Mentorship  
Communications

# Join us in accelerating change for good!