

SBCC Theory and the Social – Ecological Model

Community/Social Level Theory of Gender and Power

Individual

Health Belief Model

Theory of Planned Behavior

Stages of Change

Theory of Human Motivation

Interpersonal

Dialogical Approaches or Theories

Social Learning Theory

Diffusion of Innovations

Community/Social

Social Movement Theory

Social Network Theory

Media Theories

Social Convention Theory

Theory of Gender and Power

Summary-Focus

The theory of gender and power posits that **gender inequality** is a **social construction** that results from long-term processes of socialization and education. **Distribution of work** according to gender norms as well as **unequal pay** produces economic inequalities for women. (socio-economic risk factors – work site, school, family) **Power inequalities** are reflected and perpetuated in conditions that, for example, put women at increased risk for disease (such as HIV/AIDS) due to an inability to negotiate correct and regular use of condoms, and more vulnerable to illness/death in instances where they have no access to transport to health facilities.

Gender approaches aim to meet the different needs of men and women in ways that contribute to power balance and equitable practices. They also seek to find ways to empower women through the acquisition of skills, information, services, and technologies. Depending on the level of change, programs aim for gender approaches can be **neutral, gender sensitive, transformative and empowering** (Gupta 2000).

Key Concepts

- **Sexual division of labor and power**
- **Gender inequality as a social construction.**
- **Gender approaches:** neutral, sensitive, transformative, empowering

References; Connell, 1987