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CARE's Go Deeper initiative

Practical support for country teams to deepen their gender impact

The Go Deeper initiative from CARE's Gender Justice team works alongside country teams to **tailor gender technical assistance to their needs**, supporting them to **embed gender equality throughout their programs and operations** and to **demonstrate evidence of gender transformative impact**.

Why is the Go Deeper initiative needed?

We recognize gender transformative programming is complex and requires specific technical expertise. Often this is tied to specific projects or people, making it harder for country teams to create long-term organizational change and ensure best practice approaches across all programs.

CARE's efforts to place gender equality at the heart of our work are underpinned by gender transformative tools, approaches and learning. Country teams want to use these in their programs and highlight their successes, but may not have the training, resources or time to dedicate to this.

The Go Deeper initiative overcomes the challenges country teams can face in accessing technical assistance on gender by providing ongoing practical support. This aims to improve Gender Marker scores and other program quality metrics across the organization, ultimately resulting in more programs that change inequitable gender norms and relations to promote equality.

How does it work?

The Go Deeper initiative coordinates high quality, flexible gender technical assistance across **programs, policies** and **people**. Dedicated staff provide support over an extended period of time. The process is led by country teams who identify their priorities and work with gender technical experts to learn from and improve the gendered approach of their work.

What types of support do teams receive?

Go Deeper country teams are offered gender technical support in areas such as:

Strategy | **Gender Audits** | **Gender Analysis** | **new bid** development | **HR strategies** for increasing DEBI | **GBV integration** | **implementation** of identified approaches | **partnership** with WRO/WLO & social movements | development of **advocacy** strategies for gender transformation | gender transformative **MEAL** | opportunities for **scaling impact** | & more...

Specific support varies depending on the strengths and needs of each country team.

Gender transformative programming

CARE defines gender transformative programming as policies and programs that change inequitable gender norms and relations to promote equality.

CARE's Gender Marker

CARE's Gender Marker is a self-assessment program quality and learning tool which measures the integration of gender into programming so we can track, improve on, and support more effective, gender integrated programming.

Which countries are part of the Go Deeper initiative?

The countries included in the initiative for FY22 & FY23 were selected in discussion with regional program quality leads and the relevant Country Director. Go Deeper countries fall into two main groups:

Gender integration countries: Haiti, NW Syria, Sudan, Yemen.

Selection process: Analysis of CARE’s PIIRS data for programs with high reach but low gender scores alongside discussion with program quality leads.

Focus of support: Full-service support is available, with country teams identifying the key areas required based on their needs. The Go Deeper initiative connects them with dedicated resources within CARE and provides accompaniment throughout the process. Support includes development of people and policies as well as programming.

What changes do we hope to see?

Shifts in key metrics such as the Gender Marker and inclusion of key gender approaches—addressing GBV, engaging men and boys and transforming harmful social norms.

**Improving program
quality metrics**

**Sharing learning on key
factors for success**

**Highlighting &
scaling success**

Gender impact & evidence countries: Bangladesh, Ethiopia, Malawi, Tanzania, Uganda.

Selection process: Countries identified as already demonstrating strong gender impact with the potential to have large reach for at least one of CARE USA’s priority impact groups.*

Focus of support: While all types of support are available if needed, Go Deeper engagement focuses on understanding the key factors in their success and working collaboratively to develop scaling strategies. It is assumed these countries already have strong technical capacity on gender and MEAL.

What changes do we hope to see?

Systems-level impact for women and girls and evidence to help scale this impact further.

The Go Deeper initiative aims to use learning from these countries to **develop guidelines** on what works, **scale impact** within their programs and **replicate** this in other contexts. Our goal is for this in-depth work to help identify key interventions which can improve gender integration across all CARE programs.

Who is involved?

At country level: The initiative aims to strengthen how all Go Deeper countries place gender at the center of their people and practices.

This includes support for gender audits, REDI training for staff and a focus on partnership with women’s rights organizations. As a result, staff from across the Country Office, not just program staff, may engage with the Go Deeper initiative. Depending on the country, support may be direct engagement or take a Training of Trainers approach.

At global and regional level: The Go Deeper initiative aims to reduce silos and ensure country teams receive seamless, coordinated support.

The Go Deeper team works with other technical units within CARE USA—including **Advocacy, DEBI, Humanitarian, ILKA, Impact at Scale** & more—and **across the CARE confederation** to ensure a continuum of support with the aim of avoiding duplication. Collaboration is organic and focused on sharing opportunities which could benefit Go Deeper country teams, such as MEAL workshops or training opportunities.

* Priority impact groups for scaling gender transformative programming are: women small scale producers in the Global South; unbanked women and adolescent girls; and women frontline health workers

Want to learn more?

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