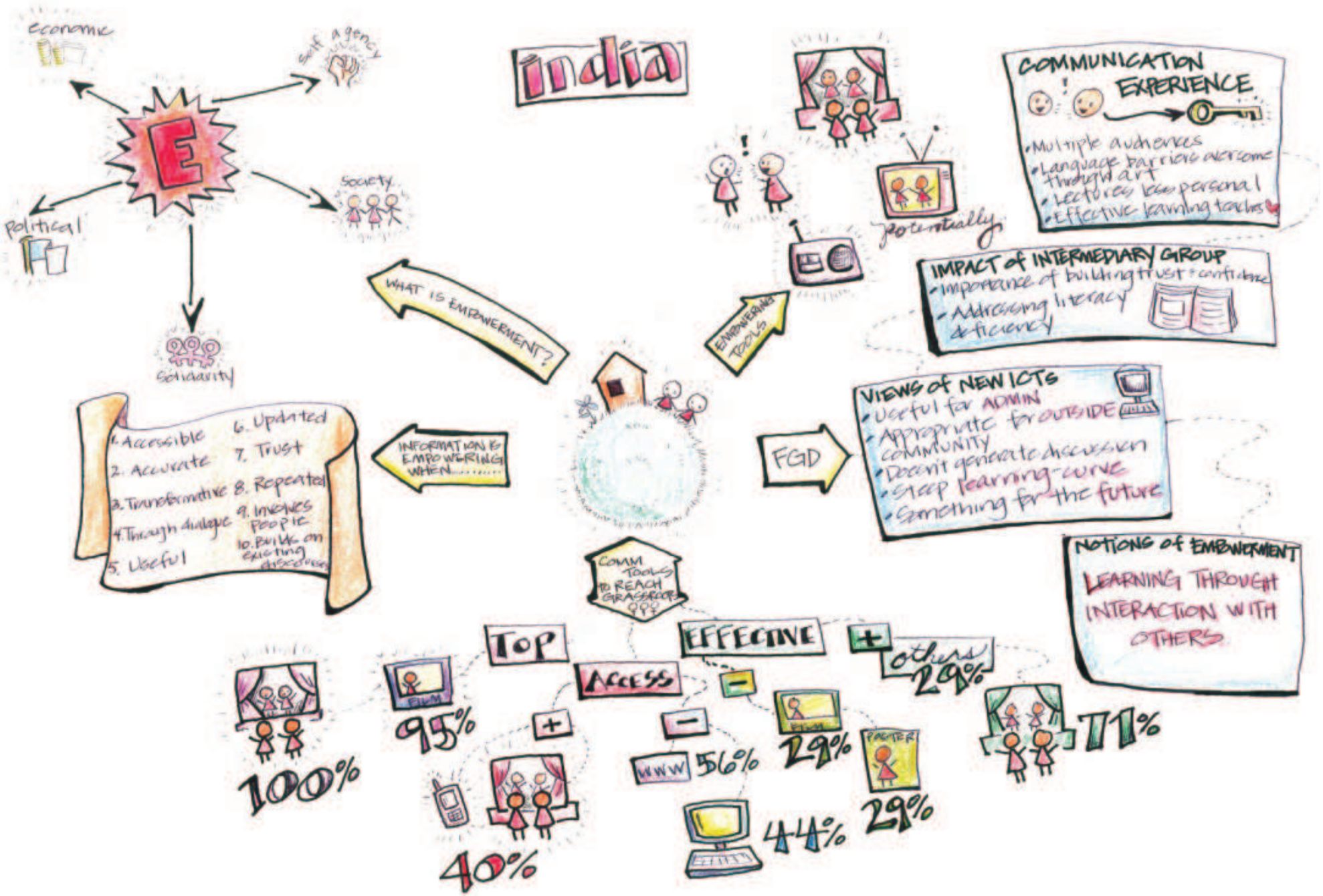
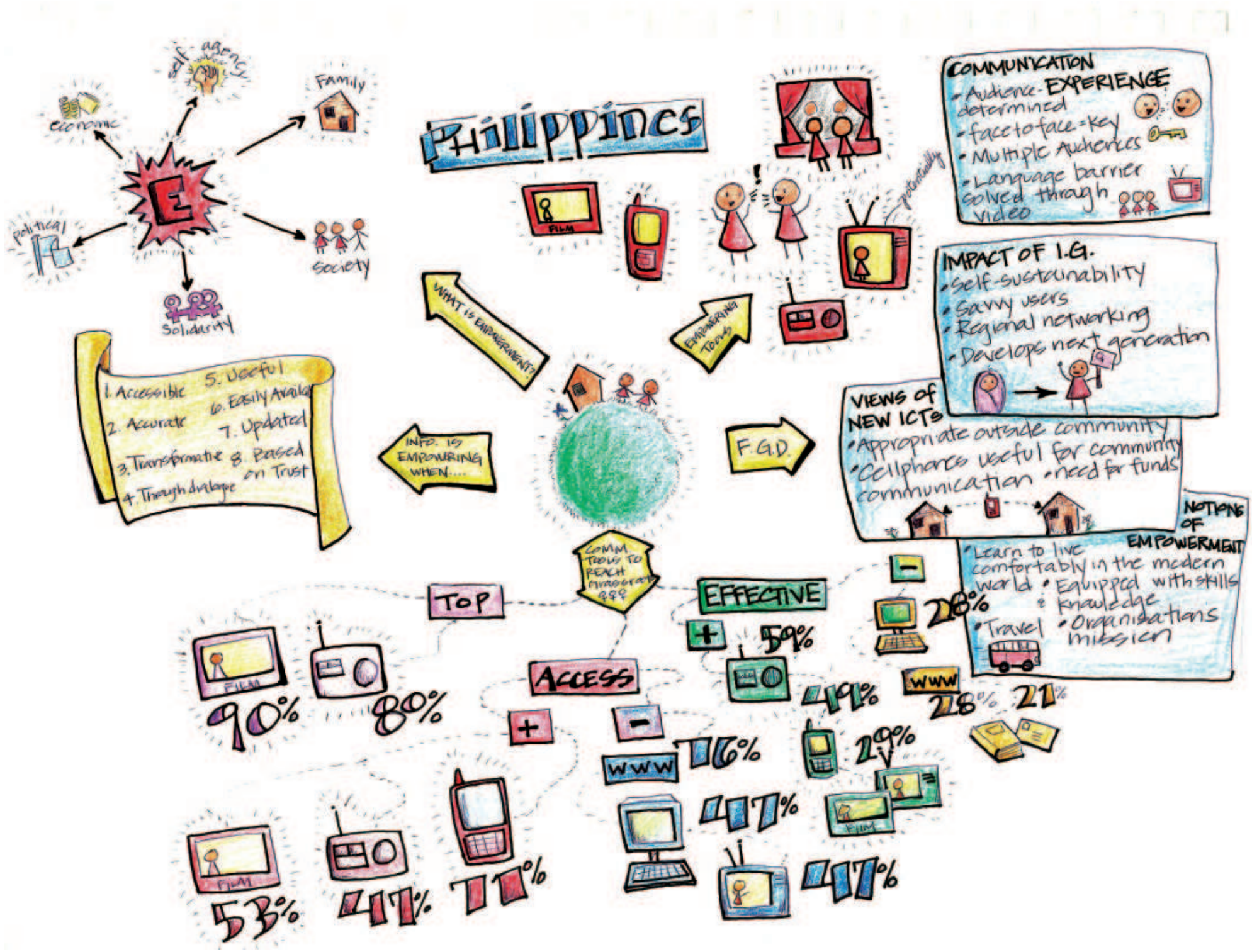
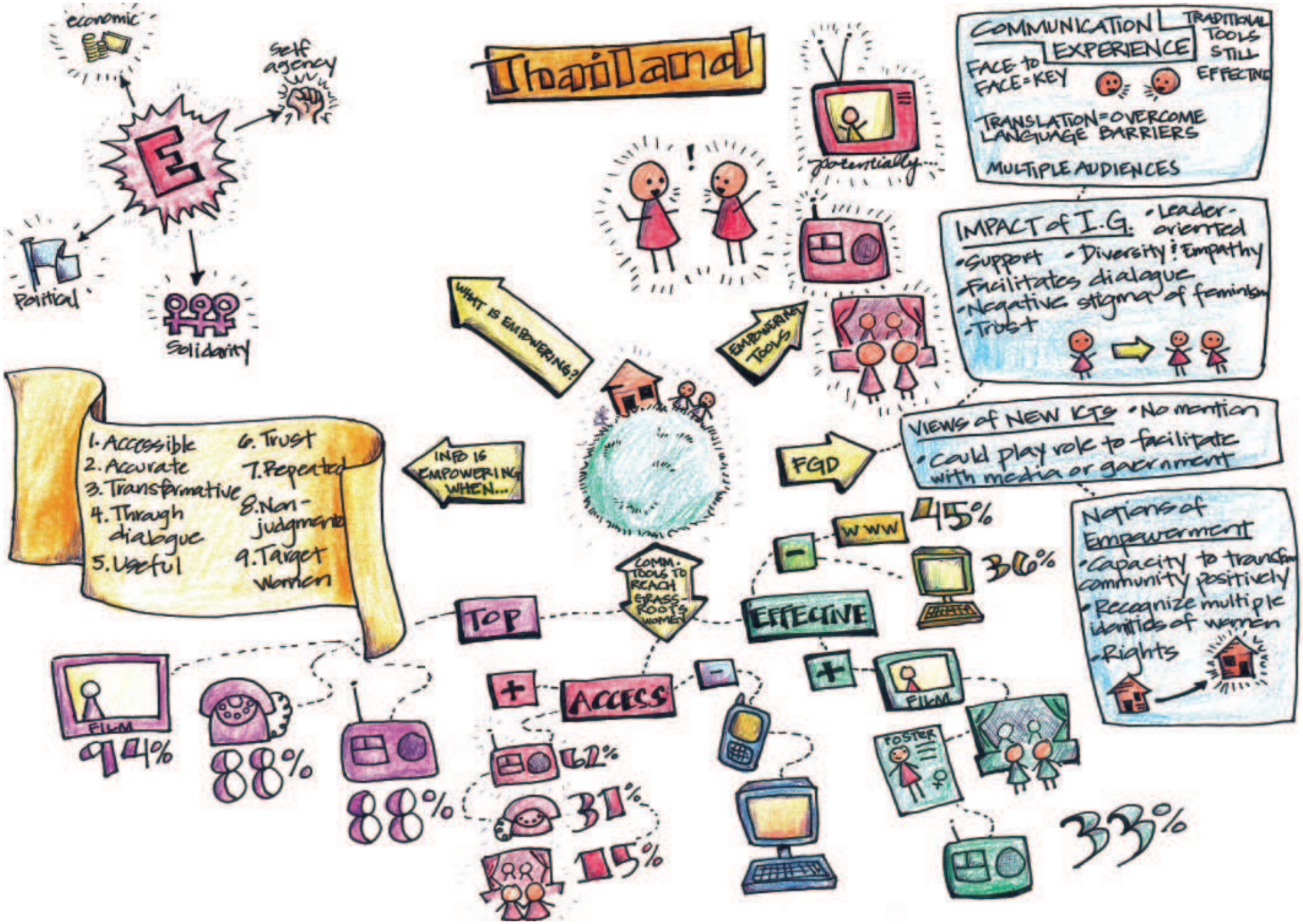
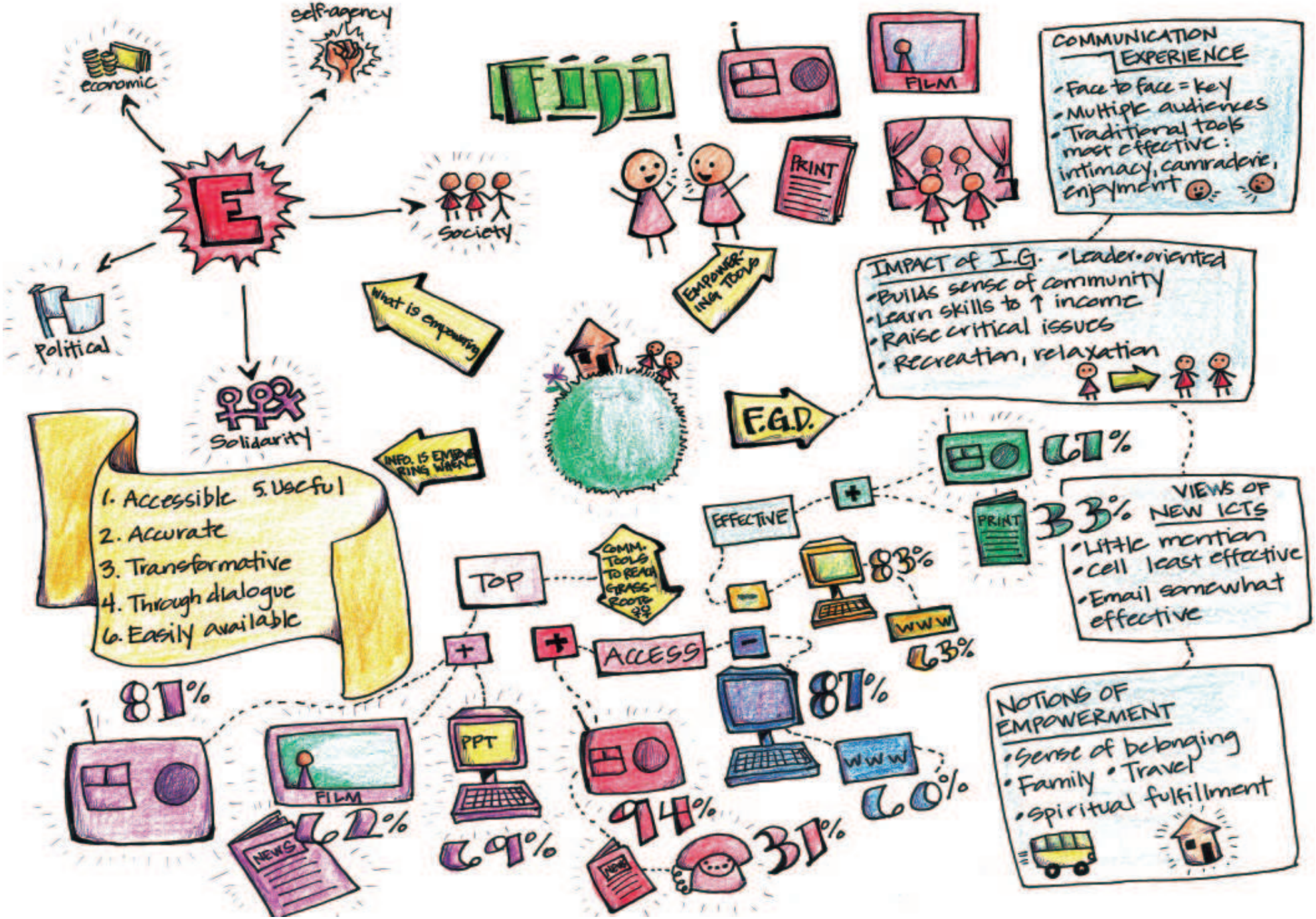
PROGRAMS
PRACTICES
POLICIES

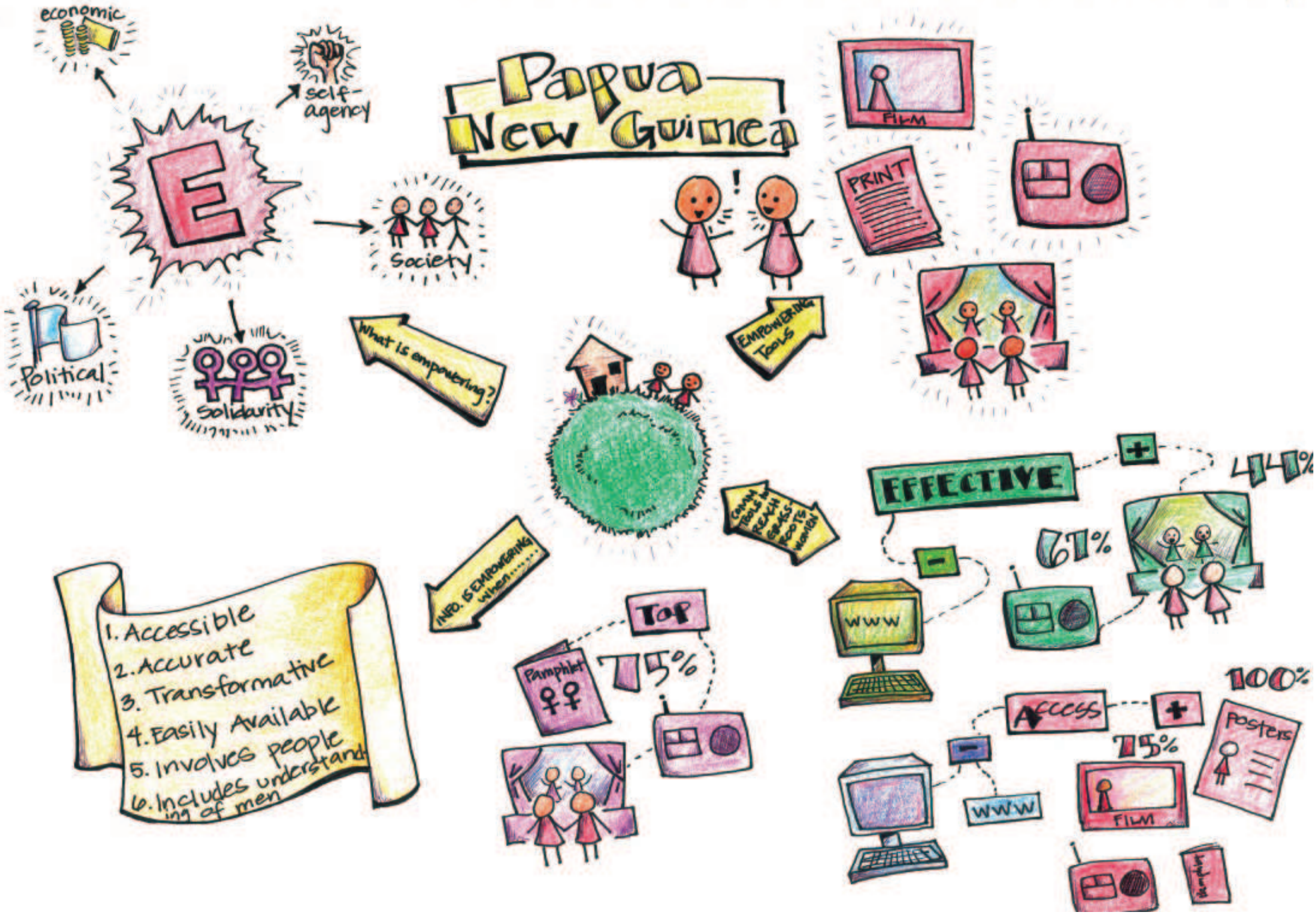

economic
self agency
E
society
political
solidarity
India
WHAT IS EMPOWERMENT?
EMPOWERING TOOLS
potentially
COMMUNICATION EXPERIENCE
• Multiple audiences
• Language barriers overcome through art
• Lectures less personal
• Effective learning tools
IMPACT of INTERMEDIARY GROUP
- Importance of building trust + confidence
- Addressing literacy deficiency
VIEWS of NEW ICTs
• Useful for ADMIN
• Appropriate for OUTSIDE COMMUNITY
• Doesn't generate discussion
• Steep learning curve
• Something for the future
FGD
1. Accessible
2. Accurate
3. Transformative
4. Through dialogue
5. Useful
6. Updated
7. Trust
8. Repeated
9. Involves people
10. Builds on existing discussions
INFORMATION IS EMPOWERING WHEN.....
COMM TOOLS TO REACH GRASSROOTS ???
NOTIONS of EMPOWERMENT
LEARNING THROUGH INTERACTION WITH OTHERS
Top
Access
EFFECTIVE
+
−
others 29%
FILM
95%
100%
+
40%
−
WWW 56%
FILM
29%
44%
POSTER
29%
77%

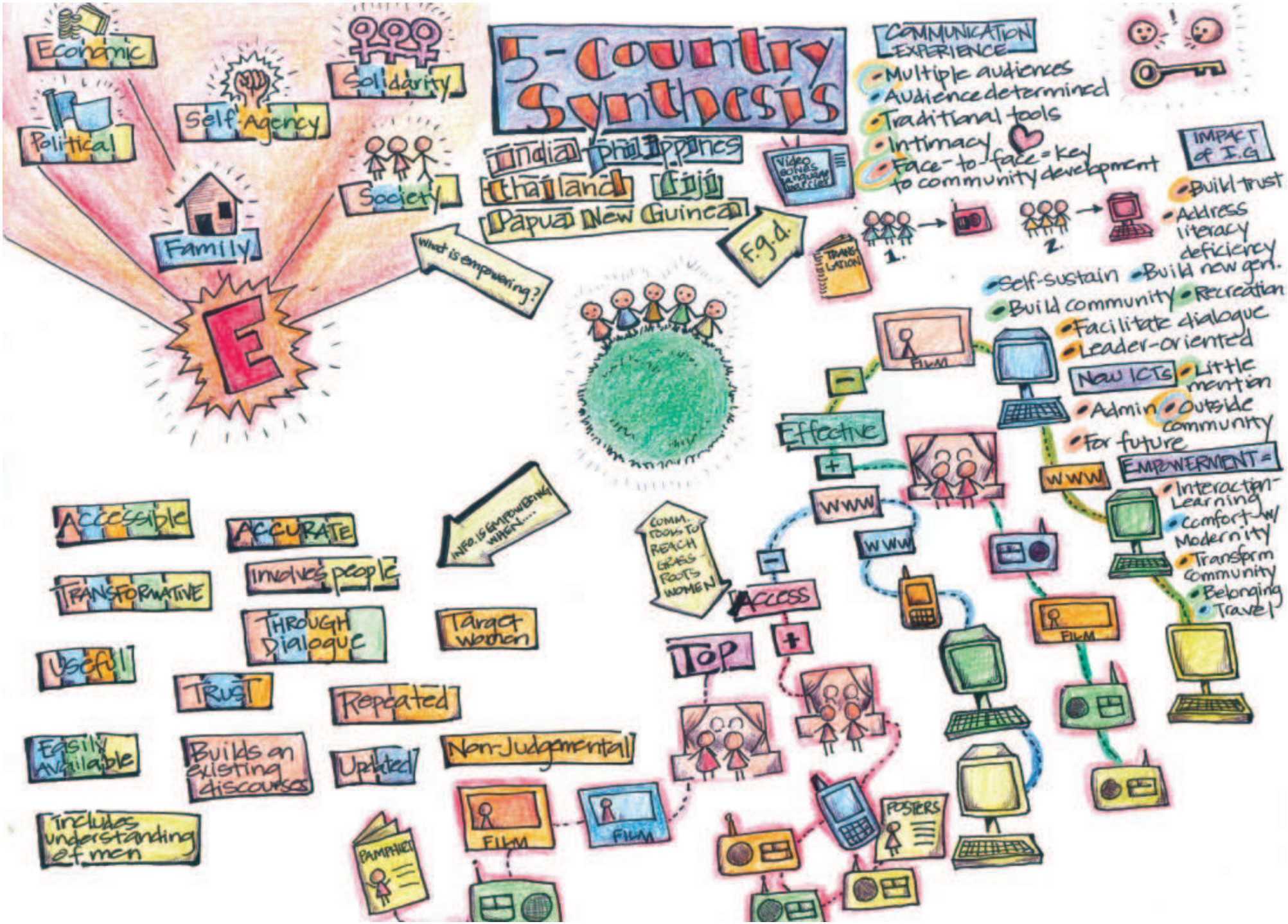


Philippines
self-agency
Family
economic
political
Society
Solidarity
1. Accessible
2. Accurate
3. Transformative
4. Through dialogue
5. Useful
6. Easily Availa
7. Updated
8. Based on Trust
WHAT IS EMPOWERMENT?
EMPOWERING TOOLS
INFO. IS EMPOWERING WHEN....
F.G.D.
COMM TOOLS TO REACH Grassrats ???
FILM
potentially
COMMUNICATION EXPERIENCE
• Audience-determined
• face to face = key
• Multiple Audiences
• Language barrier solved through video
IMPACT OF I.G.
• Self-sustainability
• Savvy users
• Regional networking
• Develops next generation
VIEWS of NEW ICTs
• Appropriate outside community
• Cellphones useful for community communication
• need for funds
NOTIONS OF EMPOWERMENT
• Learn to live comfortably in the modern world
• Equipped with skills & knowledge
• Travel
• Organisations mission
TOP
EFFECTIVE
ACCESS
+
-
90%
80%
53%
47%
77%
76%
47%
47%
59%
49%
29%
28%
28%
21%
WWW


Thailand
economic
self agency
E
Political
Solidarity
potentially....
COMMUNICATION EXPERIENCE
TRADITIONAL TOOLS STILL EFFECTING
FACE-to FACE=KEY
TRANSLATION=OVERCOME LANGUAGE BARRIERS
MULTIPLE AUDIENCES
IMPACT of I.G.
-Leader-oriented
-Support -Diversity/Empathy
-Facilitates dialogue
-Negative stigma of feminism
-Trust
WHAT IS EMPOWERING?
EMPOWERING TOOLS
VIEWS of NEW ICTs
-No mention
-could play role to facilitate with media or government
FGD
1. Accessible
2. Accurate
3. Transformative
4. Through dialogue
5. Useful
6. Trust
7. Repeated
8. Non-judgmental
9. Target Women
INFO IS EMPOWERING WHEN...
Notions of Empowerment
-Capacity to transform community positively
-Recognize multiple identities of women
-Rights
COMM. TOOLS TO REACH GRASS-ROOTS WOMEN
TOP
ACCESS
EFFECTIVE
WWW
45%
36%
FILM
94%
88%
88%
62%
31%
15%
FILM
POSTER
33%


economic
self-agency
E
Society
Political
Solidarity
Fiji
FILM
PRINT
EMPOWERING TOOLS
What is empowering
COMMUNICATION EXPERIENCE
• Face to face = key
• Multiple audiences
• Traditional tools most effective: intimacy, camraderie, enjoyment
IMPACT of I.G. • Leader-oriented
• Builds sense of community
• Learn skills to ↑ income
• Raise critical issues
• Recreation, relaxation
F.G.D.
INFO. IS EMPOWERING WHEN
1. Accessible 5. Useful
2. Accurate
3. Transformative
4. Through dialogue
6. Easily available
61%
PRINT
33%
VIEWS OF NEW ICTS
• Little mention
• Cell least effective
• Email somewhat effective
EFFECTIVE
83%
WWW
63%
TOP
COMM. TOOLS TO REACH GRASS-ROOTS
ACCESS
87%
WWW
60%
81%
FILM
62%
NEWS
PPT
69%
94%
NEWS
31%
NOTIONS OF EMPOWERMENT
• Sense of belonging
• Family • Travel
• Spiritual fulfillment


Papua New Guinea
economic
self-agency
E
Society
Political
Solidarity
What is empowering?
EMPOWERING TOOLS
FILM
PRINT
INFO. IS EMPOWERING when.....
COMM TOOLS to REACH GRASS-ROOTS WOMEN
EFFECTIVE
+
44%
61%
-
WWW
TOP
Pamphlet
75%
100%
Access
+
Posters
75%
-
WWW
FILM
1. Accessible
2. Accurate
3. Transformative
4. Easily Available
5. Involves people
6. Includes understanding of men



5-Country Synthesis
India
Philippines
Thailand
Fiji
Papua New Guinea
Economic
Political
Self-Agency
Solidarity
Society
Family
E
What is empowering?
F.g.d.
Video solves language barrier
TRANSLATION
COMMUNICATION EXPERIENCE
Multiple audiences
Audience determined
Traditional tools
Intimacy
Face-to-face = key to community development
IMPACT of I.G
Build trust
Address literacy deficiency
Build new gen.
Self-sustain
Build community
Recreation
Facilitate dialogue
Leader-oriented
New ICTs
Little mention
Admin
Outside community
For future
EMPOWERMENT =
Interaction-Learning
Comfort w/ Modernity
Transform community
Belonging
Travel
FILM
Effective
WWW
Access
Top
POSTERS
Accessible
ACCURATE
INFO. IS EMPOWERING WHEN....
COMM. TOOLS TO REACH GRASS ROOTS WOMEN
TRANSFORMATIVE
Involves people
THROUGH Dialogue
Target women
Useful
TRUST
Repeated
Easily Available
Builds on existing discourses
Updated
Non-Judgemental
Includes understanding of men
PAMPHLET