

Gender Equality in Local Government

Fulton County's Journey

Fulton County Gender Equality Initiative

The Beginning of Our Journey

- Fulton County co-sponsored the 2006 Gender Equality in the Americas Forum, in Atlanta, and signed the Atlanta Declaration
- In 2007, the Fulton County Board of Commissioners adopted a Gender Equality resolution
- Following the 2007 forum, Fulton County completed a Gender Equality self-assessment framework

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Defining the Target Issue

- Using the CIFAL self-assessment Fulton County identified the following Target Areas for attention:
 1. Gender Awareness
 2. Mentoring and Executive Leadership Development
 3. Gender Analysis/Budgeting
 4. Economic Inclusion of Women (Procurement)
 5. Monitoring and Evaluation
 6. Public Outreach

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The Fulton County Approach

- Internal and external focus – employees and citizens
- Equal focus on males as well as females
- Initiative is steered by a taskforce, ensuring wide involvement from staff across departments and function areas, rather than by staff in a single office

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Gender Equality Taskforce

- The Gender Equality Taskforce is charged with:
 - Developing work plans and subcommittees for target areas
 - Securing an initial budget
 - Conducting focus group activities
 - Selecting pilot programs for Gender Analysis and Budgeting
 - Implementing Training and Gender Awareness activities
 - Identifying and managing other resources, including external expertise

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Our Training Program

Training Program:

- The training program served as a centerpiece of the Gender Equality initiative
- A training program was established to build gender awareness and establish a skill set in gender analysis and gender budgeting
- Training began with the Taskforce and moved outward to other stakeholders in leadership positions and pilot programs
- 2010 - gender awareness training module will launch for the entire workforce

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Target Area - Gender Awareness

The Gender Awareness Subcommittee:

- Responsible for raising awareness about gender and this initiative
 - created a logo and visual identity for the program
 - established a Gender Equality website
www.fultongenderequality.com
 - sought media opportunities to discuss the initiative
 - Worked with other taskforce members on conference presentations
- *In the future, will be adding additional public outreach opportunities*

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Initiative *Target Area - Economic Inclusion*

- Economic Inclusion Subcommittee:
- Determined that only 4.1% of \$294 million was awarded to female-owned businesses, compared to 35% for minority-owned businesses
 - Held focus groups and training for female-owned businesses, and networking sessions with larger prime contractors
- Changed tracking system to include minority, female-owned businesses, which showed greater utilization than originally thought
- In the future, will continue training and networking opportunities

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Target Area - Mentoring & Executive Leadership Development

- Analysis showed underrepresentation of women in executive and upper management positions
- Subcommittee held focus groups to explore causes
- Recommendations – staff development for men and women, and identification of core leadership competencies
- As a result:
 - Competencies are being integrated into new performance appraisal instruments
 - New professional and leadership development training is being offered to male and female employees

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Gender Budgeting

- Gender Budgeting Subcommittee:
 - integrate gender considerations into budget process
- Basic gender budgeting questions:
 - Where is most money going?
 - Which programs are most important for gender equality?
 - If budgets are cut, who is affected most?
- Included in all four phases of the budget process:
Budget Preparation, Budget Adoption, Budget Execution,
and Audit and Evaluation

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Gender Analysis - Pilot Programs



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Pilot Programs – Gender Analysis

Pilot Programs Were Tasked With:

- Reviewing Fulton County Gender Resolution
- Identifying Target- Choosing an issue, program, policy, department, problem etc. to be analyzed/resolved
- Envisioning Outcomes - Deciding what a gender equality outcome would look like for this area
- Determining the extent to which other social factors, such as ethnicity, need to be taken into consideration

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Gender Analysis – 2009 Pilot Programs

Engagement of Men and Women in the Zoning Process

Environment & Community Development

Women in Nontraditional Jobs

Fire & Rescue and Public Works Departments

Incidence of Domestic Violence among Youth and the Elderly

Police

Degree of Victim/Witness Assistance in Gender Neutral Crimes

District Attorney

Behavioral Health Intervention among Children 0-5 in the Transforming the Lives of Children Program

Human Services Department

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Pilot Program Highlights

PILOT PROGRAM: MEN'S HEALTH PROGRAM

Analysis showed:

- 90%+ of male visits were concentrated in Communicable Disease Clinic seeking services related to HIV/AIDS and STDs
- Men were largely underserved in prevention services (immunizations, screenings, etc.)

As a result:

- develop a bi-directional referral model between safety net providers to improve the quality of care and delivery of services for males presenting for services in the Communicable Disease clinic
- Focused on screenings for cardiovascular disease, diabetes, and cancer
- Established new "primary care lite" clinic for male and female clients needing treatment services; 41% of this clinic's clients are male

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Pilot Program Highlights

PILOT PROGRAM: TRANSFORMING THE LIVES OF CHILDREN

An early-intervention behavioral health program for children 0-5

Analysis showed:

- 78% of all children observed were African American males who displayed aggressive behavior problems
- Child care providers were not taking gender differences into account when guiding the behavior of children under their supervision

As a result:

- Developed a scientifically-based child care provider module entitled *Gender Sensitivity in Early Childhood: How Gender Impacts Child Development and Learning*
- This training is offered to all child care providers in the TLC program
- Data is being collected indicating the effectiveness of the training

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Pilot Program Highlights

PILOT PROGRAM: ARTS CLASSES

Analysis showed:

- Data showed gaps in participation in arts classes among boys, and some gaps in audience participation among men

As a result:

- Class offerings were reviewed to determine if there were unintended biases that resulted in exclusion of males
- Some additional program offerings in cartooning and drawing were added to attract more boys
- Improved tracking system for audience participation among men and women

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Summary

- Internally and externally, the Gender Equality Initiative has informed and transformed Fulton County Government's service delivery and operations
- Many of the outcomes are not gender specific, but improve operations or services for both men and women, boys and girls

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Lessons Learned – Taskforce

- Continuity among membership and process is important to ensure that the project moves forward
- Bringing on new members is important to system-wide ownership
- The GE Initiative does not inherently “belong” to a single department. This has allowed it to become part of the organization’s fabric.

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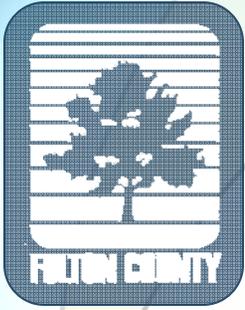
Lessons Learned

- Taskforce members should not be afraid of breaking new ground
 - Uncertainty is part of the process
 - Some pilots or focus areas began with “gut instincts” and were substantiated by analysis
- Having a champion is invaluable
- Improvement for one group creates opportunities for the entire organization or citizenry

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The Future

- Develop a five-year plan to ensure ongoing momentum with the initiative and address emergent issues
- Expand and deepen the reach of initiative to every department
- Increase focus on Work / Life Balance
- Goal: Integrate gender considerations into our County philosophy and the routine way we conduct business



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