



# Gender – a critical determinant of 21st century health action

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# Gender is a critical determinant of health

- *Gender* refers to structural inequalities marked by unequal access for women and men to material and non material resources. It is not just a question of “roles” and behaviors or income but it permeates social institutions and political structures and processes. *It is an organizing principle of social life.*
- (*Gender and Global Governance 2000*)

# 21st century health



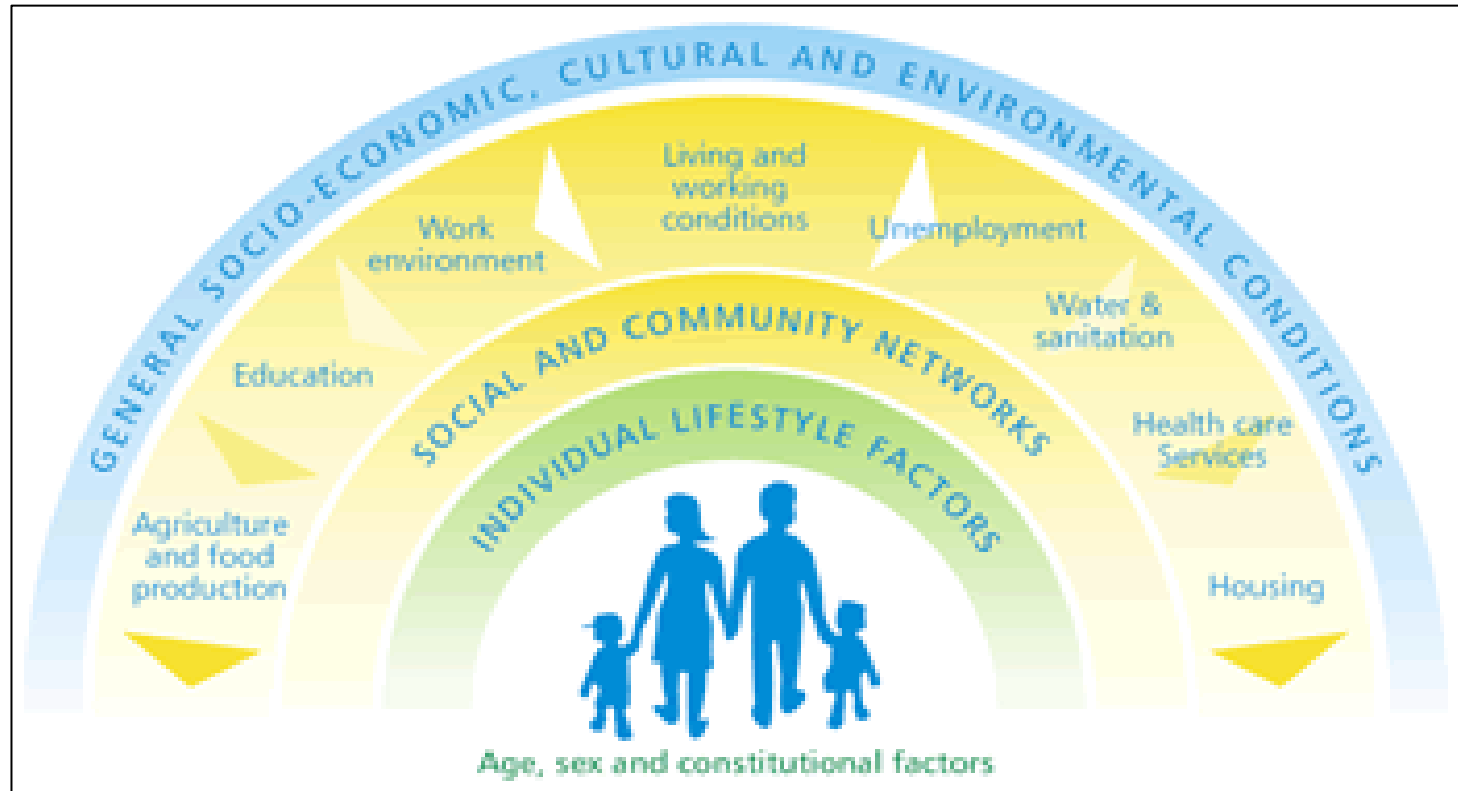
- We need a better gender based understanding of the relationship between **changed conditions of life and the health of individuals and communities**
- direct and indirect pathways

# Key issue

- **The *neutralizing* of the problem**
- **Millennium Project Task force MCH 2005**
- **Trade, agriculture, food security, NCDs.**

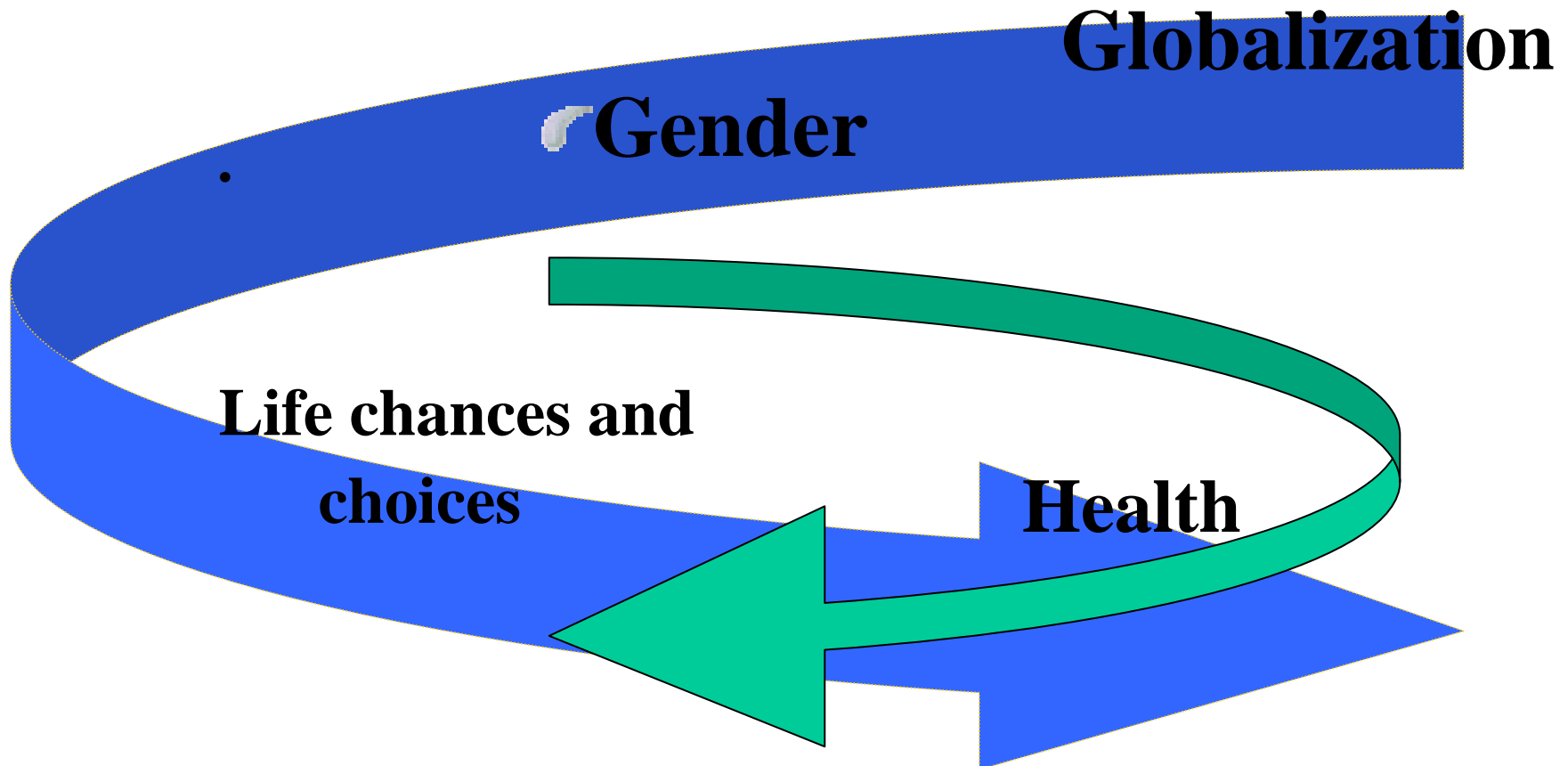


# Even SDH concepts neutralize...



Whitehead Dahlgren

# Driving Forces: social constructs and dynamics

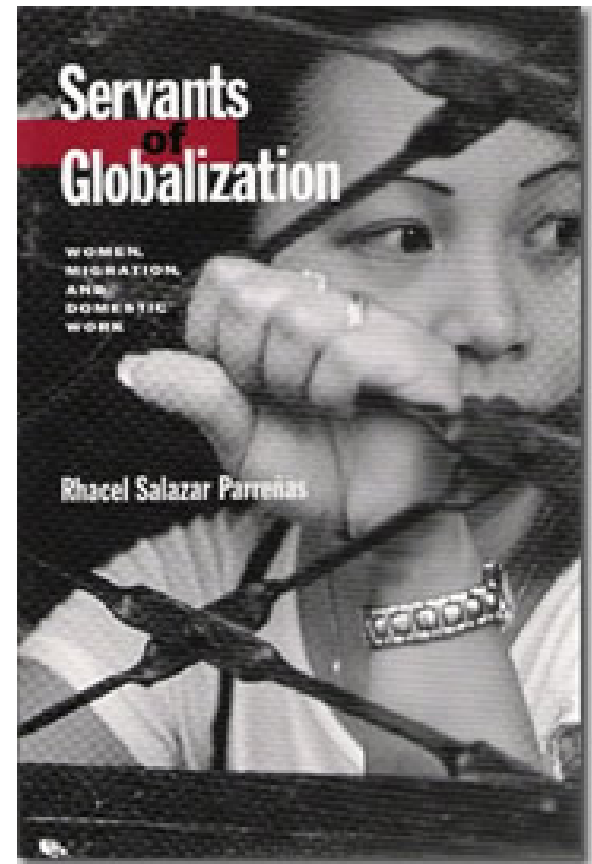


# GENDERED HUMAN AND SOCIAL CAPITAL

## THE GLOBALIZATION OF LABOUR

Migration and increased mobility of women

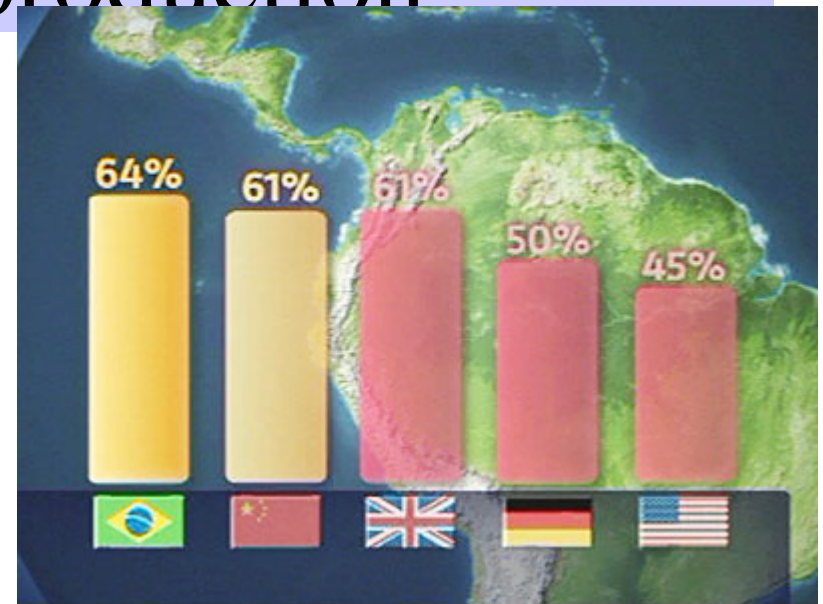
- New slave markets
- Forced prostitution
- Domestic workers
- Health workers
- Low paid service work



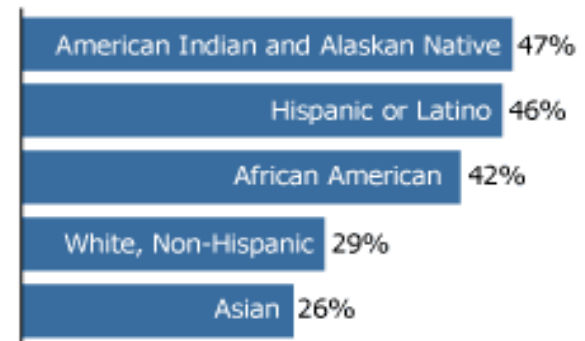
# Impact on women as the key actors of social reproduction

## GLOBALIZATION OF FOOD

- Neglect of unpaid (traditional) role in household, food production and preparation, community, education, caring
- In most rural communities in Africa, women produce over 90% of the food and about 65% of food processing is taken up by women.
- Trade statistics dont tell this story
- Result in poverty of female headed households



**Percent of households in poverty**



# Association of health, social change and modernity: smoking

## THE GLOBALIZATION OF ASPIRATIONS

- Signifier of modernity (accessible and affordable)
- Correlation between gender development index and rate of female smoking
- **Multidimensional me:** contemporary, feminine, sensory pleasure



# Association of health, social change and modernity - Fashion industry



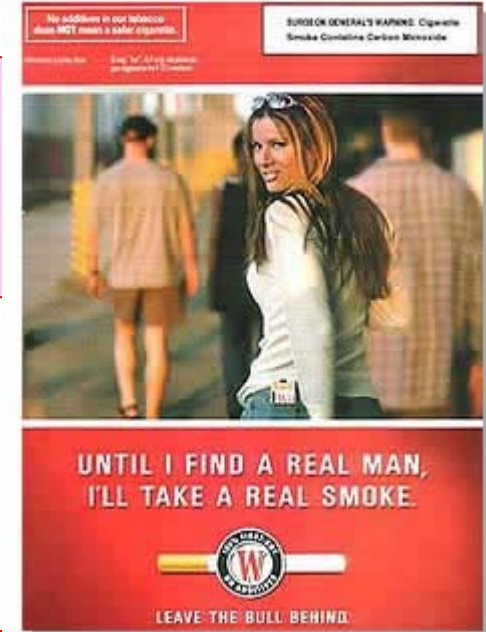
- New Regulations in Madrid:
- A model of 1,76 m. must not weigh less than 56 Kilogramm. That is a Body-Mass-Index of 18.0 and is already below the value assigned to a healthy body weight.

Naomi Campbell 1,77 m. and weighs 51 Kilo. That means a BMI of 16.

# Gendered product opportunity

## THE GLOBALIZATION OF MARKETS

- selling tobacco products to women has been described as “the largest single product marketing opportunity in the world”



# THE GLOBALIZATION OF RIGHTS

## Association of health, social change and modernity: reproductive health and rights

- Control over fertility, access to contraception and safe abortion
- Safe pregnancies, lactation, child survival, freedom from diseases of the reproductive tract
- Access to information and freedom to exercise reproductive choice, freedom from violence. right to enjoy and healthy sexual life ICPD





# Food as a product

- Gendered organization of food production, distribution and sale
- From „the world’s original food producers“ (Vandana Shiva) to the backbone of commercialized agriculture and all major parts of the global food chain

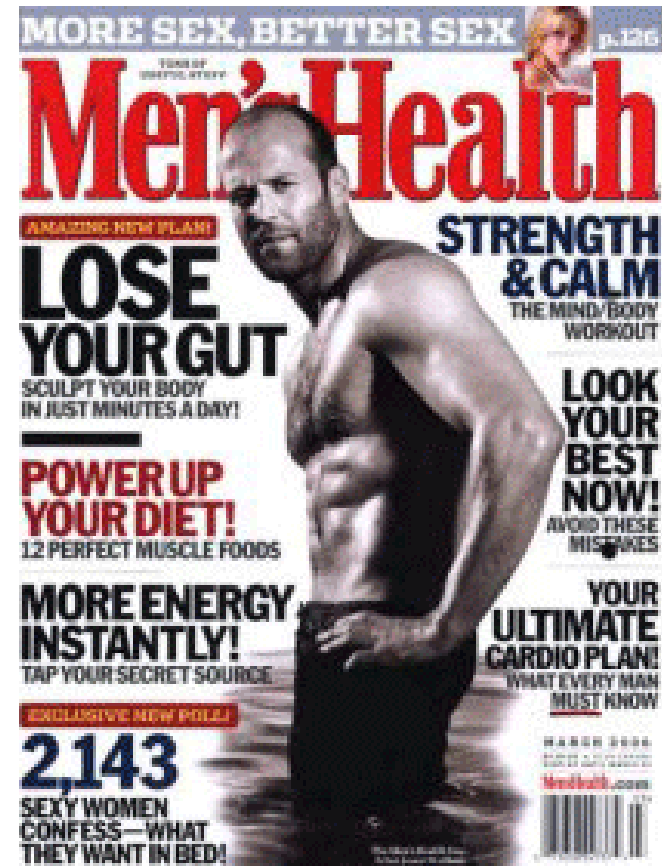


# The body as a product



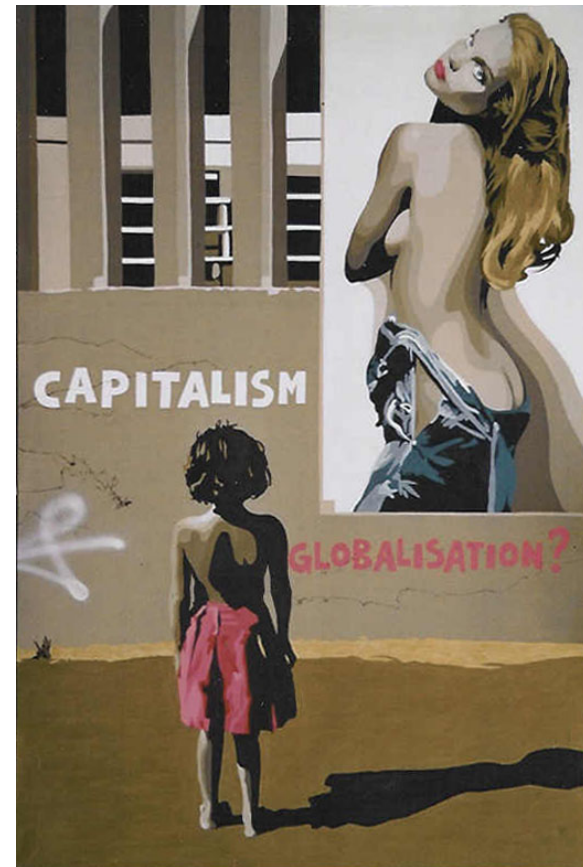
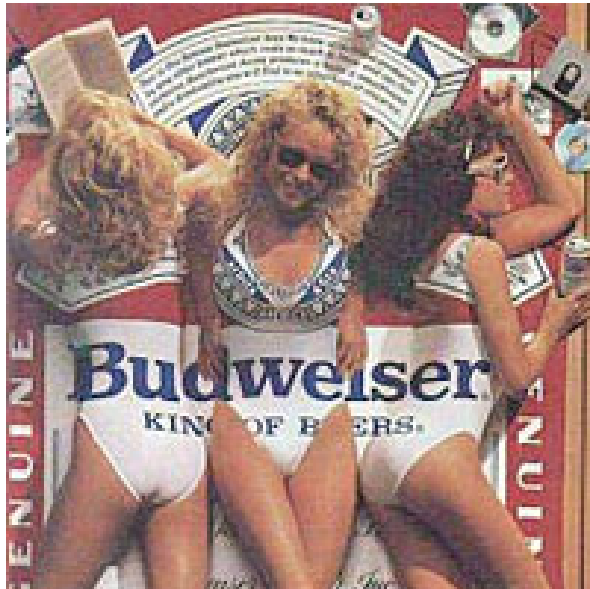
# Health as a product

IOM 2001



# Sex as a product

- *Sex is a global driving force for new technologies, markets and new consumers – and global crime networks*



# Driving Forces: social constructs and dynamics

