

## OBJECTIVE

# 02

To promote Human Rights and Democracy, involving citizens in policy dialogue, design and monitoring



KAYAD

# GENDER EQUALITY AND HEALTHY RELATIONSHIPS

## EDUCATIONAL CURRICULUM



Funded by the European Union



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## THIS ACTION INVOLVED

- Promoting gender equality, healthy relationships, and sexual and reproductive health education.
- Development of a comprehensive high-school curriculum on gender equality, healthy relationships, and sexual and reproductive health, including the creation of an 86-page catalogue with detailed lesson plans.
- Conducting demonstration workshops in private schools, engaging with 90 students, to educate them on topics related to gender equality, domestic violence, and healthy relationships.
- Utilizing social media campaigns, podcasts, and videos to advocate for mainstreaming gender equality in the curriculum in schools, reaching a wide audience and promoting youth engagement.



The actions of the project also reached out to Lefka/Lefke, a rural community in the northern part of Cyprus. It was able to target youths who admitted to never discuss these issues surrounding gender in either formal or informal educational environments.

## ABOUT KAYAD

KAYAD was founded in 1998 in the northern part of Cyprus, aiming to combat gender discrimination and promote gender equality. It stands as the region's first and only organization of its kind, dedicating its efforts to raising awareness about domestic violence and sustainable community development. Working on a volunteer basis with limited resources, KAYAD provides support to women, families, and children in need. The organization also fosters member relationships, organizes cultural visits, and engages with international networks like WINPEACE to empower women and foster a culture of peace through education seminars and workshops led by international experts

## STORY OF THE ACTION

KAYAD is actively dedicated to challenging gender stereotypes and advocating for gender justice. They are committed to promoting comprehensive education on healthy relationships and reproductive rights in schools. Additionally, they engage in effective lobbying efforts to ensure the inclusion of these essential elements in educational curricula.

KAYAD is actively creating an 86-page curriculum catalogue for high-school students, focusing on gender equality, healthy relationships, and sexual and reproductive health education. Demonstrations in private schools have reached 90 students, resulting in increased engagement with KAYAD's social media platforms. The organization is producing two podcasts and executing a social media campaign reaching 49,368 people, advocating for a gender equality curriculum. Despite facing challenges, KAYAD is successfully achieving all planned outputs, fostering collaboration with local municipalities, and enhancing its capacity for advocacy.

Benefiting directly, 100 youths actively supported KAYAD's mission to advocate for policy change in high-school curricula. This engagement also fosters mutual learning, as teachers' feedback 'actively enhances the implementation of training programs. The initiative significantly aids KAYAD in bolstering its capacity, particularly in the realms of visibility and communication, by providing timeless video resources for advocacy efforts. Despite encountering challenges, the endeavour actively contributes to promoting gender equality and fostering healthy relationships among the youth in the community and beyond.

## DISSEMINATING THE KEY MESSAGES TO THE PUBLIC:

Employing a multifaceted approach, the initiative utilizes social media campaigns, podcasts, and events to effectively disseminate key messages to the public. Through these channels, it communicates messages related to gender equality, healthy relationships, and sexual and reproductive health. These efforts actively engage a broad audience, with over 49,000 individuals reached through platforms like Facebook and Instagram. Additionally, podcasts featuring experts serve to convey crucial information on gender justice and educational integration, promoting awareness and fostering informed dialogue within the community.

## RIGHTS-BASED APPROACH

This action epitomizes a Rights-Based Approach by focusing on promoting gender equality, healthy relationships, and sexual and reproductive health education. Through workshops, podcasts, and social media campaigns, it actively emphasizes the educational authorities' role, about the critical importance of integrating rights-based content into educational curricula. By fostering awareness of rights, encouraging dialogue, and aiming to influence educational policy changes, the action strives to ensure that duty bearers actively uphold and prioritize comprehensive, rights-based content in the curriculum.



## Ways Grow Civic support contributes to this action:

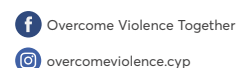
Grow Civic significantly contributes to this action by providing essential resources and expertise. It enables the development of educational materials, the organisation of workshops, the creation of podcasts, and support for a social media campaign. This support enhances the action's capacity for advocacy and visibility, particularly in engaging with youths and strengthening collaborations with local municipalities. The project's flexibility and assistance in navigating challenges ensures the successful achievement of planned outcomes, fostering the growth of the initiative.



This publication has been produced within the context of the Civic Space Project. This project is funded by the European Union and implemented by a consortium led by GOPA PACE. The Contents of this publication are the sole responsibility of GOPA PACE led consortium and do not necessarily reflect the views of the European Union



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