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Caring for Equality Project Final Evaluation Report

Data collection: June-July, 2019
Date of the report: September 9, 2019

World Vision Armenia

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i. Acknowledgements

The author is grateful to Sevan Petrosyan, WVA Caring for Equality project manager and Kristine Ter-Abrahamyan SC Senior DME Coordinator. We would also like to thank Yeva Avakyan, Johanna Trainer and Lisa Galvin from the US Support Office for their help and support throughout the process. We also acknowledge the good work of Argument consulting bureau and Meline Torosyan and her team in the data collection, quality control and data entry process, as well as for the analysis of qualitative data.

We are also grateful for the time and participation of the children, adolescents, families, community members and key stakeholders in Armenia who shared their experiences and opinions in this learning process.

ii. Affirmation

Except as acknowledged by the references in this document to other authors and publications, the report enclosed herein consists of my own work undertaken in compliance with World Vision's Learning through Evaluation with Accountability and Planning (LEAP) Evaluation Report Guidelines and requirements set in the Evidence building plan.

Data collected throughout the evaluation process remains the property of the stakeholders described in this document. Information and data is used with their consent.

Zaruhi Ohanjanyan, Design Monitoring and Evaluation officer, Strategy, Quality, Evidence Department

World Vision South Caucasus

September 2019

iii. Glossary/Acronyms and Abbreviations

AP	Area Program
ADP	Area Development Program
C4E	Caring For Equality
DME	Design, Monitoring, and Evaluation
FGD	Focus Group Discussion
GBV	Gender Based Violence
GEM	Gender Equitable Men
IMAGES	International Men And Gender Equality Survey
ISPC	Institute for Political and Sociological Consulting
KII	Key Informant Interview
LEAP	Learning through Evaluation with Accountability and Planning
NGO	Non-Government Organization
NO	National Office
PSS	Prenatal Sex Selection
UNFPA	United Nations Population Fund
WVI	World Vision International

I. EXECUTIVE SUMMARY

Current survey was undertaken to estimate the end-line value of Caring for Equality project indicators at marz level having the aim to measure the relevance, effectiveness and sustainability of the project, as well as find out whether the set LoP targets have been achieved. Hence, the Caring for Equality project evaluation was quasi-experimental survey with overall 1959 married community members of 18-59 years old (intervention – 1338 and control-621) and 610 single youth of 18-29 years old (intervention – 420, control - 190) surveyed in all intervention and control sites. Qualitative study was conducted among Caring for equality session participants, social workers and project staff. The indicators were set for national level and community level, whereas the hypothesis set in C4E project evidence building plan focused on C4E sessions participant. Thus, secondary data was used from the annual review and mid-term evaluation conducted among project participants.

The baseline was conducted July-August, 2016 at the start of the Caring for Equality Project in Armenia which strived to reduce prenatal sex selection and other forms of gender inequality. The final evaluation has been conducted in June-July 2019 to measure the relevance, effectiveness and sustainability of the project. Both in baseline and final evaluation sites included Aragatston, Gegharkunik, Yerevan, Shirak, and Tavush project areas in Armenia (as well as one comparison group). Qualitative study was conducted in Lori marz as well, which joined the project 2 years ago.

Annual review, midterm and final evaluation of the project showed that the project has been successful in achieving the majority of its targets. As per evidence building plan the set hypothesis proved to be true and C4E participants reported positive change both in terms of attitude and behavior. With regards to community level impact, the highlight of the project is the significant positive change of gender attitudes among married couples and youth. The analysis of data on gender based violence showed no change among men though there is much lower value of controlling behavior by men, and an increase of reporting emotional and economical violence by women which can possibly be the result of improved practices of GBV identification and reporting.

Based on qualitative findings participants of C4E sessions, teachers, social workers, health workers mentioned that the project has been **relevant** to community needs. They emphasized the importance of the project, since as a result of its implementation a number of positive changes have occurred, in particular those are apparent with regards to knowledge increase on gender related issues, gender discriminatory attitude changes, parenting practices, etc.

With regards to project **effectiveness and impact**, results from both baseline measurement and final evaluation showed that discrimination against women persists in Armenia through defined attitudes and expected roles for women that undermine them and contribute to their lower status in society. Nevertheless, there is a good progress in this sense when comparing baseline and evaluation data.

Qualitative data analysis found positive changes in relationships between couples, in parenting practices and mostly in participants' opinions about having a son or a daughter. The most outstanding change among couples and youth is that they acknowledge the importance of raising both sons and daughters in a way to ensure equal rights and opportunities for successful future.

Quantitative data analysis also showed a significant change in terms of gender discriminatory attitudes among community members. The comparison of baseline and evaluation data analysis reveals that there is a positive significant change in discriminatory attitudes both among married couples and youth. The baseline value for couples with discriminatory attitudes in intervention communities constituted 39.4% and the set LoP target was 29%, whereas the evaluation value is 14.8% ($\chi^2=211.584$, p value=0.0001). The picture is similar in case of youth: 34.1% in baseline, LoP was 25% and the evaluation value – 13.8% ($\chi^2=211.584$, p value=0.0001). Thus, the LoP targets for both groups were overachieved.

There is also a significant difference between control and intervention groups as in intervention site surveyed population showed less discriminatory attitudes. Another significant change is reported among those who have been enrolled in C4E sessions compared to others. However, it is worth to mention that compared to baseline

there is a positive change in gender attitudes among the control group. It can be concluded that overall gender attitudes have changed in favor of equality.

It is interesting that similarly with baseline, the evaluation also revealed that men show the most inequitable attitudes and women were more likely to adhere to statements in favor of equity (especially young women). They were more likely to agree with statements/support inequitable gender norms than females within the married group (with T1-48% of men vs 32% women and T2- 19.6% of men vs 10.5% of women supporting gender inequitable views) at a statistically significant level ($\chi^2= 21,733$, $p =0.000$ df 1).

One important finding is that discriminatory attitudes were held by both married and youth males at almost the same level (T1- 48% and 47%, T2- 19.6% and 20.1% respectively) but the gap widened when it came to female support of discriminatory attitudes with a greater difference between male and female youth (3.2%) than among male and female married participants.

Violence in relationships

Noteworthy, the analysis of evaluation data showed that there is a very slight or almost no change in terms of gender-based violent practices among respondents. Moreover, the qualitative data showed that C4E session participants avoided to talk about violence against partners, but they spoke about violence against children. However, it is important to mention that they reported an increased knowledge about types of gender-based violence, particularly sex-selective abortions and their consequences.

Based on quantitative data analysis, similarly with baseline measurement the evaluation found quite high levels of accepted violence among both sexes: baseline value - 66% and evaluation value 63.8% of men, and baseline value - 63% and evaluation value- 59,4% women reported that “if a woman betrays her husband, he can hit her” while lower levels of violence were reportedly practiced.

As per evaluation data that there is a higher percentage of women who reported to be exposed to emotional (39.0%) and economical (22.3%) violence compared to baseline. As to physical abuse the reported percentage was about the same (T1-6% and T2-6.2%). In case of men the percentages for these 3 types of violence have decreased insignificantly. Overall, emotional violence is still the most practiced type of violence based on respondents' answers.

This is what the project staff has anticipated from the very beginning of the project, as with indirect influence it is very difficult to make changes in behavior on community level.

It is important to mention that it is rarely possible to measure the true size of violence, as there are external factors that can influence. Interestingly, there was no change in physical violence, and increase is reported by women with regards to emotional and economical violence. This data can be explained with increased level of identification and reporting of these types of violence. A lot happened in Armenia; the new law on “Domestic violence” and all the fuss around it, the revolution, talks and discussion around the issue once in a while. Lately, the issue of gender based violence was been widely discussed and the social media campaigns were launched, for example the #metoo movement and various reactions to it.

Interestingly there is a positive significant change in controlling relationships compared to baseline: non-controlling relationships T1-64% vs T2-71.2% reported by women.

Another finding is that among men and women the number of those who have a friend/neighbor who used physical violence against his partner/wife has increased. In baseline measurement the percentage of women was 17.7% and of men – 11.3%, and in evaluation the percentages were 27.7% and 19.5% accordingly. Here again this finding can possibly be the result of widespread campaign on gender violence in Armenian communities and reporting about it in social media.

Compared to baseline, the evaluation showed an increase of respondents who are bothered when their male neighbor/friend uses violence against his partner and decrease of those who consider the case to be a personal

issue. It is inspiring that the participants of C4E sessions showed higher percentage of those who are bothered and ready to take actions.

Sex ratio at birth and son preference

Overall, the sex ratio at birth in selected Area Programs was 1.12 (112 male births per 100 female births) in baseline and 1.10 in evaluation for the period of May 1, 2018 till May 31, 2019 (110 male births per 100 female births). National estimate for 2018 January-December was 1.11. The highest sex ratio was observed in Vardenis and Gavar (1.39 and 1.38 accordingly) followed by Talin and Ijevan communities (1.29 and 1.21 accordingly).

An analysis on selected variables related to discriminatory attitudes found that there was a significant relationship between adherence to negative gender stereotypes and birth rate. Regions with the highest score of discrimination towards women were the same regions where boys' birth rate is the highest: Aragatsotn and Gegharkunik marzes.

The reason for an abortion that was most adhered to by both men and women was related to women's health, with 92% of men and 88% of women agreeing that abortion was justified if the pregnancy posed a health risk to women. The reason that "the child is a female" was the least agreed to, with only 8% of men and 12% of women agreeing that was a valid justification for an abortion.

Fathers' participation in child rearing activities

The evaluation data showed a statistically significant difference with regards to fathers' engagement in at least one of these activities with their child (ren) ($\chi^2=31.579$, p value=0.0001, $df=1$). In baseline the value constituted 25% and in evaluation it is 34.7%. The LoP target was set 30%, and it is overachieved. It is worth to mention that in control group less fathers reported to be engaged in child care activities – 27.6% with a slight non-significant change compared to baseline – 26%.

The proportion of caregivers reporting engaged in four or more activities with their children in the last days has increased significantly compared to baseline from 23% to 35.9% ($\chi^2= 56.381$, p value=0.0001, $df=1$). The LoP target of 26% has been overachieved. In control group the value is 10% less than in intervention (29%) and noteworthy to state that it has also increased compared to baseline (22%).

As to project **sustainability**, the project has shown a good progress in terms of *transformed relationships* and *partnering*. The positive changes in gender attitudes, father's engagement in child care, readiness of community members and different stakeholders to share their knowledge and the messages of the project, as well as raised preparedness to take actions in case of knowing of or witnessing a case of gender based, domestic violence and prenatal sex selection can ensure the sustainability of the project with regards to transformed relationships. One of important points for promoting non-violent practices is to target it since childhood, and with this regard there is a positive change among community members who reported that they have talked to their sons about violence against women: 38.4% of men and 47.3% of women.

Partnering can be sustainable as well due to cooperation with the church through ongoing support to social centers functioning in communities, and NGOs dealing with gender issues and their linkage with AP population.

Taking into account the small scale of the project in communities, the project has good results with regards to its **visibility**. On project level every third of respondents in intervention communities has heard about the project. Interestingly the breakdown per marzes showed quite a high level of recognition in Aragatsotn and Gegharkunik marzes, which is about the half of respondents.

2. INTRODUCTION

An estimated 1,400 girls are not born in Armenia annually. Due to the higher status that males traditionally enjoy in society Armenians are 6 times as likely to prefer baby boys as girls – a circumstance that accounts for the highly skewed sex ratios at birth. In Armenian society, preference toward a son is traditional: even though daughters are also desirable in families but only after they already have sons.¹

Caring for Equality project is implemented in 4 marzes (Shirak, Aragatsotn, Gegharkunik and Tavush) and Yerevan in Qanaqer-Zeytun community. From the 3rd year of project implementation Lori Marz was also included in the project with a smaller scope, however the evaluation would not cover this marz through quantitative survey, as we don't have the baseline conducted. The project works on both national and community level. On national level it advocates for gender equality with a focus on SSA, contributes to the adoption of the Law on “Domestic violence” and provides capacity building for relevant stakeholders. On community level, the roll-up of Caring for equality module among the population is conducted, which consists of 12 sessions covering different aspects of gender equality, including GBV. Besides, different target groups, such as teachers, service providers, health workers and journalists are gender sensitized and consulted. Due to cooperation with the church two modules are implemented: Celebrating Families and Channels of Hope Gender, with the involvement of faith leaders and focusing basically on GBV.

The success of the above-mentioned outcomes and contribution towards the project goal will be evaluated against the following indicators.

Project goal	Indicators
Environment where girls and boys are born and valued equally	<p><i>*Harmful traditional or customary practices as they relate to GBV and PSS/son preference are no longer the norm in the community (WV Armenia Strategy indicator)</i></p> <p><i>*Male to female ratio per AP for children under 1 year old (WV Armenia Strategy indicator)</i></p>
Outcome 1 Enabling legal and institutional environment for promotion of policies combatting GBV and PSS	<i>* National/Marz/Community Strategies/Plans reflect GBV and PSS/son preference themes;</i>
Outcome 2 Transformed communities promoting change in social norms	<p><i>* % of population with positive changes in attitudes toward gender norms (disaggregated by age, sex, regions - correlating with regions with highest rates of PSS/son preference)</i></p> <p><i>* % of parents of children under 5 y.o. who promote child development aimed at reducing gender stereotypes at home</i></p>

The purpose of C4E project final evaluation was to yield learning from 4-year project implementation, to determine the progress made towards the project goal and objectives and to inform the next stage development processes. The objectives of the evaluation were the following:

1. **Relevance and appropriateness** - To evaluate the relevance and appropriateness of project design and project contribution towards the community needs.
2. **Effectiveness and Impact** - To assess the progress made towards achieving project goals and outcomes and to validate the theory of change as well as to assess the impact of the project on the lives of community people.
3. **Sustainability** - To explore and learn about the extent to which the program build towards sustainability.

The evaluation survey was conducted for 5 outcome and goal indicators of the project on marz level. Caring for Equality project Theory of Change assumes that empowering men and women within a more equitable family system is the key to reducing son preference and prenatal sex selection in Armenia.

¹ Prevalence and Reasons of Sex Selective Abortions in Armenia report, 2012 http://unfpa.am/sites/default/files/Sex-selective_abortions_report_Eng.pdf

3. EVALUATION METHODOLOGY

Caring for Equality project final evaluation was done by employing a combination of mixed method approach based on the requirements of the information. For each target group appropriate method was applied. Required primary and secondary data was collected using appropriate qualitative and quantitative methods.

Data collection methods

Caring for Equality project final evaluation was done by employing a combination of mixed method approach based on the requirements of the information. For each target group appropriate method was applied. Required primary and secondary data was collected using appropriate qualitative and quantitative methods.

All 5 indicators measured during the baseline were also measured during the evaluation with the same methods and tools with some slight modification based on evaluation objectives.

Similarly with the baseline, the data analysis was done on marz level.

The mixed method approach was accomplished through:

- Qualitative data collection through Focus Group Discussions (FGDs) for exploring evaluation objectives among community members, project team in NO and APs, other beneficiaries;
- Document review;
- Quantitative survey among married community residents of 18-59 years old and single youth of 18-29 years old. The survey will be conducted in the communities where the project has been implemented and also control groups.

Semi-structured face to face interviews

The evaluation was conducted in those communities of WVA APs where the project has been carried out, namely Yerevan, Aparan, Talin, Gavar, Vardenis, Tchambarak, Gyumri, Amasia, Noyemberyan and Ijevan APs, as well as in communities out of WVA interventions using the matching technique.

The majority of the indicators was measured through face to face structured/semi-structured interviews with corresponding target groups in compliance with the baseline approach. The interviews were conducted with the community members where the project had been implemented and relevant control groups via semi-structured questionnaire. Quantitative survey was designed using IMAGES methodology and tools (The International Men and Gender Equality Survey)² which was used during the baseline evaluation of the project. The evaluations was applied to track whether there are any significant changes across dependent variables and whether confounding factors, such as age, sex, social-economic status, regions, etc. have significant effect on the project goal and outcomes, as well as to test the hypotheses proposed for each C4E project theory of change.

The interviews were conducted among the following target groups:

1. Men/women aged 18-59, married, having at least one child
2. Boys/girls aged 18-29, single

Sampling (control group): control communities had social-demographic characteristics similar to AP communities included in the sampling. The matching of respondents was done based several characteristics like sex, age, education, etc. based on baseline experience. The target group was:

1. Men/women aged 18-59, married, having at least one child
2. Boys/girls aged 18-29, single

² IMAGES International Men and Gender Equality Survey tool elaborated by Promundo, <https://promundoglobal.org/programs/international-men-and-gender-equality-survey-images/>

Sampling approach; Sample size calculation and selection per each target group

Similarly with baseline measurement, in evaluation marz level representative sample was applied. The general approach of evaluation (including the selection of study participants, the data collection methods and tools) repeats the baseline approach. Marz level representative sample was applied for the whole evaluation with the necessary 80% power, 95% CI and 5% of margin of error³ which gave the opportunity to detect statistically significant change of 10% at marz and project level as well. The calculation of the sample size for final evaluation was done via Leap 3 Sample Size Calculator, the response distribution/variance for each group was taken from the baseline results for the respective indicator and is specified in the file attached below. For the target group of 18-59 years old population which is eligible for more than one indicator, the indicator value which gives the biggest sample size was taken.



The calculated sample size was 2570 including both intervention and control sites. The sample of intervention was representative at marz-level. Sample for control was representative for project level applying the design effect of 2.0. The sample both in treatment and control communities has been distributed within target and control communities, proportionally to actual number of the target group in those APs and communities. Community members of 18-59 years old were randomly selected in each community. The selection of respondent was done based on the latest birthday among household members of the target group.

The detailed calculation and the obtained sampling size for the target group in each AP and community is presented in the embedded file “Detailed sampling calculation”.



Detailed sampling calculation, 30.05.20

TABLE I. SAMPLE PLANNED AND ACTUAL

	Married couples aged 18-59				Single youth aged 18-29			
	Intervention		Control		Intervention		Control	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Aragatsotn	280	280	97	96	106	106	13	14
Gegharkunik	296	296	171	170	94	94	51	51
Shirak	265	265	94	94	89	88	31	32
Tavush	311	311	193	193	67	67	67	65
Yerevan	186	186	68	68	65	65	26	26

Document review

Goal indicator 2 (*Male to female ratio per AP for children under 1 year old*) was measured by means of document review method. Birth records in health posts in intervention communities were reviewed by health experts and filled in the relevant document.

Outcome indicator 1 (*National/Marz/Community Strategies/Plans reflect GBV and PSS/son preference themes*) were measured through secondary data collection like in baseline measurement, in particular desk research/document review. The 4-year Marz development Plans have been reviewed to find out whether those reflect the following issues: 1) Gender equality, 2) Gender-biased violence, 3) Domestic violence and 4) prenatal sex selection.

Focus group discussions

24 FGDs were conducted with participants of Caring for Equality sessions: 4 in each marz including Lori where C4E sessions have been conducted for the last 2 years of the project. The exceptions were Gegharkunik and Yerevan, as in Gegharkunik there are 3 APs, so 6 FGDs have been conducted, and 2 in Yerevan AP. The participants for FGDs were selected randomly from the participant lists. Group composition was planned to be the following: married women and single girls who have taken part in C4E sessions; married men and single boys who have taken part in C4E sessions. Data collection continued until it reached a point of data saturation, which means that the information started to repeat.

1 FGD with C4E facilitators from different APs and project staff was conducted to reveal their feedback on project implementation, C4E sessions' effectiveness, strong and weak sides of sessions, etc.

Ethical considerations

Written consent from respondents to participate in the survey were obtained after explaining the aim and objectives of the evaluation, the procedures they need to pass along with the possible benefits and risks. The consent form is attached to this document (*Annex 4*).

Maintain Anonymity by removing the respondents' name, as well as other information that can help to identify people.

Respect the privacy and confidentiality of respondents participating in research through considering of how much information the respondent wants to reveal or share, and with whom; privacy in the processes of information gathering/data collection and storage that allows the exchange of information to be confidential to those involved.

At the **Synthesis Phase** first draft of final report was developed and circulated to WV SC DME and Project teams and SO for quality check and feedback.

Data management and analysis plan

Data cleaning

Prior to data entry as well as after, data cleaning procedures were applied (e.g. cleaning skip patterns, validating numeric fields, etc.). Besides, coding of open-ended questions and "other" option were assured.

After cleaning and coding, data were entered into electronic database in SPSS software used for the further analysis.

FGD transcription

All focus group discussions were audio recorded and transcribed word to word.

Data analysis

The whole analysis (including indicators calculation) was done on marz level. For Data analysis SPSS software was used.

Besides descriptive statistics (frequency distributions, cross tabulations, central tendency measures, etc.), inferential statistics methods were used in the analysis, especially with regards to confounding factors.

The selection of confounding factors was done back to baseline in FY16 in close collaboration and discussion with C4E project staff, gender experts and technical advisors and based on C4E project Theory of Change. As a result of combination of good theory, careful analysis, and thorough detective work in the research literature about each potential confounding variable and its relationship to our dependent variables the following confounding factors were selected: **sex, age, education, marz, family scale.**

The association/correlation with mentioned confounding factors was identified and tested for all indicators mentioned in the indicators matrix below in order to identify possible risk factors and to understand whether confounding factors have significant effect on the outcome. For this purpose T test, Pearson and Spearman tests, chi2 (X2) test, non-parametric tests for association (in case of need) as well as relevant regression models was applied.

The qualitative data was analyzed by Argument consulting company with ongoing guidance and support of C4E Project DME Officer. Matrixes were developed for categorization of theme in accordance with Evaluation objectives and key questions. The qualitative information was analyzed thematically for trends and associations in objectives and theory of change of Caring for Equality project. Sustainability was analyzed taking into account sustainability drivers: *Transformed relationships and Partnering.*

Data quality assurance plan

Each step of survey implementation described above involves certain examination of quality (e.g. sampling is representative, data is cleaned and completed, survey tools are pre-tested, etc).

The implementing company was requested to provide quality assurance plan for the whole data collection and data entry processes. The quality at the filed stage should be ensured via call backs and random spot checks by contractor as well as by WVA DME staff.

After the data is obtained C4E DME officer analyzed the appropriate documents to check whether the quality assurance processes were organized properly. For checking quantitative data collection quality (including the accuracy of target group selection methodology and sampling) survey route maps of all areas/interviewers were analyzed to define the level of variance against random sampling.

For checking database accuracy frequency and cross-tabulation analysis was conducted.

For qualitative data, all interviews and FGDs were audio recorded and the research team member transcribed the notes from the interview and FGDs as verbatim as possible. The facilitators read the transcripts to be sure that all information was transcribed with due quality.

The preliminary results from the evaluation were presented to the stakeholders, community representatives, partners and the programme teams for data validation and formulation of recommendations.

Data validation

The draft report will be shared among different stakeholders and/or beneficiaries to get their feedback and validation of the collected data.

4. LIMITATIONS

One limitation of the study was that the gender of the interviewer was not always able to be matched with the gender of the respondent for the survey data. The issue of bias and social desirability must also be taken into account when asking personal questions about abortion and domestic violence, with under-reporting likely.

5. FINDINGS

5.1 RELEVANCE

According to Caring for Equality session participants, teachers, nurses, social workers and project team, the implementation of the project was highly important. The relevance of the project was especially emphasized in rural areas, where there is a lack of information and the communities are more traditional.

Community members find the project relevant to their community needs for several reasons, such as gender inequality and gender-based violence basically against children, lack of parenting skills. Participants of especially small rural areas spoke of gender inequality in their communities, for example, women were restricted to drive a car, to take care of their parents, etc. In this sense participants think that there was a need for such project, at least to raise the awareness of community members on gender and gender related issues.

Gender related topics are important and it is necessary to teach children what is gender, gender equality and the importance of having sons and daughters. (Ijevan, FGD with teachers)

For example, in our community there are the cafes and restaurants which are only for men as there is an isolation between men and women. There is no place for men women to go together. (Noyemberyan AP, FGD with men)

The project relevance is explained with the fact that in intervention communities there was a misunderstanding of “gender” term. As a result of project, the majority of respondents have clear understanding of terms “gender equality” and “gender inequality”, which used to be perceived as terms defining sexual minorities. As mentioned by male participants “gender” word was a shame to pronounce before the trainings.

We didn't know the meaning of this word and avoided to pronounce it. (Noyemberyan, FGD with women)

What we used to know about gender, was very different from what learned. Now, we feel more self-confident, as we have knowledge and can explain to others as well. (Gavar AP, FGD with men)

The project was relevant, as in most of communities there was a lack of knowledge on child abuse, domestic violence and types of gender based violence. As per C4E participants, one of reasons of project importance and relevance was the low level of knowledge about PSS and its consequences, as well as about GBV.

We received information about the number of cases of domestic violence in Armenia. Before the project we were indifferent to this, but now we are bothered with this and think that this is an issue. (Alaverdi AP, FGD with women)

We had no idea about sex selective abortion numbers in Armenia. It is really serious and can bring to unpreventable problems. (Stepanavan AP, FGD with men)

It was normal for us that men forbid women to work. This was not pleasant, but we didn't even know that it is a type of violence. So, it is economical violence (Talin AP, FGD with women)

Based on qualitative data analysis community members believe that gender-based violence is an issue in their communities with this underlining the importance and relevance of the project. In particular the cases of physical violence against children have been mentioned and positive examples were brought as a result of project implementation.

I used to beat my child. I knew that this was not correct, but still I was doing it. But now I understand that I have been very tense, which is not the child fault. Now I can shout at the child, but I don't hit. (Yerevan AP, FGD with women)

There were communities where there were many cases of violence and it was very important to conduct the sessions there. (FGD with C4E facilitators)

Another important point was that teachers, social workers, government and NGO representatives and others stated that the project provided useful guidance and knowledge how to identify and deal with cases of GBV, as well as use referral mechanisms.

There was useful information and the exercises made it easier to understand how to use it in practice. For example, the exercise about the chain of key players in referral system was very useful, as we were shown in which sequence the chain works. (Gavar AP, service provider)

The training helps us to gain trust-building skill, which would help us to create a safe and trustful space for women to open up and seek assistance. (Yerevan AP, health worker)

C4E sessions' facilitators emphasized the relevance of the project, as this was an opportunity for community members, especially those living in rural and more traditional setting, to talk about gender issues, to analyze their lives from the perspective of gender equality. This was also a good opportunity for people having non-discriminatory attitudes to feel that they are not alone and that there is another position opposed to the one prevailing in their communities. C4E sessions open up people and they can discuss their problems, share their views openly.

There were groups that I didn't know even know how to pronounce "gender" term, as participants had stereotypes and were very careful to all my words. But in course of time we became very close and could discuss very personal and sensitive issues. (FGD with C4E facilitators)

The project served as a platform for self-expression, which was very necessary in the communities that we worked in. (FGD with C4E facilitators)

5.2 EFFECTIVENESS

In this section we will present the main findings will be presented with regard to the effectiveness of Caring for Equality project activities implemented in 2015-2019. The findings will be analysed per Goal and Outcome indicators and will be compared with the Baseline measurement findings of Caring for Equality project conducted in 2016⁴.

Caring for Equality Goal says “**Environment where girls and boys are born and valued equally**” and to reach this goal two outcomes “Enabling legal and institutional environment for promotion of policies combatting GBV and PSS” and “Transformed communities promoting change in social norms” were developed and contributed by outputs and activities.

5.2.1 Characteristics of study population

Across the 5 marz and the comparison group, 2569 people participated in the survey data collection: 1959 married adults aged 18-59 and 610 unmarried youth aged 18-29. In addition, 24 focus group discussions (FGDs) with C4E sessions participants, 1 FGD with sessions’ facilitators were conducted.

Characteristics for target group- married couples aged 18-59 years old

The gender of respondents of this target group was equally distributed within the married group with approximately 46.9% male and 53.1% female respondents for both intervention and comparison groups.

Table 2. Characteristics of study population (married couples aged 18-59)

	Intervention		Control	
	n	%	n	%
Marzes				
Aragatsotn	280	20.9	96	15.5
Gegharkunik	296	22.1	170	27.4
Shirak	265	19.8	94	15.1
Tavush	311	23.2	193	31.1
Yerevan	186	13.9	68	11.0
Sex				
Male	627	46.9	295	47.5
Female	711	53.1	326	52.5
Age groups				
18-29	261	19.5	126	20.3
30-59	1077	80.5	495	79.7
Education				
Elementary	2	0.1	2	0.3
Incomplete	81	6.1	52	8.4
Secondary	528	39.5	289	46.5
Student at specialized secondary (college,	2	0.1	1	0.2
Specialized secondary (college, vocational)	349	26.1	162	26.1
Student at higher education institution	11	0.8	4	0.6
Higher	365	27.3	111	17.9
Area				
Capital	186	13.9	68	11.0
Urban	505	37.7	30	4.8
Rural	647	48.4	523	84.2

⁴ Caring for Equality project Baseline evaluation, 2016, surveyed 2690 respondents from Yerevan, Aragatsotn, Gegharkunik, Shirak and Tavush marzes.

According to data 48.4% and 84.2% of intervention and comparison group respondents are from rural areas; 13.9% and 11% of intervention and control group being from the capital city and 37.7% and 4.8% of respondents' being from urban areas. Similar trends are found within the youth group.

In both groups, the mostly reported education level among participants is secondary school 39.5% in Intervention and 46.9% in control groups. 27.3% of married couples from intervention site has higher education, but the percentage is lower among control group 17.9%.

It is interesting that the same percentage 26.1% both in intervention and control sites has specialized secondary education.

Characteristics for target group- single youth aged 18-29 years old

There is a higher proportion of males within the youth group (for both intervention and comparison groups) with 62.9% male and 37.1% female respondents participating in the survey. In baseline the picture was similar, and this can be explained with the fact that in regions girls marry at an early age and it is difficult to find an unmarried young girl of 18-29 years old.

Table 3. Characteristics of study population (single youth aged 18-29)

	Intervention		Control	
	N		N	
Marzes	n	%	n	%
Aragatsotn	106	25.2	14	7.4
Gegharkunik	94	22.4	51	26.8
Shirak	88	21.0	32	16.8
Tavush	67	16.0	65	35.3
Yerevan	65	15.5	26	13.7
Sex				
Male	264	62.9	122	64.2
Female	156	37.1	68	35.8
Age groups				
18-23	258	61.4	129	67.9
24-29	162	38.6	61	32.1
Education				
Elementary	1	0.2	1	0.5
Incomplete	14	3.3	8	4.2
Secondary	132	31.4	57	30.0
Student at specialized secondary (college, vocational)	11	2.6	25	13.2
Specialized secondary (college, vocational)	58	13.8	0	0
Student at higher education institution	101	24.0	59	31.1
Higher	103	24.5	40	21.1
Current relationship status				
I have a boyfriend/girlfriend but we don't live together	63	15.0	26	13.7
Single	357	85.0	164	86.3
Area				
Capital	65	15.5	26	13.7
Urban	155	36.9	10	5.3
Rural	200	47.6	154	81.1

As seen in table 3 the highest percentage reported by participants was for secondary education: 31.4% and 30% in intervention and control groups accordingly. The number of students of higher educational institutions is also high in both sites.

The majority of young people was from rural communities: 47.6% in intervention and 81.1% in control. As to urban locations more participants from intervention site were interviewed (36.9%) than from control (5.3%). The percentage of respondents representing capital city is almost the same in two sites.

The vast majority of young people are single in intervention and control groups (85% and 86.3% accordingly). And only 15% and 13.7% have a boyfriend/girlfriend who don't live together.

Project Goal: Environment where girls and boys are born and valued equally

To reach the project goal a number of activities have been conducted under Outcome 1 and Outcome 2. The first outcome was focused on national level including capacity building with governmental bodies, providing recommendations for the Law on “Domestic violence” and relevant marz development strategies and research of gender related issues from the perspective of church, existing social norms, etc. The second one focused on community level involving community members and relevant actors (teachers, social workers, nurses/gynecologists, police and others) in gender sensitization trainings and sessions.

Indicator	Target group	Baseline	Evaluation	LoP target	
Project goal Environment where girls and boys are born and valued equally	*Harmful traditional or customary practices as they relate to GBV and PSS/son preference are no longer the norm in the community (WV Armenia Strategy indicator)	Married couples (18-59y.o.)	F - 33% (Emotional) F- 6% (Physical) F-16% (Economical) M - 48,8% (Emotional) M - 11,7%(Physical) M - 19% (Economical)	F-39.0% (emotional) F- 6.2% (Physical) F-22.3% (Economical) M - 48.3% (Emotional) M - 9.4 % (Physical) M - 18.2% (Economical)	F - 28% (Emotional) F-2 % (Physical) F-11 % (Economical) M - 44% (Emotional) M -7 % (Physical) M - 14% (Economical)
Sub indicator	Witnessing GBV	Married couples (18-59y.o.)	M- 11.3% F -17.7%	M- 19.5% F- 27.7%	M- 6% F -13%
Sub indicator	Controlling relationships	Married couples (18-59y.o.)	F-64% (non-controlling)	F-71.2%(non-controlling)	F-61%
Project goal Environment where girls and boys are born and valued equally	*Male to female ratio per AP for children under 1 year old (WV Armenia Strategy indicator)	Children under 1 year old	1.12	1.10	1.10

5.2.2 Goal indicator 1: Harmful traditional or customary practices as they relate to GBV and PSS/son preference are no longer the norm in the community

Indicator description and measurement: The indicator is measured as male to female domestic violence (emotional, physical and economical violence). Other contributing indicators are: witnessing violence, and relationship controlling scale (the degree to which men want to exert control over their partner’s life).



To measure emotional, physical and economical types of violence, an aggregate score was created by summing the answers to questions related to three types of violence, then another variable was created which coded 1 scores ≥ 2 . This allowed us to get the frequency of men who reported using and women who report being exposed to at least one of the three types of emotional, physical and economical violence separately in the last 12 months.

Emotional, physical and economical violence

Both in baseline and evaluation a series of questions related to male to female partner emotional, physical and economical violence were asked. The same questions were also addressed to youth, although the response rate was quite low as only those in a relationship were able to answer, so the data was not analyzed. Furthermore, results from questions asking directly about the incidence of violence in respondent’s own lives should always be interpreted with caution, as social desirability bias of under-reporting (non-disclosure) has been well documented.

Use of violence tended to be reported more by men than women with one in ten men (11.2%) admitting slapping or throwing something at his wife more than once, as opposed to only 7.2% of women reporting

being a victim of this. To a lesser extent, the proportion for youth are the same: the use of psychological violence and control over women’s work were the most often reported types of violence under across gender and age groups.

The analysis of baseline and evaluation data has not shown any change with regard to emotional and economical violence among men. Similarly with baseline about half of the men (48.3%) reported using emotional violence towards their partners in the last 12 months. The percentage of men reporting to have used economical violence toward their partners in the last 12 months has decreased insignificantly from 19% to 18.2%.

As to physical violence, there is a decrease in percentage which, however, is not statistically significant (baseline value – 12%, evaluation value- 9.4%)

Table 4. Percentage of Men Reporting Violence in the Relationship (married men/ intervention group)

	Baseline		Evaluation	
	N = 692	%	N=713	%
Emotional violence	338	49%	302	48.3% CI (44.3-52.2)
Q105. How many times have you offended your partner or did something on purpose to make her feel bad?	315	46%	304	48.8%
Q106. How many times have you humiliated or demeaned your partner in front of others?	37	5%	58	9.3%
Q107. How many times have you done something on purpose to frighten or terrorize your partner?	78	11%	182	29.1%
Physical violence	81	12%	59	9.4% CI (7.1-11.7)
Q108. How many times have you threatened to use violence toward your partner?	33	5%	61	9.8%
Q109. How many times have you used violence towards people valuable for your partner?	14	2%	30	4.8%
Q114. How many times have you slapped a partner or thrown something at her that could hurt her?	70	10%	70	11.2%
Q115. How many times have you pushed, shoved or hit your partner with a fist, had kicked, dragged, beaten or choked?	29	4%	35	5.6%
Q116. How many times have you threatened to use or actually used a gun, knife or other weapon against a partner?	0	0%	2	0.3%
Economical violence	129	19%	114	18.2% CI (15.2-21.2)
Q110. How many times have you forbidden your wife to find a job, to work, trade or earn money?	111	16%	127	20.4%
Q111. How many times have you taken the money earned by your partner without her permission?	11	2%	17	2.7%
Q112. How many times have you made your partner to go out of house?	8	1%	7	1.1%
Q113. How many times have you kept money from her earnings to buy alcohol, cigarettes and other things for you?	7	1%	20	3.2%

As seen in table 4 the highly reported percentage both in baseline and evaluation was for the following statement among men **“How many times have you offended your partner or did something on purpose to make her feel bad?”** (T1-46% and T2 – 48.8%) and **“How many times have you forbidden your wife to find a job, to work, trade or earn money?”** (T1-16% and T2-20.4%). It is interesting that in the evaluation there are more men who have reported to do **something on purpose to frighten or terrorize their partner** in the last 12 months compared to baseline (T1 -11%, T2- 29.1%).

More thorough analysis revealed that men with discriminatory attitudes were more likely to use physical violence (p value=0.03). Other types of violence were not associated with attitudes.

The analysis of gender based violence reported by women didn't show any significant positive change neither. The analysis of indicator components showed that an increase of violent behavior is observed for emotional and economical types of violence. In particular, in baseline the value of emotional violence among women was constituted 33%, whereas in evaluation it is 39%, which is statistically significant at 0.01 p value (x2 = 5,803). As to economical violence, the increase of reported percentage is statistically significant as well: baseline value – 16% and evaluation value – 22.3%, X2= 9.558, p value – 0.002).

Thus, similarly with baseline, emotional violence tended to be reported more by women than physical violence and economical violence.

This data can be explained with increased level of identification and reporting of these types of violence. Lately, the issue of gender based violence was been widely discussed and the social media campaigns were launched, for example the #metoo movement and various reactions to it.

Table 5. Percentage of Women Reporting Violence in the Relationship (married women/intervention group)

	Baseline		Evaluation	
	N=776	%	N=711	%
Emotional violence	254	33%	278	39% CI (35.4-42.5)*
Q87. How many times has your partner offended you or did something on purpose to make you feel bad?	231	30%	312	43.8%
Q88. How many times has your partner humiliated or demeaned you in front of others?	56	7%	83	11.6%
Q89. How many times has your partner done something on purpose to frighten or terrorize you?	41	5%	152	21.3%
Physical violence	43	6%	44	6.2% CI (4.4-7.9)
Q90. How many times has your partner threatened to use violence towards you?	23	3%	52	7.3%
Q91. How many times has your partner used violence towards people valuable for you?	7	1%	35	4.9%
Q96. How many times has your partner slapped you or thrown something at you that could hurt you?	33	4%	51	7.2%
Q97. How many times has your partner pushed, shoved or hit you with a fist, had kicked, dragged, beaten or choked you?	21	3%	26	3.7%
Q98. How many times has your partner threatened to use or actually used a gun, knife or other weapon against you?	1	0%	61	9.8%
Economical violence	127	16%	159	22.3% CI (19.2-25.3)*
Q92. How many times has your partner forbidden you to find a job, to work, trade or earn money?	114	15%	187	26.2%
Q93. How many times have you taken the money earned by your partner without her permission?	5	1%	24	3.4%
Q94. How many times has your partner made you to go out of house?	6	1%	9	1.3%
Q95. How many times has your partner kept money from your earnings to buy alcohol, cigarettes and other things for him?	12	2%	24	3.4%

*This means there is a significant difference/change compared with baseline (X2 p<0.05)

The analysis of types of violence per statements showed a similar picture with men's responses. In particular, again the highest percentage of practiced violence was mentioned in "How many times has your partner offended you or did something on purpose to make you feel bad?" (T1-30% and T2-43.8%). Another response with high

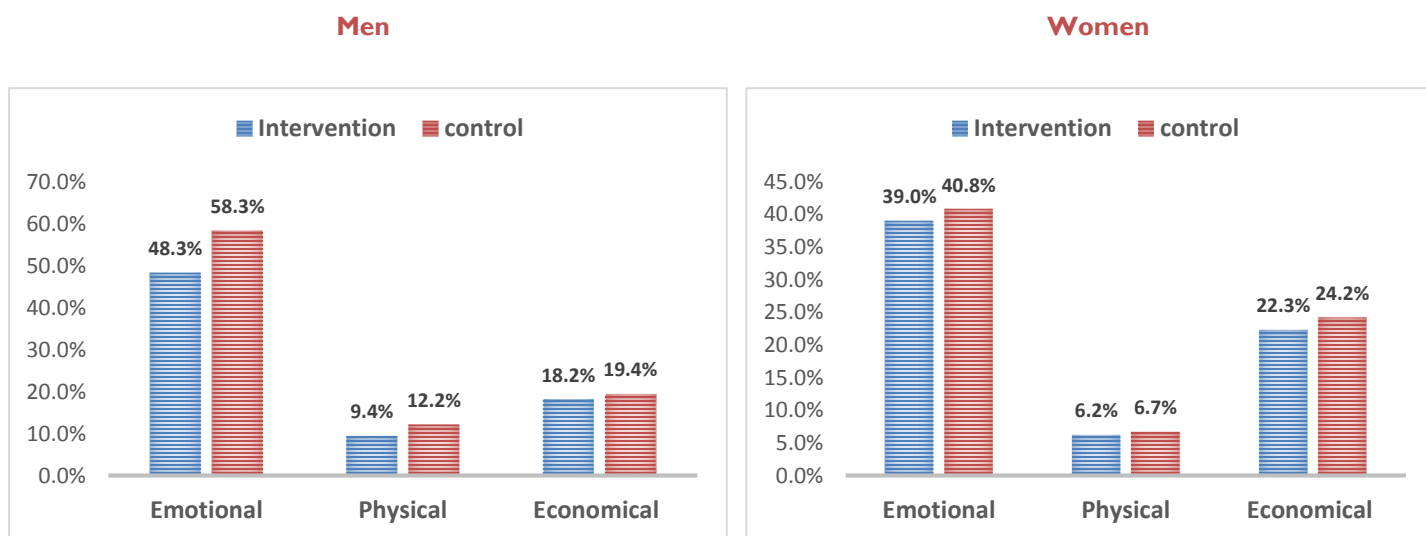
percentage is reported for “How many times has your partner forbidden you to find a job, to work, trade or earn money?” (T1-15% and T2- 26.2%). It is alarming that there is a significant negative change with regards to **threatening to use or actually using a gun, knife or other weapon against their partners** from 0% to 9.8%.

It is worth to mention that pre and post survey⁵ among direct participants of C4E sessions, showed a significant change in several of this indicator components. In case of men positive change was observed in all evaluated types of violence: emotional T1-26.7% and T2 – 13.3%, physical T1-10% and T2-0%, economical T1-10% and T2-6.7%. As to women, there was no change in terms of emotional violence T1– 12.9% and T2-12.9%, in physical T1-0% and T2-0%, and only in case of economical violence they reported a positive change: T1 12.9% and T2-3.2%.

This means that on community level the project didn’t bring any significant changes in terms of violence, whereas it did have influence on direct participants’ lives as reported by them.

The comparison with control group has shown significant differences in values, except for economical violence. As seen in figure 1, in control site there are more cases of all three types of violence than in intervention sites.

Figure 1: Percentage of emotional, physical and economical violence reported by married men and women in intervention and control sites



The biggest positive difference is shown for emotional violence, which is 10% higher in control group among men. There is a better picture in intervention site with regards to physical and economical violence reported by men, though not statistically significant.

In case of women the differences are not significant, however we can see more non-violent practices reported by women for all domains of the indicator.

As we can see in Figure 1, the level of violence is high in control as well, and this finding can possibly be the result of widespread campaign on gender violence in Armenian communities and reporting about it in social media.

⁵ Pre-post survey among C4E 332 participants, 2017.

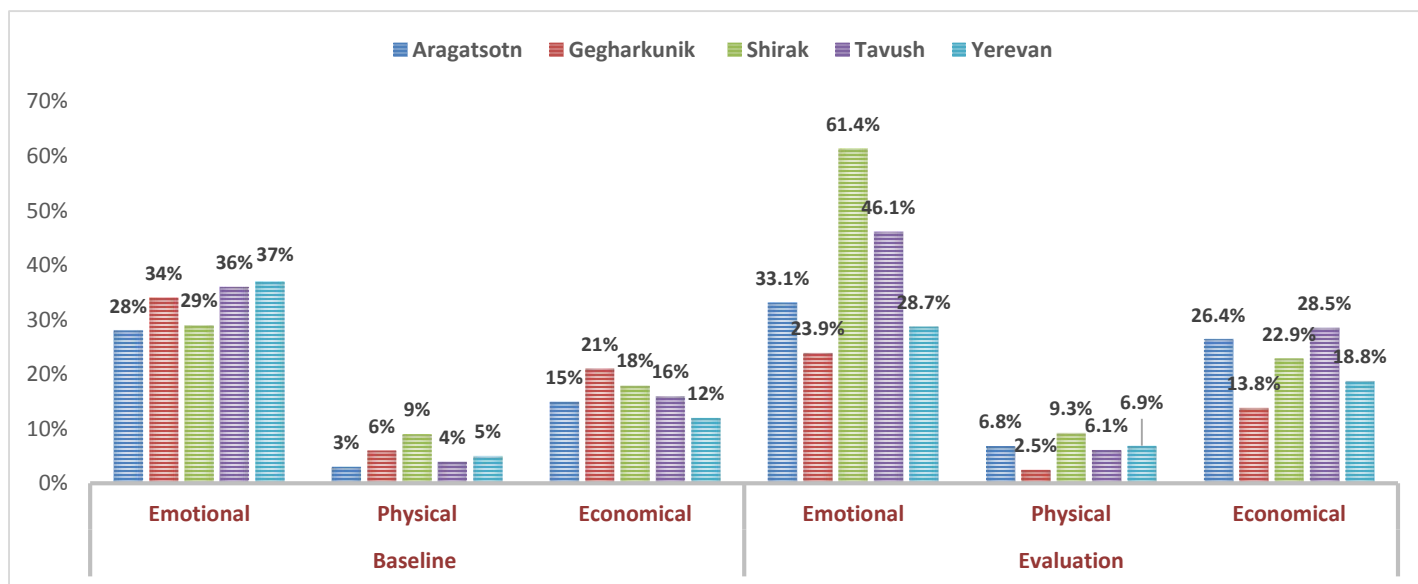
The comparison at marz level for baseline and evaluation revealed interesting differences relating to all three types of violence among men and women.

The analysis of emotional violence reported by women showed a statistically significant difference ($\chi^2=68.116$, p value=0.000) per marzes. The biggest negative change was in Shirak marz where in baseline measurement the value for emotional violence constituted 29.0% and in evaluation it is 61.4%. In Tavush marz as well the value increased from 36% to 46.1%. In Gegharkunik and Yerevan the percentages decreased for nearly 10% each. As to Aragatsotn the reported value for emotional violence has also increased from 28.0% to 33.1%.

The comparison of reported physical violence among women for the baseline and evaluation didn't show any significant differences (see Figure 1).

As to economical violence again there are statistically significant difference within marzes ($\chi^2- 28.231$, p value - 0.000). The biggest change is observed in Aragatsotn and Tavush marzes from 15% and 16% to 26.4% and 28.5% correspondingly. Only in Gegharkunik marz the percentage of economical violence has decreased from 21% to 13.8%.

Figure 2: Percentage of emotional, physical and economical violence reported by women disaggregated by marzes



Interestingly, survey data showed the difference within marzes is the most apparent for emotional violence reported by men. As seen in Figure 2 the comparison of baseline and evaluation revealed that the biggest difference is reported in Tavush marz (T1-36% and T2-52.1%). In Shirak marz as well the value for emotional violence has increased from 54% to 62.4%. The percentage decreased significantly in Gegharkunik marz from 43% to 34.3%

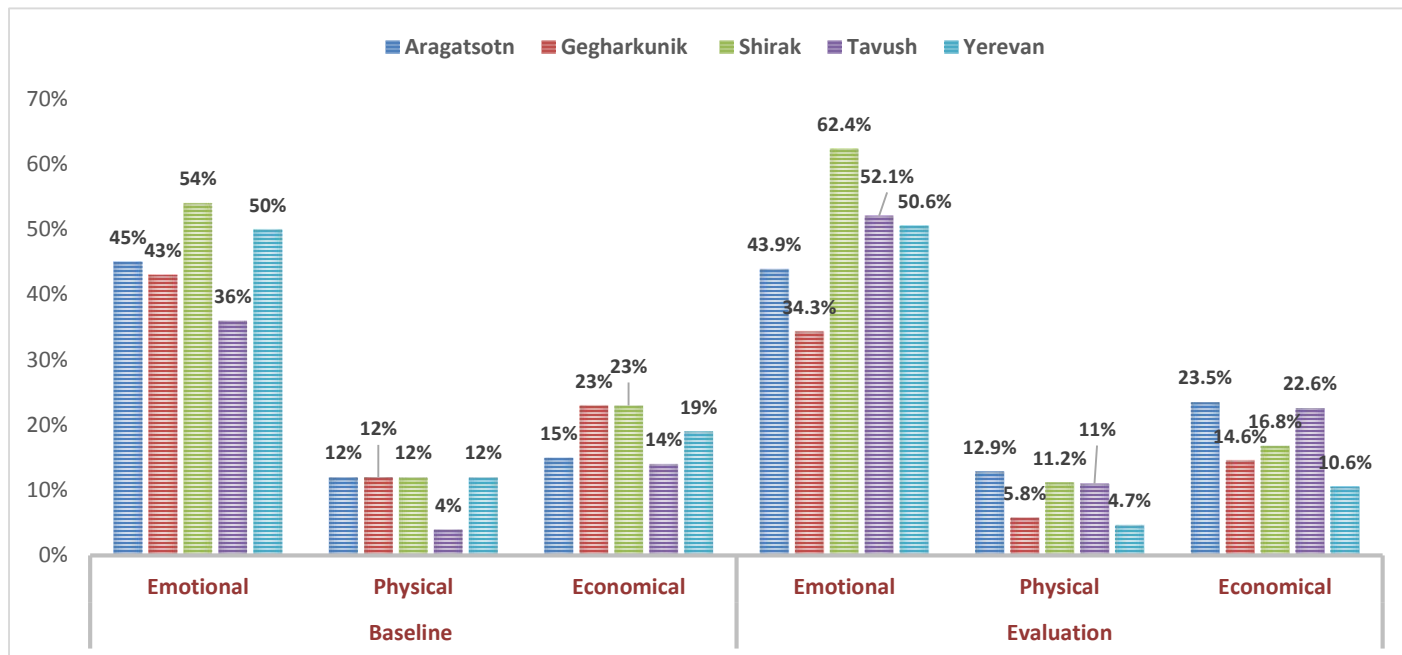
As to physical violence reported by men only in Tavush marz the percentage is higher in evaluation compared to baseline: T1-4% and T2 – 11%. In Aragatsotn the value almost the same, and in the rest of marzes it has decreased.

Qualitative data revealed that still women are exposed to economical violence.

For example, the wife our neighbor has higher education and graduated with a red diploma, but her husband didn't allow her to work and he left for seasonal work to Russia (Gavar AP, FGD with men)

My sister-in-law received higher education and her husband said that he should not work (Vardenis AP, FGD with men)

Figure 3: Percentage of emotional, physical and economical violence reported by men disaggregated by marzes



The value of economical violence is different from marz to marz. In Gegharkunik and Shirak marzes less men reported about cases of economical violence than in baseline measurement (T1-23% both and T2 – 14.6% and 16.8% accordingly). In Aragatsotn and Tavush the percentage has significantly increased from 15% to 23.5% and 14% to 22.6%. In Yerevan there is a light positive change.

The analysis didn't show any correlation between age and economical and emotional violence. Whereas in case of physical violence there is a correlation significant at 0.01, revealing that it is more likely to happen among older respondents.

When correlating types of violence with the education of married respondents, it becomes clear that there is an association between economical violence and education both for men and women, showing that the higher is the educational level of respondents the less they tend to use/exposed to economical violence ($\chi^2=21.770$, Cramer's $V=0.153$, p value=0.001). Also the analysis of statements included in the calculation of economical violence, showed that in most cases men forbid their wives to work and earn money.

As to physical violence, in case of men it is slightly corrected with educational level (p value <0.05) which means that male respondents with elementary, incomplete and/or secondary education are more likely to expose their partners to physical violence.

As to qualitative findings, participants did not mention any significant changes. Both men and women avoid of speaking about violence against their partners. However, they believe that with the gained knowledge, changes will come.

We used to be victims of shame, but now as we know our rights, it will help us a lot. (Vardenis, FGD with women)

FGD participants were openly speaking about prenatal sex selection. Interestingly, there was a positive change with regards to prenatal sex selection. After the sessions, participants believe that it is a crime. In several communities this issue was very sharp and painful, as some participants have been exposed to abortion. Others have been left out of house because of being pregnant with a baby girl.

There was a family where the woman had the third daughter and the mother-in-law made them divorce because of that. (Talin AP, FGD with women)

There was a case in our community when the daughter-in-law been left out of the house, because of delivering only daughters. (Alaverdi AP, FGD with women)

I have made an abortion as my third daughter was not treated well in the family, so I didn't want to have one more daughter and expose her to such attitude (Vardenis AP, FGD with women)

Witnessing violence in other couples

The evaluation found that the rate of having a friend or neighbor who is violent towards his wife/partner has increased from 11.3% to 19.5% among men and from 17.7% to 27.7% among women. So, in this case again we can see that the level of violence reported by respondents has increased. It is worth to mention that in midterm evaluation⁶ this percentage was higher among female C4E participants: 34% and lower among male C4E participants: 13%. In control sites it was lower 14% and 7% respectively. This result can be influenced by the ability to identify violence.

From project perspective, it is important to see how bothered respondents are by this. According to data analysis, there is an increase among women from 45.5% to 57.9%, and a decrease among men from 62% to 50.0%. However, on the whole the percentage of bothered respondents is higher compared to baseline measurement (T1-53.7% and T2 -54.9%). Interestingly, the midterm evaluation among C4E session participants showed a higher percentage of those who are bothered – 63% and lower in control site – 50%.

Among those who did answer, again a decrease in percentage is observed both among men and women. Similarly with baseline more men believed it was a personal issue and not their problem (T1-44.2% and T2-37.7%) than women (T1- 35.0% and T2-33.5%). Interestingly, almost the same percentage of men believed that the man must have had a sound reason for using violence (T1-10.4% and T2-10.7%), but in case of women the percentage has raised from 2.9% to 8.1%.

Compared to baseline data, evaluation showed that respondents are more ready to intervene during the episode 45.9% of men and 41.1% of women. And there are less male respondents ready to speak to the man directly after the episode (T1-40% and T2-24.6% of men vs T1-17% and T2-18.8% of women). Surprisingly, there is a slight increase among those who mentioned that reporting to the police could be one of the options (1% men and 4.6% women). Similarly with baseline, the cross tabulations of answers to the two variables above show that individuals have reported contradictory beliefs with one out of three people answering that “it was not their problem” but still would intervene directly after witnessing an episode” although one would expect them not to.

Qualitative findings also show that participants are ready to take action when they witness a case of violence. Noteworthy, men are more likely to react in case of physical violence, but not all of them are ready to intervene in case of emotional violence.

When I hear that the neighbor is already beating her, I can't stand it and I go to their place (Alaverdi AP, FGD with men)

As to women, they are more sensitive to gender based violence and they are ready to take action in any case – be it a case of violence towards children or women. They mentioned that there could be cases when they would not be able to act alone, so they would ask for help from police or other men.

I always take action, and I don't care what others say. I am 99% confident that I am doing right. (Tchambarak AP, FGD with women)

⁶ Midterm evaluation among C4E participants and control groups. The evaluation has been conducted in Gyumri, Ijevan, Gavar, Aparan and Yerevan APs. Quasi-experimental design has been used and in total 349 youth, 426 couples (both control and intervention) and 312 service providers have been interviewed.

38.4% of men and 47.3% of women have talked to their sons about violence against women, which is a better picture compared to baseline measurement.

Controlling relationships

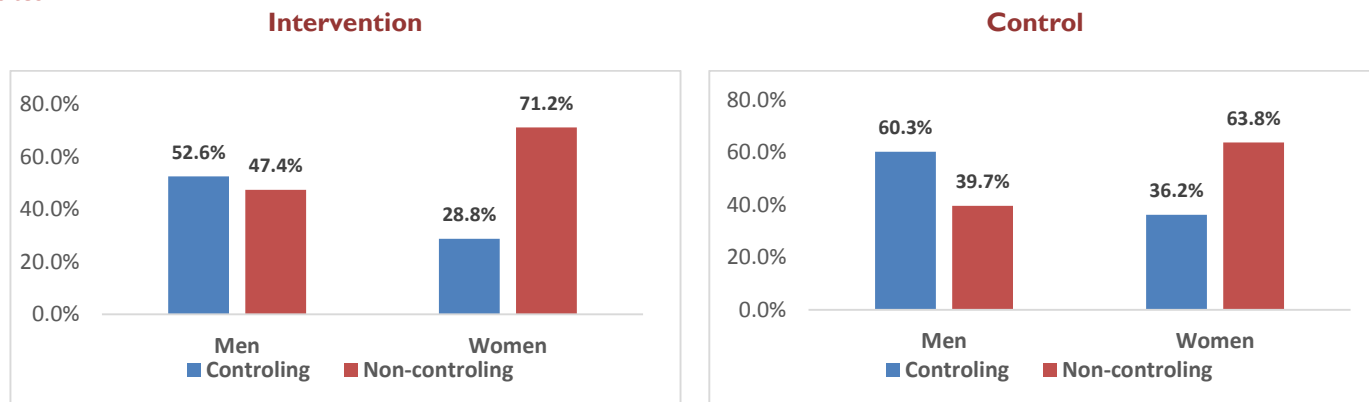
Data gathered in this survey also included a range of controlling behaviors by a woman’s intimate partner including physical and social mobility (e.g., spending time with others, whereabouts of partner). Overall the two areas that men want to have more control of are “decisions related to us” and “being informed about the woman’s whereabouts”. Surprisingly, men and women from the youth sample showed equal to more controlling needs than their older peers (married men).

Based on all 6 statements (listed in table 41), a new variable based on the mean score for the 6 statements was created. Another variable was then added (control proportion) which was coded 1 for scores < 2.5 that is providing a proportion for women who mainly responded that their partner did not have a controlling behavior.

Data analysis revealed that there is statistically significant difference of baseline and evaluation value of non-controlling behavior reported by women used by their partners: T1- 64% and T2-71.2% (X2- 16.518, p value – 0.0001). The LoP target set for this indicator was 71%, so the target is achieved.

As data shows there is significant difference between men’s and women’s answers relating to controlling relationships. Men reported higher percentage compared to women.

Figure 4: Percentage of controlling and not controlling behavior reported by men and women in intervention and control sites



As seen in Figure above, in control group the percentage of controlling behavior is higher than in intervention group. The difference is observed both among male and female respondents. The disaggregation per marzes and education didn’t show any significant differences. Interestingly, as per midterm evaluation among C4E participants and control group, the percentage of women reporting controlling behavior was 23% with 17.5% among women compared to control group: 28% with 27.7% among women.

As per further analysis, there is a positive association between discriminatory attitudes and controlling relationships significant at 0.000.

Sharing domestic tasks

When looking at the reported repartition of tasks at home, similarly with baseline more than 90% of married men and women agree that women are overwhelmingly responsible for washing clothes, cleaning the house, cleaning the bathroom/toilet, and preparing food. (Table 6).



Compared to baseline, it is worth to mention that there is a slight positive change in preparing food jointly from 4% to 7%. Although still, it is mostly mentioned as a task for women.

Furthermore, more than 80% of both men and women also agree that men are responsible for making repairs to the house. Greater gender equity was reported with regard to buying food and paying bills, with 46% of men and 45% of women reporting that buying food was a shared task, and 23% of men and 20% of women reporting that paying bills was a shared task.

It is interesting that to the questions about the respondents feeling of such division of tasks, 38.9% of men answered that their partners do a lot more, and 40.5% of women mentioned that they do a lot more compared to their partners.

Another important finding is that 72.4% of men and 77.6% of women are satisfied with this kind of division of tasks. This possibly means that women are fine with domestic chores they cover.

The analysis of confounding factors such as age, education and location, didn't show any significant differences.

Table 6 Percentage of Married Men and Women Reporting on Division of Household Tasks (Intervention)

		Baseline					Evaluation						
		Male		Female		Total	Male		Female		Total		
		N=692	%	N=776	%	N=1468	%	N=627	%	N=711	%	N=1338	%
Washing clothes	Usually me	23	3%	762	99%	785	54%	10	2%	695	98%	705	53%
	Shared equally or done together	16	2%	4	1%	20	1%	11	2%	7	1%	18	1%
	Usually partner	650	94%	5	1%	655	45%	605	97%	9	1%	614	46%
Repairing house	Usually me	577	86%	39	5%	616	43%	548	87%	27	4%	575	43%
	Shared equally or done together	69	10%	109	15%	178	13%	54	9%	115	16%	169	13%
	Usually partner	27	4%	602	80%	629	44%	15	2%	559	79%	574	43%
Buying food	Usually me	142	21%	296	39%	438	30%	153	24%	281	39%	434	32%
	Shared equally or done together	323	47%	329	43%	652	45%	287	46%	318	45%	605	45%
	Usually partner	219	32%	134	18%	353	25%	186	30%	111	16%	297	22%
Cleaning the house	Usually me	26	4%	755	98%	781	53%	20	3%	683	96%	703	53%
	Shared equally or done together	17	3%	9	1%	26	2%	28	5%	19	3%	47	4%
	Usually partner	648	94%	7	1%	655	45%	577	92%	9	1%	586	43%
Cleaning the bathroom/toilet	Usually me	23	3%	751	99%	774	53%	21	3%	689	97%	710	53%
	Shared equally or done together	9	1%	4	1%	13	1%	18	3%	10	1%	28	2%
	Usually partner	657	95%	7	1%	664	46%	583	93%	10	1%	593	44%
Preparing food	Usually me	25	4%	741	96%	766	53%	21	3%	662	93%	683	51%

	Shared equally or done together	36	5%	23	3%	59	4%	56	9%	39	6%	95	7%
	Usually partner	628	91%	7	1%	635	44%	546	87%	7	1%	553	41%
Paying bills	Usually me	337	51%	225	30%	562	40%	350	56%	232	33%	582	44%
	Shared equally or done together	187	28%	178	24%	365	26%	144	23%	142	20%	286	21%
	Usually partner	141	21%	348	46%	489	35%	121	19%	319	45%	440	33%

Qualitative findings revealed different responses to changes that project brought in terms of sharing domestic chores. Women’s answers divided into three viewpoints. There were women who mentioned in their families haven’t been any issues with this even before the project. Others don’t support men’s involvement in household work.

I would not like my husband to iron cloths or clean the house. If I am ill, he will help. But doing housework I show my devotion to my family. I don’t want to become a working robot, and I like to create worm and caring atmosphere at home. (Yerevan AP, FGD with women)

This statement confirms that majority of women were satisfied with division of tasks at home.

However, there is another group of women who think that the project has changed a lot in this regard. As such changes they mention the decrease of jealousy, as before the project they didn’t allow their wives to go shop or take children to kindergarten or, for example to a barber. Another positive result is that couples started to share their problems with each other. Men overcame the complex of taking care of their children in front other men. They became more independent and can take their clothes from the shelf, clean the shoes etc. Sometimes they even make coffee or prepare dinner.

Before the project I had to provide all his clothes and the food should be on the table when he came home. But now when he sees that I am busy with something else, he can do that himself (Noyemberyan AP, FGD with women)

My husband never thought of helping me in the kitchen, but he used to help me with child care. Now he understood that he can also be helpful in the kitchen. (Gyumri AP, FGD with women)

There was a couple in our group, in which the husband very jealous. During the sessions he changed and we all saw this change (Ijevan, FGD with women)

We work together at school and when we were coming home from work he used to ask for food and hurry me, whereas now he helps me with this. (Aparan AP, FGD with women)

A friend of mine who had taken part in sessions, and didn’t help his wife with anything, he was even ashamed to give a glass of water to his children. But now after the sessions he helps her a lot starting from taking care of the child. His wife can’t believe that it her husband of 13 years. (Ijevan AP, FGD with men)

As to men, their majority mentioned that they are involved in domestic chores, but they are not sure that this can fully attributed to the project. Others didn’t speak about changes much and the reason is perhaps the pressure from the society. One of men mentioned about the stereotypes with regards to sharing domestic chores. Anyway some of them talked about changes.

I used to say categorical “no”, but now I stop and think before saying no. (Talin AP, FGD with men)

Once I was helping my wife to make the table and our 5-year old relative said to me “Are you a girl, as girls make the table?” (Gyumri AP, FGD with men)

Another group of men continue to think that women are responsible for household work and they should not help them with this.

When we come home together from work, I watch TV and she prepares food for us. (Amasia AP, FGD with men)

Women have their opinion about the reasons of men’s involvement in domestic chores. They mentioned that there are two hindering facts which are men’s parents and neighbor’s presence. Neighbors can see that they are helping their wives and call them “women like”. Men are mostly engaged in housework when women are at work or are ill.

5.2.3 Goal indicator 2: Male to female ratio per AP for children under 1 year old (WV Armenia Strategy indicator)

Indicator description and measurement: The indicator is measured via the sex ratio at birth in project APs



Data on the number and sex of children were obtained from the community based health facility: all health care providers were requested to provide the number of children born between 01 May, 2018 and 31 May 2019 by sex.

In total, 3,944 children born between May 1, 2018 and May 31, 2019 were reported to be living in all ADP communities enrolled into the survey. In baseline the overall ratio of boys to girls was 1.12 and the LoP target was 1.10 and it is achieved. The evaluation showed the sex ratio at birth of 1.10.

Table 7. Number of boys and Girls born in 2015 and 2019 in WV Armenia C4E project intervention communities

	Baseline			Evaluation		
	Number of boys	Number of girls	Sex ratio boys to girls	Number of boys	Number of girls	Sex ratio boys to girls
Yerevan*	8412	7576	1.11	7389	6829	1.08
Amasia	58	73	0.79	87	82	1.06
Aparan	171	125	1.37	130	138	0.94
Chambarak	137	131	1.05	146	130	1.12
Gavar	409	323	1.27	321	231	1.38
Gyumri	387	358	1.08	401	390	1.02
Ijevan	403	318	1.27	364	299	1.21
Noyemberyan	139	150	0.93	151	129	1.17
Talin	161	167	0.96	163	126	1.29
Vardenis	293	214	1.37	290	208	1.39
Total	10570	9426	1.12	9442	8562	1.10

* data is representing Yerevan and not only Kanaqer-Zeytun district, as there is not health center for child delivery <http://nih.am/assets/pdf/atvk/5e467314d98ef3cc83ecaa50bb7e135d.pdf>

Outcome I: Enabling legal and institutional environment for promotion of policies combatting GBV and PSS

The project **Outcome I** deemed to create enabling legal and institutional environment at national level for promotion of policies, which would best serve the needs of vulnerable women, girls and their families in communities.

To contribute to the achievement of Outcome I, during 2015-2019 the following outputs/activities have been implemented:

- **43** community actors have taken part in mapping of community and regional structures in place
- **299** social workers/stakeholders participated in gender sensitization trainings and capacity building on identification, reporting and referral mechanisms of GBV and DV
- **6** researches on gender social norms (GBV, gender norms, PSS) have been produced
- **3** recommendations on strengthening prevention, early identification and referral of GBV and domestic violence developed and submitted to respective body
- **5** Marz strategy/plan revised (GBV) considering project recommendations as well
- **CoHG** model has been adapted
- **5** events with church advocating against GBV

5.2.4 Outcome I indicator I: *National/Marz/Community Strategies/Plans reflect GBV and PSS themes

Indicator description and measurement: This indicator was measured through secondary data collection, in particular desk research/document review. The 4-year Marz development Plans have been reviewed to find out whether those reflect the following issues: 1) Gender equality, 2) Gender-biased violence, 3) Domestic violence and 4) prenatal sex selection.

	Indicator	Target group	Baseline	Evaluation	LoP
Outcome I Enabling legal and institutional environment for promotion of policies combatting GBV and PSS	* National/Marz/Community Strategies/Plans reflect GBV and PSS/son preference themes;	4 year marz development plans	60%	0%	0%

In baseline measurement the 4-year Marz Development plans have been reviewed in Aragatsotn, Shirak, Gegharkunik and Tavush marzes. As data showed, mentioned marz development plans had focus on gender equality to different extents. It is interesting that Gender-biased violence has been reflected in almost all plans except for Tavush marz. Domestic violence is discussed only in Aragatsotn and Gegharkunik MDPs. None of selected marz development plans covered the issue of prenatal sex selection.

The reflection of all 4 issues was the total of 100%, and with this logic the value for this indicator been calculated.

Table 8. Percentage and score of the level of reflection of GE, GBV, DV and PSS in 4-year marz development plans

Marz	Score	1. Gender Equality 2. Gender-biased 3. Domestic violence 4. PSS	Percentage
Aragatsotn	3	4	75
Shirak	3	4	75
Gegharkunik	2	4	50
Tavush	1	4	25
Total	2.25	4	56.25



Document
review.xlsx

However, after 2017 four-year marz development plans/strategies have been replaced by 2017-205 regional development strategies for RA marzes. The recommendations provided by the project were partially accepted for four-year marz development plans. New documents don't have any focus on gender related issue, thus the document review didn't reveal any of the above-mentioned issues in any of marzes where the project operates.

From the project perspective this is a lesson learnt. Thus, it is recommended to develop and conduct a strong advocacy campaign with regards to gender sensitive marz/territorial development plans/strategies.

Outcome II: Transformed communities promoting change in social norms

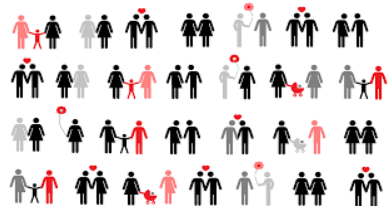
The project **Outcome II** was designed to make effective intervention at family levels. This was made possible through introduction of Caring for Equality, Celebrating families and CoH for Gender modules, which ultimately contributed to addressing harmful gender social norms hindering gender equality and diminishing value of girls and women in families.

To contribute to the achievement of Outcome II, during 2015-2019 the following outputs/activities have been implemented:

- **26** WVA AP staff members have been trained to facilitate the project implementation
- **169** C4E modules with couples and youth have been completed
- **613** couples (1226 persons) have been engaged in C4E model
- **1485** young people have been engaged in C4E model
- **180** community and marz level awareness raising events have been conducted
- **400** service providers have been trained
- **452** teachers have been gender sensitized and trained
- **209** nurses have been gender sensitized and trained
- **69** representatives of media have been trained
- **14** faith leaders have taken part in gender sensitization, Celebrating Families and CoH Family trainings

Indicator	Target group	Baseline	Evaluation	LoP	
Outcome 2 Transformed communities promoting change in social norms	* % of population with positive changes in attitudes toward gender norms (disaggregated by age, sex, regions - correlating with regions with highest rates of PSS/son preference)	Married couples of 18-59 y.o.	39,4% CI (36-42) F- 32.0%, M-47.8%	14.8% CI (12.8-16.7) F- 10.5%, M-19.6%	29% F- 25%, M-43%
		Single youth of 18-29 y.o.	34,1%	13,8% CI (10.5-17.1)	25%
	* % of parents of children under 5 y.o. who promote child development aimed at reducing gender stereotypes at home	Married couples of 18-59 y.o.	23% (caregivers) 25% (fathers)	39.2% 34.7%	26% (caregivers) 30% (fathers)

5.2.5 Outcome II indicator I: % of population with positive changes in attitudes towards gender norms (disaggregated by age, sex, regions – correlating with regions with highest son preference)



Indicator description and measurement: This indicator was measured through twenty-one questions relating to “attitudes about relations between men and women” (Cronbach’s alpha test .749, considered acceptable) administered through the two surveys (married adults and unmarried youth). These aimed at assessing the extent to which individuals agreed with a specific belief statement about gender roles, masculinity, and violence. Responses were recorded on a scale of

1 “strongly disagree” to 4 “strongly agree”⁷. For instance, items included “a man should have the final word about decisions in his home” or “there are times when a woman deserves to be beaten”.

A gender attitudes scale composite was created by summing attitudes for the statements, with low scores reflecting attitudes supporting more gender equity and high scores reflecting attitudes supporting less gender equity. Then a second variable was created to establish the mean score for these attitudes and a third variable (AvisF) was created which coded as ‘1’ mean scores ≤ 1.5, and ‘0’ scores > 2. Frequencies were calculated on the basis of this. Each participant received a code that was based on the mean score for all attitudes statements (0 for discriminatory attitudes and 1 for non-discriminatory attitudes).

The evaluation data analysis showed that there is a statistically significant positive change among married couples of 18-59 years old compared to baseline measurement. This is one of the main achievement of the project, as the change has been observed both among married couples and youth. The baseline value for discriminatory attitudes among married couples was 39.4% and it decreased to 14.8% ($\chi^2=211.584$, p value=0.0001). The LoP target for this indicator among couples was 29% which is overachieved.

It is worth to mention that in control group there is also a positive change from 45.1% (CI 42.6-50.1) in baseline to 21.1% CI (17.8-24). However, the value significantly different from the one for intervention site. Thus, this means that the positive change can be attributed to the project.

The analysis of gender attitudes per confounding factors, such as sex, age, location type and enrollment in the project, has shown some differences.

Table 9. Percentage of discriminatory attitudes in intervention site among couples aged 18-59

	Baseline		Evaluation	
	N	%	n	%
Total	843	41,1%	329	16.80%*
Intervention Total	579	39,4% CI (36-42)	198	14.8% CI (12.8-16.7)*
Marzes				
Aragatsotn	136	47.1%	62	22.1%*
Gegharkunik	139	47.1%	55	18.6%*
Shirak	99	34.3%	38	14.3%
Tavush	132	42.7%	31	10.0%*
Yerevan	73	25.5%	12	6.5%*
Control	264	45,1% CI(42.6-50.1)	131	21.1% CI (17.8-24.3)*
Sex				P value =0.000
Male	331	47,8% CI (46.1-52.4)	123	19.6% CI (16.5-22.7)*
Female	248	32,0% CI (30.9-36.5)	75	10.5% CI (8.2-12.8)*
Location type				P value =0.000
Capital	73	26% CI(19.6-28.5)	12	6.5% CI(2.8-10)*
Urban	106	32% CI (29.4-38.6)	69	13.7% CI (10.6-16.6)*
Rural	400	47% CI (45.2-50.7)	117	18.1% CI (15.1-21)*

⁷ During data analysis, strongly agree/agree were combined and strongly disagree/disagree were combined

	Baseline		Evaluation	
	N	%	n	%
Age				P value = 0.008
18-29			25	9.6% CI (5.9-13.1)
30-59			173	16.1% CI (13.8-18.2)
C4E enrollment				P value =0.02
Yes			10	10.2%
No			67	16.9%

*This means there is a significant difference/change compared with baseline ($\chi^2 p < 0.05$)

Overall, age, sex and location were found to be significant predictors of attitudes about relationships between men and women.

As seen in table above there is significant differences when comparing the baseline and evaluation values per marzes. The biggest positive change is observed in Tavush marz and Yerevan.

With regards to sex the data showed that males are more likely to agree with inequitable gender norms than females within married group (with 19.6% and 10.5% accordingly). Compared to baseline, gender attitudes have improved in both sexes.

Similarly with baseline, the evaluation also revealed that the most gender equitable location is the capital city, then it is urban and the last rural areas. This means that in rural areas people are still more gender stereotyped (18.1%) than in urban ones (capital -6.5%, urban-13.7%). As seen in table above the values for all types of location have positively changed compared to baseline ($\chi^2 = 263.447$, p value = 0.0001).

Another interesting finding is that older respondents are more likely to have gender discriminatory attitudes than younger ones. Among 18-29 years old respondents only 9.6% showed to have discriminatory attitudes, and among 30-59 years old – 16.1% (Cramer's $V = 0.072$, p value = 0.008). So, the older people are, the more they tend to agree to inequitable gender norms, which can be explained that they have lived holding these norms longer than young people, and it more difficult to change those.

As to education, based on data it is slightly associated with gender attitudes ($\chi^2 = 90.938$, Cramer's $V = 0.026$, p value = 0.000), indicating that respondents with higher and secondary specialized education tend to have more non-discriminatory attitudes (3.3% and 13.8% accordingly). The highest percentage of gender discriminatory attitudes is shown among people with incomplete secondary and secondary education (34.6% and 20.5% accordingly).

The number of those who have taken part in C4E sessions is small and random in the sample, however it is interesting to find out that there is also a significant difference with those who haven't taken part in session. Therefore, 10.2% and 16.9% accordingly have gender discriminatory attitudes showing moderate association of participation and attitudes ($\chi^2 = 4.432$, Cramer's $V = 0.058$, p value = 0.03).

Noteworthy, the pre and post survey among C4E participants showed that the same married adults who were surveyed during T1 adhered to attitudes of lower support for gender equity 24.6% compared to T2 - 12.3%. Thus, there was a positive significant change of 12.3% (p value = 0.000). So, the data showed quite a strong correlation between enrolment in C4E sessions and gender attitudes.

The evaluation data analysis showed that there is a statistically significant positive change among the other target group single youth aged 18-29 compared to baseline measurement. The baseline value for discriminatory attitudes among youth was 34.1% and it decreased to 13.8% ($\chi^2=211.584$, p value=0.0001). The LoP target for this indicator among couples was 25% which is overachieved.

It is worth to mention that in control group there is also a positive change from 40.9% in baseline to 16.8%. However, the value significantly different from the one for intervention site.

The analysis of gender attitudes per confounding factors, such as sex, age, location type and enrollment in the project, were found to be significant predictors of attitudes about relationships between boys and girls.

Table 10. Percentage of discriminatory attitudes in intervention site among couples aged 18-59

	Baseline		Evaluation	
	n	%	n	%
Total	229	35.9%	90	14.8%*
Intervention youth	157	34.1% CI (29.7-38.4)	58	13.8% CI (10.5-17.1)*
Marz				
Aragatsotn	35	36.1%	17	16.0%*
Gegharkunik	47	52.2%	19	20.2%*
Shirak	25	26.3%	9	10.2%*
Tavush	32	40.5%	9	13.4%*
Yerevan	18	18.0%	4	6.2%*
Control	72	40.9%	32	16.8% CI*
Sex				P value =0.000
Male	331	46.9%	53	20.1%*
Female	248	12.7%	5	3.2%*
Location type				P value =0.000
Capital	18	18.00%	4	6.2%*
Urban	32	29.90%	24	15.5%*
Rural	107	42.10%	30	15.0%*
C4E enrollment				
Yes			4	8.9%*
No			18	14.9%*

*This means there is a significant difference/change compared with baseline (χ^2 p<0.05)

Similarly with baseline, an important finding was that discriminatory attitudes were held by both married adults and male youth at almost the same level (19.6% and 20.1% respectively) but the gap widened when it came to female support of discriminatory attitudes with a greater difference between male and female youth ($\chi^2= 56,151$, p =0.000 df 1) than among male and female married participants: only 3.2% of female youth supported discriminatory views.

It is interesting that C4E facilitators mentioned that the most difficult target group was of young boys. These participants were the least open for changes and tried somehow to oppose to facilitators. Anyway,

they are hopeful that the project results will be seen later when boys get married and have their own families.

Similarly with baseline, the evaluation also revealed that the most gender equitable location is the capital city (6.2%). It is interesting that in case of youth the percentage of respondents with discriminatory attitudes from urban and rural areas is almost the same (15.5% and 15% respectively).

As to education, based on data it is slightly associated with gender attitudes ($\chi^2=45.915$, Cramer's $V=0.33$, p value=0.000), indicating that respondents with higher and secondary specialized education tend to have more non-discriminatory attitudes (7.8% and 12.1% accordingly). The highest percentage of gender discriminatory attitudes is shown among people with incomplete secondary and secondary education (57.1% and 36.4% accordingly).

The number of those who have taken part in C4E sessions is small and random in the sample, however it is interesting to find out that there is also a significant difference with those who haven't taken part in session. Therefore, 8.9% and 14.9% accordingly have gender discriminatory attitudes showing slight association of participation and attitudes.

Like in case of couples, in case of youth also the pre and post survey among C4E participants showed that the youth who were surveyed during T1 adhered to attitudes of lower support for gender equity 20.6% compared to T2 – 11.8%. Thus, we can conclude that the enrolment of youth in C4E sessions had influenced their gender attitudes.

Noteworthy, the project influenced the gender perceptions and attitudes of participants as per qualitative data. Qualitative data found that some men don't mind if women work, if it doesn't question their decision making power at home. So, they would not like to have the situation when women say that they work, earn money and they should make decisions. This means that women can be given freedom as long as they don't take the power from men and keep the subordination.

Both married men and single boys mentioned that their views and perceptions about gender roles has changed. In particular, with regards to child care, women's freedom, sharing domestic chores, etc.

There was a man on our group who was with sharp stereotypes (qartu) and he had very bad attitude towards women. He could accept that women can work or make decisions. But after the 3rd session he has changed so much that we couldn't believe that it was the same man. (Gavar AP, FGD with men)

Many people say that only women should take care of children. There were many men who insisted on this. But after the sessions, they understood that child care is the responsibility of both men and women (Stepanavan AP, FGD with women)

Of course there was a change, as I feel that I can communicate with girls more freely. There are topics that I would avoid to discuss with girls before the sessions, but now I can do this. (Ijevan AP, FGD with men)

Now I understand that it is not correct to come home from work, throw my shoes, leave my clothes wherever I want and dictate my wife what to bring or take. This kind of behavior shows the weakness of men. (Ijevan AP, FGD with men)

As a result of project women gained more decision making power. Interestingly young girls also mentioned that in terms of gender equality they managed to solve issues of their free movement and the decision where to spend time.

For example when they called me to take part in this FGDs I immediately agreed. Before I would ask my husband first. (Yerevan AP, FGD with women)

My father and brother used to limit my movement and forbade to go to several places. But now I can express my opinion and do whatever I want. (Noyemberyan AP, FGD with women)

Table 11: Percentage of discriminatory attitudes in intervention site among couples aged 18-59

Intervention group		Baseline						Evaluation						Chi2 results* P value (when <0.05)
		Male		Female		Total		Male		Female		Total		
		N	%	N	%	N	%	N	%	N	%	N	%	
Q12. When women work they are taking jobs away from men	Disagree	613	89%	721	94%	1334	91%	593	94.6%	694	97.6%	1287	96.2%	0.001
	Agree	76	11%	9	6%	125	9%	34	5.4%	17	2.4%	51	3.8%	
Q13. When women get rights they are taking rights away from men	Disagree	558	82%	95	90%	1253	86%	534	85.4%	649	91.4%	1183	88.6%	0.03
	Agree	122	18%	75	10%	197	14%	91	14.6%	61	8.6%	152	11.4%	
Q14. Rights for women mean that men lose out	Disagree	557	82%	701	91%	1258	87%	533	85.2%	669	94.2%	1202	90.0%	0.01
	Agree	122	18%	66	9%	188	13%	92	14.7%	41	5.8%	133	10%	
Q15. A woman's most important role is to take care of her home and cook for her family.	Disagree	169	24%	357	46%	526	36%	203	32.5%	386	54.4%	589	44.2%	0.0001
	Agree	522	76%	415	54%	937	64%	421	67.5%	324	45.6%	745	55.8%	
Q16. A real man has a son	Disagree	317	46%	401	52%	718	49%	342	54.5%	507	71.4%	849	63.5%	0.0001
	Agree	371	54%	72	48%	743	51%	285	45.5%	203	28.6%	488	36.5%	
Q17. A man who doesn't have an income doesn't have value to his family	Disagree	371	54%	88	77%	959	67%	408	65.6%	561	79.2%	969	72.9%	0.004
	Agree	311	46%	172	23%	483	33%	214	34.4%	147	20.8%	361	27.1%	
Q18. Changing diapers, giving kids a bath, and feeding the kids are the mother's responsibility.	Disagree	178	26%	189	24%	367	25%	169	27.0%	204	28.7%	373	27.9%	Not sig
	Agree	511	74%	584	76%	1095	75%	457	73.0%	507	71.3%	964	72.1%	
Q19. A man should have the final word about decisions in his home.	Disagree	32	5%	47	6%	79	5%	39	6.2%	73	10.3%	112	8.4%	0.003
	Agree	659	95%	726	94%	1385	95%	587	93.8%	637	89.7%	1224	91.6%	
Q20. A woman should tolerate violence in order to keep her family together	Disagree	353	52%	488	64%	841	58%	340	54.4%	526	74.2%	866	64.9%	0.0002
	Agree	329	48%	276	36%	605	42%	285	45.6%	183	25.8%	468	35.1%	
Q21. A good women never doubts about her husband's decision, even if she doesn't agree	Disagree	145	21%	297	39%	442	31%	158	25.4%	337	47.9%	495	37.4%	0.0004
	Agree	536	79%	463	61%	999	69%	464	74.6%	366	52.1%	830	62.6%	
Q22. Woman can be considered a real woman, when she has a child	Disagree	458	67%	511	67%	969	67%	486	77.8%	492	69.5%	978	73.4%	0.0002
	Agree	221	33%	252	33%	473	33%	139	22.2%	216	30.5%	355	26.6%	
Q23. There are times when a woman deserves to be beaten.	Disagree	444	65%	559	73%	1003	69%	437	69.9%	582	82.0%	1019	76.3%	0.0001
	Agree	243	35%	210	27%	453	31%	188	30.1%	128	18.0%	316	23.7%	
Q24. If a women betrays a man, man can hit her	Disagree	225	34%	282	37%	507	35%	225	36.2%	286	40.6%	511	38.5%	0.05
	Agree	443	66%	479	63%	922	65%	396	63.8%	419	59.4%	815	61.5%	
Q25. A couple should make a mutual decision about having a child	Disagree	23	3%	11	1%	34	2%	18	2.9%	9	1.3%	27	2%	Non sig
	Agree	664	97%	762	99%	1426	98%	607	97.1%	702	98.7%	1309	98.0%	
Q26. Woman has a right to avoid pregnancy	Disagree	351	55%	465	62%	816	59%	379	61.1%	417	58.8%	796	59.9%	Non sig
	Agree	286	45%	90	38%	576	41%	241	38.9%	292	41.2%	533	40.1%	
	Disagree	396	58%	68	61%	864	59%	367	58.5%	444	62.4%	811	60.6%	Non sig

Intervention group		Baseline						Evaluation						Chi2 results* P value (when <0.05)
		Male		Female		Total		Male		Female		Total		
		N	%	N	%	N	%	N	%	N	%	N	%	
Q27. Men should share daily house work with their wives, e.g. washing dishes, cleaning the house or cooking	Agree	290	42%	303	39%	593	41%	260	41.5%	267	37.6%	527	39.4%	
Q28. A divorced woman doesn't have a value	Disagree	533	80%	619	82%	1152	81%	546	88.1%	631	88.7%	1177	88.4%	0.001
	Agree	136	20%	135	18%	271	19%	74	11.9%	80	11.3%	154	11.6%	
Q29. There are times when children deserve to be beaten.	Disagree	363	53%	358	47%	721	50%	342	54.5%	324	45.6%	666	49.8%	Non sig
	Agree	323	47%	411	53%	734	50%	285	45.5%	387	54.4%	672	50.2%	
Q30. If there are children at home, woman should not work out of house	Disagree	431	63%	602	78%	1033	71%	442	71.1%	582	82.0%	1024	76.9%	0.004
	Agree	254	37%	66	22%	420	29%	180	28.9%	128	18.0%	308	47.0%	
Q31. Man don't know how to take care of small children	Disagree	387	57%	84	50%	771	53%	319	51.0%	352	49.6%	671	50.3%	No sig
	Agree	296	43%	377	50%	673	47%	306	49.0%	358	50.4%	664	49.7%	
Q32. Daily care of children is as important as financial care	Disagree	35	5%	4	4%	69	5%	53	8.5%	41	5.8%	94	7.0%	0.02
	Agree	655	95%	735	96%	1390	95%	571	91.5%	670	94.2%	1241	93.0%	

General benefits for women

Respondents to the quantitative survey were presented with a list of statements, starting by three “zero-sum” propositions⁸ about the negative consequences for men about women in the job market and women’s rights promotion.

Overall, the majority of men and women hold the view that benefits for women (rights, jobs) do not necessarily disadvantage men or constitute a loss for them as such, though men express higher inequitable views. The percentage of those who agree with the view that “When women get rights they are taking rights away from men” has decreased in evaluation from 18% to 14.6% among men compared to 10% to 8.6% among women. Furthermore, a lower percentage of men (14.8%) and women (5.8%) compared to baseline agree that “rights for women mean that men lose out”. Similar proportions are found among youth respondents, with men expressing higher inequitable views overall.⁹

Decision-power at home

In Armenian society, women seem to play a limited role in terms of decision making in the household, which is perceived to be the prerogative of men. Similarly with baseline in evaluation again confirmed that the majority of respondents believe that “a man should have the final word about decisions in the home” with no significant differences between males and females or between married adults and youth. However, it is worth to mention that the overall percent of 95% has decreased to 91.4%. Among youth the overall percentage is 92.4% (95.1% of male and 87.8% of female).

Moreover, a high proportion of men (T1-79% and T2-74.6%) agreed that “a good woman never doubts her husband’s decision, even if she doesn’t agree”, with a lower proportion of women holding similar

⁸ The degree to which a person believes that, in general, one person’s good outcomes comes at the expense of another person.

⁹ This finding is consistent with the International Men and Gender Equality Survey (IMAGES) conducted in 6 countries (in Brazil, Chile, Croatia, India, Mexico and Rwanda) in 2009-10, which found that men were supportive of gender equality on the same scale, with 87% to 90% saying that “men do not lose out when women’s rights are promoted”.

views (T1-61% and T2-52.1%). As to youth, again male showed more discriminatory position compared to female (75% and 43.9% respectively).

Sharing domestic tasks

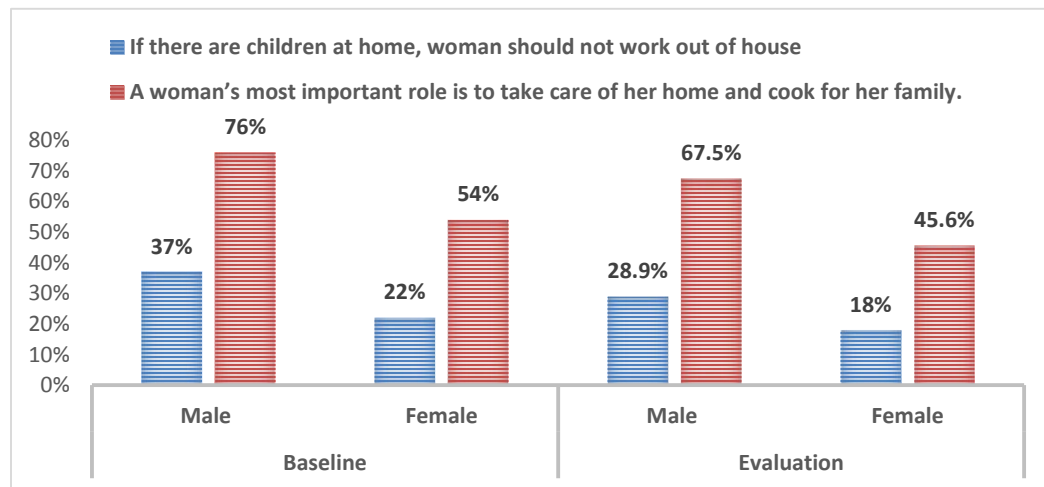
The majority of participants (intervention group) abide by traditional conceptions about the gender repartition of tasks at home, with 58.5% of married men and 62.4% of married women, and 61% of male youth and 41.7% of female youth disagreeing with the statement that “men should share daily house work with their wives (e.g. washing dishes, cleaning the house or cooking). Domestic chores are seen as feminine and it doesn’t appear that women are challenging this norm.

Women’s involvement in the labor market

Parenthood and work were subjects that raised more clear-cut differences in beliefs among men and women.

Overall men reported contradictory views about women’s engagement in the workplace: a small majority of married and young men stated it is fine for women to work out of the house, even if there are children at home. However, they still perceive women’s role as strongly associated with the domestic area whereas women do not. The comparison of baseline and evaluation data showed that there is a positive change in this regard.

Figure 5. Proportion of couples and youth in intervention sites agreeing with women’s role at home



As to young respondents there is a wide gap between male and female agreeing with the statement that a woman’s most important role is to take care of her home and cook for her family (67% and 34% respectively). This tendency continues also for the other statement saying if there are children at home, woman should not work out of house with 37.9% of male and 10.9% of female agreeing.

Gender and parenthood

Some functions within the home, in particular cooking, cleaning and looking after small children remain very much associated with women as opposed to men. Almost half of women showed they had mixed views about men’s ability to look after toddlers agreeing that “men don’t know how to take care of small children” and the majority of participants believed that daily care of children (such as changing diapers and giving children a bath) is the mother’s responsibility. There wasn’t any significant change between baseline and evaluation

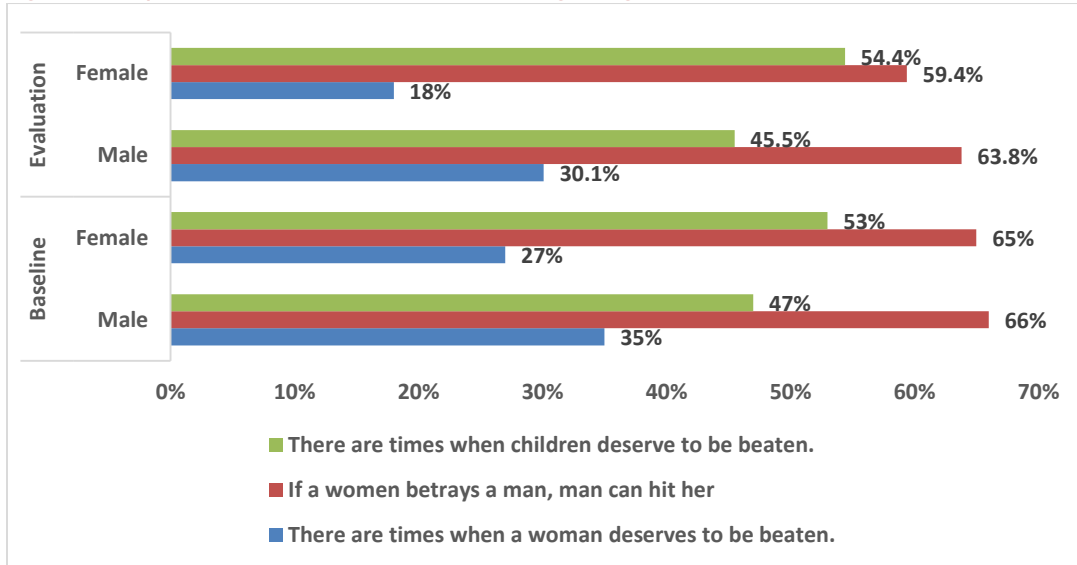
However, women do not see themselves confined within the domestic realm and aspire to have other roles and responsibilities within society. This is consistent with the belief, expressed by a majority of young

women, that a woman’s role is not limited to having children: 69.5% of married women and 85.3% of young women disagree with the statement that “a woman can be considered a real woman when she has a child”. Interestingly compared to baseline, evaluation data revealed an increase of male who disagree with this statement from 67% to 77.8%. The same is in case of young male (77.9%)

Violence

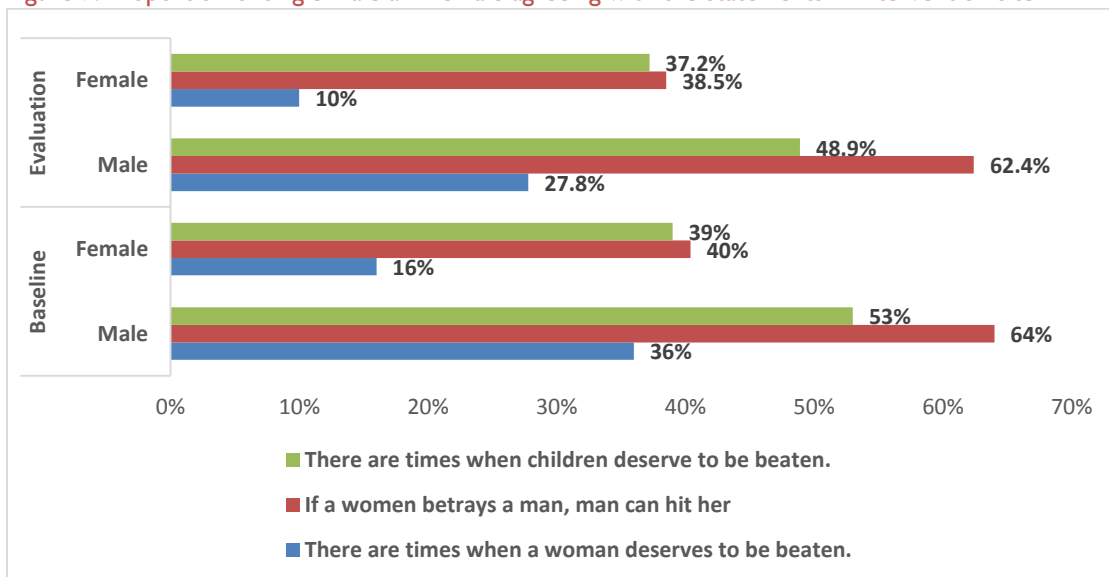
Survey data revealed high tolerance rates (attitudes) of violence from women participants with seemingly contradictory responses to some items. For instance while 18% of married women agreed that “there are times when a woman deserves to be beaten”, 59.4% affirmed the belief that “if a woman betrays a man, he can hit her”.

Figure 6. Proportion of married men and women agreeing with the statements in intervention site



As to young women 38.5% held similar views agreeing that a woman deserved to be hit if she betrayed a man. This finding is also consistent with attitudes reported by men, though at a slightly higher proportion.

Figure 7. Proportion of single male and female agreeing with the statements in intervention site



When analyzing the data relating to using GBV we didn't find any significant positive changes, which is different in case of attitudes. Interestingly married and single males and females reported more gender equitable attitudes in terms of violence.

Family was perceived and reported to be a justifiable reason for tolerating violence for approximately half of the married men and a third of married women respondents. However, in evaluation this proportion decreased, in particular among women from 36% to 25.8%. Among young girls this proportion is much lower 11.6%, which is good as there are future wives and mothers.

Similarly with the baseline results disaggregated by marzes showed important variations with regards to intimate partner violence with Aragatsotn and Gegharkunik showing the most tolerance to violence (three quarters of individuals responding that "if a woman betrays a man, he can hit her) as opposed to 46% in Yerevan ($\chi^2= 40,097$ p =0.000 df 4).

Table 12. Proportion of married men and women who agreed with the statements (intervention)

	Baseline					Evaluation				
	Aragatsotn	Gegharkunik	Yerevan	Shirak	Tavush	Aragatsotn	Gegharkunik	Yerevan	Shirak	Tavush
There are times when a woman deserves to be beaten.	34%	37%	26%	28%	30%	25%	31%	17%	22%	21%
If a women betrays a man, man can hit her	75%	70%	52%	66%	59%	72%	72%	46%	59%	54%
There are times when children deserve to be beaten.	59%	50%	48%	47%	49%	54%	54%	43%	48%	49%

Furthermore, with regards to physical punishment of children, around half of married men and women agreed that "there are times when children deserve to be beaten".

There is a contradiction with the results of violence usage and attitudes towards violence per marzes. As in evaluation the increase of violence was reported in Shirak and Tavush marzes, whereas here we can see a decrease. On the whole we can see that highest tolerance to violence in all marzes in case a women betrays a man.

Overall, young people showed the less tolerance to domestic violence. As per evaluation data, only in Yerevan the tolerance has increased which is quite surprising as in all data Yerevan tended to show the most gender equitable views and behavior.

Table 13. Proportion of single boy and girls who agreed with the statements (intervention)

	Baseline					Evaluation				
	Aragatsotn	Gegharkunik	Yerevan	Shirak	Tavush	Aragatsotn	Gegharkunik	Yerevan	Shirak	Tavush
There are times when a woman deserves to be beaten.	30%	39%	17%	25%	33%	29%	23%	19%	16%	16%
If a women betrays a man, man can hit her	63%	65%	40%	51%	58%	58%	58%	48%	42%	61%
There are times when children deserve to be beaten.	58%	60%	38%	37%	48%	51%	43%	46%	39%	43%

Gender relations at home

This section examines the decision power process at home, as well as the repartition of domestic tasks among married women and men, and among youth who have/had a relationship.

Decision power at home

From the survey data, there appears to be a gap between what people think is acceptable and how decisions are *actually* made in the private sphere of the household (i.e., the difference between attitudes and practices). Men and women report a more equitable decision making process at home in comparison with the opinions they hold (see attitudes above).

Similarly with baseline, more than two-thirds of men and women report that decision-making is shared with regard to spending money on food or large investments, spending time with family, the use of contraceptives, and how to spend free time.

Less than 5% of decisions are made by or with another person, with the mother-in-law being cited most often as the person involved in decisions.

Across all decision making areas, the involvement of women in the labor market is the one that is the least shared across gender: 48.6% of men say that they decide about their partner working outside the home while 58.4% of women report that their partner makes the decision.

Table 14. Percentage of Married Men and Women Reporting on who is Responsible for Decision Making in the Relationship (intervention group)

	Baseline						Evaluation					
	Me		My partner		Jointly		Me		My partner		Jointly	
	M	F	M	F	M	F	M	F	M	F	M	F
How to spend money on food and clothing	14.8	15.2	14	9.4	66.6	70.6	16.5	11.4	11.4	7.8*	59.6*	67.7
How to spend large investments such as buying a car, house, or household appliance	24.2	4.8	3.6	22.9	67.1	69.4	33.5*	2.1	1.4*	29.2*	50*	55.3*
Regarding spending time with family friends or relatives	23.3	5.5	2	15.7	72.5	76.9	26.7	6.8	0.6*	12.7	63.4*	74
Whether your partner can work out of home	39.1	6.1	8.4	55.4	52.1	38.2	48.6*	3.5*	4*	58.4	46*	35.3
Whether to use contraceptives	18.6	15	6.1	8.9	75.3	75.6	21.2*	20.8	5	3.7*	73.8	75.5
How to spend your free time	30.7	20.9	1.5	8.1	67	70.1	54.3*	53	0.6	3.8*	43.9*	41.8*

*This means there is a significant difference/change compared with baseline (X2 p<0.05)

Men from a higher educational background tend to hold more progressive views (i.e., think that tasks are shared). Indeed, 35.5% of men who have attained secondary school consider working outside of the home for women as a shared decision as opposed to 62.8% of men who have gone to university. Furthermore, 35.1% of women who achieved secondary school believe it is a shared decision. Interestingly 35.1% of women who have gone through higher education and 63.6% of young women mentioned that it is a shared decision. Again, it confirms that younger girls are more likely to hold more gender equitable views and behavior.

The analysis didn't show any significant differences in this sense among project participants.

The analysis shows that it appears men do not see women in the job market as threatening for themselves, but rather as a matter of controlling women's lives.

This last result was found across all marzes, to a larger extent in Shirak and Yerevan where more women respondents reported the decision to work outside the house was not theirs but their husband's (59.7% and 74.5% accordingly). Interestingly in Aragatsiotn and Gegharkunik, more men (54.7% and 50.8% respectively) thought that they are the decision makers in this matter. In Yerevan the responses that the decision was shared was very different among women and men (19.4% and 56.9%). This result is very difficult to explain, as the responses are very subjective and the perception of making a joint decision can be different for men and women.

Attitudes about son and daughter preference

Across all gender and age groups, the importance of having a son remained high, with over 60% of participants reporting that "it is important to have a son".

When looking into it in more detail, similarly with baseline the preference for sons was most pronounced among males and among married adults: males (both married and youth) tended to grant importance to having a son (86.8% of married men and 81.1% of male youth, compared to 72.2% of married women and 57.1% of female youth within the intervention group (married group: $\chi^2= 6,851$ $p =0.009$ $df 1$; youth group: $\chi^2= 19,502$, $p =0.000$ $df 1$).



As seen in figures below the son preference has decreased among married men and women, as well as young girls. However, it has increased among young men.

Figure 8. Percentage of married men and women reporting on the importance of having a son (intervention group)

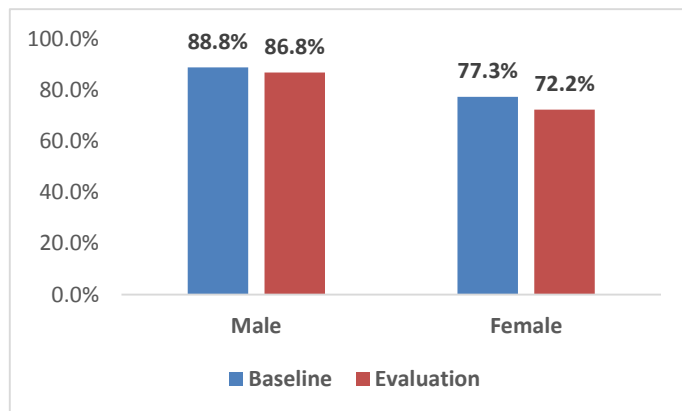
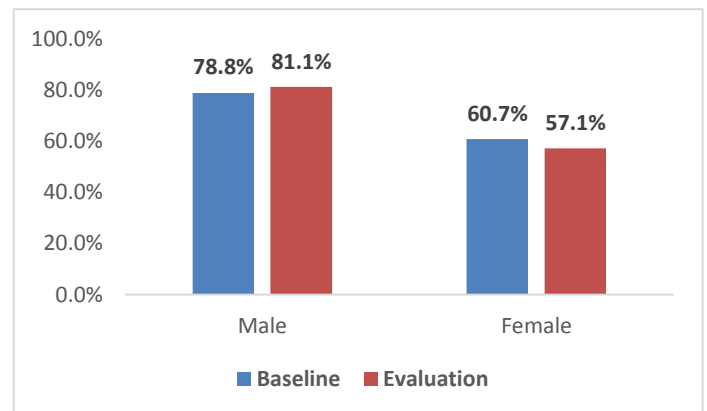


Figure 9. Percentage of young men and women reporting on the importance of having a son (intervention group)



As compared to the control group, son preference is lower in intervention site (79.0% and 82.6 among married couples, 72.1% and 77.9% among youth).

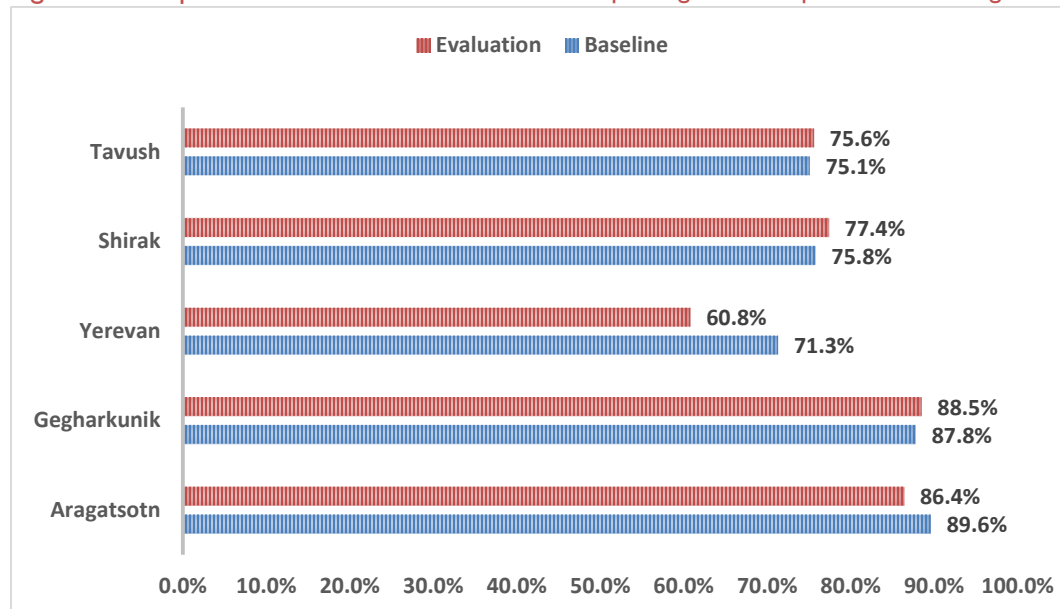
A more thorough analysis on selected variables related to discriminatory attitudes showed that there is significant correlation between adherence to negative gender stereotypes and son preference ($\chi^2= 50.466$, $\Phi=0.19$, $p =0.000$ $df 1$) with 98% of those holding discriminatory attitudes asserting that it is important to have a son as opposed to 75.5% of those holding non-discriminatory attitudes within the intervention group.

Similarly with baseline the analysis per marz revealed that regions with the highest score of discriminatory attitudes towards women were the same regions where high son preference was found, with Aragatsotn and Gegharkunik showing higher proportions of individuals reporting a son preference.

Disaggregation by marz in married group showed a significant change only in Yerevan from 71.3% to 60.8% ($\chi^2= 36,851$ $p =0.001$). As to other marzes there were some slight changes in terms of son preference compared to baseline. So, there were more respondents from Gegharkunik (89%) and Aragatsotn (86.4%) and who agreed on the importance of having a son, as opposed to Yerevan (60.8%), Tavush (75.6%) and Shirak (77.4%).

In youth group the disaggregation per marzes had a similar tendency.

Figure 10: Proportion of married men and women reporting on the importance of having a son



Although in baseline the importance of daughter preference was not measured, in evaluation this question was asked. Interestingly, the vast majority of respondents reported that it is important to have a daughter: 85.2% of married men and 84.5% of women. As to youth, less respondents reported on importance of having a daughter: 74.2% of boys and 72.4% of girls.

Table 15. Percentage of married & young men and women who agreed on importance of having a daughter

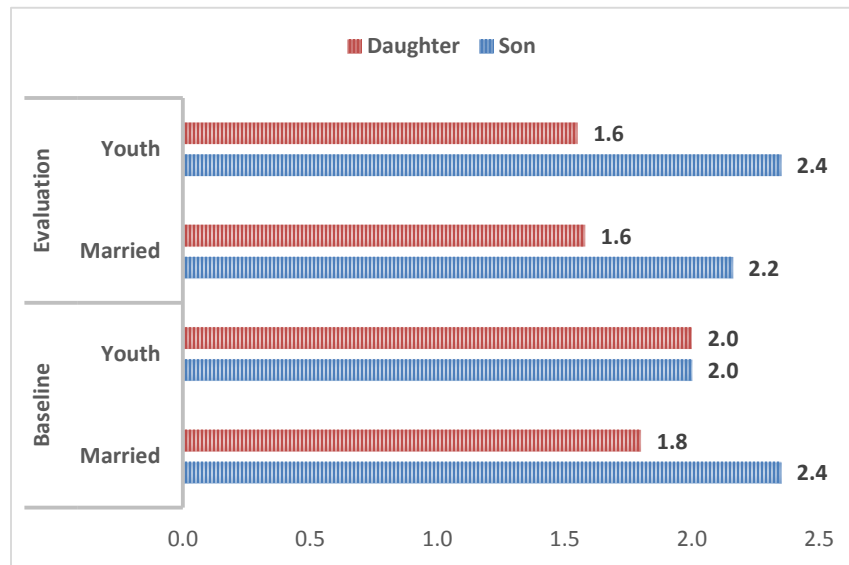
Marzes	Married		Youth	
	n	%	n	%
Aragatsotn	248	88.6%	81	76.4%
Gegharkunik	262	88.5%	76	80.9%
Shirak	217	81.9%	64	72.7%
Tavush	268	86.2%	51	76.1%
Yerevan	140	75.3%	37	56.9%
Total	1135	84.8%	309	73.6%



As seen in the table above in both age groups the highest percentage of daughter preference is reported in Aragatsotn and Gegharkunik marzes and lowest is in Yerevan, which is consistent with son preference percentage.

In line with the findings above, survey data showed that when asked for the number of sons they would prefer to have, men desired more sons than their female peers. The same was in baseline measurement.

Figure 11. Mean number of daughters and sons preferred by married men and women, and male and female youth (intervention group)



Thus, in baseline the mean number of sons that married respondents preferred was 2.4 compared to 2.2 in evaluation. For youth the number was 2 compared to 2.4.

On the other hand, the mean number of daughters that married couples preferred was 1.8 in baseline compared to 1.6 in evaluation. For youth, the number of preferred daughters was 2 compared to 1.6. In general, male and female youth preferred less children.

Thus, on the whole among married couples the mean number of desired sons and daughters has decreased, but among youth the mean number of desired sons has increased, instead mean number of girls has decreased.

Reasons behind son and daughter preference

Survey data showed mixed results when looking at masculinity and son preference with approximately one in two male participants agreeing to the statement that “a real man has a son”: 46%. As to women the percentage of women agreeing with this statement has decrease significantly from 48% to 28.6%. This proportion has significantly decreased among young people: from 52% to 39% among young men and from 24% to 12.2% of young women who agreed with the statement.

The analysis revealed that similarly with baseline the main reason highlighted for promoting sons was by far related to family name and lineage perpetuation which constituted to 67%: 74.6% of men and 58.9% of women. This percentage of higher in baseline among men from 77.2% and women from 62.8%.

Among other justifications argued was the role of sons in old age support, which has increased compared to baseline: from 8.3% to 12.3% of men and from 18.2% to 21.8 of women. Then prevalent social norms (Armenian mentality) were mentioned with a decreased compared to baseline (T1-9.5% and T2-7.4% of men, T1-14.4% and T2-12.3% of women).

The main reason highlighted for promoting daughters was that they are future mothers: 66.3% of men and 60.9% of women. The second reason mentioned by married couples was that daughters can support in old age: 15.2% of men and 15.8% of women.

Similar tendency was found among youth with a higher percentage of those who emphasize the importance of daughters with the fact of being future mothers: 71.9% of boys and 70.9% of girls.

Factors related to abortion decision

Similarly with baseline the reason for an abortion that was most adhered to by both men and women was related to women’s health, with 94% of men and 88% of women agreeing that abortion was justified if the pregnancy posed a health risk to women. The reason that “the child is a female” was the least agreed to, with only 11% of men and 9% of women agreeing that was a valid justification for an abortion. It is interesting that this percentage has increased in case of men from 8% and decreased among women from 12%. For several statements the percentage of agreement by women has decreased significantly (see table 16 below). This could mean that women are more likely not to justify abortion in any circumstances.

Table 16. Percentage of Married Men and Women’s Agreement on Reasons for Abortion (intervention group)

	Baseline				Evaluation			
	Male		Female		Male		Female	
Statements:	N=692	%	N=776	%	N=625	%	N=710	%
There is already enough number of children in the family.	260	39%	464	60%	244	39%	356	50%*
There is already enough number of sons in the family	223	33%	373	49%	202	32%	290	41%*
The pregnancy is not planned or wanted	233	35%	403	53%	207	33%	299	42%
There is already enough number of daughters in the family	217	32%	375	49%	211	34%	293	41%*
It would be financially difficult to bring up one more child	216	32%	363	48%	182	29%	263	37%*
The child is a female	57	8%	92	12%	71	11%*	66	9%*
The pregnancy can be harmful for woman’s health	617	92%	680	88%	574	94%	622	88%

*This means there is a significant difference/change compared with baseline ($\chi^2 p < 0.05$)

Noteworthy, the pre-post study among C4E session participants showed a statistically significant positive change between T1 and T2 with regard to making an abortion as the child is a female. In T1 6.6% of men agreed with the statement and in T2 only 4.2%. In case of women values constituted 6.2% and 3.8% respectively ($\chi^2=90.450$, p value=0.001).

When asked about other people they know who had an abortion at the initiative of the husband with an aim to prevent the birth of a daughter

Evaluation findings revealed that there is a bigger number of respondents compared to baseline measurement who reported that they know about a friend or neighbor’s husband who made their wife have an abortion after knowing the baby was a girl. Thus, the percentage in baseline was 28% of women vs 30.9% in evaluation and 17% of men vs 19.3% accordingly.

As presented in table below, the percentage of those who think that it’s their friend/neighbour’s decision has increase compared to baseline from 46% to 52% ($\chi^2=10.082$, p value=0.001, $df=1$). The same is with the next statement saying “Maybe he has sound reasons to do so” (T1=12% and T2=18%) ($\chi^2=19.910$, p value=0.0001, $df=1$). In baseline measurement 42% of respondents mentioned that they are bothered that

their friend/neighbour has an abortion after learning that the baby is a girl, whereas in evaluation the percentage decreased to 30% ($\chi^2= 43.588$, p value=0.0001, $df=1$).

Table 17. Opinion of married men and women about their friend/neighbor having an abortion after learning that the baby is a girl (percentage)

	Baseline						Evaluation					
	Male		Female		Total		Male		Female		Total	
Intervention	n=692	%	n=776	%	n=1468	%	n=627	%	n=711	%	n=1338	%
It is a personal issue, it is not my problem	50	44%	102	47%	152	46%	61	50%	116	53%	177	52%*
Maybe he has sound reasons to do so	16	14%	25	12%	41	12%	15	12%	46	21%	61	18%*
It bothers me	49	43%	90	42%	139	42%	45	37%	57	26%	102	30%*
Control												
It is a personal issue, it is not my problem	12	35%	34	53%	46	47%	41	68%	57	54%	98	59%*
Maybe he has sound reasons to do so	4	12%	6	9%	10	10%	6	10%	21	20%	27	16%*
It bothers me	18	53%	24	38%	42	43%	13	53%	26	25%	39	24%*

*This means there is a significant difference/change compared with baseline ($\chi^2 p<0.05$)

In control site the answers are significantly different, showing more “non-intervening” views with regards to their friend/neighbor’s behavior.

5.2.6 Outcome II indicator II: *% of parents of children under 5 y.o. who promote child development aimed at reducing gender stereotypes at home

This section examines the level of involvement of married men in caring for children after their birth. Among the sample population, 15.2% of respondents had one child, 49.3% had two children, 29.3% had three children and 6.1% had 4 and more children. On average, people had 2.2 children per family.

- Proportion of children under 5 with whom an adult has engaged **in four or more activities** to promote learning and school readiness in the last 3 days

- **For fathers:** Proportion of children under 5 with whom a father has engaged in one or more activities to promote learning and school readiness in the last 3 days

Indicator description and measurement: To get a sense of the engagement of parents in activities with and for their children that promoted their development, parent participants of the survey were provided with a set of questions related to the type of activity that was done with their children in the last three days. Respondents then designated who in the household had done the activity with the child (mothers, fathers and another family member).

Question addressed to caregivers was: “during the last three days, have you or another family member spent time with the child by a. reading books b. telling a story c. singing songs d. taking the child outdoor e. playing f. teaching words, counting the numbers, drawing. This indicator reflect caregiver self-reported behavior.

The first indicator was calculated by creating using the following procedure: a variable was created summing up the responses related to caregivers involvement in any activities with children, then a second variable was created to generate frequencies (a minimum of 4 activities out of 6 was coded 1 and less than 4 activities was coded 0).

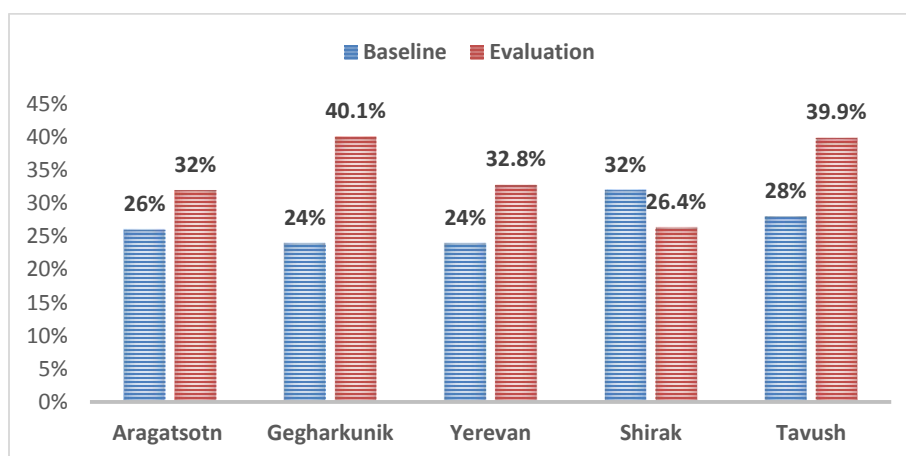
The second indicator was calculated using the same procedure: variable was created summing up the responses related to father’s involvement in any activities with children, then a second variable was created based on the number of activities (a minimum of 1 activity out of 6 was coded 1 and less than 1 activity was coded 0).

A third indicator was added about the proportion of caregivers who have been engaging in one or more activities with their children (using the same methods than first indicator).

The evaluation data showed a statistically significant difference with regards to fathers’ engagement in at least one of these activities with their child (ren) ($\chi^2=31.579$, p value=0.0001, $df=1$). In baseline the value constituted 25% and in evaluation it is 34.7%. The LoP target was set 30%, and it is overachieved. It is worth to mention that in control group less fathers reported to be engaged in child care activities – 27.6% with a slight non-significant change compared to baseline – 26%. Noteworthy, there is no difference in terms of fathers’ care between C4E participants and non-participants.

Disaggregation per marzes and comparison with baseline data showed that in all marzes except for Shirak, there was a positive significant change. The biggest change is seen in Gegharkunik, where the percentage increased from 24% to 40.1% ($\chi^2= 10.505$, p value=0.002). It is interesting as the half of respondents in Gegharkunik agreed that with the statement that” Man don’t know how to take care of small children”. In the rest of marzes there was a positive change of about 10%. Whereas in Shirak, fewer fathers’ reported being engaged in their children’s learning and caring activities in the last 3 days, although this change is non-significant.

Figure 12. Proportion of fathers who report engaging in one or more activities to promote learning and school readiness in the last 3 days with their child (ren)– per marz



Interestingly, neither the educational level of fathers nor their employment status didn't play any role in their child care practices, as there was no association found.

Noteworthy, the location type was associated with fathers' engagement level which is significant at 0.05 ($\chi^2=5.668$, Cramer's $V=0.067$). So, fathers living in the capital city are least engaged in their child learning and caring activities – 26.6%, in rural areas the value is 35.6% and in urban areas other than the capital city it constitutes 36.4%.

Another interesting finding was that the length of family didn't influence the engagement level of fathers as well.

Table 18. Percentage of male respondents reporting they (as fathers) have spent time with the child (ren) in the listed activities

Intervention group	Baseline		Evaluation	
	N=692	%	N=524	%
Reading books or looking through the book illustrations	43	6%	144	27.5%
Telling a story/a fairy tale	53	8%	100	19.1%
Singing songs including lullaby	54	8%	87	16.6%
Taking the child/ren outdoor/to the yard	165	24%	349	66.6%
Spent time with the child/ren by playing	175	25%	400	76.3%
Teaching words, counting the numbers, drawing	136	20%	284	54.2%
Control group	N=273	%	n=201	%
Reading books or looking through the book illustrations	18	7%	52	25.9%
Telling a story/a fairy tale	29	11%	36	17.9%
Singing songs including lullaby	12	4%	24	11.9%
Taking the child/ren outdoor/to the yard	59	22%	130	64.7%
spent time with the child/ren by playing	72	26%	146	72.6%
Teaching words, counting the numbers, drawing	55	20%	106	52.7%

As seen in the table above both in baseline in evaluation, fathers are mostly engaged in spending time with children by playing, taking children outdoor/to the yard and teaching words, counting numbers, drawing. There are least engaged in singing songs including lullaby, telling a fairy story and reading looks to looking through book illustrations. This tendency is followed in control group as well both baseline and evaluation. The proportion of caregivers reporting engaged in four or more activities with their children in the last days it has increased significantly compared to baseline from 23% to 35.9% ($\chi^2= 56.381$, p value=0.0001, $df=1$). The LoP target of 26% has been overachieved. In control group the value is 10% less than in intervention (29%) and noteworthy to state that it has also increased compared to baseline (22%).

As to the engagement of caregivers in one or more activities, we can see a similar picture. As evidenced by evaluation 38.9% of caregivers compared to 30% in baseline reported to be engaged in the activities, which is statistically significant ($\chi^2= 24.615$, p value=0.0001, $df=1$). There is a slight non-significant change in control group from 30% to 32%.

The disaggregation per marzes for both values showed that in all marzes the percentage of caregivers who are engaged in their children’s learning and readiness activities has increased. Interestingly, the highest proportion of child care was reported in Gegharkunik.

Figure 13. Proportion of caregivers engaging in one or more activities

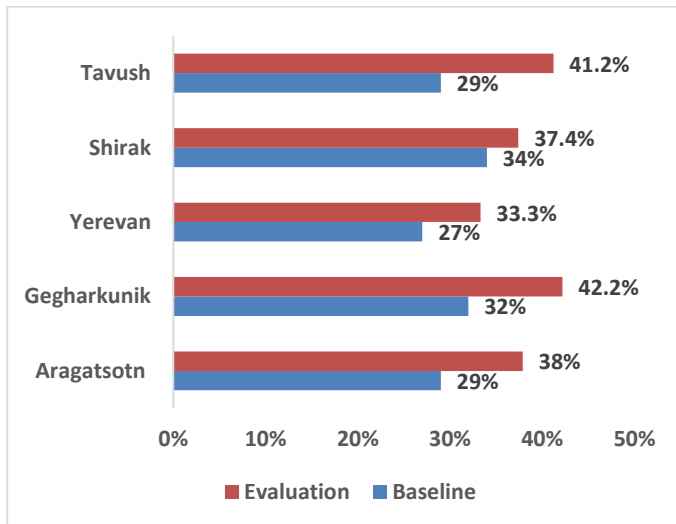
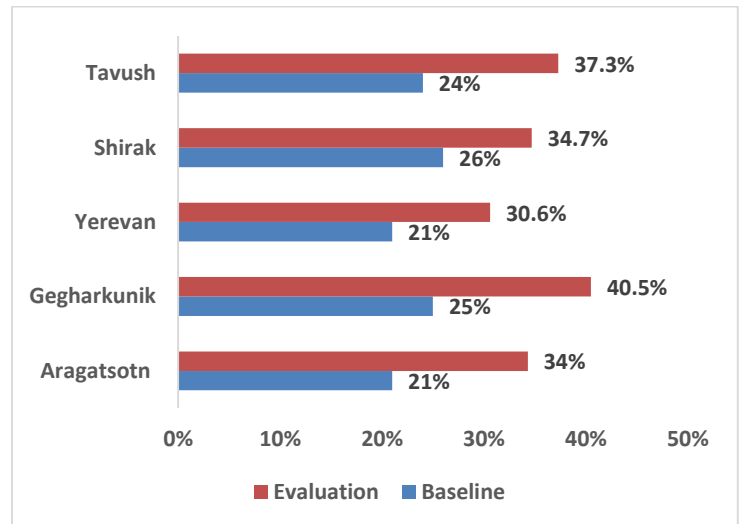


Figure 14. Proportion of caregivers engaging in four or more activities



Interestingly, qualitative data revealed that the project has greatly influenced the parenting practices, in particular in Yerevan and Tavush marzes. Both men and women mentioned that they used to hit and beat their children, but now try to be more tolerant. Besides, they started to pay more attention to children’s needs than to the cleanness or other things.

I used to hit my child, but now I understand that I should not do this. (Yerevan AP, FGD with men)

Now I started to value and pay more attention to my children and their needs, I am less focused on other stuff. (Ijevan AP, FGD with men)

In Aragatsotn and Gegharkunik marzes still it is normal to beat children as a means of their upbringing.

The slapping is obligatory for prophylactics. (Talin AP, FGD with men)

We try all methods of child breeding, but eventually we come to the conclusion that beating solves the issue. This means comes from old times. (Tchambarak AP, FGD with men)

Slapping is an effective way of child upbringing. (Talin AP, FGD with men)

Women also mentioned about changes that took place in their husbands' behavior in terms of parenting. As they report men became more self-confident, they are not ashamed to help their children to put on their shoes and clothes, comb their hair. Men became more tolerant even when they are angry, whenever they do, they apologize for that. Fathers started to spend more time with children taking care for them, buying toys for them and taking them to vocational trainings.

Some participants mentioned that there was no change in their behavior.

Of course we learned a lot, but I can't say that much has changed in my behavior (Amasia AP, FGD with men)

There haven't been any activities that I didn't do before the sessions and now I started to do. (Aparan AP, FGD with men)

Men's involvement in child care and distribution of roles within the household

When it comes to looking after children, like in baseline measurement a high proportion of men consider that their role is "mostly as a helper" (94.7% of married men). Approximately 67.3% of men also agreed that their work/family balance needs improving: 69.2% of men agreed they spent too little time with their children on account of their job and 67.3% reported they would work less if that meant they could spend more time with their children.

Survey participants (married adults) were presented with a number of questions related to the daily care of children and were asked to report whose responsibility these mainly were within the couple.

The majority of men and women agreed that the daily care of children (such as bathing, changing clothes and pillows, etc.) was mainly women's responsibility. In comparison with these, some tasks were reported to be more equally shared overall such as leisure time, talking to children about their personal matters, or disciplining them. However, men and women showed tremendous variances in their attribution of the main task holder. For instance, 51% of married women think physical punishment of a child is up to them, although only 23% of men think it is up to their partner, and 9% of women as opposed to 15% of men report this is a shared responsibility.

There are different opinions about sharing child care activities. Data showed some positive changes, and also no change at all.

Children should be cared of by mother. She should take them to school, help to do their lessons, attend to parents' meeting. (Tchambarak AP, FGD with women)

There was a positive change among young boys in our group, as they said that they can also do whatever mothers do. (Noyemberyan AP, FGD with women)

Whenever my husband has free time after work, he spends much time with children. And this is the result of the project. (Gavar AP, FGD with women)

He even started to take care of our children, so he can easily take children to park. Before the project, only I was taking them to park. (Yerevan AP, FGD with women)

Table 19. Proportion of men and women sharing the following tasks

		Baseline				Evaluation			
		Male		Female		Male		Female	
		n	%	n	%	n	%	n	%
Staying at home with a child when he/she is sick	Usually me	15	4%	344	77%	4	1%	421	83%
	Equally or done together	139	37%	86	19%	85	21%	86	17%
	Usually partner	226	60%	18	4%	315	78%	1	0%
Daily care of child	Usually me	15	4%	365	83%	13	3%	365	83%
	Equally or done together	72	19%	60	14%	195	48%	60	14%
	Usually partner	288	77%	17	4%	192	48%	370	73%
Collecting child from school/day care center	Usually me	36	18%	155	64%	59	15%	192	38%
	Equally or done together	71	35%	54	22%	123	30%	106	21%
	Usually partner	97	48%	34	14%	95	24%	37	7%
Playing or taking the child to leisure-time activities	Usually me	31	9%	177	42%	33	8%	173	34%
	Equally or done together	231	69%	221	53%	282	70%	306	60%
	Usually partner	74	22%	19	5%	85	21%	24	5%
Reproving child	Usually me	61	20%	209	55%	66	16%	251	49%
	Equally or done together	161	52%	144	38%	212	52%	225	44%
	Usually partner	90	29%	26	7%	93	23%	10	2%
Hitting or beating child	Usually me	20	21%	136	80%	38	9%	257	51%
	Equally or done together	33	35%	24	14%	59	15%	43	9%
	Usually partner	42	44%	11	6%	93	23%	4	1%
Changing pillows and clothes	Usually me	8	3%	318	91%	5	102%	450	89%
	Equally or done together	34	12%	17	5%	47	12%	44	9%
	Usually partner	232	85%	16	5%	340	84%	1	0%
Bathing child	Usually me	13	4%	326	87%	13	3%	442	87%
	Equally or done together	19	6%	33	9%	53	13%	51	10%
	Usually partner	265	89%	17	5%	332	82%	4	1%
Talking with child about her/his personal matters	Usually me	30	12%	132	47%	38	9%	213	42%
	Equally or done together	141	58%	133	47%	174	43%	184	36%
	Usually partner	71	29%	16	6%	93	23%	17	3%
Helping child to do homework	Usually me	23	10%	191	70%	14	4%	265	52%
	Equally or done together	90	38%	62	23%	105	26%	66	13%
	Usually partner	127	53%	20	7%	154	38%	7	1%

5.3. PROJECT SUSTAINABILITY

The sustainability of the project was ensured by the following WV sustainability drivers: transformed relationships and partnering.

Transformed relationships: *God calls WV and the Church into a ministry of reconciliation which is visible in transformed relationships. Men, women, girls and boys care for each other, for their community, for their environment, and the wider world. Relationships within households and communities are defined by trust, equitable gender relations, conflict prevention and resolution, voluntary sharing of time and resources, and the valuing and protecting of all children, especially the most vulnerable.*

This sustainability driver has been measured across the following indicators via applying quantitative and qualitative studies:

- *Harmful traditional or customary practices as they relate to GBV and PSS are no longer the norm in the community (WV Armenia Strategy indicator)*
- *% of population with positive changes in attitudes toward gender norms (disaggregated by age, sex, regions - correlating with regions with highest rates of PSS)*
- *% of parents of children under 5 y.o. who promote child development aimed at reducing gender stereotypes at home*

Caring for Equality project was focused on gender equality both in terms of attitudes and behavior. The activities supporting project goal indicator “**Harmful traditional or customary practices as they relate to GBV and PSS are no longer the norm in the community**” strived to contribute to the decrease of gender based violence, namely emotional, physical, economic and prenatal sex selective abortions.

From project perspective it is very important to support to behavioural changes among beneficiaries. The evaluation showed that violent practices didn't change much both in case of men and women. Noteworthy, women reported a higher percentage of economical and emotional violence. As already mentioned, this data can possibly be the result of widespread campaign on gender violence in Armenian communities, higher level of its identification, as well as reporting about it in social media. The measurement of such sensitive issue is quite risky and results should be interpreted with limitations taking into account the sincerity of responses.

Whereas, the data analysis revealed a significant decrease of controlling relationships among married couple, which serves as a prerequisite for gender equitable relations. The biggest change was observed among women reporting on non-controlling by their partners: T1-64% and T2-71.2%.

Another important finding with regards to project sustainability is that community members reported that they are more bothered with cases of gender based violence (T1-53.7% and T2 -54.9%). The evaluation showed that respondents are more ready to intervene during the episode 45.9% of men and 41.1% of women.

Qualitative findings among C4E participants confirm this result, as many of them showed preparedness, well as demonstrated action when witnessing a case of GBV or child abuse.

One I saw a women beating his child and I have quarreled with her (Aparan AP, married men's FGD)

When I visit my friend and he asks his wife to prepare coffee, who is busing with other domestic chores at the moment, I tell him to “go and make a coffee, don't you see she is busy with other stuff” (Gyumri AP, married men's FGD)

There was a family recently moved from Russia, and the husband was beating his wife every night, and once he has pushed her out of the house naked. We talked to him and explained that he should not do such kind of things. (Aparan AP, single men's FGD)

One of important points for promoting non-violent practices is to target it since childhood, and with this regard there is a positive change among community members who reported that they have talked to their sons about violence against women: 38.4% of men and 47.3% of women.

According to qualitative findings C4E session's participants have raised awareness and knowledge on gender equality, types of GVB and its consequences, gender roles at home and in the society. They apply their knowledge in their families. Moreover, the majority of them expressed readiness to share their knowledge with order community members, neighbors, friends, and serve as role models in their communities. This finding is very essential in terms of project sustainability.

C4E project interventions aimed at supporting community members to have positive changes in attitudes toward gender norms. In this sense there is a significant positive change among married couples (from 39.4% to 14.8%) and single young people (from 34.1% to 13.8%). The decrease of non-discriminatory attitudes may result in more tolerant views and behavior with regards to gender roles of men and women at home and in the society. This can serve as a good basis for providing the sustainability of knowledge and behavior provided by the project.

Therefore, the change in gender attitudes has also resulted in child care and father's engagement in activities with their children. The analysis of indicator **"% of parents of children under 5 y.o. who promote child development aimed at reducing gender stereotypes at home"** again revealed a significant positive change from 25% to 34.7%.

As per C4E session participants the perception of being a father has also changed. Both men and women believed that fathers should not be in a role of helper, but should have responsibilities for certain activities such as spend time with children, help to learn the lessons, serve as a role model, take to different vocational trainings, etc.

Partnering: *Shared projects (including those linked to Technical Programmes) are developed and implemented by multi-stakeholder and cross sector working groups. Local groups and organizations are developing and using the skills to work effectively together for child well-being, balancing their priorities and interests. Governments, regulators, traditional structures, and the private sector are engaged and play a role. Churches and other faith-based organizations are actively engaged.*

The project has worked mainly in the direction of the following child well-being aspiration **"Are cared for, protected and participating"**. It was basically focused on objectives: ** Increase in children who have positive and peaceful relationships in their families and communities and * Increase in girls and boys protected from violence.*

The cooperation of the project with church in frames of **"Celebrating families"** and **"Channels of Hope for Family"** has contributed to the above-mentioned CWB objectives. This cooperation has strengthened the relations of church and community members, through the social center's operation in selected marzes. With direct engagement of church leaders gender equality agenda is brought to social centers, which assist in solving gender based and domestic violence cases. The center will function after the end of the project, thus ensuring the sustainability of project messages.

Noteworthy, the partnership with local NGOs, such as “Women support center”, “Promedia gender”, and YSU center for gender and leadership studies was very effective and useful. Project served as a link between NGOs dealing with women’s right protection and AP population. As evidenced by partners, there is an ongoing support to AP community members who apply for any issue.

Another fruitful cooperation was established with media through a series of trainings. Gender sensitization of journalists has raised the interest in gender equality issues and served a basis for new articles, programs on gender issues. As reported by journalists, as a result of project they have relevant knowledge and skills to present gender-related news accurately.

Partnership with schools is also an essential factor for project sustainability, as after the trainings teachers reported on raised knowledge of gender equality and dealing with cases of violence. Mostly importantly teachers reported that they will share the messages of the project to ensure that at educational institutions boys and girls are valued and cared equally.

All these indicate the sustainability of the observed change at least for a short term perspective.

5.4. PROJECT VISIBILITY

To evaluate the visibility of the project the respondents were asked a number of questions together with demonstration several promotional materials elaborated and used during the project.



The majority of respondents used Facebook in comparison with other social media sources both among married couples 65.2% and youth – 85%. Instagram is mostly popular among young people 69.3% vs 22.3% of married men.

Table 20. Proportion of married & young men and women using social media

Social media sources	Married		Youth	
	n	%	n	%
Facebook	873	65.2	357	85
Instagram	299	22.3	291	69.3
Odnoklassniki	510	38.1	127	30.2
Vkontakte	68	5.1	97	23.1
Twitter	30	2.2	33	7.9
Don't use	335	25	34	8.1

54% of married men and women and 49.3% of youth mentioned that during the last 3 years, they have watched any TV Program/interview/short film/social ads about gender equality/GBV/abortion conditioned by sex on Internet or Armenian TV Channels.

37.6% (n=500) of married and 32.6% (n=137) of young respondents in intervention site have heard about Caring for equality project. Only 7.3% (n=98) of married and 10.7% (n=45) of youth have taken part in C4E sessions. This shows that the project ensured its visibility not only among participants but also among the intervention community members.

Only 11% (n=46) of youth and 7.1% (n=95) have taken part in C4E project awareness raising events. The breakdown per marzes showed that the highest level of project recognition was reported in Aragatsotn and Gegharkunik marzes, and the lowest – in Yerevan. This trend is similar in case of married couples and youth.

Table 21. Awareness about Caring for Equality project among married couples and youth in intervention site

Marzes	Married		Youth	
	n	%	n	%
Aragatsotn	142	51.1	47	44.3
Gegharkunik	147	49.8	35	37.2
Shirak	72	27.5	31	35.2
Tavush	96	30.9	15	22.4
Yerevan	43	23.5	9	13.8

As to respondents' awareness on project's promotional materials, it is presented in the table below:



Table 22. Awareness on C4E project promotional patterns

Promotional materials	Married		Youth	
	n	%	n	%
Project logo	126	9.4%	62	14.8%
Posters/bookmarks/shirts with Care for Equality logo_pens	127	9.5%	54	12.9%
Posters/bookmarks/shirts with Care for Equality logo_cradle	98	7.3%	25	6%
Posters/bookmarks/shirts with Care for Equality logo_Pregnancy test	134	10%	29	6.9%
Posters/bookmarks/shirts with Care for Equality logo_children eyes	257	19.2%	105	25%
Posters/bookmarks/shirts with Care for Equality logo_Carpet	113	8.4%	46	11%
Angel wings on the wall	248	18.5%	53	12.6%
Banners with C4E project slogans	105	7.8%	107	25.5%

As seen in the table below the mostly recognized patterns of promotion both among married and single respondents are the posters/bookmarks/shirts with Care for Equality logo_children eyes (19.2% and 25% respectively). Banners with C4E project slogans are recognized by the quarter of youth. Angel wings on the wall were mostly mentioned by married couples (18.5%).

6. MAIN CONCLUSIONS AND RECOMMENDATIONS

In this final section, we provide a conclusion and identify a number of recommendations.

The key conclusions for Caring for Equality project *relevance* are as follow:

- ❖ According to community members, local stakeholders the project was relevant to community needs.
- ❖ Conducted trainings were based on target groups' needs and in line with those.
- ❖ Due to recruitment difficulties, the project didn't target vulnerable families and those exposed to gender based violence. However, such people were also enrolled in sessions together with other participants who have more gender equitable views and could serve as role models.

Recommendations: *It is recommended to recruit more people with vulnerabilities, in particular those who use and/or are exposed to GBV.*

The key conclusions for Caring for Equality project *effectiveness* are as follow:

- ❖ There is no significant change in terms of violence practice in both men and women in intervention communities. This can possibly be the result of widespread campaign on gender violence in Armenian communities and reporting about it in social media.
- ❖ There is an increase in percentage in terms of non-controlling relationships by male, in particular among women from 64% to 71.2%.
- ❖ Respondents reported being more bothered when their neighbors/friends use physical violence against their partners when compared to baseline.
- ❖ Noteworthy, compared to baseline a bigger number of men and women talk to their sons about violence against women.
- ❖ The total sex ratio at birth in project marzes has increased from 1.12 to 1.10.

Recommendations:

In further gender related projects it is very important to put much more emphasis on how to transform gender non-discriminatory attitudes into their practical implementation, thus focus more on interventions bringing to changes in practice.

As the sex ratio at birth is still high as per both project and national estimates, it is recommended to build an advocacy plan aiming at reducing negative gender norms and prenatal sex selection

In further planning and design of gender related projects, it is recommended to focus also on the level of identification and reporting of GVB among community members.

- ❖ On national level, the project didn't show any positive outcomes with regards to inclusion of gender related issues in relevant marz development plans/strategies.

Recommendations: *With regards to outcomes on national level, it is recommended to have stronger advocacy component. Another suggestion is to follow consistently the status of recommendations provided by the project and transform the project outcomes if possible based on the processes.*

- ❖ The major highlight of evaluation is the significant decrease of gender discriminatory attitudes among married couples and youth (from 39.4% to 14.8% and from 34.1% to 13.8% respectively).
- ❖ The biggest change was reported by young women. Similarly with baseline, young men were more likely to have the least support to gender equity.
- ❖ The evaluation showed almost equal preference of sons and daughter among married couples and youth. Interestingly, all target groups reported a higher mean number of preferred sons than daughters.
- ❖ Similarly with baseline, the evaluation found a gap between attitudes and actual behaviors when it comes to decision- making, with men and women overall reporting that decisions were a mutual responsibility (shared within the couple), therefore showing more equitable practices than intentions. However, one exception to that was the decision for the woman to work, which was the least shared decision.
- ❖ As to sharing of domestic chores between couples, the most of part of women reported that they do much more than their husbands, and men reported that their partners do a lot compared to their partners. Interestingly, having their situation more than 70% of both men and women were satisfied with such division of tasks.
- ❖ Father's showed higher engagement in learning and caring activities with their children compared to baseline (T1-25% and T2-34.7%).

Recommendations:

Involve young people in programming and advocacy as agents of change. As the evaluation showed the least change among young men, it is important to target them. As such, they will be instrumental in bringing about change among the current generation of parents-to-be. Working with young people (as well as teenagers) to discuss and challenge topics related to gender equality and violence for conveying messages will be key.

To increase the effectiveness of projects focused on gender equality issues, there should be more focus on discussion of the role of women in labor market and considering to provide or link them with work opportunities/ increased access to the job market.

It is recommended to advocate more for sharing domestic chores between men and women and educate on appreciation of women's role and not viewing them as the main actor in household tasks.

As to **sustainability** of Caring for Equality project, community members, community and national stakeholders have been quite optimistic. As there is a positive change of attitudes it is necessary to keep on implementation of such projects with emphasis on youth, in particular young men.

It is recommended to continue linking the organizations dealing with gender equality issues with AP population and empower women's initiatives such as "GOALS", "Women support center" particularly which is working with the government to establish new shelters for Domestic violence survivors in marzes.

With regards to project **visibility**, the data showed that the project and its visuals are recognizable not only by direct participants of the project, but also by each third respondent in intervention communities.

To increase the visibility of the project and its messages, it is recommended to launch nation-side social campaigns and installing visual in the most crowded locations.

7. APPENDICIES

- ✓ Questionnaire for married couples of 18-59 years old (English and Armenian versions are attached)

- ✓ Questionnaire for single youth of 18-28 years old (English and Armenian versions are attached)

- ✓ Guides for Focus group discussions for married women aged 18-59 and single girls aged 18-29 (English and Armenian versions are attached)

- ✓ Guides for Focus group discussions for married men aged 18-59 and single boys of 18-29 (English and Armenian versions are attached)