



EMPOWERING THE WOMEN OF TAFILAH THROUGH GENDER ADVOCACY AND CIVIC ENGAGEMENT Impact Assessment

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INTRODUCTION

OVERVIEW

The overall vision of this project “Empowering the Women of Tafilah through Gender Advocacy and Civic Engagement” was to enhance civic engagement by creating a local, grassroots community of women who are able to advocate for the gender needs of their communities and have the knowledge and skills to hold local policy and decision makers accountable when their policies and development plans lack gender sensitivity. For this vision to be achieved, the following phases and outcomes are carried out:

- IRCKHF team developed a baseline study in order to identify what the developmental needs of Tafilah are through the eyes of local women.
- Based on the results of the baseline study; IRCKHF and JNCW conducted a capacity building program to provide them with the necessary knowledge and skills to make domestic policy-making and development plans gender-sensitive.
- IRCKHF and JNCW supported seven associations to set up and implement advocacy campaigns across seven districts in Tafilah.

METHODOLOGY

To achieve the objectives of the Impact evaluation, the following evaluation activities were carried out:

- Seven focus group discussions, one in each district, with local women who led the advocacy campaigns, women members of local and municipality’s councils.
- Ten in-depth-interviews with women's rights activists; members of local, municipality and decentralization councils and representatives of women's associations
- A quantitative survey with 236 workers in civil society organizations and beneficiaries.

ETHICAL CONSIDERATIONS

As with all IRCKHF evaluations, the team assessed the risks and took the necessary precautions to ensure that no harm came to any of the evaluated participants for participating in the evaluation activities, as well as that they had all given their informed consent. In addition to understanding the objectives of the evaluation, participants were given options to remain anonymous; be selective about the personal information they provided; and to opt-out at any time. Written, informed-consent was documented from every respondent.

BRIEF ABOUT ADVOCACY CAMPAIGNS

IMPROVING THE QUALITY OF WOMEN'S HEALTH SERVICES IN AL-HASA AND PROVIDING SPECIALIZED WOMEN'S CLINIC

Problem: Poor maternal and child health care services for women in the comprehensive health center in Al-Hasa

Target Audience: Community leaders, Al-Hasa Municipality, Tafilah Health Directorate, Ministry of Health, the local community, and Civil Defense Department in Al-Hasa.

It's Importance: the Lack of mother and child health services in the comprehensive health center in Al-Hasa greatly affects productive health, health education, and emergency obstetric care. The nearest hospital that provides obstetric services is 50 Km from Al-Hasa, which forces many pregnant women to give birth in the Civil Defense ambulance. The lack of mother and child health services in the district affects mothers and newborns.

Suggested solutions: Provide a specialized women's clinic, activate the family and childhood unit in the comprehensive health center to improve the quality of health services provided, and facilitate access to maternity and childhood services.

Responsible Party: Al-Hasa Charitable Society- Al-Hasa District

IMPROVING THE QUALITY OF HEALTH AND TREATMENT SERVICES IN AL QADISIYAH COMPREHENSIVE HEALTH CENTER AND RECRUITING MEDICAL STAFF TO MEET THE NEEDS OF THE LOCAL COMMUNITY

Problem: Poor health and treatment services provided by Al Qadisiyah health center does not satisfy the residents' needs; it lacks specialized doctors except for a general practitioner and an on-call colleague. The lack of necessary treatment to provide the best medical service, and the shortage of medical equipment and devices.

Target Audience: Al Qadisiyah community, Ministry of Health, the Municipality, and Tafilah Health Directorate.

It's Importance: In 2006, Al Qadisiyah health center was classified as a comprehensive health facility. However, despite this classification, residents of Al Qadisiyah are only receiving primary health services through the center due to the lack of equipment or staff. The closest comprehensive center beyond this is in Shobak, located 25km away, residents seeking comprehensive health services are subjected to the financial burdens and time constraints of traveling to receive adequate treatment. The absence of comprehensive health services is consequently increasing the economic strain and poor illness management of the local community.

Suggested solutions: Activate the comprehensive health services at Al Qadisiyah Health Center by providing specialized medical staff.

Responsible Party: Basha'er Ar-rahman Society - Al Qadisiyah

ACTIVATING THE MENTAL HEALTH CLINIC IN THE COMPREHENSIVE HEALTH CENTER IN AL-QASABA AND RECRUITING A SPECIALIZED STAFF OF BOTH GENDERS

Problem: the low and poor level of the clinical psychological support services provided in Tafilah at the comprehensive health centers, the government or the military hospital. These services are only available for few hours during the week (no more than 3 hours).

Target Audience: Tafilah community, Tafilah Health Directorate, Ministry of Health, International health organizations, and the governorate council.

It's Importance: Mental health is considered one the rights of citizens. The absence or the poor quality of the clinical psychological support services is one of the reasons that could lead to family breakdowns as observed from the cases received by Al-Amal Centre for Family Counselling for Tafilah Women's' charitable Association. Family members' proper psychological care is considered a key and vital priority for a safe family, its absence results in a non-supportive family and produces a fertile environment for bad practices. Those individuals' need for this kind of care is an important requirement through providing a permanently present specialized staff. Despite the availability of this service in Tafilah, it is of insufficient standards and does not meet the area's needs.

Suggested solutions: Provide medical staff of both sexes specialized in mental health permanently in the comprehensive health center in the Tafilah, and promote the principle of privacy and confidentiality of patients.

Responsible Party: Women of Tafilah Association - Tafilah

IMPROVING THE PUBLIC TRANSPORTATION SERVICES THROUGH OPERATING IT DURING THE EVENING SHIFT IN BUSEIRA

Problem: The existing means of transportation do not cover all the areas and neighborhoods in the district. They operate only for a fixed period during the day and stop operating at holidays, and don't have-shifts system.

Target Audience: The local community in Buseira district (Buseira, Gharandal, and Um Sarab), Buseira mayor, members of decentralized councils, Transportation Department, Ministry of Transport, Members of the House of Representatives, Governorate Council, and schools' and universities' male and female students and female employees.

It's Importance: education and health services, and private and public sector institutions are concentrated in the governorate center (Al-Qasabah), which is 25 Km from Buseira. Therefore, public transport services play an important role in women accessing these services in Buseira. Public transport services suffer from various issues, mainly the limited operating hours, as they do not cover the evening shift. This contributes significantly to increasing unemployment rates among females, which the highest in the Kingdom, reaching (24.6%) is according to the Department of Statistics. Moreover, it places additional economic burdens on the families; students of Tafilah Technical University who live in Buseira are forced to live in a dormitory.

Suggested solutions: Increase the number of working hours of the public transportation to cover the evening period in Buseira, and activate the control over the public transportation sector which positively affects the integration of women in the labor market and the completion of their education.

Responsible Party: Buseira Society for Women - Buseira district

ESTABLISHING AN INFORMATION STATION IN EIMA

Problem: lack of an information station, Internet centers or public libraries in Eima. The remoteness of Eima from the governorate capital contributes to the underutilization of such services which are available in other areas in the governorate.

Target Audience: local community, male and female youth, Ministry of Culture and Youth, Princess Basma Center in Tafilah, National Information Technology Center, the companies and the private sector in Tafilah.

It's Importance: Access to computers and the internet has become a fundamental tool in the advancement of skills and education development and sourcing economic opportunities. Up to 1200 university and school students in Eima do not have the affordable means to purchase a computer or sufficient access to the internet, therefore reducing their educational and development opportunities.

Suggested solutions: Introducing an information station at Princess Basma Center in Eima to ensure that young people acquire the required skills.

Responsible Party: Princess Basma Center - Eima

CONTRIBUTE TO THE REDUCTION OF THE PHENOMENON AND ISSUE OF INDEBTED WOMEN IN AIN AL-BAYDA DURING THE COMING YEARS

Problem: Women in Ain Al-Bayda obtain loans and access to finance for development, operation, entrepreneurship, and to remove the burdens on the families resulting from the crisis and the difficult economic status in light of the lack of knowledge and the objective evaluation of women funds, lack of awareness of the proceedings and barriers in case of default, and lack of the oversight role over these institutions. The issue of indebted women has become a phenomenon in Jordan in general.

Target Audience: lending institutions inside Tafilah, Members of the House of Representatives from Tafilah, women from Tafilah, Tafilah community leaders, and Tafilah community.

It's Importance: The issue of debt has become a phenomenon in Ain Al-Bayda resulting in economic and social devastation for individuals, households, and societies. The result of debt has severe consequences including administrative detention and increased financial burden on marginalized individuals and communities unable to afford the repayment of the debt. Moreover, this phenomenon will aggravate poverty due to the financial burden resulting from interest on loans and from resorting to other sources of borrowing to settle the existing loans. Women have stated that being in debt has impacted their psychological and mental health, family relationships and reputation.

Suggested solutions: raise the awareness of women in the Ain Al-Bayda of their lending policies, procedures and legal obstacles in case of default. Development of lending institutions for policies and procedures for obtaining loans, and activating the supervisory role.

Responsible Party: Ain Al-Bayda Society - Ain Al-Bayda

MARKETING HOME-BASED AND HANDMADE PRODUCTS PRODUCED BY WOMEN IN GHARANDAL

Problem: women in Gharandal find it difficult to market home-based and handmade products inside and outside the district or the government in general.

Target Audience: Community leaders, Tafilah Tourism Directorate, Irada Institution, the private sector, women working in homebased and handmade products, Municipal and Decentralized Council, and national institutions (such as Jordan River Foundation, and Noor Al Hussein Foundation).

It's Importance: In light on the poor economic situation of the families in Gharandal and the lack of employment opportunities to women in this region, the women of Gharandal are trying to contribute to improving the economic situation of the family by working on home-based and handmade products, but facing a major obstacle which is the weakness of their marketing capabilities that carries additional economic burdens on the family.

Suggested solutions: Activate marketing channels for household and handicraft products produced by women in Gharandal, and find a permanent bazaar in the region with official support.

Responsible Party: Hibat Allah Society – Gharandal

OPINION OF ADVOCACY CAMPAIGNS IMPLEMENTERS OF THE PROJECT METHODOLOGY

All participants in the focus groups implementing the advocacy campaigns agreed that the methodology followed at the beginning of the project, namely, the participatory needs assessment with women from Tafilah, highlighted the most important development needs and issues which might help women to access public services like health services, inclusion in work force and improvement of infrastructure in Tafilah.

"This was one of the most important issues we have chosen. There were many issues, but this was the most essential one because it was suggested long time ago and people have been suffering from this for quite a long time." A participant in Al Qadisiyah focus group.

OPINION OF ADVOCACY CAMPAIGNS IMPLEMENTERS OF THE TRAINING PROGRAM

Based on the results of the baseline study, 21 women (3 from each of the 7 districts) identified and chosen to attend the capacity building program. The capacity building program raised the following topics:

- Concepts and Needs of Gender
- National gender issues and policies within national context. This training provided an overview of the international conventions Jordan has ratified, along with the national policies, and gender discriminatory issues are addressed
- Gender issues in Tafilah (as identified by the baseline assessment, desk review, and JNCW's past experience)
- Legislations governing the operation of local government councils: the constitutional and legal framework of local administration, the mechanisms for the practical implementation of the key duties of the local and municipal council, and governorates
- local administration: the characteristics, implementation reasons, and features, local administration councils' key duties: strategic planning and preparation of budgets, local government councils' duties (municipalities and governorate councils)
- A brief about Nashmeiat Strategy for the years 2018-2021, Share JNCW gender audit comprehensive report findings and recommendations
- Gender sensitive monitoring and evaluation
- Advocacy for gender justice
- How to draft position paper
- Monitoring and Evaluation of advocacy initiatives

"The training enhanced our skills in identifying problems and how to work on them." A participant from Buseira.

"We now know how to identify our mission and vision and what we must do and how to manage advocacy. In other words, how to benefit from pros, cons, and neutral people. It also increased our awareness of how to approach any issue in the same way." Participant from Al Hasa.

"We now have new concepts about the same issue in question, and there were other issues suggested during the training. We benefited from the new terminology used and the way in which the issue was discussed was very beneficial also." Participant from Al Qadisiyah.

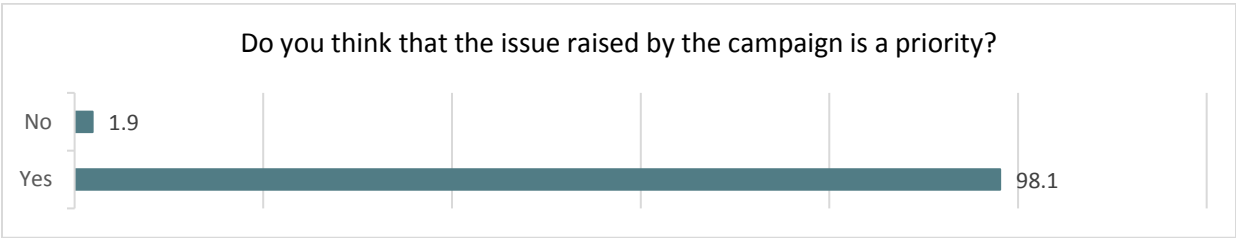
Participants in focus groups said that the training program had an important role in developing women’s skills and provided them with the required knowledge and methods to plan and manage the advocacy campaigns. It also reinforced team work and participatory work with decision makers like representatives of elected municipal councils or parliament as well as continuous work with local community to identify its needs.

“The training has enabled us to start other initiatives as well. We would have never thought about working on this issue and would never have been able to manage the campaign if we had not taken this training.” Participant from Ain Al-Bayda.

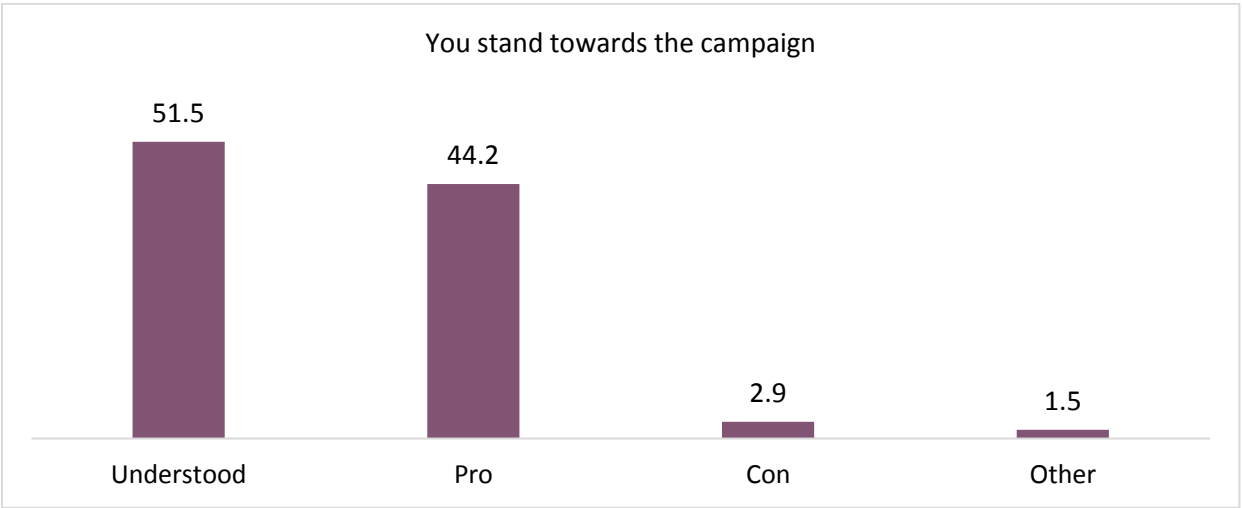
INTERACTION WITH ADVOCACY CAMPAIGNS

COMMUNITY RESPONSIVENESS

Based on the quantitative survey, it is found that from the point of view of beneficiaries and local community, 98.1% of the sample agree that issues raised by the campaigns are priorities at the level of the district and the governorate.



We find that the community’s opposition against the issues were very simple and do not exceed 3% of the sample. 44.2% of the sample was ready to partner with campaign members to achieve the objectives, while 51.5% was understanding of the campaigns, however, they were unwilling to participate in the activities.



Participants in focus groups who implemented advocacy campaigns unanimously agreed that there was cooperation between local communities to achieve the goals of the campaign. This interaction has reinforced the concept of citizenship and the role of citizens in participating in development. Individuals have become initiators in suggesting solutions for development problems. There has also been an evident interest from social leaders to participate in local committees which oversees the activities of the advocacy campaigns. Members of advocacy campaigns feel that the relationship between CSOs and local community has become stronger and CSOs have gained more credibility because they have started to address local community needs.

One of the factors that enhanced local community responsiveness was the fact that they recognized real work by advocacy campaigns' members to bring about positive change, as opposed to previous development projects or activities.

On the other hand, women of local community have become more empowered to participate in the public life and not confined to typical social roles. Women also show interest in participating in meetings and they now express their opinion in suggested issues, and they have become more broad-minded. This has empowered women in Tafilah to defend gender and civil issues. Women in targeted communities in the seven regions have started to understand development concepts like gender, and women's roles.

It is evident that some campaigns were not keen on including men as partners in change, whether in designing, planning, or managing advocacy campaigns.

Through quantitative surveys and based on the point of view of those who worked on the advocacy campaigns, the local community was highly supportive of the issues identified by the campaigns. The quantitative surveys showed that 60% of the beneficiaries were understanding of the issues, while 40% were supportive, which means that they could have been part of the team to achieve advocacy campaigns' objectives.

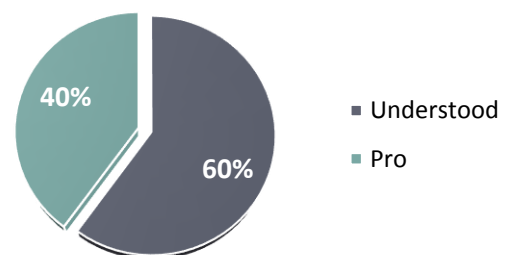
"Local community was very responsive because this the issue they suffer from and all were happy that this issue is being addressed." A participant from Al Qadisiyah.

"People got bored with theory. We live in a society suffering from difficult economic conditions and we want to see improvement in these conditions." A participant in indebted women campaign.

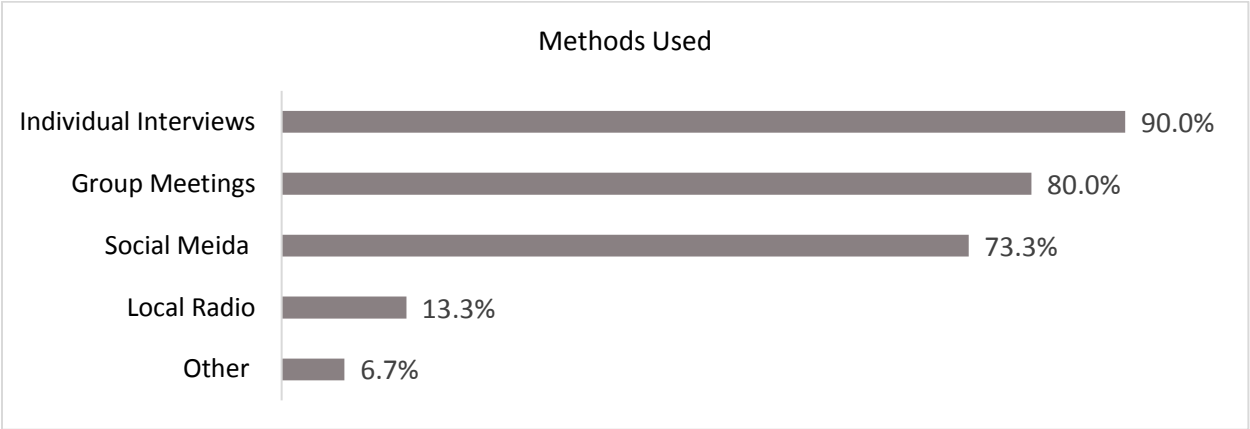
"Now, it is the women who come and ask for planning and they now talk about public issues as a result of the campaign. They feel proud and they find a safe space in the association. As leaders, their participation has become clearer." Al Hasa Association manager.

"I feel that men are being absented from lectures concerned with indebted women. There are no lectures meant for men. Most of them are for women, but we as women have no power." A participant in indebted women campaign.

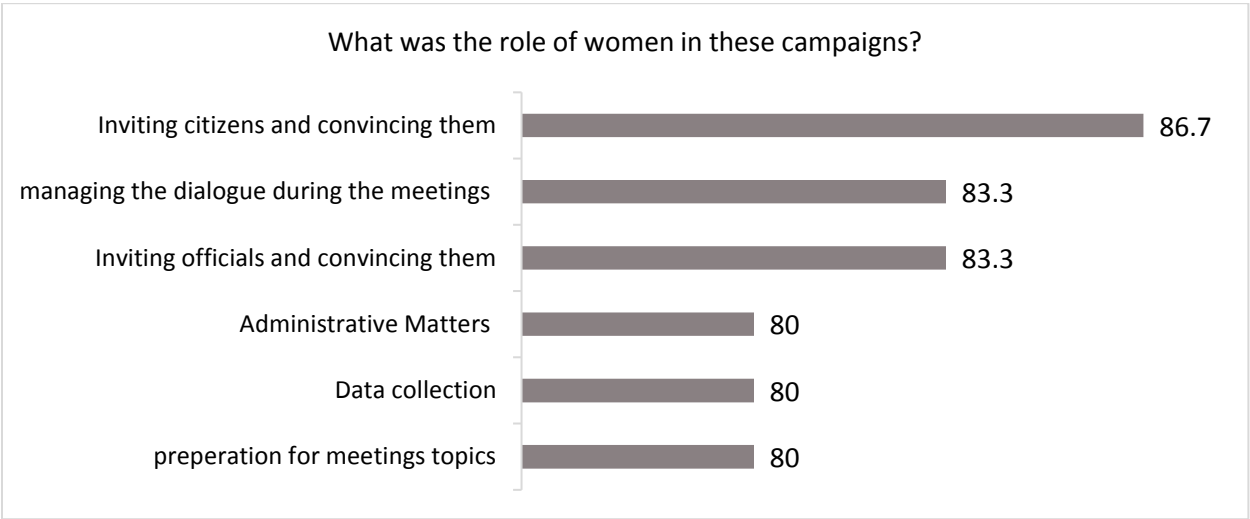
How do you describe the interaction of the local community with campaign's activities?



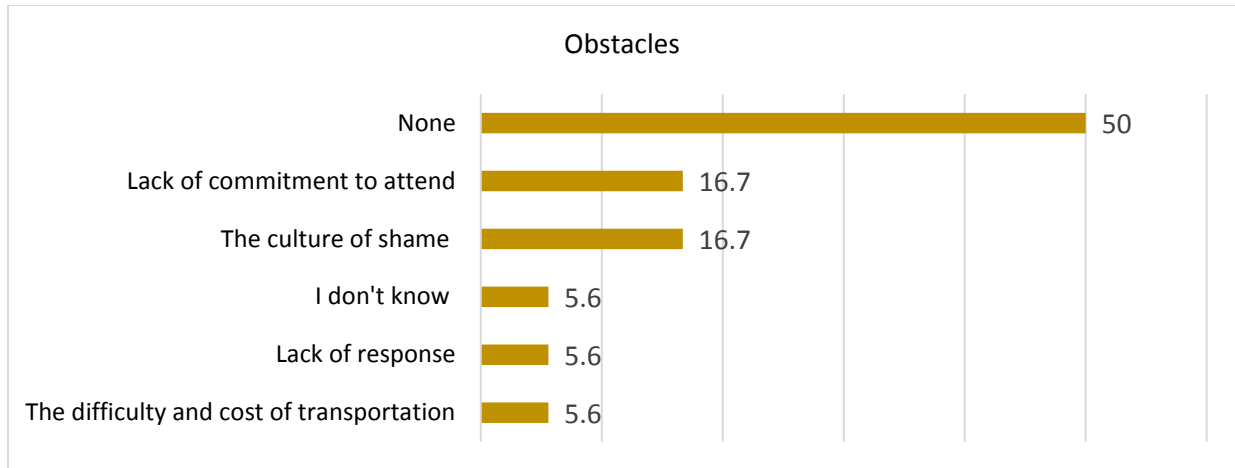
According to quantitative surveys filled out with the campaigns’ workers, individual interviews, group meetings, and social media platforms were the main methods used to reach target groups and obtain the support of the community. Two of the seven campaigns, the Indebted Women and Women’s Health Clinic Campaigns reached Tafilah Technical University Radio Station, which further promoted these campaigns.



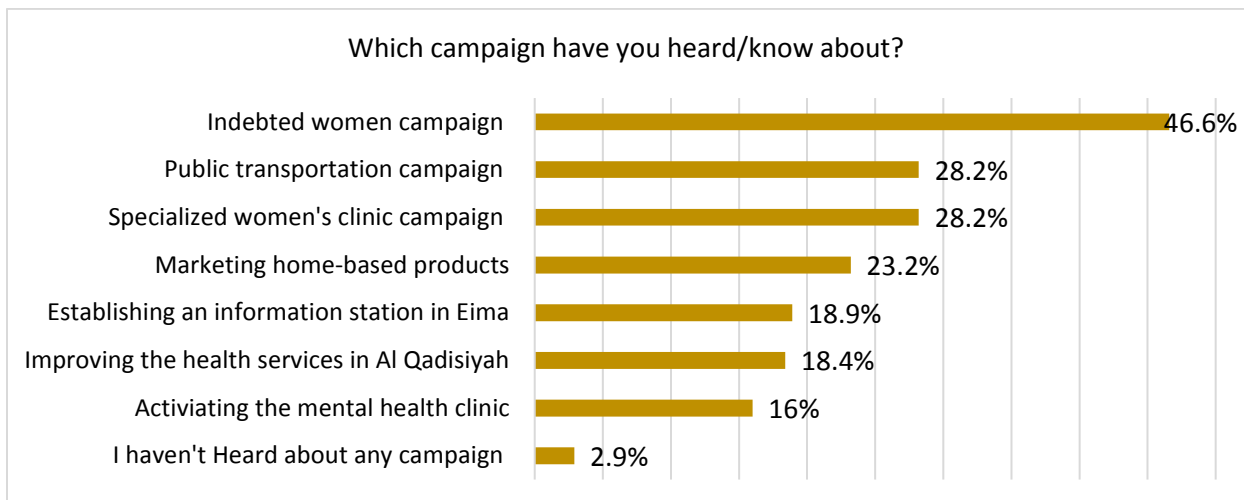
Moreover, the quantitative survey showed that female implementers of the advocacy campaigns had various roles including inviting and persuading the citizens, facilitating the dialogue during the meetings, inviting and persuading the officials, conducting administrative and organizational preparations, collecting data, and preparing meetings’ topics.



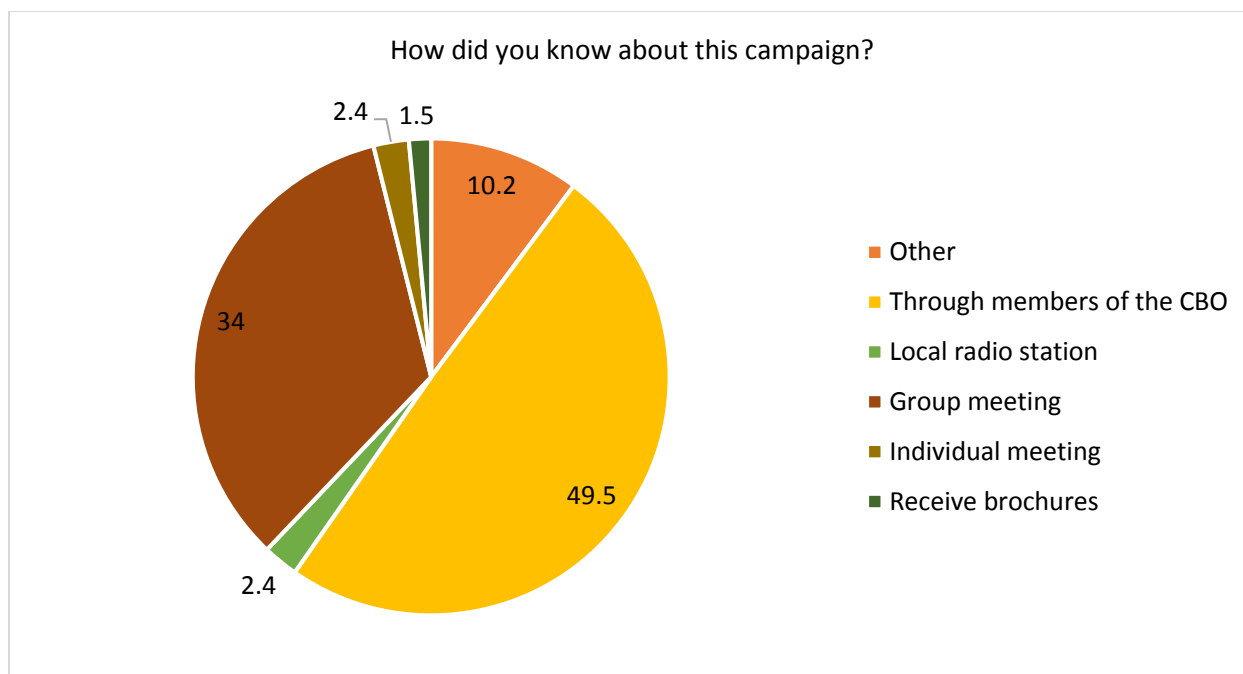
While we find that one of the main obstacles faced by advocacy campaigns were that beneficiaries’ non-attendance by 16.7%, and culture of shame by 16.7%.



The quantitative surveys filled out by the beneficiaries show that the most widespread campaigns all over Tafilah was the Indebted Women Campaign which repeatedly reached the local radio station to promote their objectives and activities to gain the support of the community. However, we find that the other campaigns only worked locally in their areas, taking into consideration that their issues only mattered to them.



The beneficiaries believe that the most effective methods used to introduce the campaigns included individual interviews with campaign members by 49.5% and group meetings by 34%.



INTERACTION OF DECISION MAKERS

Working women implemented advocacy campaigns in targeted local communities to come up with mechanisms to start dialogue with decision makers in order to shed light on raised issues. These mechanisms varied to include individual and group meetings. This communication was used as success factor in convincing decision makers of the raised issues and was the basic factor to achieve the goal of the campaign, as evident in the gynecologist clinic campaign in Hasa, and indebted women campaign in Ain Al-Bayda, and knowledge station campaign in Eima. The gynecologist clinic campaign in Hasa achieved advanced stages with respect to hiring a gynecologist through communication with Tafilah Health directorate and the director of health committees in the Parliament as well as getting support of municipality and decentralized council members. Similarly, the indebted women campaign included a member of the Parliament and members from municipal and decentralized councils in the local community which aims at increasing awareness

"On the contrary, everybody responded positively once we invited them (the mayor, the development director, and the culture director). They came, participated and inaugurated the bazar. As for the development aspect, we now have workshops organized by the ministry of development on violence and illiteracy. In fact, they have started to interact with our activities, and they donate halls for bazars and take part in marketing women products, as well as providing us with chairs and tables for free. There are also some youth centers which participate in these activities."
Gharandal Association Director.

among women with respect to indebted women issue and to follow up cases of women at default. Likewise, communication with the Ministry of Communication and Information Technology helped establishing the knowledge station. Advanced solution was suggested, like establishing business incubator in Princess Basma Center in Eima. The ministry sent a specialized committee for primary assessment of the place provided through coordination with Hashemite Jordanian Fund.

However, in the case of the psychiatric clinic in Tafilah, no meetings were held between parties concerned because decision makers believed that this a sensitive issue. This placed additional burdens on Tafilah women who contracted with a psychiatrist through the psychological counseling system in the association to cater for the increasing demands for this kind of counseling in Tafilah, at a time when international organization withdrew from providing this kind of service because it is economically unfeasible.

People working on implementing campaigns believe that decision makers like Parliament members, governors, municipal and decentralized council's members have a supportive role in achieving advocacy campaigns' goals, and they have participated in some committees to follow up carrying out campaigns' activities. They have also provided guidance for campaign's members on the best practices for successful achievement of the goals.

Among the events that witnessed effective responsiveness from decision makers was responding to women's demand in Hasa by transferring a female general practitioner doctor from Maan governorate to work in Hasa medical center. She will provide primary reproductive health services temporarily till a gynecologist is appointed.

"It is great. We have contacted some Parliament members, the governor, the municipality and the decentralized council, and officers in the district and all of them supported us." Ain Al-Bayda Association director.

"There has been great responsiveness and support. The mayor supported us and said that we can start other initiatives in which the minister of health will participate. Also, the director of civil defense was cooperative and liked what we have done. The health director was also cooperative." A participant from Al Hasa.

"The health director was supportive and said that as of the next year, he will convey their message, namely, their urgent need to have a specialized doctor from Amman thrice a week, to relevant parties. We could also contact the health committee manager, who was supportive and expressed his interest to arrange for a meeting with people in the ministry of health. We will be patient and we will keep on the work in the campaign." Al Hasa Association director.

IMPACT ON THE PERSONAL LEVEL OR THE SOCIETIES

Women's participation in the training program and leading advocacy campaigns helped to shape their personalities, overcome their fear of involving in development initiatives, and to believe in their leading role in comprehensive development. Moreover, these campaigns contributed to the activation of participating societies' roles in the development and promotion of their activities locally and all over Tafilah. Additionally, women acquired skills to deal with decision-makers and even with their husbands.

Women's participation in the campaigns enhanced their capacity for dialogue with men in their conservative communities, decision-makers, and the media. It also had a positive impact on their relationship with their husbands, who now believe in their wives' ability to become more active and are now more supportive of them for the sake of the continuation and success of these campaigns.

Participation of women in the campaigns helped to raise their awareness of their rights governed by the Jordanian Constitution and the International Laws and increased the acceptance of the role of women in development.

The project contributed to promoting networking among societies, exchanging knowledge and experiences, integration, work, and joint coordination. There has become a common format for coordinating teamwork based on the convergence of visions and duties among women's associations that participated in the advocacy campaigns across Tafilah. Members of the elected assemblies, such as municipality councils and Members of The Jordanian Parliament have developed stronger relationships with the representatives of Tafilah provincial councils. Furthermore, decision-makers became more aware of the fact that they can seek the help of these women's associations to achieve and implement development programs in Tafilah.

"This initiative greatly contributed to shaping my personality... it created a dialogue between men and women, and women were able to overcome their fears... women are now decision-makers... they used to fear to do things and were hesitant... now they make sure they're heard" A participant from Hasa

"My husband used to refuse to let me participate, but ever since he saw that the initiative was successful, we started having our conversations about it... yesterday I told him that I'll be attending a meeting and he let me... I came here today not believing that he actually let me come" A participant from Hasa

"We were able to reach the media and Radio Al-Balad... they were surprised that women from the south could work on such initiatives... this is our chance, if it wasn't for you and these entities, we wouldn't have known what to do" A participant from Hasa

"Women now go to societies and deal with decision-makers, they can visit the district administrator or mayor and tell them about their problems, which was not accepted before... now women are more aware of their rights" A participant from Eima

CHALLENGES

Advocacy campaigns were faced with various challenges on different levels:

Customs and traditions: many women refused participating in the campaigns because they thought it violates their communities' customs and traditions, while others refused being interviewed or taken pictures of for documentation purposes. On the other hand, another group refused the participation to avoid inconvenience with decision-makers, which are supposed to be part of the solution.

"There is a stereotyped image of women in the society, it's not acceptable for her to work with men... men control everything, and women are not supposed to participate in this process or decision making" A participant from Hasa

Infrastructure: The infrastructure remains the main obstacle regarding the implementation of advocacy campaigns. Public transport is very expensive for conducting the activities of the campaigns, there is a lack of logistic services, such as printing houses, and private institutions are located at the center of Tafilah, which places additional burdens on campaign members.

Service Provision: Tafilah still suffers from the lack of service institutions, including those who provide health services, and there is a visible pressure on their staff. Their staff mostly live in Amman, which minimizes the number of working hours. Moreover, some civil society organizations stopped operating in Tafilah and located their services in Karak, the center of the South, to contribute to reducing costs.

Availability of official studies and statistics: they do not pay attention to conducting studies based on new official statistics and numbers that can be taken into consideration in the planning of advocacy campaigns or development projects. There is also a need for the Right to information act.

The role of the private sector: the need to promote the private sector's role to be part of the development process in Tafilah, especially that Tafilah contains the largest factories across the kingdom, such as cement and potash factories.

Continues support of the donors: some of the campaigns raised significant national issues, tried solving them locally, and developed phased-in schemes due to the ramifications of the issue socially and economically, such as the Indebted Women Campaign. This campaign's current objective is to raise awareness, reach the overall goal of alleviating the burden on the families and ending administrative detention of women. The efforts must continue even after the awareness-raising objectives were obtained.

"Unfortunately, when the doctor sees how things are here and the transport system, they ask to move from Tafilah. Tafilah is not suitable for doctors" A participant from Hasa

"Even the doctor in Prince Zaid Bin Al-Hussein Military Hospital arrives at 10:30 a.m. or even later, and he receives lots of patients. How will he be able to see us all?" Women of Tafilah Association Chairwoman

"We don't have studies or statistics. I went to lending institutions and asked them for the numbers of women and men who took loans and the amount of money they took to help me with future studies" A participant of the Indebted Women Campaign

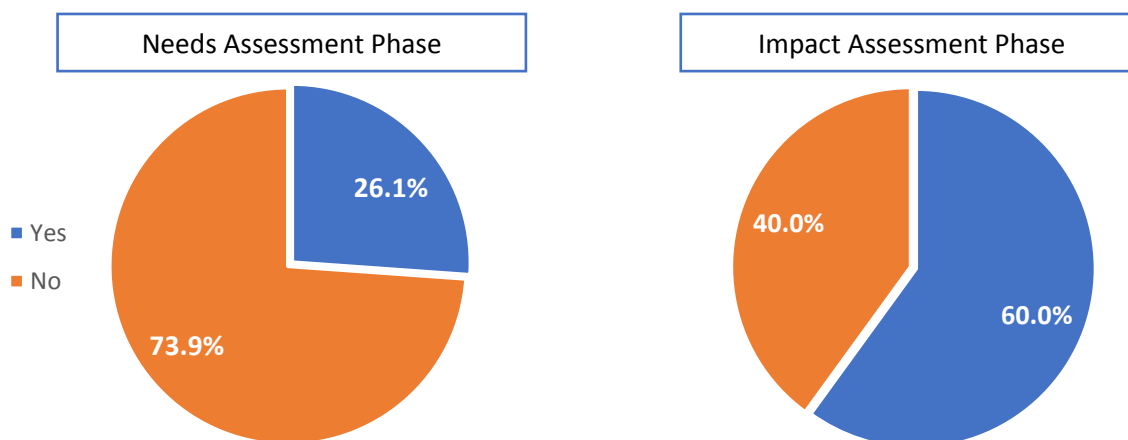
"Private companies in Tafilah, such as potash, phosphate, or Lavarge, must try to help us with the Indebted Women Campaign, as their objectives include serving the local community" A participant from Ain Al-Bayda

"Our initiative is recently established, we still need to raise women's awareness and we could hold a meeting with men to raise their awareness regarding what could happen and about this issue" A participant of the Indebted Women Campaign

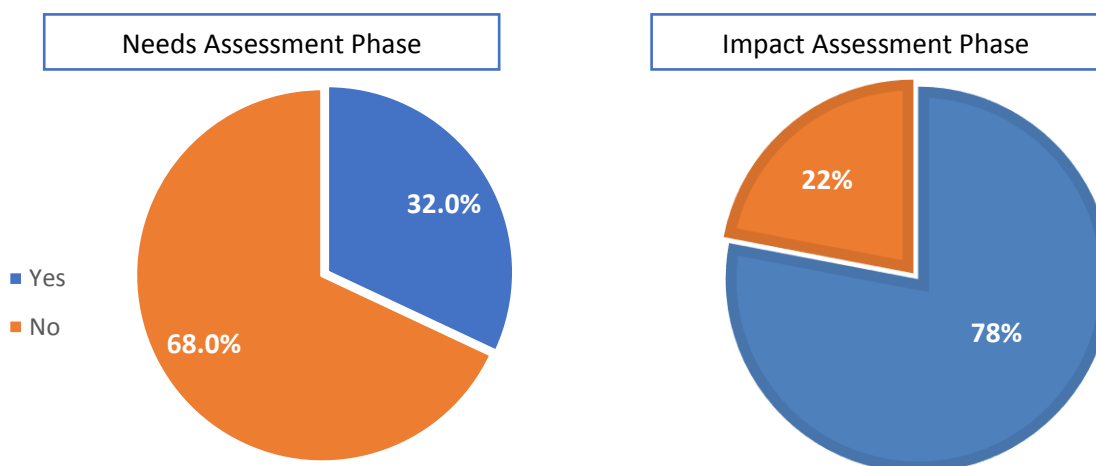
ACHIEVEMENTS

Aside from achieving the immediate objectives of the advocacy campaigns, the following was achieved:

- Training women's organizations' staff on advocacy for women's need and influencing development policy-making.
- Promoting entrepreneurship among the members of the participating societies.
- Promoting participatory action among civil society organizations.
- Contribution to promoting the activities of participating societies.
- Strengthening the status of participating societies in the community.
- Strengthening communication among civil society organizations and the local community, the communication rate was 26.1% at the first phase of the project and increased to become 60% at the last phase.



- Promoting communication among civil society organizations and the decision makers, the communication rate was 32% at the first phase of the project and increased to become 78% at the last phase.



RECOMMENDATIONS

- Working on the continuation of women's economic empowerment programs, as it's an effective tool for promoting the role of women as partners in local development.
- Enhancing men's participation in development along to women and changing the masculine perspective to help achieve positive social and economic change.
- Promoting the role of the private sector through initiating social responsibility programs and strengthening networking among private sector institutions and women's organizations in Tafilah.
- Since Tafilah is avid for development projects, there is a need provide the outskirts of Tafilah with funds, as all development projects are concentrated in Tafilah capital.
- Focusing on implementing political empowerment programs for elected women in municipal and parliament councils; it is one of the key tools to achieve women's needs by influencing development policy-making .
- Promoting networking among development units in municipal councils and civil society organizations to achieve a real partnership for sustainable development .