



# Chapter Seven:

Addressing Policy

**T**he case studies and commentaries included in this chapter illustrate the ways in which SGBA can contribute to strengthening and improving public policy. While SGBA can be challenging within the planning and policy arenas, it is crucial for identifying and redressing gender inequities that create health disparities.

Like the commentary on Canada's mental health strategy, each of the case studies points to the need for SGBA in planning and policy development. The case study on HIV/AIDS, for example, identifies the ways in which sex and gender create different degrees of risk for males and underscores the importance of creating policies that address the needs of all women and men, but especially the growing vulnerability of young and Aboriginal females in Canada. The case study on international tobacco control policies deepens our understanding of tobacco epidemics globally and demonstrates the need for policies that take sex, gender and diversity into account. Because the tobacco epidemic is increasingly affecting the health of females, strategies tailored for diverse groups of women and girls are urgently needed. The case study on prescription drug advertising also explores the role of sex, gender and diversity in marketing strategies and points to the gaps in research as well as the limitations of regulatory frameworks and policies.

One of the most interesting aspects of the material in this chapter is the diversity of conclusions and recommendations. Not only does this validate our contention that sex- and gender-based analysis is a process rather than a formula, it also demonstrates that SGBA can - and should - be adapted to every research, planning and policy context.