



# Community for Understanding Scale Up (CUSP)

The Community for Understanding Scale Up (CUSP) is a group of nine organizations working across five regions with robust experience in scaling social norm change methodologies in various contexts— the Center for Domestic Violence Prevention (CEDOVIP), Intervention with Microfinance for AIDS and Gender Equity (IMAGE), the Institute for Reproductive Health at Georgetown University, Oxfam, Puntos de Encuentro, Raising Voices, Salamander Trust, Sonke Gender Justice, and Tostan.

CUSP originated in 2016, when Raising Voices and Salamander Trust began informal conversations about challenges and opportunities in their own methodologies, *SASA!* and *Stepping Stones* respectively, being taken to scale. In response, they organized CUSP, a Community of Practice, to draw on a broader collective of experiences on social norm change interventions to prevent violence against women and girls (VAWG) and improve sexual and reproductive health and rights (SRHR). The goals of CUSP include:

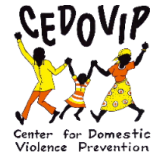
- ◆ Building a community of practitioners and advocates committed to ethical scale up processes which prioritise the visions, needs and safety of communities
- ◆ Defining collective recommendations and principles for ethical scale-up of social norms change approaches, based on a feminist analysis.
- ◆ Elevating practice-based learning and ensuring programming and activist voices inform global discussion and practice on social norms change

With over 180 years of combined experience, each member of CUSP has developed a unique methodology designed to promote social norms change. Although the methodologies range from group-based initiatives, community mobilization, and mass media campaigns, they are drawn together by a commitment to key principles, aspirations and value, including:

- ◆ Prioritizing agency of the communities with which we work
- ◆ Reinforcing positive social norms that contribute to a community’s well-being
- ◆ Creating space for questioning and dialogue on the social norms that contribute to inequality
- ◆ Recognizing that transforming social norms is fundamentally about challenging the status quo



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CUSP has produced a range of documents that unpack scaling social norms change approaches from programmatic and activist perspectives. They are:

[On the cusp of change: Effective scaling of social norms programming for gender equality \(2017\)](#) identified core collective principles for social norms change programming and addressed common pitfalls.

CUSP 2018 Case Study Collection:

- ✧ [Social Norms Change at Scale: CUSP's Collective Insights for Understanding Scale-Up](#)
- ✧ [Case Study 1: Insights from GREAT](#)
- ✧ [Case Study 2: Insights from IMAGE](#)
- ✧ [Case Study 3: Insights from SASA!](#)
- ✧ [Case Study 4: Insights from Stepping Stones](#)
- ✧ [Case Study 5: Insights from Tostan](#)

CUSP's 2018 Case Study Collection, composed of 5 case studies and an executive summary, further explores what it means to scale our initiatives and highlights successful and challenging examples of scale. This Case Study Collection summarizes lessons for donors, implementers, and policymakers who would like to adapt and scale social norms programming in a way that maximizes impact and prioritizes safety for communities, based on our members' experiences.

To learn more about CUSP's work and read the 2018 CUSP Case Study Collection, go to <http://raisingvoices.org/influence/global-dialogue/>.

Share your experiences of social norms change programming at scale with us at [info@raisingvoices.org](mailto:info@raisingvoices.org).



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