



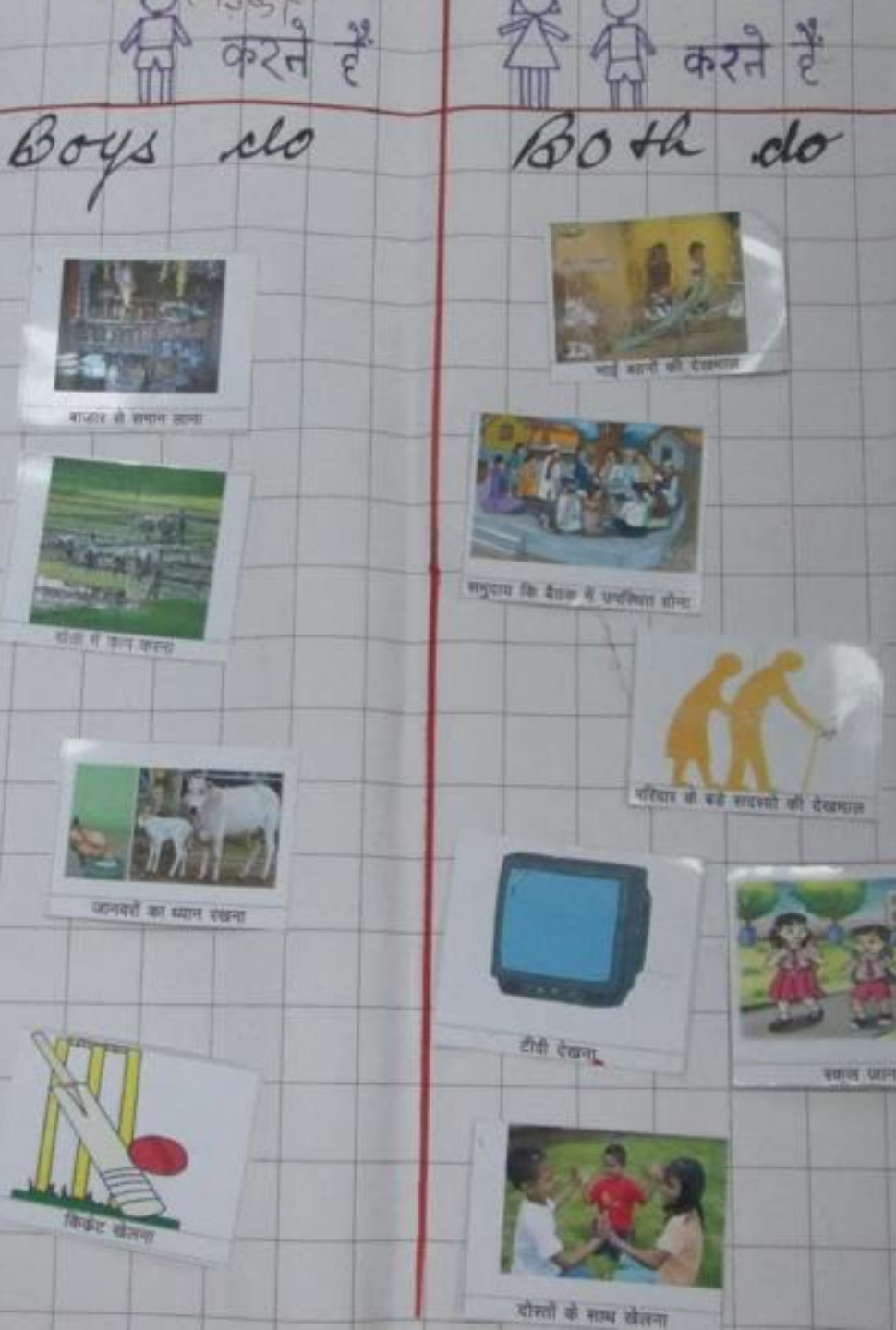
The ACT Framework: A macro-level M&E framework to measure FGM-related social norms change

Innovations in quantitative measurement of gender norms

October 13th, 2020



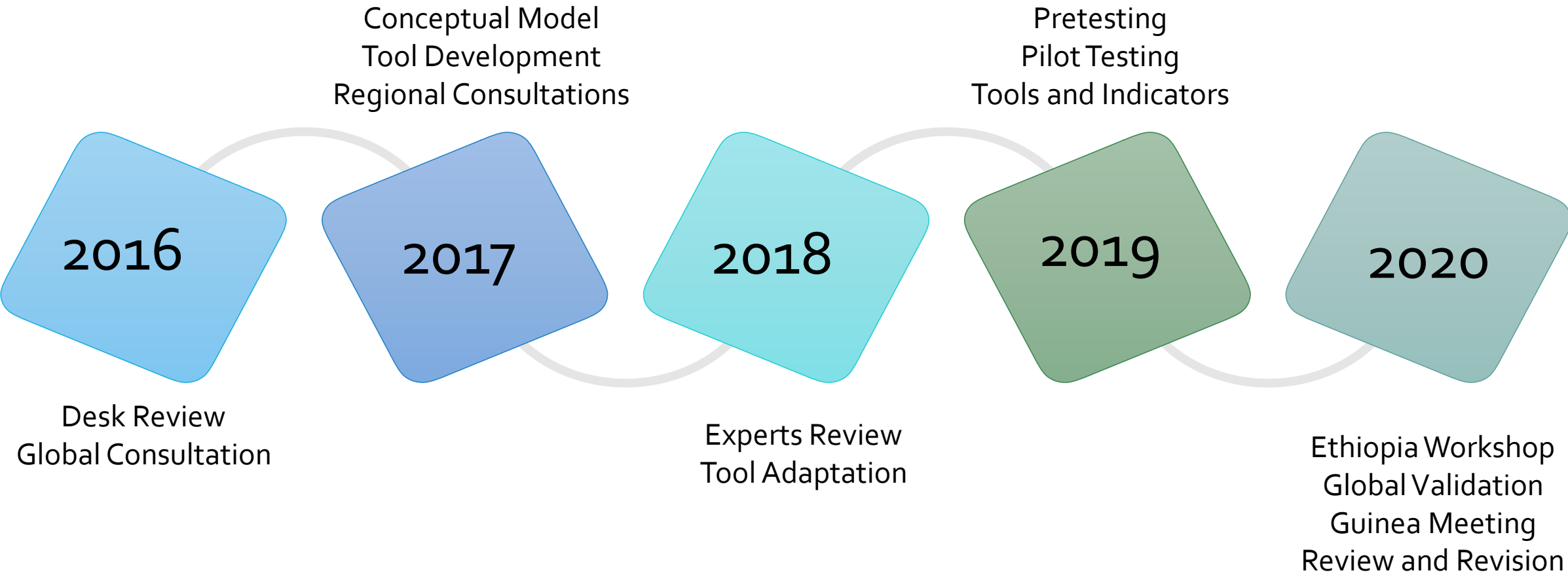
DREXEL UNIVERSITY
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Background to the ACT Framework

- Developed by UNICEF and UNFPA Joint Programme for the Elimination of Female Genital Mutilation
- Limited availability of resources to track and monitor social norms change, and link any change to programmatic interventions
- Need for an evidence-based tool to help track social norms change in a standardized way
 - At the same time practical, adaptable and applicable to different context

TIMELINE

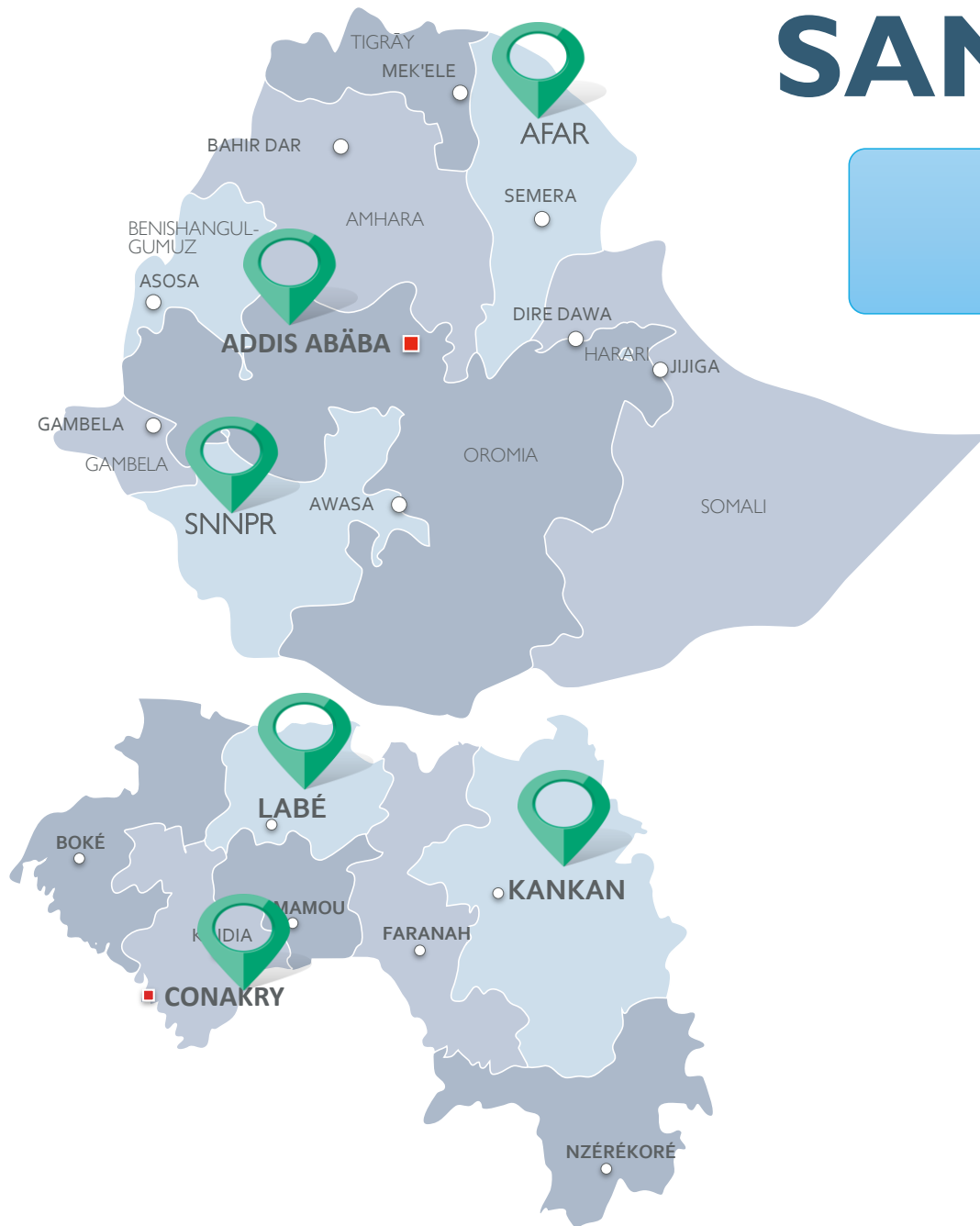


What is the ACT Framework?

- A Conceptual Framework to guide the measurement of FGM related social norms change
- A list of indicators to assess effectiveness of communication interventions
- A set of tools (structured interviews, focus group discussions and in-depth interviews utilizing participatory research methods)
- Guidance on “how” the framework should be implemented at the ground level, and accompanying templates



SAMPLING



Adolescent Girl
(n 120)

Primary Caregiver
(n 120)

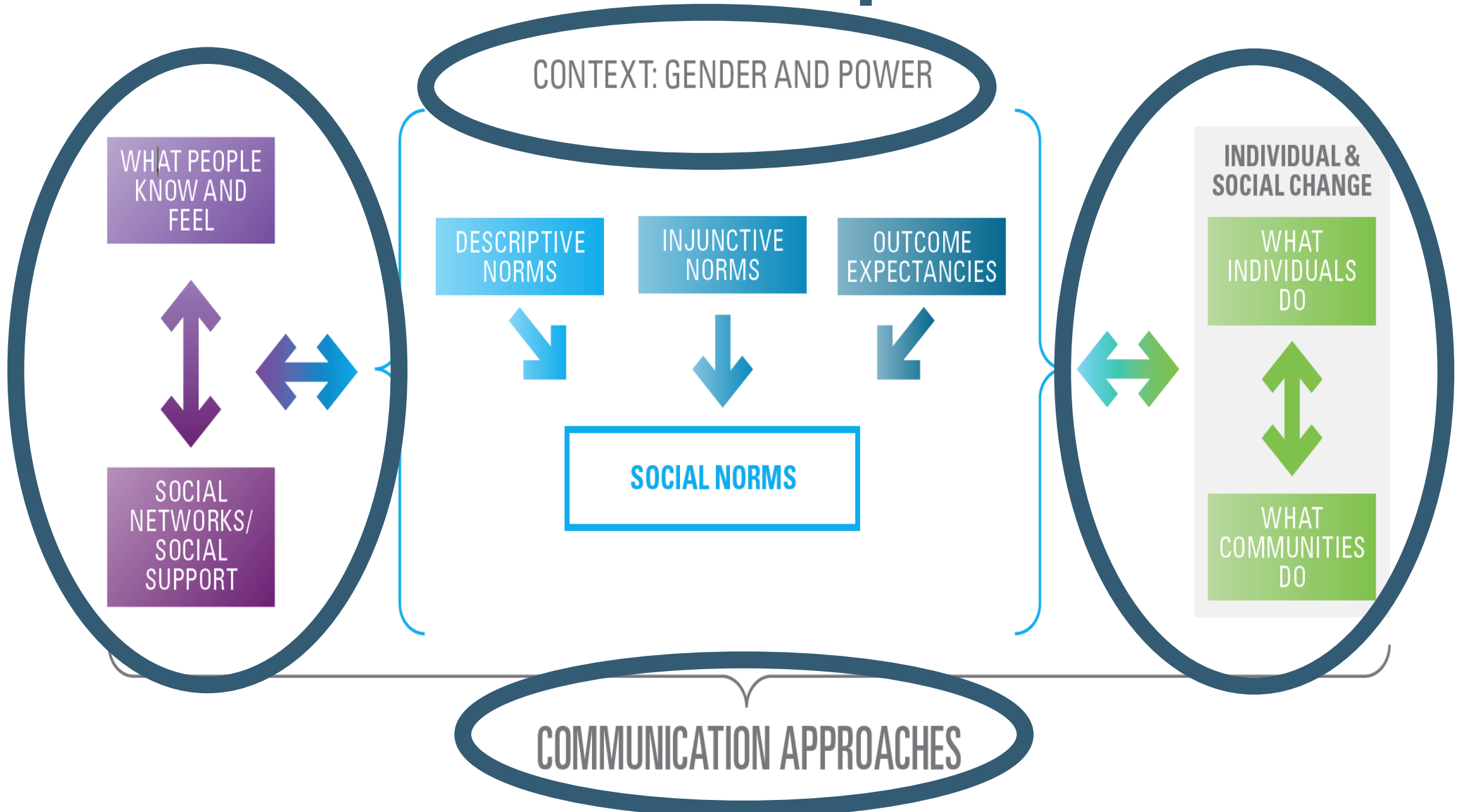
1. Identify formal and informal community members who influence FGM decisions
2. Identify networks contacts whose opinion on FGM matters to them

Interview 3 influentials and 3 social network contacts
Preference given to individuals mentioned multiple times

In-Depth Interviews

Focus group Discussions

ACT: The Conceptual Model



Defining Social Norms

Social Norms

Descriptive
Norms (Empirical
Expectations) -

Injunctive Norms
(Normative
Expectations) -

Outcome Expectancies

what others do

what others
expect me to do

Rewards /
Benefits /Positive
things

Punishments /
Sanctions
/Negative things

ACT: The Framework

A

- Assess what people know, feel and do
- Ascertain “normative” factors: descriptive and injunctive norms and outcome expectancies

C

- Consider context, especially gender and power
- Collect information on social networks

T

- Track individual and social change
- Triangulate all data and analysis

ACT: The Framework

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Descriptive Norms (Empirical Expectations)

Using a scale from 0 to 10 where 0 is none and 10 is all

...about how many girls 10-14 years in your community are currently cut?

...about how many girls 15-17 years in your community are currently cut?



...about how many women in your community are currently cut?

...about how many people do you personally know who have not cut their daughter, or immediate female family member?

Injunctive Norms (Normative Expectations)

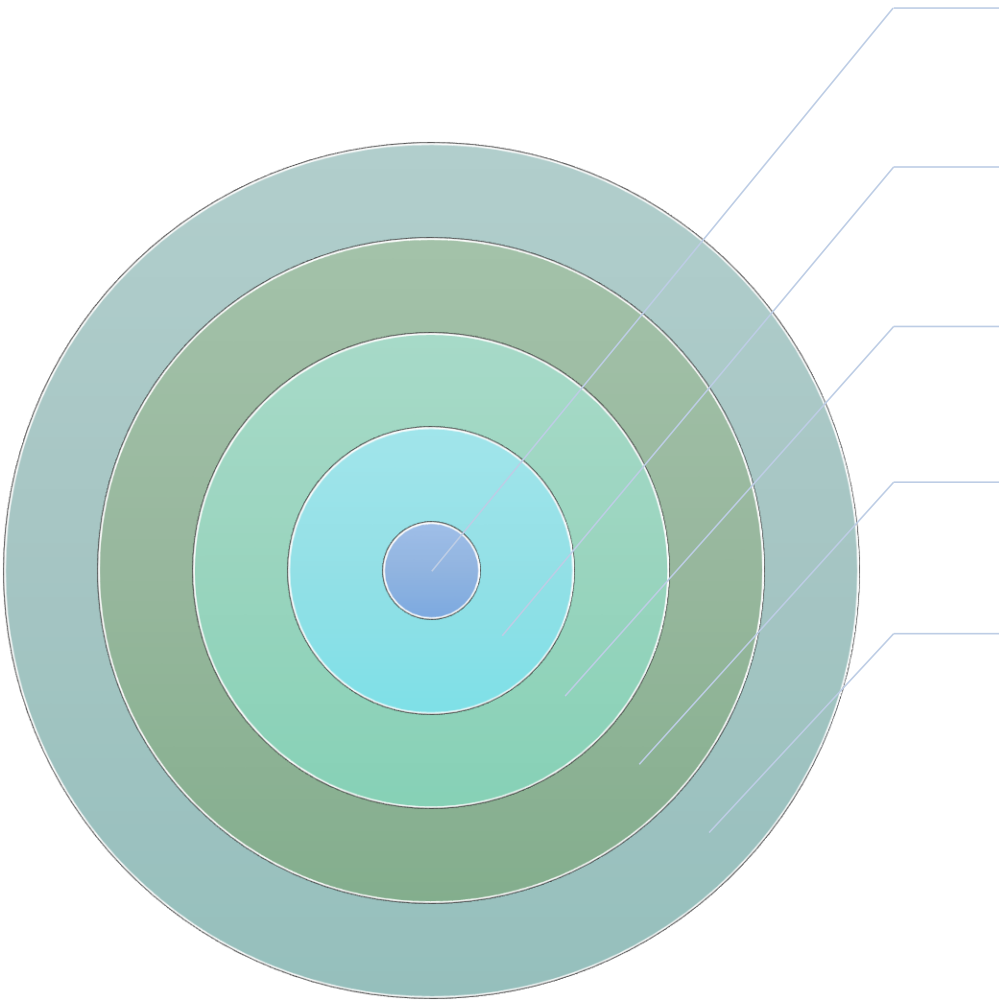
Do you think your immediate family expects you to continue or abandon FGM?

Do you think your extended family expects you to continue or abandon FGM?

Do you think your friends and peers expect you to continue or abandon FGM?

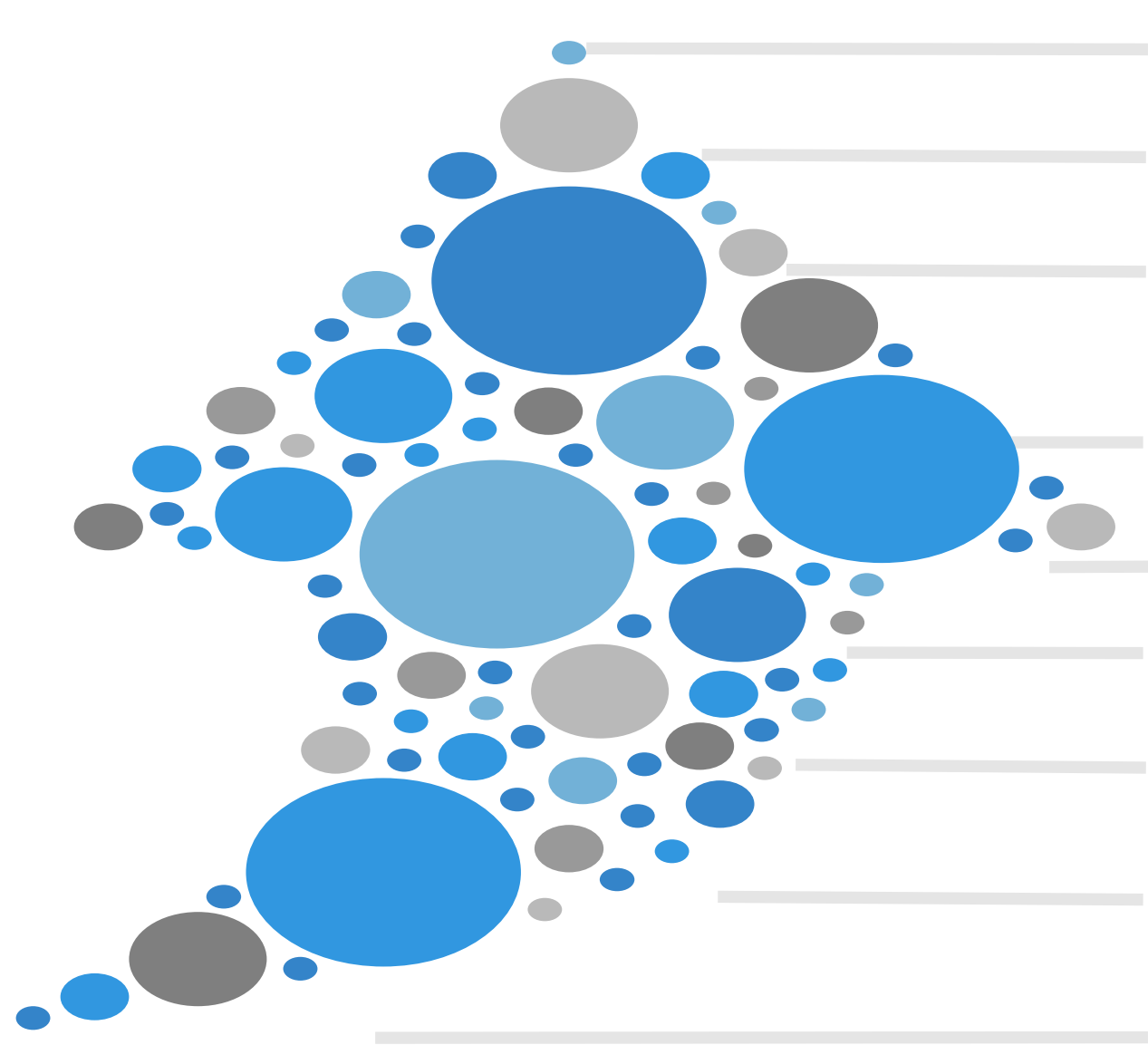
Do you think your community expects you to continue or abandon FGM?

Do you think "others" in your community whose opinion matters to you expect you to continue or abandon FGM?



Norms Score

Composite of descriptive and injunctive social norms



N.1 Using a scale from 0 to 10 where 0 is none and 10 is all, about how many girls 10-14 years in your community are currently cut?

N.2 Using a scale from 0 to 10 where 0 is none and 10 is all, about how many girls 15-17 years in your community are currently cut?

N.3 Using a scale from 0 to 10 where 0 is none and 10 is all, about how many women in your community are currently cut?

N.5 Do you think your immediate family expects you to continue or abandon FGM?

N.6 Do you think your extended family expects you to continue or abandon FGM?

N.7 Do you think your friends and peers expects you to continue or abandon FGM?

N.8 Do you think your community expects you to continue or abandon FGM?

N.9 Do you think others whose opinions are important to you expect you to continue or abandon FGM?

N.10 Do you think society in general expects you to continue or abandon FGM?

Outcome Expectations

Social benefits, positive social effects, rewards, or positive consequences.

Average number of social benefits associated with abandoning FGM

N.14 In your opinion, what are the social benefits (rewards) associated with abandoning FGM?

Average likelihood that the population will reward an individual who has decided to abandon FGM

N.17 Using a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to reward an individual who has decided to abandon FGM?

Social sanctions, negative social effects, punishments, or negative consequences.

Average number of social sanctions associated with abandoning FGM

N.13 In your opinion, what are the social sanctions (punishments) associated with abandoning FGM?

Average likelihood that the population will sanction an individual who has decided to abandon FGM

N.16 Using a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to sanction an individual who has decided to perform FGM?

Ascertain Normative Factors

2X2 tables

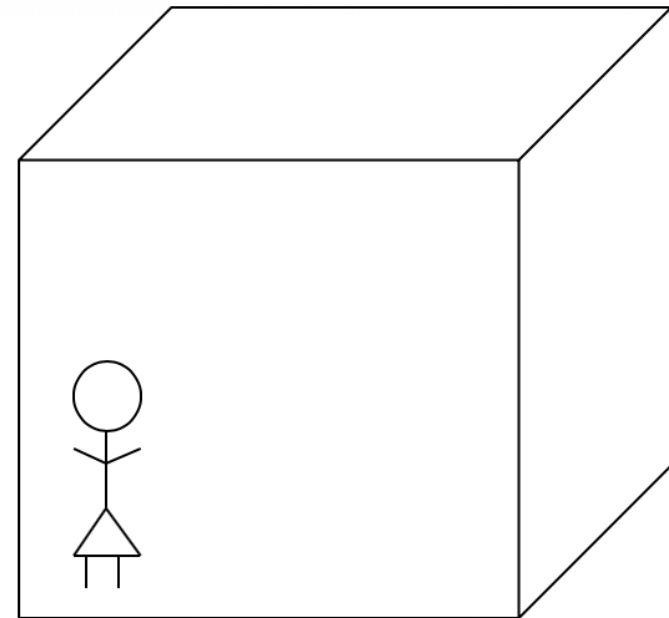
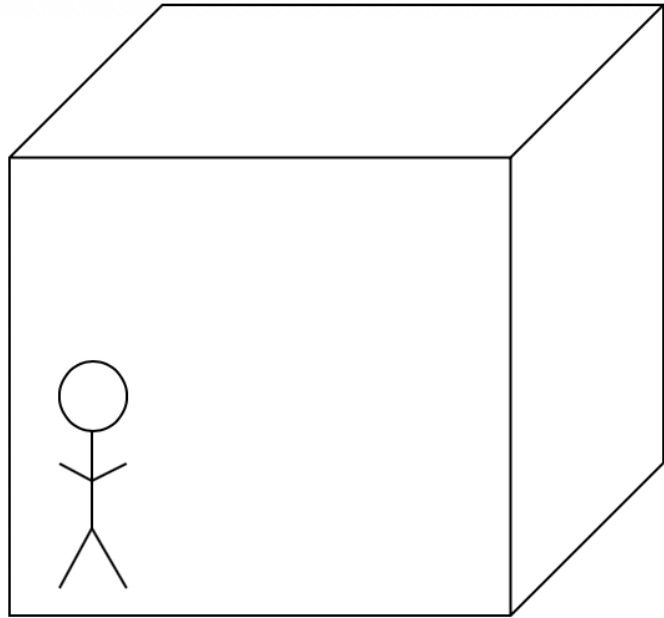
		Others: Approval	
		Yes	No
Self: Approval	Yes	(YES, YES)	(YES, NO)
	No	(NO, YES)	(NO, NO)

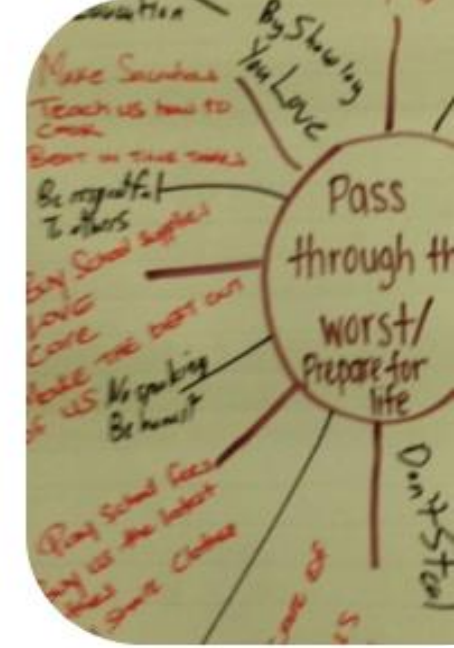
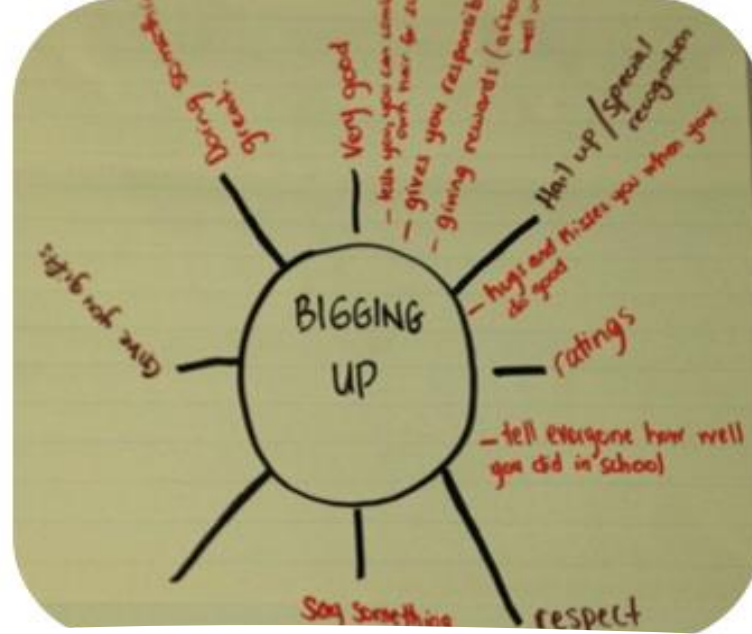
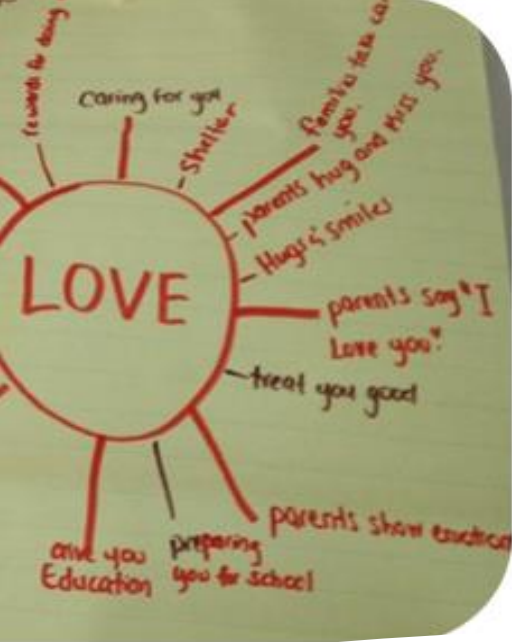
		Others: Behaviour	
		Yes	No
Self: Behaviour	Yes	(YES, YES)	(YES, NO)
	No	(NO, YES)	(NO, NO)

Consider Context: Gender Equality

Indicators	Questions	Description and Notes
Percentage of the population supportive of gender equality	<p>O.16 It is important that sons have more education than daughters</p> <p>O.17 Daughters should be sent to school only if they are not needed to help at home</p> <p>O.18 If there is a limited amount of money to pay for tutoring, it should be spent on sons first</p> <p>O.19 Daughters should have the same chance to work outside the homes as sons</p> <p>O.20 I would like my daughter to be able to work outside the home so she can support herself if necessary</p> <p>O.21 The only thing a woman can really rely on in her old age is her sons</p> <p>O.22 A woman's most important role is to take care of the home, the children, and cook for the family.</p> <p>O.23 Men and woman being equal is entirely compatible with my tradition and culture.</p>	<p>DESCRIPTION: % with total score 24</p>

Consider Context: Gender Boxes





Implementing the ACT Framework

- Website to house the ACT Framework tools and associated products
- Aim to use the ACT Framework to monitor the social norms change in Joint Programme interventions and determine what works and what needs to change
- Support to countries interested in implementing the ACT
- Use results both to compare and strengthen interventions



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