#EALCVirtualLaunch

welcome!

EASTERN AFRICA LEARNING COLLABORATIVE

ON SOCIAL AND GENDER NORMS PRACTICE

September 24, 2020

Agenda

1. Welcome & opening remarks by co-hosts
2. About the EALC and Linkages with the Global Collaborative
3. Survey Findings
4. Poll
5. Breakout session

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EALC HOSTS

CARE International in Uganda

Makerere University School of Women and Gender Studies

In partnership with University of California San Diego
With funding from Hewlett Foundation

OPENING REMARKS

Apollo B. Gabazira
Uganda Country Director
CARE International

Prof. Sarah Ssali

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CARE

About CARE:

- Presence in Uganda since 1969
- Focused on women & girls

What we offer:

- Our programming targets changing underlying gender norms to achieve gender equality and empower women.
- Models to:
  - change norms around GBV, Women's Economic Empowerment, Women's Leadership, especially in emergencies
  - shift household relations through intra-household dialogues (Social Action Analysis)
  - engage men and boys to promote positive masculinity for GBV prevention and SRHR;
  - transform gender discourse through Social Activism

Our interest in EALC:

- Validate these approaches together with the EALC and Global LC Network. We come to network with a wealth of experience and a thirst for knowledge.

MAKERERE UNIVERSITY SCHOOL OF WOMEN AND GENDER STUDIES

About SWGS:

- Center of excellence in social norms research, teaching, developing tools and hosting networks
- De facto intellectual wing of Uganda's feminist women's movement

Our interest in EALC:

- Share knowledge on gender norms that support the programming and policy to address negative gender norms that perpetuate gender inequalities
- Learn from the rich experience of others involved in research, training, programming and monitoring of gender norms

What we offer:

- Rich repository of research publications, training tools, feminist research methodologies
- Experience tackling gender/social norms, sexuality, and adolescent sexual and reproductive health.

ABOUT THE EASTERN AFRICA LEARNING COLLABORATIVE

Goals:

1. Strengthen networks among researchers, implementers and evaluators to generate evidence and improve practice
2. Deepen understanding of social and gender norms and their application to policy and practice
3. Generate and share evidence-based approaches, knowledge and innovations and resources on social and gender norms nationally, regionally and globally
4. Improve gender and social norms programme implementation and evaluation

ABOUT THE EASTERN AFRICA LEARNING COLLABORATIVE

EALC brings together individuals in Uganda, Kenya, Tanzania, Rwanda, Burundi, Ethiopia and DRC to collectively advance social norms theory, measurement and practice.

Questions?
Comments?

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LINKAGES WITH THE GLOBAL COLLABORATIVE

REBECKA LUNDGREN

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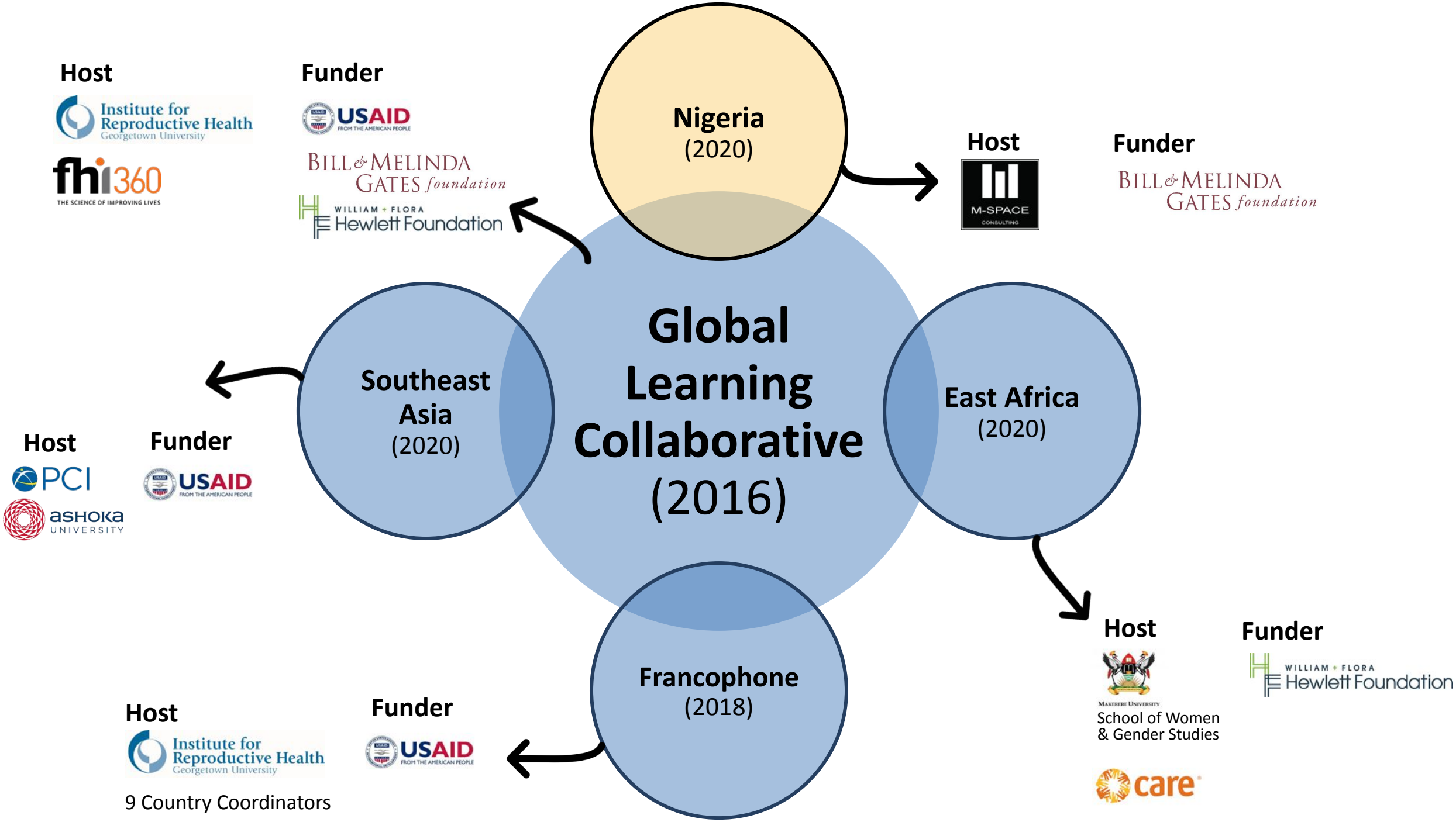
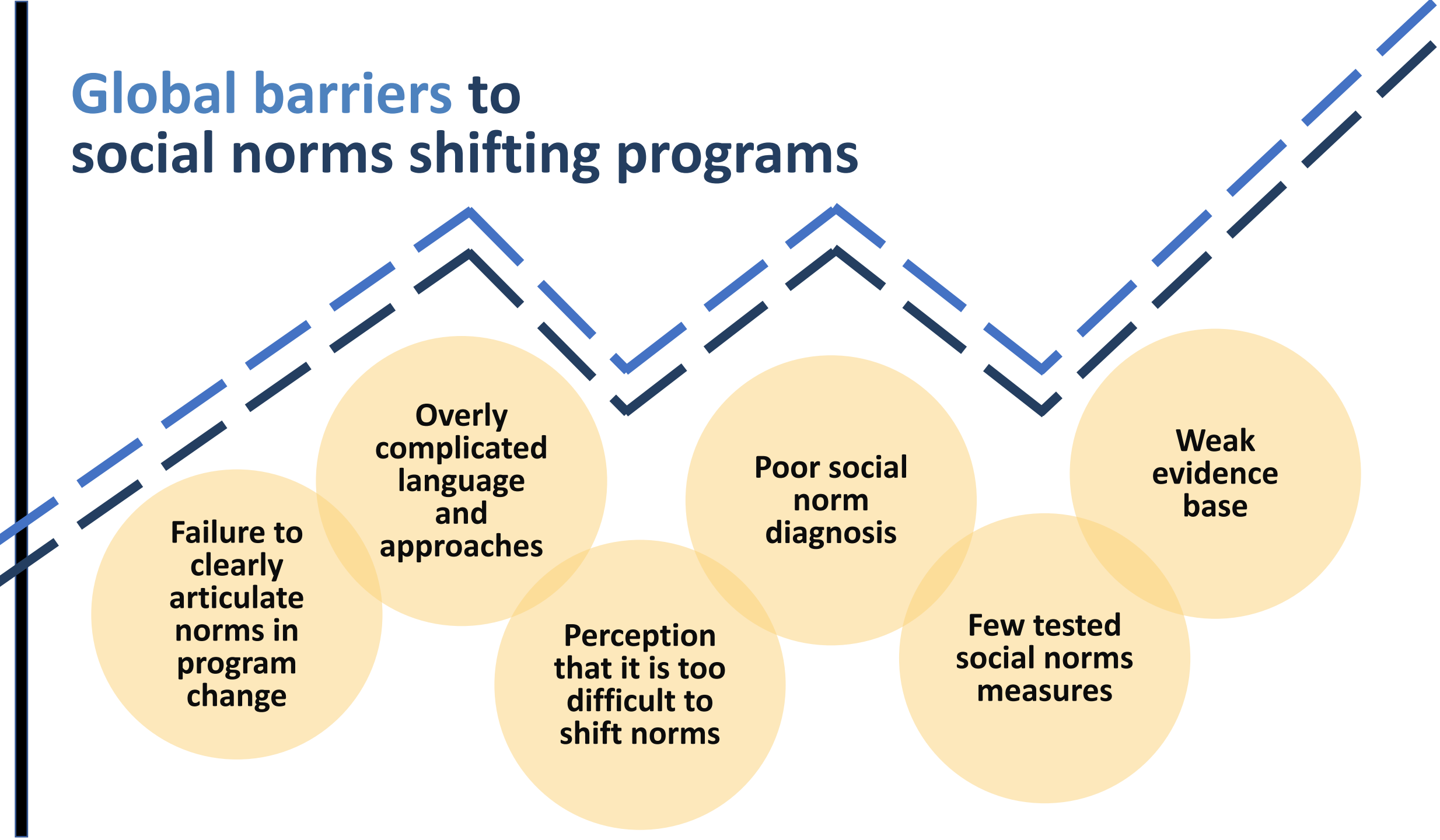

Host
Institute for Reproductive Health Georgetown University
fhi360 THE SCIENCE OF IMPROVING LIVES
Funder
USAID FROM THE AMERICAN PEOPLE
BILL & MELINDA GATES foundation
WILLIAM + FLORA Hewlett Foundation
Nigeria (2020)
Host
M-SPACE CONSULTING
Funder
BILL & MELINDA GATES foundation
Global Learning Collaborative (2016)
Southeast Asia (2020)
Host
PCI
ASHOKA UNIVERSITY
Funder
USAID FROM THE AMERICAN PEOPLE
East Africa (2020)
Host
MAKERERE UNIVERSITY
School of Women & Gender Studies
care
Funder
WILLIAM + FLORA Hewlett Foundation
Francophone (2018)
Host
Institute for Reproductive Health Georgetown University
9 Country Coordinators
Funder
USAID FROM THE AMERICAN PEOPLE

Global barriers to social norms shifting programs



Social Norms are **unwritten rules about what is a 'correct' behavior or way of acting.**

Often defined in relation to a **reference group**, it's what people in a group believe is a…

1

Typical behavior
(what others do)

2

Appropriate behavior
(what others expect me to do)

WHY DO SOCIAL NORMS MATTER? THEY INFLUENCE …

Child Marriage
(Lee-Rife et al. 2010)

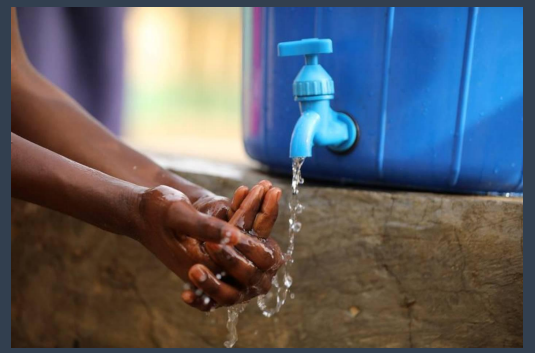
Female Genital Cutting
(Mackie and LeJeune,

Family planning
(Bongardt et al. 2016)

Women's Economic Empowerment
(Marcus, 2018)

Child Vaccination
(Sato and Takasaki, 2019)

Intimate partner violence
(Bass et al. 2016)



Handwashing
(White et al. 2020)

Maternal Health
(Kuzara et al. 2019)

SOCIAL NORMS INFLUENCE OUTCOMES ACROSS SECTORS

NORMS

- **Girls' education**
- **Family formation**
- **Gender-based violence**
- **Masculine ideologies** (authority, virility, son preference, paternity)
- **Feminine ideologies** (purity, chastity, obedience, humility)
- **Power hierarchies** related to social group

INTERMEDIATE EFFECTS

- Access to resources/services
- Social and economic capital
- Reproductive intentions
- Women's agency
- Couple communication & decision-making
- Women's participation community decision-making

OUTCOMES

- Healthy Timing & Spacing of Pregnancy
- Education
- Health
- Nutrition
- WASH
- Livelihoods

Questions?
Comments?

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BASELINE SURVEY FINDINGS

ESTHER NANJOVU &
PROF. GRACE BANTEBYA

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ONLINE SURVEY

Objective 1:To document the work currently done in Eastern Africa on social and behavior change that includes gender norms

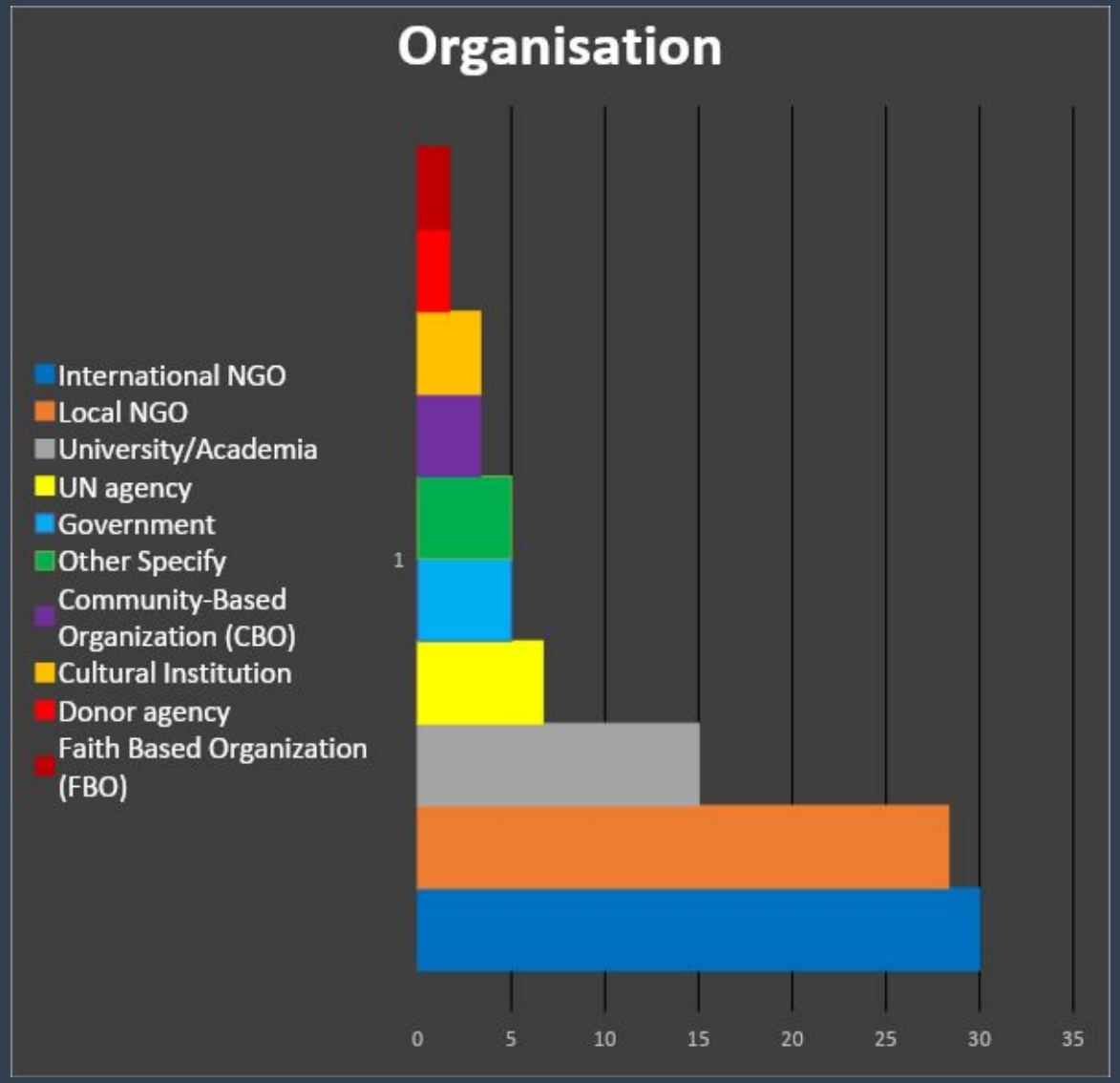
Objective 2: Understanding how your organization may be connecting with other organizations working in this space

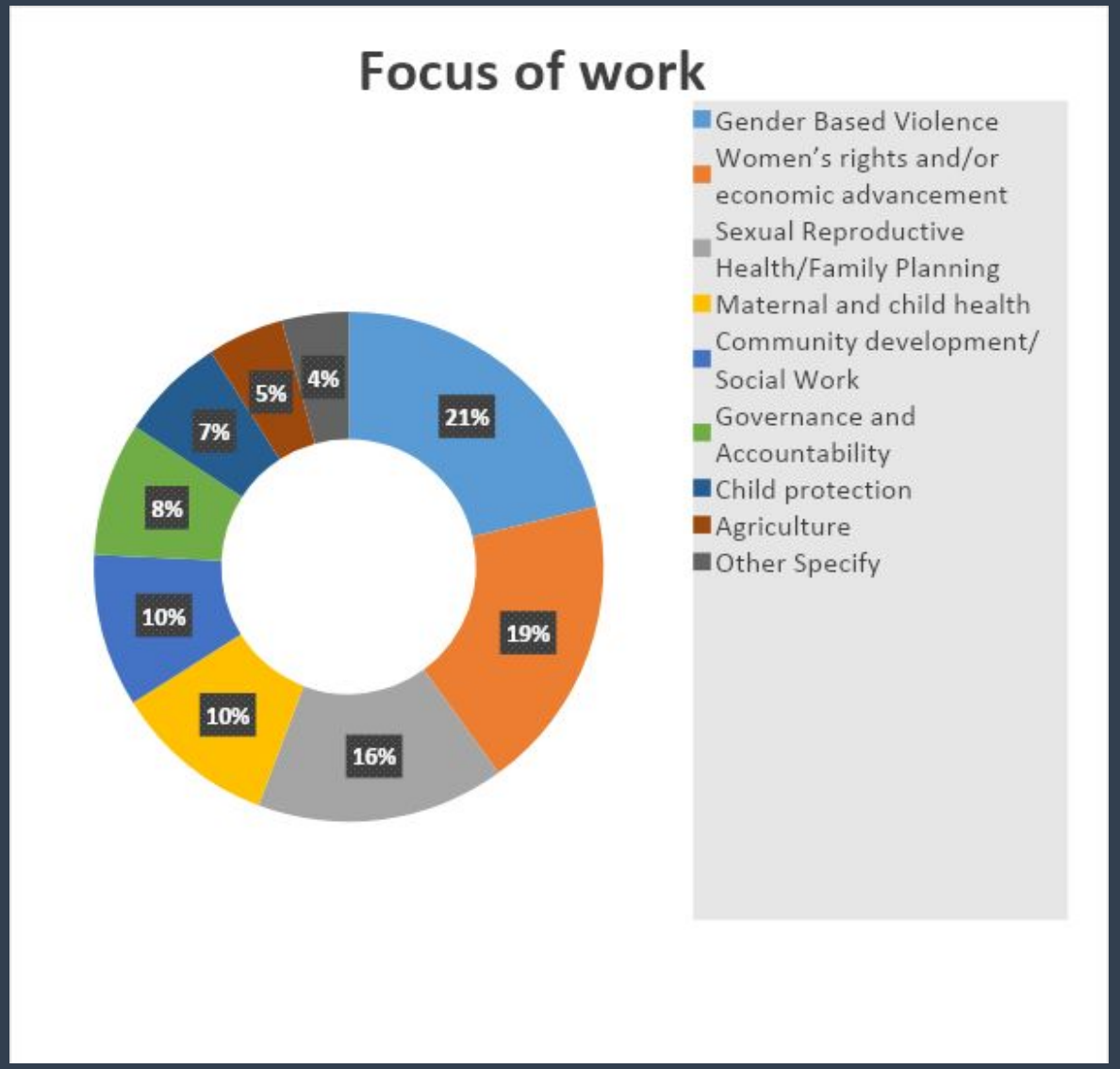
When: August 2020

Target: Practitioners, researchers and evaluators

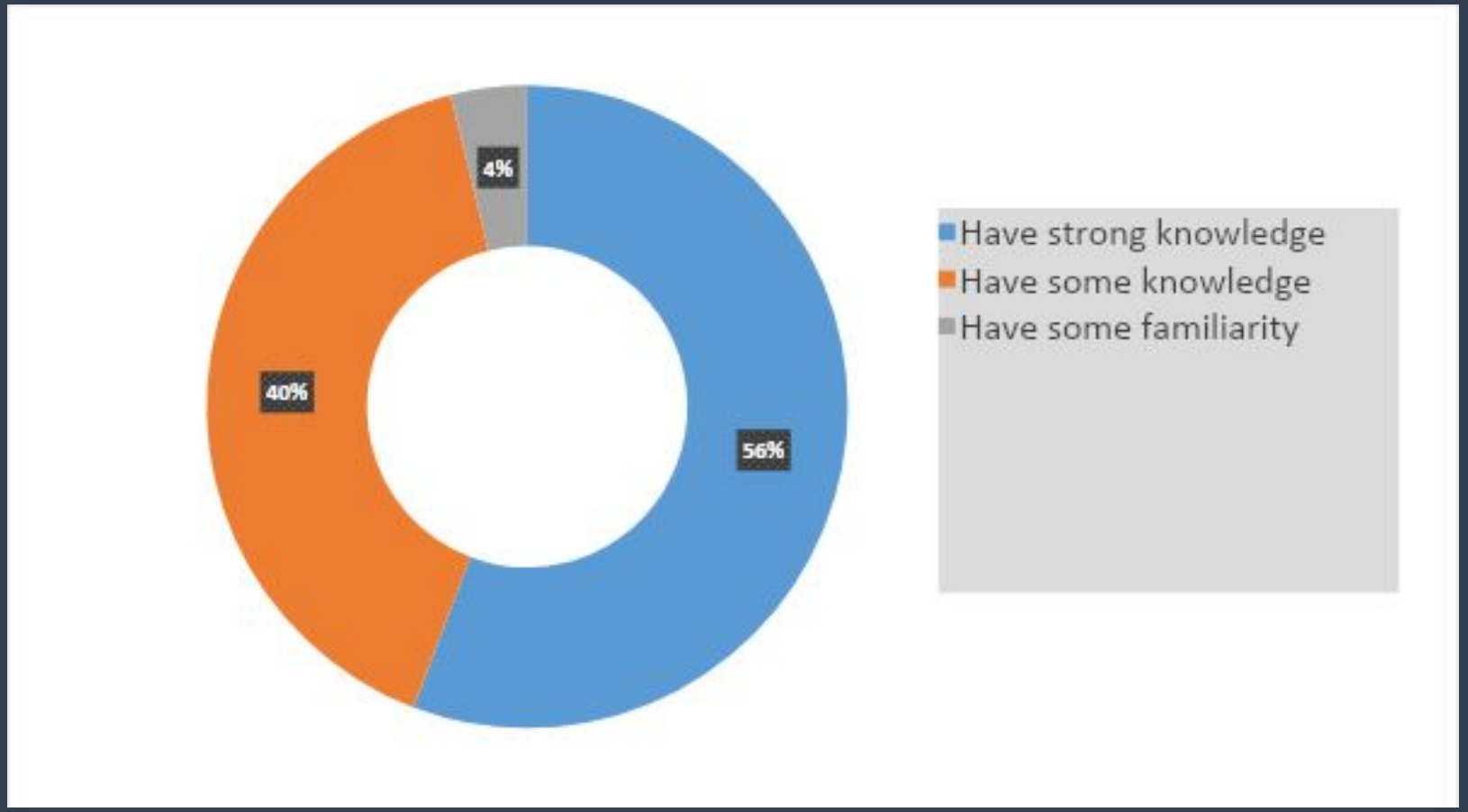
Survey Participants: Uganda, Kenya, Tanzania, Ethiopia, Burundi and Rwanda **(54)**

ABOUT THE RESPONDENTS

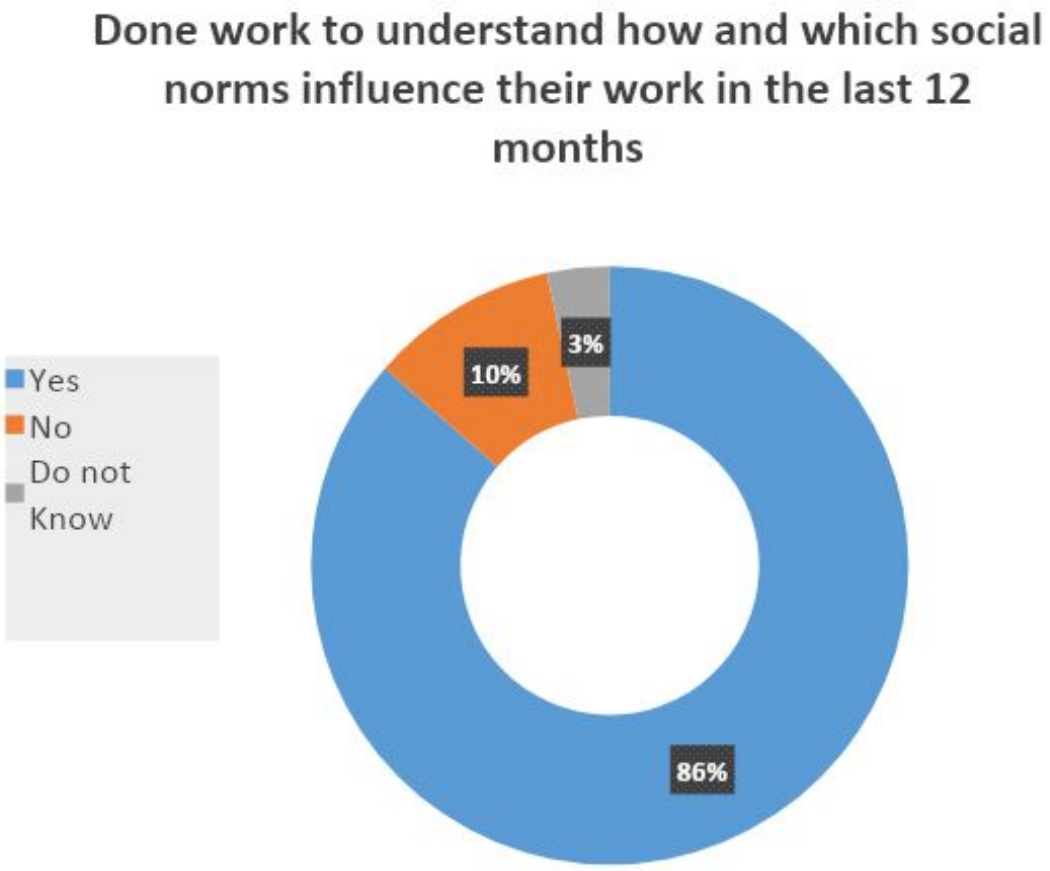


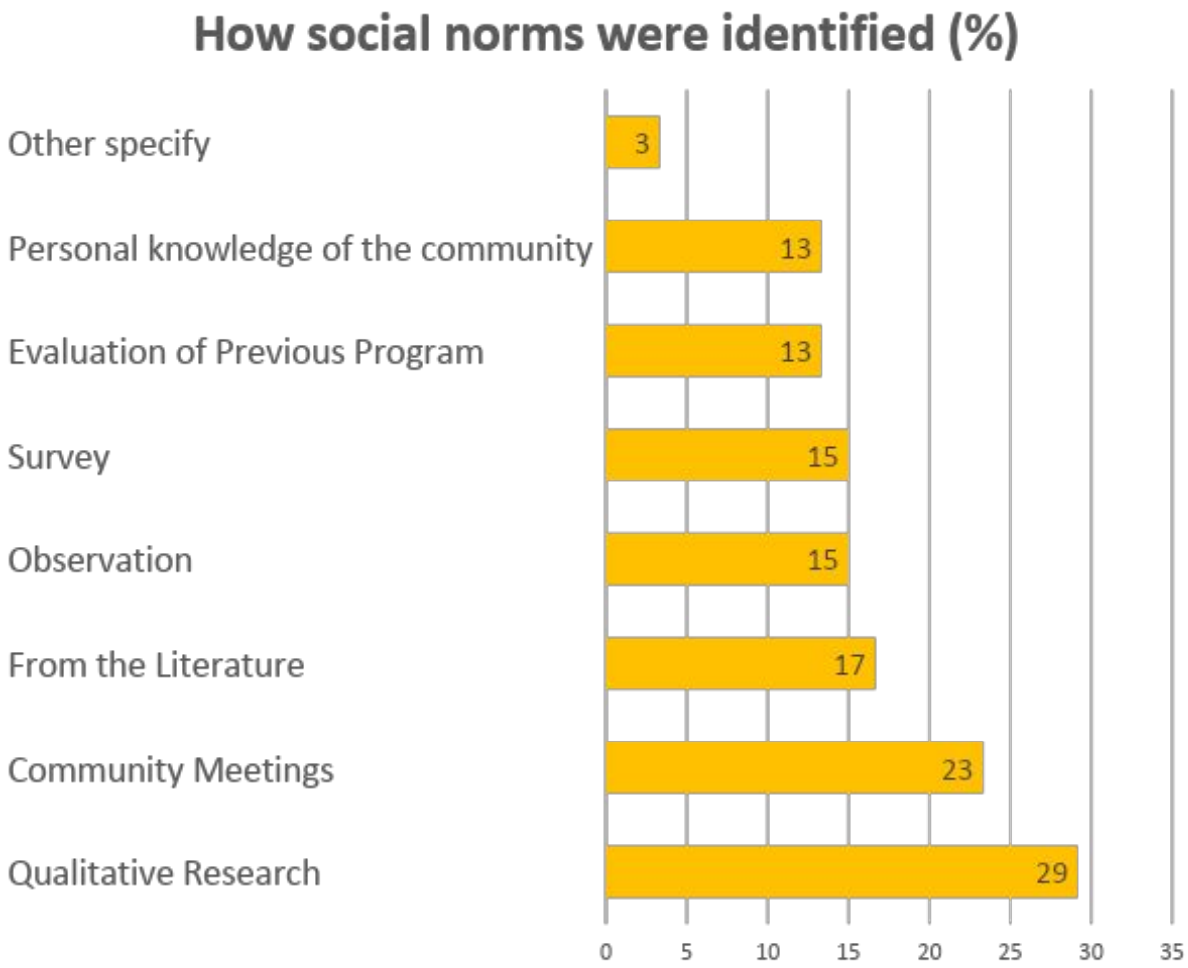


KNOWLEDGE OF SOCIAL NORMS



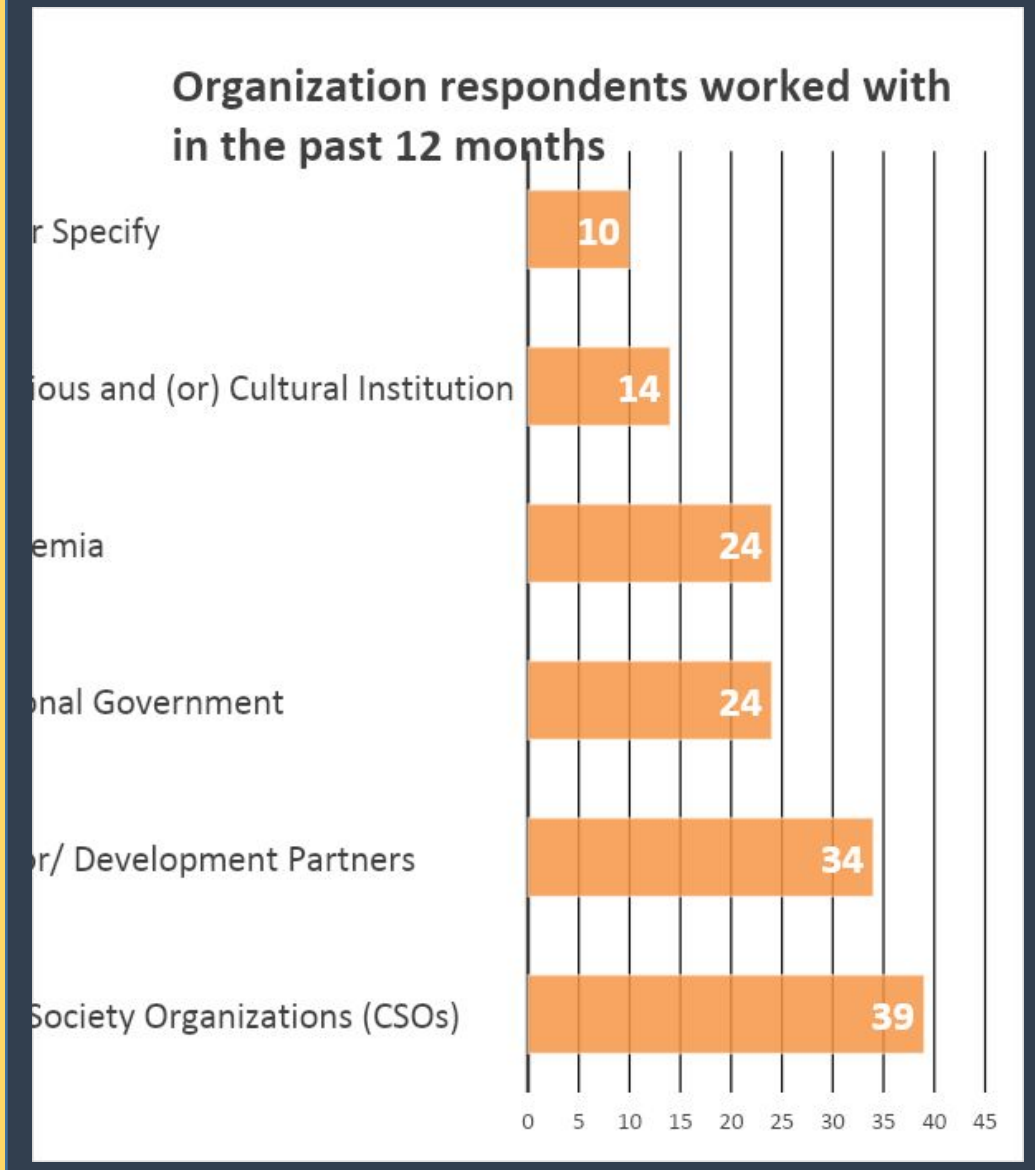
IDENTIFICATION OF SOCIAL NORMS

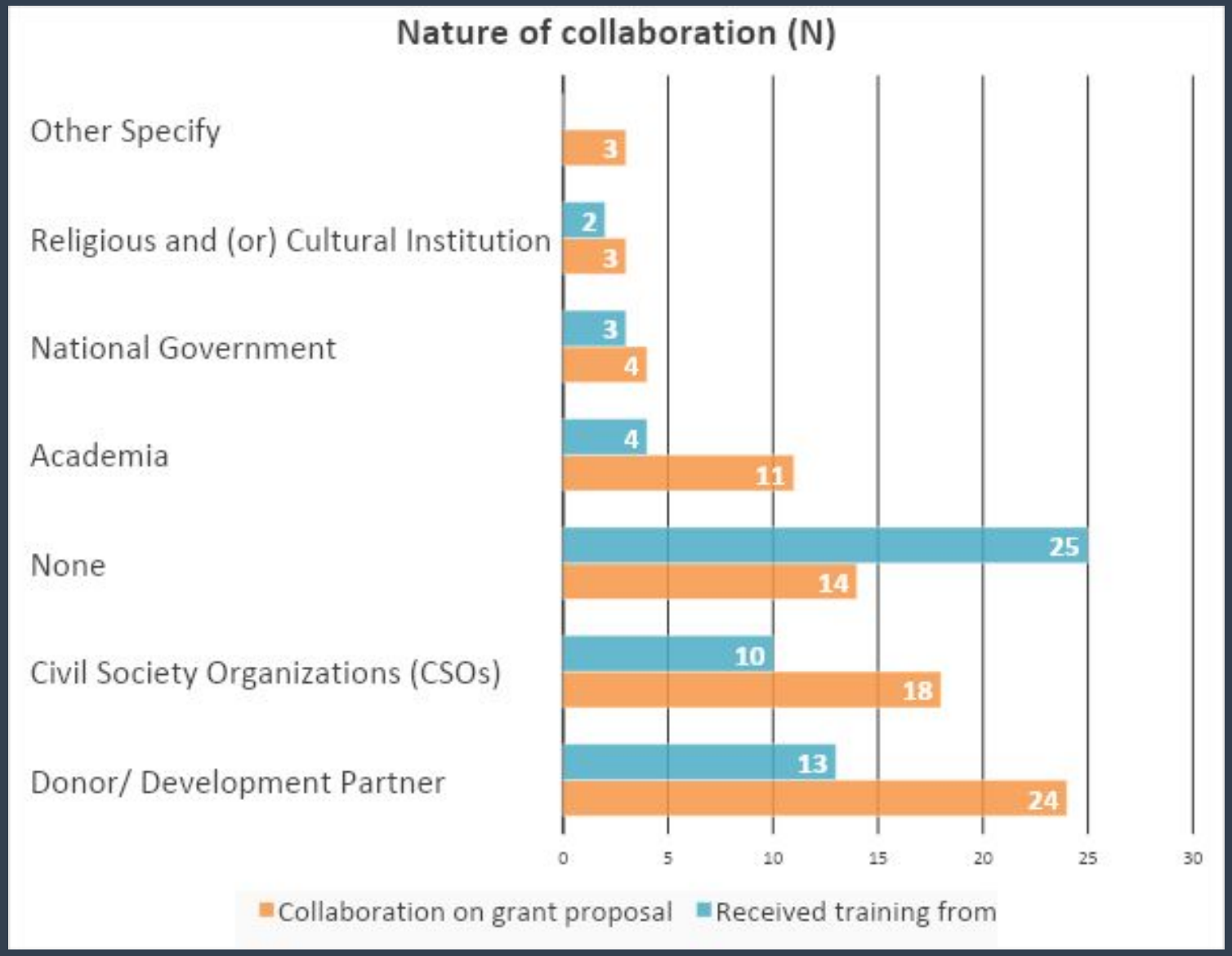




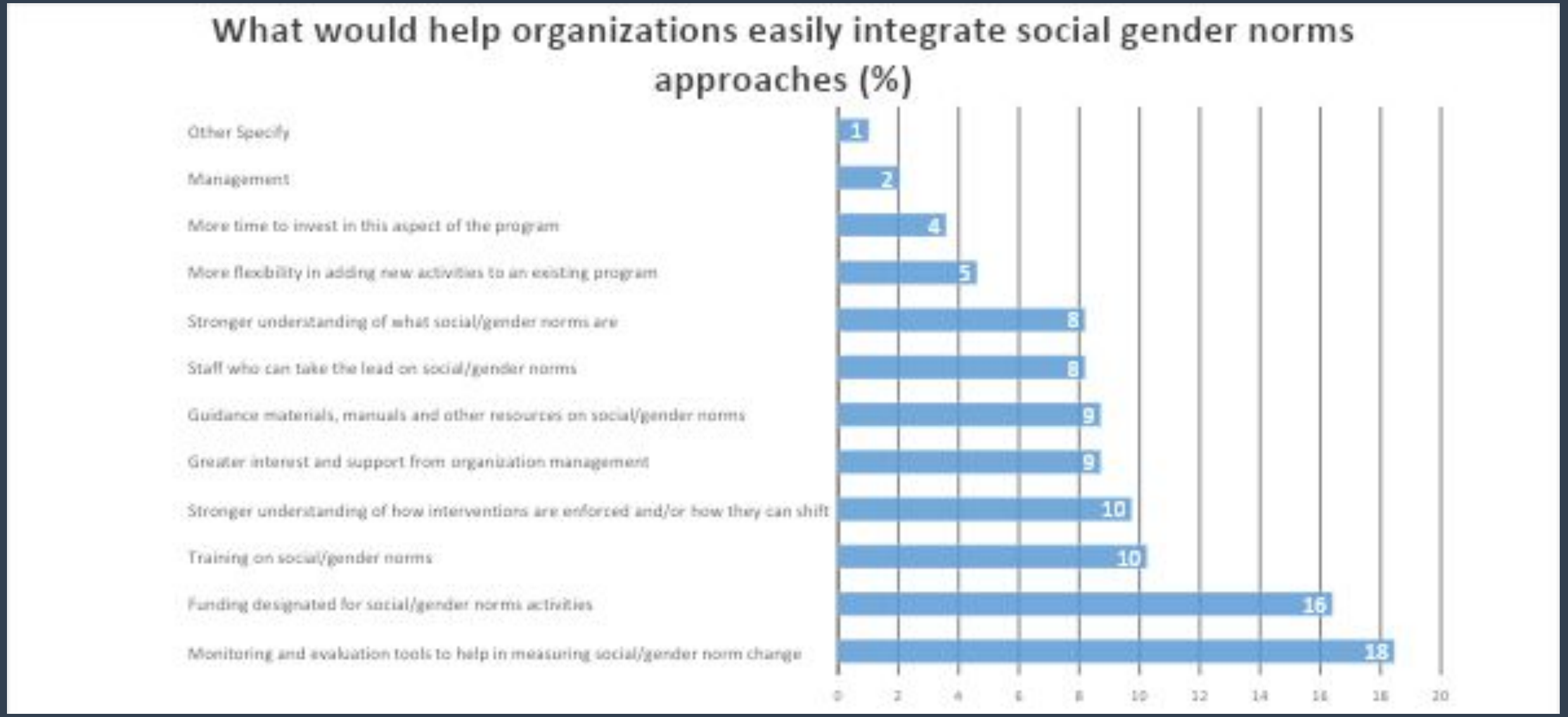
ASPECTS OF WORK WHERE SOCIAL NORMS PERSPECTIVES ARE INCORPORATED (%)

COLLABORATION WITH OTHER ORGANIZATIONS

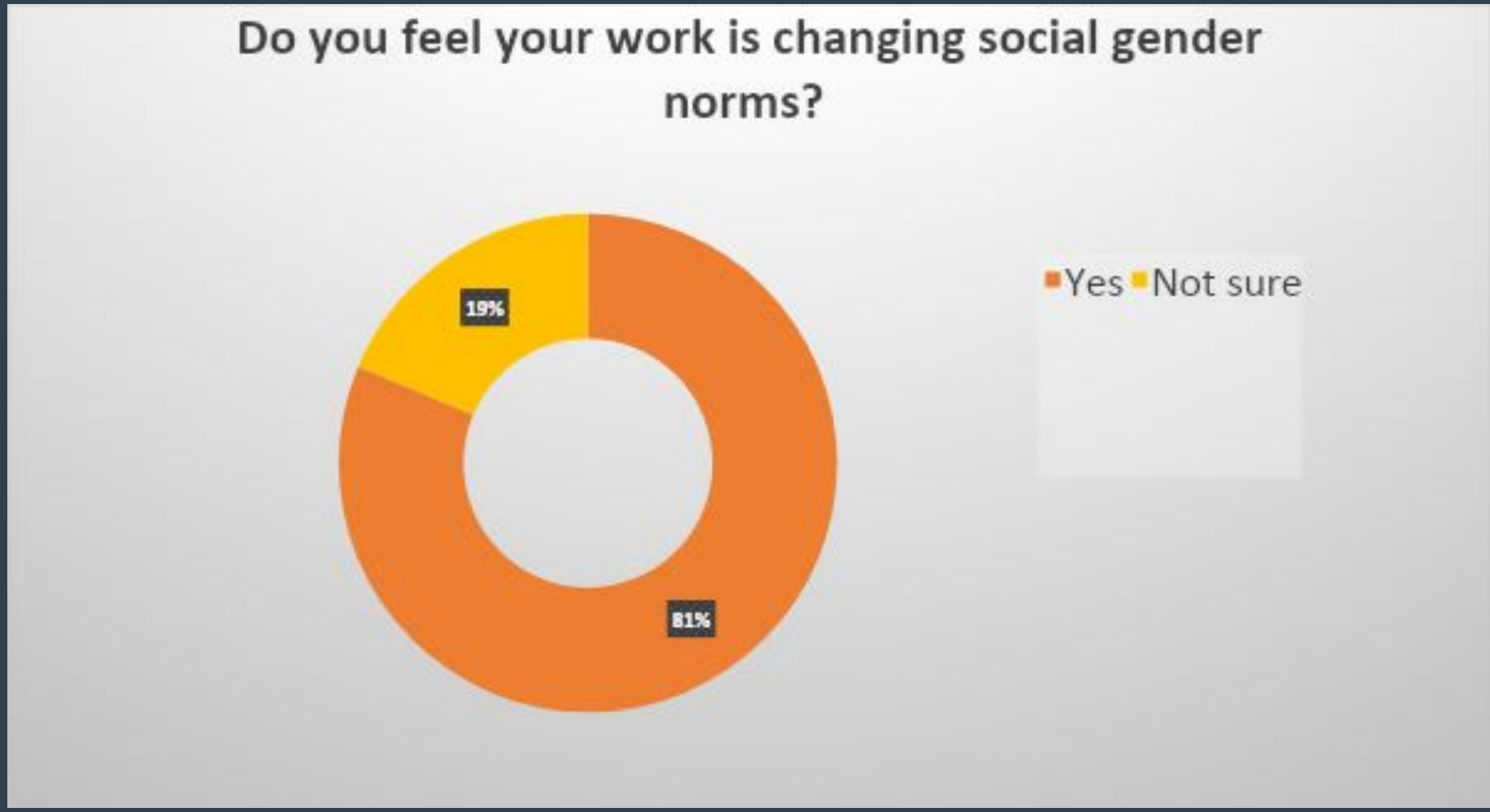




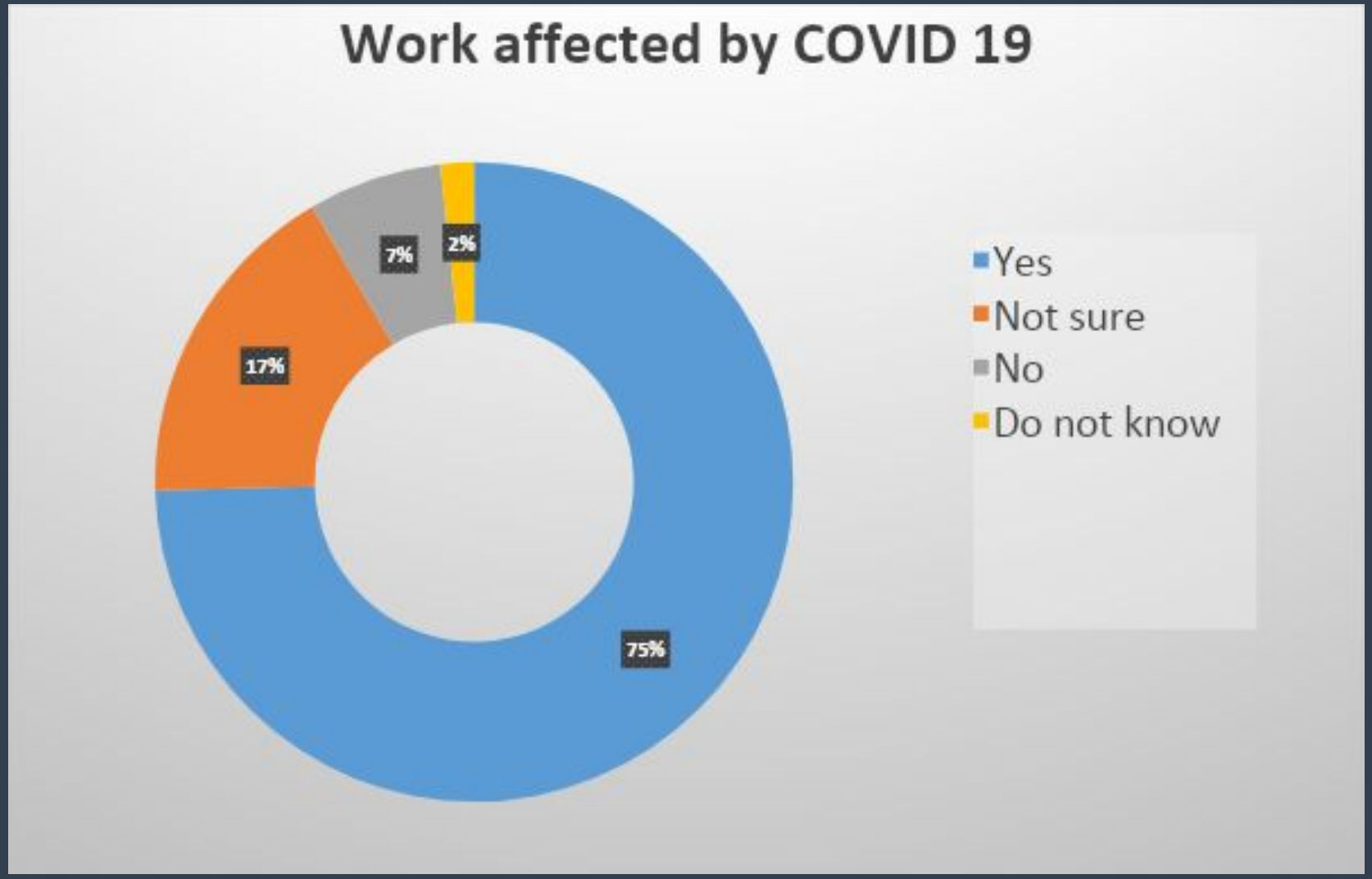
INTEGRATING SOCIAL NORMS APPROACHES



CHANGING SOCIAL NORMS



COVID-19 AFFECTS



Questions?
Comments?

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poll:

What thematic areas should the EALC focus on?

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breakout:

- What do you bring to the EALC?
- What do you expect to get from participating in the EALC?
- How do we want to work together?

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report out:

Three main points from each group

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What's Next?

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Thank you!