Roadmap for *Working Together*

Nigeria **Learning Collaborative**

Key Output of Launch Meeting Held July 7-8, 2020

THE LEARNING COLLABORATIVE
TO ADVANCE NORMATIVE CHANGE

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How we want to **organize ourselves**

Communication Mode: Emails (between meetings), Zoom (meetings)

Preferred meeting days: Tuesdays, Wednesdays, Thursdays

Preferred meeting frequency: Monthly

Organizing **how we work in groups:**

- Combination of **working in small and large groups**.
- Small groups could be **organized by topics**, e.g. measurement, implementation, to enable cross- sectoral learning. We could also re-group by other types of topical areas as well.
- ‘Practice groups’ could be **organized around specific thematic groupings**, for example health, education, child protection, so we can design and improve programs that address the social norms specific to those thematic areas.
- Small groups would **agree within the group on how often to meet**.
- We should **regroup into larger groups**/the full group occasionally.

Sectors to work on

Family Planning and Sexual and Reproductive Health services, Child Marriage, Harmful Traditional Practices (although perhaps frame positively), Cross-Sectoral Interaction

What we'll gain

- **Learning from other sectors** to apply to our work (e.g. from SRH to immunization).
- **Sharing practice-based learning and experience** to learn from others with the goal of achieving better outcomes (especially on poorly performing indicators). Gaining in depth knowledge from other people's experience of what works well and what doesn't so we can put it into practice ourselves. Having the opportunity to share what worked and didn't in our own programs and studies.
- **Gaining skills** to apply to individual programs to overcome barriers we are facing.
- **Develop a cohort of social norms experts**, sharing knowledge and developing products that address issues around the communities we work in in Nigeria.
- **Professional network connections** made through this COP.

What we'll **learn together**

- **How to measure** shifts in social norms.
- **Evidence on norms** (e.g. adolescent nutrition and sexual health).
- **Best practices to address social norms.**
- **Ways of amplifying positive social norms**, e.g. those that protect children.
- Better consideration of **how we frame issues from the perspective of the community/cultural context.** This will help us understand why people do what they do and marry our perspectives with community perspectives, for example for child, early and forced marriages.

What we'll **produce together**

- **Social Norms Directory based on past experience in Nigeria.** This can guide our work going forward. Identify thematic groupings of social norm issues that exist in northern Nigeria, for example around health, education, child protection, to help develop tools to program on social norms specific to those thematic areas.
- **Directory of policies that influence social norms in Nigeria.** Identify policies and identify how harmful social norms can be addressed through these policies. For example, the Child Rights Act addresses many health issues and can be leveraged to address social norms that affect health outcomes. Other policies include Adolescent Reproductive Health policy, Maternal and Perinatal Death Surveillance and Response (MPDSR), and Integrated Maternal, Newborn and Child Health (IMNCH) Strategy.
- **Study the factors responsible for the poor implementation of policies**. For example, a top down approach leaving behind stakeholders such as traditional leaders. Also laws may not be well-implemented, thus not effective tools for addressing social norms.
- **Review peer review articles, research and program reports** to document Nigerian social norms initiatives and synthesize evidence on social norms interventions.
- **Glossary of definitions of social norms**.
- **Macro level M&E framework** on social norms for the key issues we work on.
- **Tool kits on social norms for the different groups and levels of society in Nigeria.** Toolkits should be comprehensive, containing various components for research, theories and approaches.
- **Tools to support measurement.**

What other activities we'll **tackle together**

Integration of products into a wider space—beyond the LC—so other implementers can learn and to ensure wider sustainability and broader dissemination.

Platform to host information—especially from formative research—so that other organizations can access data and avoid duplication of efforts.

Incorporate social norms **into university courses.**

What we'll achieve together

Programmes implemented that successfully monitor and address norms.

- Mobilize resources to support deeper dives into understanding norms during proposal development. Norms exploration needs to be budgeted into the baseline/formative research.
- Standard practice for norms exploration to be included within programmes.

Increased awareness of social norms within communities so they understand whether issues are influenced by religion or social norms.

Social norms interventions included in State Health Annual Operational Plans for a few states, and monitoring how these are being implemented.