

MAPPING OF SOCIAL NORMS-FOCUSED INTERVENTIONS AND RESEARCH APPROACHES ACROSS THE WORLD

BACKGROUND

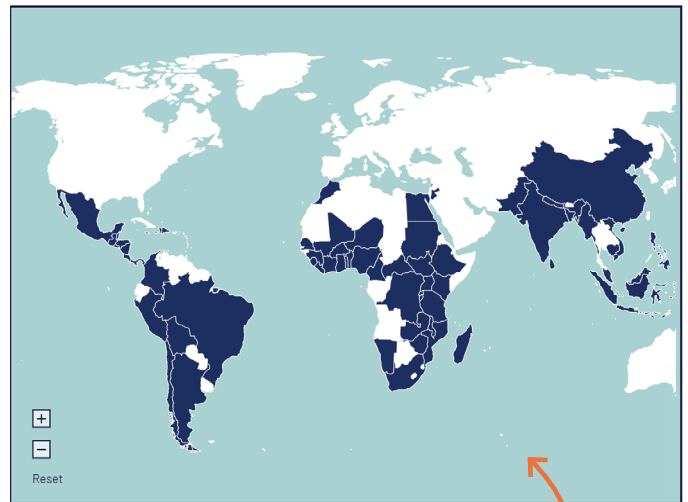
Since the landmark Beijing Conference on Women in 1995, which started the global gender equality movement, progress has been made for women and girls globally in the areas of health, education, and economics (UN, 1995). However, discriminatory patriarchal norms still uphold power inequalities and keep this progress out of reach for many around the world, particularly women, adolescents and young people (Harper et al., 2020). There is a growing desire among researchers and policymakers to understand how social norms, especially those related to gender, drive health and social outcomes. Social norms have a significant impact on the barriers and facilitating factors for health, education, social and economic outcomes.

Learning from previous projects could mean less duplication of efforts and accelerated progress in research and implementation.

ALIGN MAP

The [Social Norms Learning Collaborative](#), in collaboration with the [Passages Project](#), created this interactive [Map of Social Norms-focused Interventions and Research](#) to display emerging social norms-focused interventions, tools and measurement approaches from around the world. This resource will accelerate social norms measurement and intervention by providing researchers, practitioners and policymakers more timely access to emerging innovative approaches. It serves as a platform for learning the landscape and making connections with projects from 65 countries.

Project summaries and tools can be found by clicking on a location or using the filter options. The resources can be accessed through themes (e.g. child marriage, nutrition), data collection method (e.g. survey, focus groups), and country/region. We encourage individuals to explore and contribute [new submissions](#) which can be made in English, French and Spanish.



ACCESS THE INTERACTIVE
[MAP OF SOCIAL NORMS-FOCUSED](#)
[INTERVENTIONS AND RESEARCH](#)
TO LEARN...

- **Who is working on social norms in the area where you work?**
- **What social norms are they addressing?**
- **What topics are social norms programs working on?**
(e.g., menstrual hygiene for adolescents)
- **What methods and measures have been used to assess social norms programs?**

HIGHLIGHTED PROJECT

Measurement of descriptive norms in the evaluation of the [MTV Shuga Project](#) in Nigeria

The World Bank evaluated an MTV radio drama series, Shuga, in Nigeria to target youth (18–25 years) to change social norms around high-risk sexual behavior and gender-based violence. Baseline and follow-up surveys measured these social norms. For example, descriptive norms around violence against women using measures displayed below.

- **If you consider other women of your age living in your community, how many are in relationships where they are beaten or physically hurt by their husbands or boyfriends?**
Options: many, some, very few, none
- **Out of 20 women of your age living in your community, how many are in relationships where they are beaten or physically hurt by their husbands or boyfriends?**
Options: _____
- **Are you sure or unsure about this chance?**
Options: very sure, sure, unsure, very unsure

HIGHLIGHTED PROJECT

Intervention to improve [contraceptive use through mobile phone messaging](#) in Palestine

The International Planned Parenthood Federation (IPPF) and the London School of Hygiene and Tropical Medicine (LSHTM) carried out the development and evaluation of a contraceptive behavioral intervention delivered by mobile phone to enhance contraceptive choice among young people.

An Intervention Mapping (IM) process informed the development of the intervention. This IM process included needs assessment exercises of establishing a project planning group, a literature search, focus group discussions with target group, and interviews with local service providers. Up to three mobile phone text messages about contraception and reproductive health self-efficacy were sent daily.

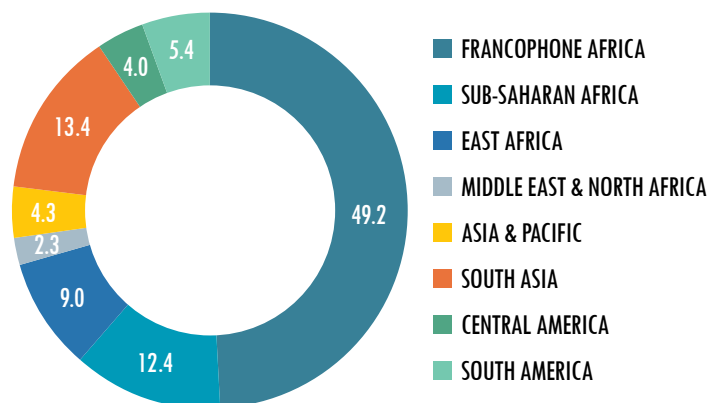
Recipients of the intervention were more likely to report that they believed their friends would use family planning (descriptive norm). The outcomes included increase in effective contraception use and intention.

ABOUT THE LEARNING COLLABORATIVE

The [Social Norms Learning Collaborative](#) (the Learning Collaborative, in short), is a cooperative effort funded by USAID, the Bill & Melinda Gates Foundation, and the William and Flora Hewlett Foundation. Through shared learning, partnership, and thought leadership on social norms we aim to promote equity, social justice, health and well-being for communities around the world. The Learning Collaborative strengthens the capacity of researchers and practitioners across regions and disciplines by building knowledge, generating evidence, and developing tools to apply effective, ethics-informed social norm theory, measurement, and practice at scale.

The Learning Collaborative consists of five regional communities across the globe; Nigeria, Francophone Africa, South Asia, Eastern Africa and Global.

Number of interventions on [Map of Social Norms-focused Interventions and Research](#) by region (%)



REFERENCES

United Nations. 1995. <https://www.un.org/womenwatch/daw/beijing/pdf/Beijing%20full%20report%20E.pdf>

Harper, C., Marcus, R., George, R., D'Angelo, S. and Samman, E. (2020) 'Gender, power and progress: How norms change'. London: ALIGN/ ODI. www.alignplatform.org/gender-power-progress