

Topic	Webinar ID	Actual Start Time	Actual Duration (minutes)	# Question				
Emerging Gender & Social Norms Measures: Lessons Learned from Across 4 Sectors and 5 Countries	869 0004 0515	4/25/2023 5:32	119	9				
#	Question	Asker Name	Asker Email	Answer	Question Time	Answered Time	Answer Name	Answer Email
1	are surveys tools and questionnaires available? I think one of the key aspects for implementation science is to be able to adapt and build from field tested and validated studies so if used tools would be publicly available would be a great source for implementation organizations like ours	Andres Ochoa Toasa	aochoa@unicef.org	Yes our questionnaire (still being tested) is available as an annex to our paper.	4/25/2023 6:35	4/25/2023 6:37	Emma Samman	e.samman@odi.org.uk
1	are surveys tools and questionnaires available? I think one of the key aspects for implementation science is to be able to adapt and build from field tested and validated studies so if used tools would be publicly available would be a great source for implementation organizations like ours	Andres Ochoa Toasa	aochoa@unicef.org	Emma, could you share the link to the paper? the one shared doesn't lead to a complete publication but just a brief. Thanks	4/25/2023 6:35	4/25/2023 6:47	Ana Munoz	amunozboudet@worldbank.org
1	are surveys tools and questionnaires available? I think one of the key aspects for implementation science is to be able to adapt and build from field tested and validated studies so if used tools would be publicly available would be a great source for implementation organizations like ours	Andres Ochoa Toasa	aochoa@unicef.org	shall the tools be shared with us for learning purposes? Thanks	4/25/2023 6:35	4/25/2023 6:53	Godfrey Obalim	Godfrey.Obalim@care.org
1	are surveys tools and questionnaires available? I think one of the key aspects for implementation science is to be able to adapt and build from field tested and validated studies so if used tools would be publicly available would be a great source for implementation organizations like ours	Andres Ochoa Toasa	aochoa@unicef.org	Happy to share our study instruments	4/25/2023 6:35	4/25/2023 7:05	Sudipta Mondal	smondal@pciglobal.in
1	are surveys tools and questionnaires available? I think one of the key aspects for implementation science is to be able to adapt and build from field tested and validated studies so if used tools would be publicly available would be a great source for implementation organizations like ours	Andres Ochoa Toasa	aochoa@unicef.org	Hi - the link to the final paper isn't yet available - but we will let participants know as soon as it is.	4/25/2023 6:35	4/25/2023 7:12	Emma Samman	e.samman@odi.org.uk

2	My impression is that the focus here is on measuring norms about specific issues. Do you find that these tools are also helpful for understanding the drivers of the norms and/or the aspects of community life which might be the most influential in reinforcing or dislodging norms? (In particular, I have been involved in research to understand the role of faith in social and behaviour change, and am wondering how we might align learning on when and how faith is influential, with learning about the norms themselves.)	Kathryn Kraft	kathryn_kraft@wvi.org	In the Zimbabwe field test, we asked about 'reference groups' (groups the respondent uses as a standard for evaluating their own values and behaviors) including faith-based/religious groups, with the following following question: How important is it for you to do what your faith leader or religious congregation expect of you? (in relation to unpaid care and domestic work).	4/25/2023 6:41	4/25/2023 6:50	Lauren Pandolfelli	lpandolfelli@unicef.org
2	My impression is that the focus here is on measuring norms about specific issues. Do you find that these tools are also helpful for understanding the drivers of the norms and/or the aspects of community life which might be the most influential in reinforcing or dislodging norms? (In particular, I have been involved in research to understand the role of faith in social and behaviour change, and am wondering how we might align learning on when and how faith is influential, with learning about the norms themselves.)	Kathryn Kraft	kathryn_kraft@wvi.org	Thanks Lauren. I'd be very interested to know if that yielded anything actionable	4/25/2023 6:41	4/25/2023 6:52	Kathryn Kraft	kathryn_kraft@wvi.org
3	Thank you for these interesting presentations. Is there any work on simplifying scales to get to the core of measuring norms? Or is that wishful thinking? It is challengnig for multi-sectoral programs to integrate more than a few questions.	Lisa Sherburne	Lisa_sherburne@jsi.com	Yes, this is a challenge we face, especially in terms of integrating questions into a multi-purpose household survey program such as MICS, where at most we would only be able to integrate a few questions. Based on the results of the Zimbabwe field test, we will be refining/simplifying the survey module with the aim of developing a core set of questions/indicators as well as a more in-depth set for those who can implement the latter.	4/25/2023 6:48	4/25/2023 6:59	Lauren Pandolfelli	lpandolfelli@unicef.org
3	Thank you for these interesting presentations. Is there any work on simplifying scales to get to the core of measuring norms? Or is that wishful thinking? It is challengnig for multi-sectoral programs to integrate more than a few questions.	Lisa Sherburne	Lisa_sherburne@jsi.com	Hi Lisa, We are developing our norms measures as a decomposable index such that practitioners will be able to pick up specific subsets of a few questions as useful to their programs and context.	4/25/2023 6:48	4/25/2023 7:01	Betsy Costenbader	bcostenbader@fhi360.org
3	Thank you for these interesting presentations. Is there any work on simplifying scales to get to the core of measuring norms? Or is that wishful thinking? It is challengnig for multi-sectoral programs to integrate more than a few questions.	Lisa Sherburne	Lisa_sherburne@jsi.com	Agree that this is a big challenge!	4/25/2023 6:48	4/25/2023 7:02	Betsy Costenbader	bcostenbader@fhi360.org

4	It would be great to hear the speakers talk about any plans or long-term goals to integrate these measures once finalized into interventions (especially public health interventions that target structural and social drivers) and how they anticipate being able to measure change in social and gender norms over time. Thanks!	Deborah Baron	dbaron18@live.unc.edu	I think we need repeat measures over time to understand the changing nature of the norms. Projects with longer duration can certainly attempt to do so. We have integrated some of these measures in our long term intervention projects and we expect to see results in a few years. Thanks	4/25/2023 6:49	4/25/2023 7:04	Sudipta Mondal	smondal@pciglobal.in
5	How long does it take to bring about change in social norms? What factors determine the length of time it takes to change social norms?	Bethel Terefe	b.terefe@cabi.org	There are intervention studies showing shift in as little as 18 months in study communities- but sustained wide changes would of course take longer, and shifts in social-economic structures. Time depends many factors, especially the nature of the norm. This resource provides insight into norms features which influence the pace of change: https://www.alignplatform.org/resources/getting-practical-integrating-social-norms-social-and-behaviour-change-programs .	4/25/2023 6:54	4/25/2023 6:58	Rebecka Lundgren	rlundgren@ucsd.edu
5	How long does it take to bring about change in social norms? What factors determine the length of time it takes to change social norms?	Bethel Terefe	b.terefe@cabi.org	Thank you.	4/25/2023 6:54	4/25/2023 7:08	Bethel Terefe	b.terefe@cabi.org
6	How difficult/ easy is it to shift social norms in conservative societies in Pakistan? What kind of strategies are most helpful to shift social norms in these contexts?	Bethel Terefe	b.terefe@cabi.org		4/25/2023 7:05			
7	What strategies will be applied to ensure that the norms index in the different sectors will be relevant across different social, cultural and country contexts?	Jumoke Adeyeye	o.adeyeye@cgiar.org	What strategies will be applied to ensure that the norms index in the different sectors will be relevant across different social, cultural and country contexts?	4/25/2023 7:09	4/25/2023 7:09	Jumoke Adeyeye	o.adeyeye@cgiar.org
7	What strategies will be applied to ensure that the norms index in the different sectors will be relevant across different social, cultural and country contexts?	Jumoke Adeyeye	o.adeyeye@cgiar.org	This requires testing. If it is a scale, it should be subjected to qualitative testing/formative research first, followed by pilot, then larger scale testing. Understanding what norms are "core" versus those that are sector or context specific is an important research agenda.	4/25/2023 7:09	4/25/2023 7:13	Cari Clark	cari.j.clark@emory.edu
8	Are there any tools/scales that could be adapted for use by grassroots organizations without extensive statistical training to measure the change their interventions are making to change social norms?	Anonymous Attendee		All measures need some adaptation and testing, but you can find measures that have already been validated in some settings on emerge. That is a great place to start.	4/25/2023 7:16	4/25/2023 7:17	Rebecka Lundgren	rlundgren@ucsd.edu
8	Are there any tools/scales that could be adapted for use by grassroots organizations without extensive statistical training to measure the change their interventions are making to change social norms?	Anonymous Attendee		https://emerge.ucsd.edu	4/25/2023 7:16	4/25/2023 7:24	Jennifer Yore	jyore@ucsd.edu

9	Are there any best practices around measuring norms over the phone/via CATI surveys?	Varsha Sivaram	v. sivaram@fraym. io	I believe the GAGE team has done Covid-era surveys by mobile phones asking about norms and attitudes relating to various aspects of adolescence/gender equality, it may be useful to look here: https://www.gage.odi.org/	4/25/2023 7:20	4/25/2023 7:25	Emma Samman	e.samman@odi.org.uk
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