Interpretation

- Click **Interpretation** in the meeting controls at the bottom of the screen. / Cliquez sur l'icône **Interprétation** dans le menu en bas de l'écran.
- Opening this menu will show: *Off, English, French* / Quand vous l'ouvrez, vous verrez: *Arrêt, Anglais, Français*
  - To hear **interpretation** of session, choose desired language. / Pour avoir une **traduction** de cette séance, choisissez votre langue (Anglais ou Français) en cliquant dessus.
  - If you would not like to hear interpretation, choose "Off" / Si vous ne souhaitez pas entendre de traduction, cliquez sur "Arrêt"
- You can respond in your preferred language and **do not** need to change settings. / Vous pouvez parler/répondre dans votre langue préférée **sans avoir besoin de modifier les paramètres.**

Zoom Logistics

Use the **Chat box** to join the dialogue. We would like to hear your thoughts and insights.

For questions, please click the **Q&A icon** and type in your questions there.
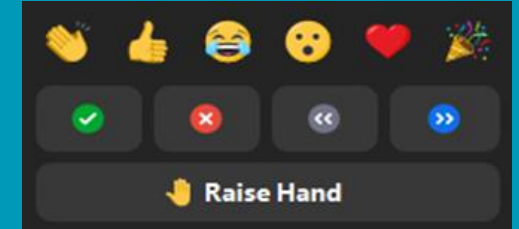
Use the **reactions icon** at the bottom of your screen to **raise your hand** if you would like to speak during the general Q&A session.

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Agenda

① Welcome

② Overview of EMERGE & the Social Norms Learning Collaborative

③ Presentations

④ Discussion and Q&A

⑤ Closing Remarks

Today's Presentations

Testing the validity and reliability of new gender norms scales concerning adolescent engagements in unpaid domestic and care work.	Emma Samman & Lauren Pandolfelli
HER+ Multidimensional Gender Norms Index in Agri-foods Systems.	Betsy Costenbader
Social Norms, Fertility Preferences, and Family Planning Practices among Young Wives: early results from a study of two districts with a higher prevalence of child marriages in India.	Sudipta Mondal
What can measuring fertility norms tell us about contraceptive use in India.	Nandita Bhan
Measurement Properties of an Expanded Version of the Partner Violence Norms Scale.	Cari Jo Clark & Abbie Shervinski
Measuring gender equity and empowerment for monitoring and evaluation: Identifying and addressing gaps in the field.	Ameer Ali Abro

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Introduction

To the social norms learning collaboratives network and emerge project

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Social Norms Learning Collaborative Network

- Share **evidence**, **approaches** and **resources**

- Integrate social norms into **behavior change initiatives**

- Improve program **implementation** and **evaluation**

- Strengthen **networks** to improve **learning** and **practice**

- Generate and share **knowledge**

- A network of passionate individuals and organizations working together to influence and shape the field of social norms.

- Aims to build consensus on promising practices for program design, implementation, monitoring and evaluation and scaling of proven norms-shifting initiatives.

https://www.alignplatform.org/global-learning-collaborative

Purpose: Compile, evaluate and improve global gender equality and empowerment (GE/E) survey measures.

A one-stop shop digital platform to:

- *Find* best evidence GE/E survey measures
- *Learn* about the science of GE/E survey measures
- *Share* your validated GE/E survey measures

http://emerge.ucsd.edu/

How is EMERGE shaping the field?

DEFINE AND HIGHLIGHT

- Dimensions and constructs of gender empowerment using theory

- Gender empowerment survey measures

CREATE

- Fund and provide technical support to researchers creating innovative gender empowerment measures

- Fill gaps in gender empowerment measurement

- Discourse on gender empowerment theory to measurement work

TRAIN

- Scholars in measurement science

ACCESS

- Improve access to and awareness of GE/E measures

- 500+ GE/E measures on EMERGE

COLLABORATE

- Partner with large scale survey researchers (e.g. LSMS, WVS) to get best evidence measures to scale

A few useful resources

- Resources for measuring social norms: a practical guide for programme implementers [Link]

- What is Measurement and How Do We Quantitatively Measure Gender Equality and Empowerment? [Link]

- How to create scientifically valid measures on Gender Equality and Empowerment [Link]

- How Do We Measure Economic Empowerment? A Summary of Current Measures and Recommendations for Future Research [Link]

- Measuring Women's Agency and Gender Norms in Family Planning. What do we know and where do we go? [Link]

Check out https://emerge.ucsd.edu/resources/ &
https://www.alignplatform.org/learning-collaborative for more resources

Emma Samman

Research Associate within ODI's Equity and Social Policy Programme, specializing in the analysis of poverty and inequality, particularly gendered inequalities, monitoring of the Sustainable Development Goals and survey design.

Lauren Pandolfelli

Gender Statistics Specialist in the Division of Data, Analytics, Planning and Monitoring (DAPM) at UNICEF, where she leads the division's technical work to improve the quality, analysis and availability of gender data on women and children.

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Motivation & objectives

Despite increased interest in policy and programming to shift gender norms to foster more equitable outcomes, the measurement of norms around unpaid care and domestic work (UCDW) remains nascent.

To contribute to filling this knowledge gap:

- Develop module for household surveys to measure gender norms among adolescents & primary caregivers, and to understand whether and how they influence adolescent engagement in UCDW
- Test the validity and reliability of three new scales aiming to measure attitudes, descriptive norms and injunctive norms, respectively
- Use norms data to to inform the design of policies, interventions and services aiming to redistribute care and domestic work within households (SDG 5.4.1)

Scales: Themes and components

Attitude: Percentage agreeing that 'older girls and boys' should share UDCW equally

Injunctive norm: Perceptions of the share of households in their community/friendship & peer group who expect older girls and boys to share UDCW equally

Descriptive norm: Perceptions of the share of households in their community/friendship and peer group in which older boys & girls share UDCW equally
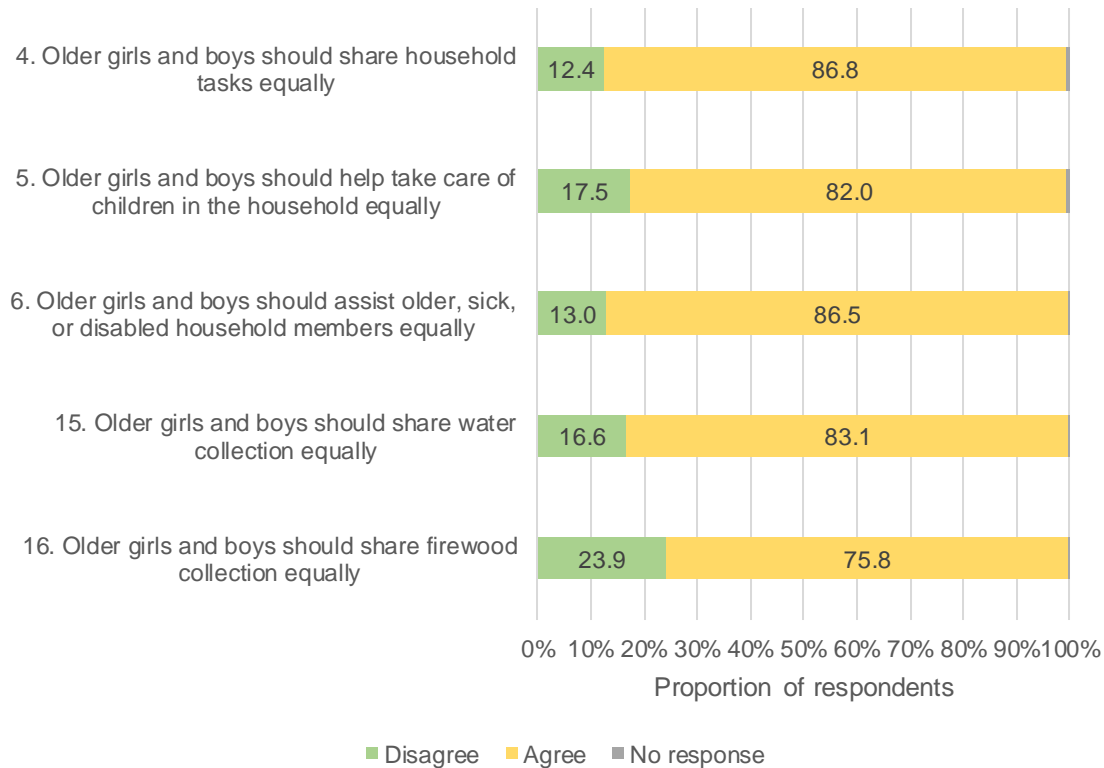
Piloting the module: Data collection

Urban, peri-urban & rural areas of Mutare District, Manicaland Province of eastern Zimbabwe, July-Aug 2022
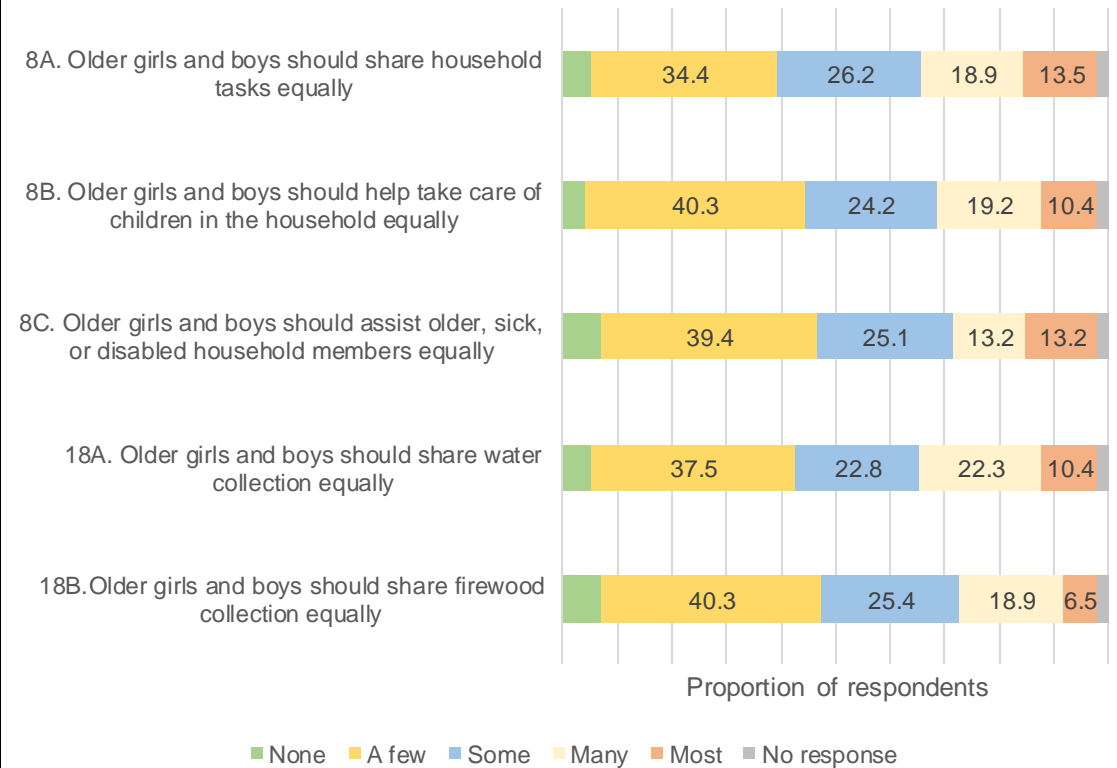
Zimstat, UNICEF HQ, UNICEF Zimbabwe

- **Survey**: 247 adolescents aged 15-19, 108 caregivers

- **Behavioral coding**: 75 respondents

- **Cognitive survey**: 25 respondents

Exploring the data (1): Attitudes and injunctive norms


Attitudes toward UCDW: Adolescents & caregivers

Statement	Disagree	Agree
4. Older girls and boys should share household tasks equally	12.4	86.8
5. Older girls and boys should help take care of children in the household equally	17.5	82.0
6. Older girls and boys should assist older, sick, or disabled household members equally	13.0	86.5
15. Older girls and boys should share water collection equally	16.6	83.1
16. Older girls and boys should share firewood collection equally	23.9	75.8

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Proportion of respondents

■ Disagree ■ Agree ■ No response

Injunctive norms relating to UCDW: Adolescents & caregivers

Statement	A few	Some	Many	Most
8A. Older girls and boys should share household tasks equally	34.4	26.2	18.9	13.5
8B. Older girls and boys should help take care of children in the household equally	40.3	24.2	19.2	10.4
8C. Older girls and boys should assist older, sick, or disabled household members equally	39.4	25.1	13.2	13.2
18A. Older girls and boys should share water collection equally	37.5	22.8	22.3	10.4
18B. Older girls and boys should share firewood collection equally	40.3	25.4	18.9	6.5

Proportion of respondents

■ None ■ A few ■ Some ■ Many ■ Most ■ No response

Exploring the data (2): Scale validation

Scale	Internal consistency reliability	Convergent and divergent validity	Factorial validity
Attitudes toward equal sharing of UDCW	Cronbach's Alpha = 0.649, does not improve by dropping any item	Item-Total correlation between .613 and 0.702 Inter-item correlation (between 0.240 and 0.287, average = 0.270)	High goodness-of-fit: Bartlett's test, Chi sq= 265.95, 10df, p=0.000; KMO= 0.641 Two factor solution: 1) water/fuelwood collection, 2) household tasks and care of persons.
Descriptive norms regarding UDCW	Cronbach's Alpha = 0.756, does not improve by dropping any item	Item-Total correlation between 0.662 and 0.750 Inter-item correlation (between 0.365 and 0.418, average = 0.383)	High goodness-of-fit: Bartlett's test, Chi sq= 426.091, 10df, p=.000; KMO= 0.722 Two factor solution: 1) household tasks & care of persons, 2) water/firewood collection
Injunctive norms regarding UDCW	Cronbach's Alpha = 0.783, does not improve by dropping any item	Item-Total correlation between 0.6855 and 0.7544 Inter-item correlation (between 0.404 and 0.442, average = 0.419)	High goodness-of-fit: Bartlett's test, Chi sq= 583.816, 10df, p=0.000; KMO= 0.696 Two factor solution: 1) household tasks & care of persons 2) water/firewood collection
Descriptive norms regarding sanitation management	Cronbach's Alpha = 0.591, does not improve by dropping any item	Item-Total correlation between 0.617 and 0.736 Inter-item correlation (between 0.210 and 0.317, average = 0.266)	High goodness-of-fit: Bartlett's test, Chi sq= 140.233, 6df, p=0.000; KMO= 0.634 Two factor solution: 1: Care of facilities; 2. Assisting household members

Exploring the data (3): Criterion validity
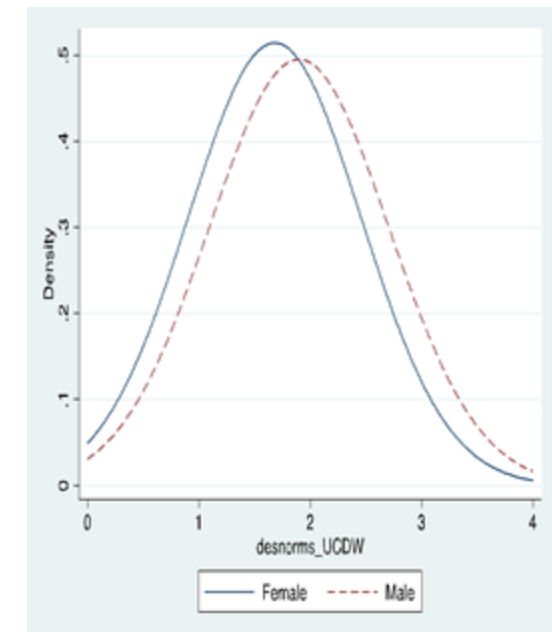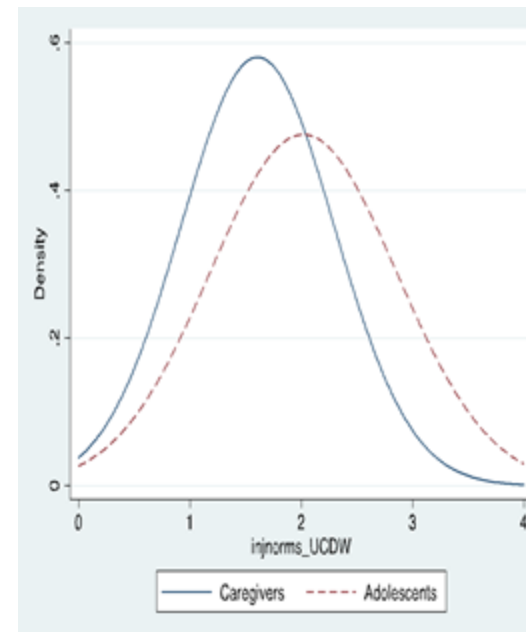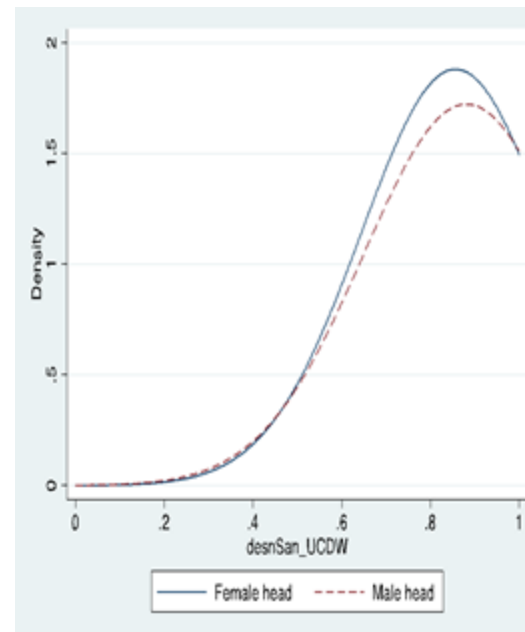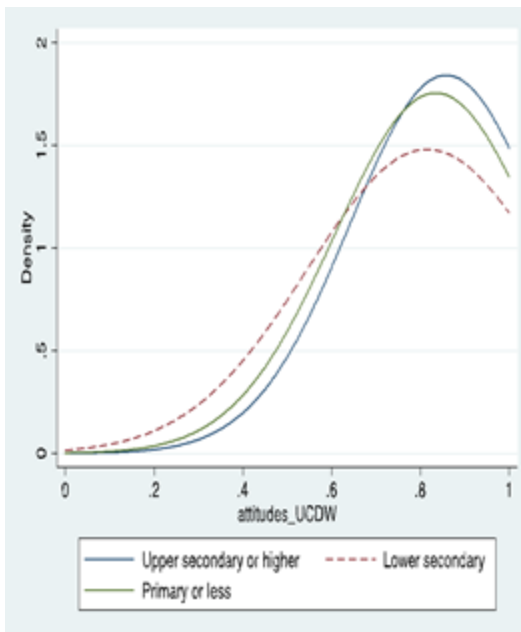
Conclusions

• The scales – particularly for injunctive and descriptive norms – offer promise in monitoring gender norms relating to UCDW at a population level – but further testing is needed

• The measures appear capable of distinguishing between different population groups in a way that is consistent with other population surveys

• The analysis shows some expective & some counterintuitive results that may offer implications for policy and programming – e.g. while adolescents held more progressive attitudes than caretakers, males had some more equitable perceptions than females

Betsy Costenbader

Senior Social and Behavioral Scientist and Gender Equity and Social Inclusion expert in the Global Health, Population and Nutrition Division at FHI 360.

Involved with the Learning Collaboratives (LC) to Advance Normative Change since their inception in 2016 and serves on the Cross-Collaborative Coordinating Committee (C4) and as a Technical Expert Advisor on the Nigeria LC.

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HER + Proposed Approach – Research and Intervention

The innovative research

Assessments of unequal norms that restrict women from building economic resilience to CC challenges

Identify leverage points and levers to intervene for deeper-level change

Design and test **gender transformative approaches (GTAs)** with partners
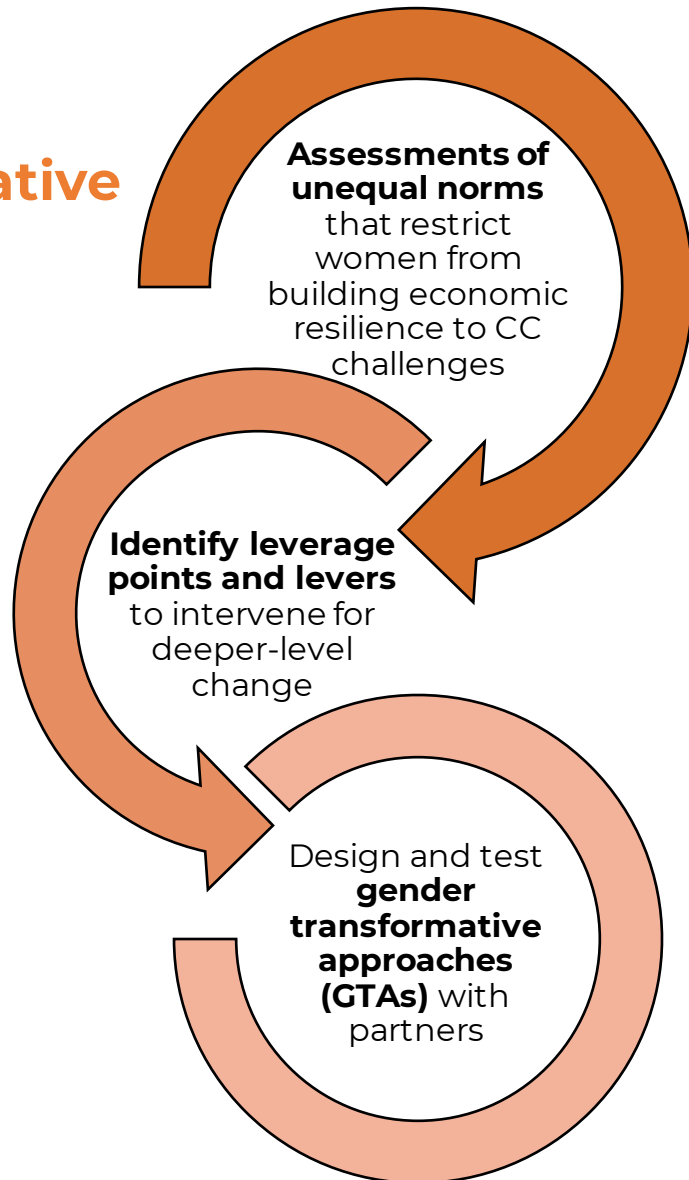
The value proposition

➤ **GTAs are regarded as ways to intervene in food systems at a deeper level** by targeting normative constraints and building critical consciousness

➤ **A lack of guidance on**:
- Where and how to intervene
- Specific GTA designs, methods and tools to spark transformative change at scale

➤ With more food system actors targeting inequitable norms using GTAs, **women's capacities to build economic resilience will increase**
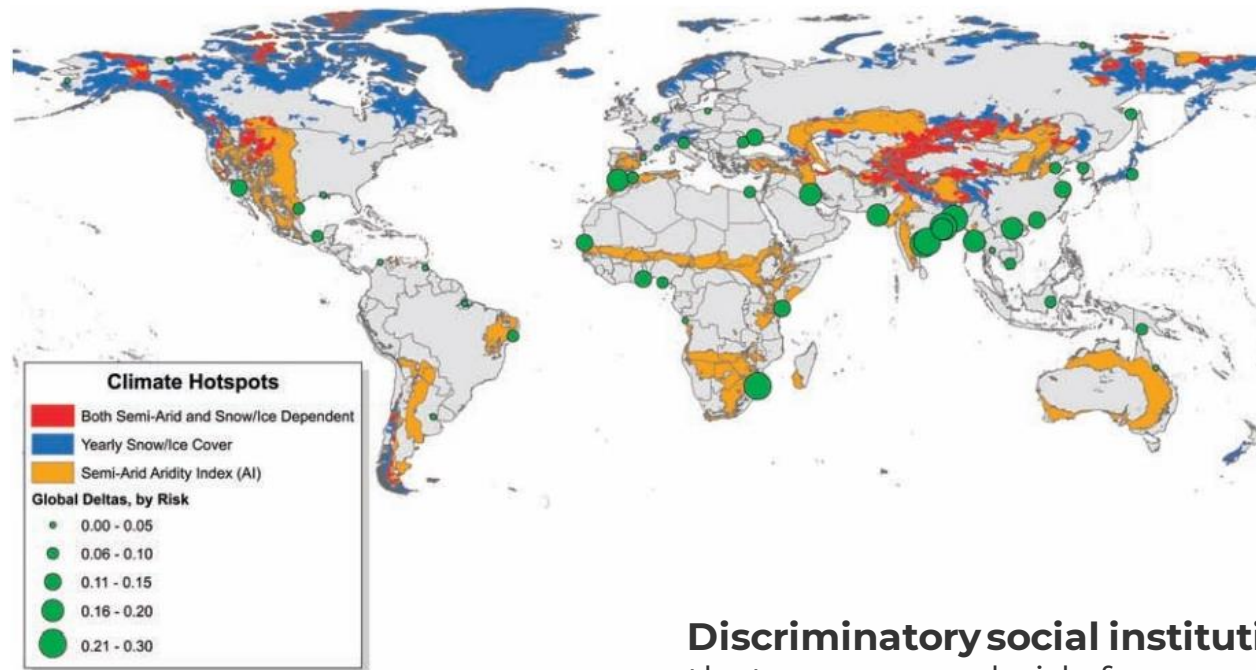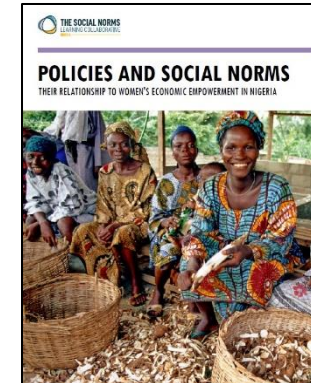
HER + Need in Focal Countries

In Nigeria, "**patriarchal systems of gender inequality** result in gender roles which constrain women's ability to engage fully in the economy; inability to move freely through the community, [and] women's lack of autonomy to make decisions for themselves and their families" (Abdul-Isma'il et al., 2021).

Focal countries

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POLICIES AND SOCIAL NORMS
THEIR RELATIONSHIP TO WOMEN'S ECONOMIC EMPOWERMENT IN NIGERIA

Climate Hotspots

- Both Semi-Arid and Snow/Ice Dependent
- Yearly Snow/Ice Cover
- Semi-Arid Aridity Index (AI)

Global Deltas, by Risk
- 0.00 - 0.05
- 0.06 - 0.10
- 0.11 - 0.15
- 0.16 - 0.20
- 0.21 - 0.30

Source: Szabo et al. (2016)

Focal countries HER+ WP1
- Nigeria
- Tanzania
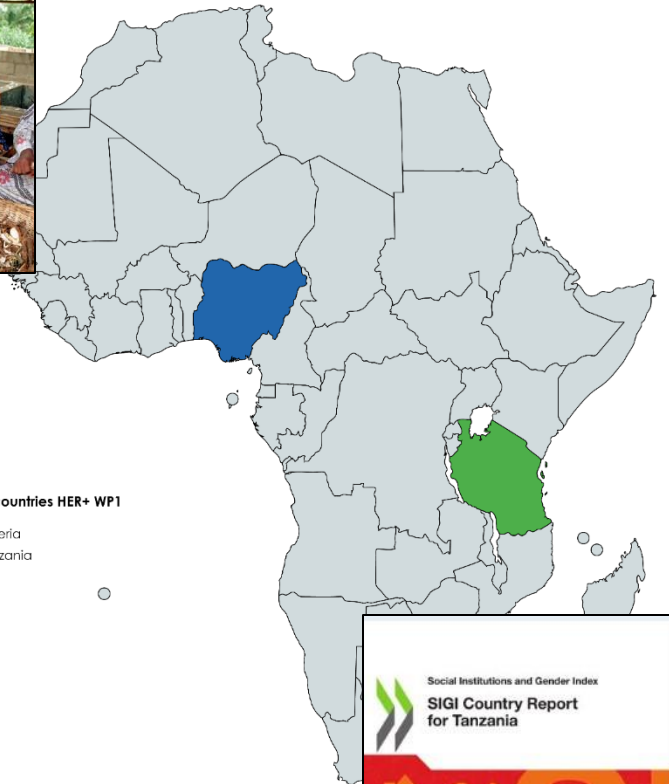
Discriminatory social institutions "are at the root of the restrictions that women and girls face, and underpin unequal outcomes across all spheres of life including employment, entrepreneurship, health and education" (SIGI Country Report Tanzania, 2022).

Social Institutions and Gender Index
SIGI Country Report for Tanzania
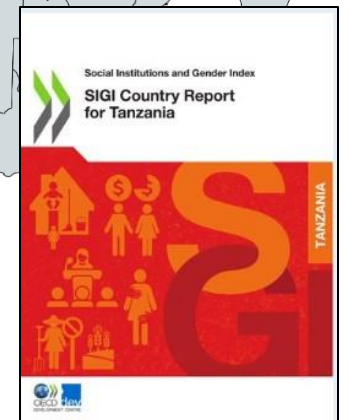
Cassava Value Chain

Sampling to include:
1) Farmers via HH survey
2) Processors at Processing Plants
3) Wholesalers/Retailers at Markets
4) Small sample of Ag Boards, Cooperatives etc.
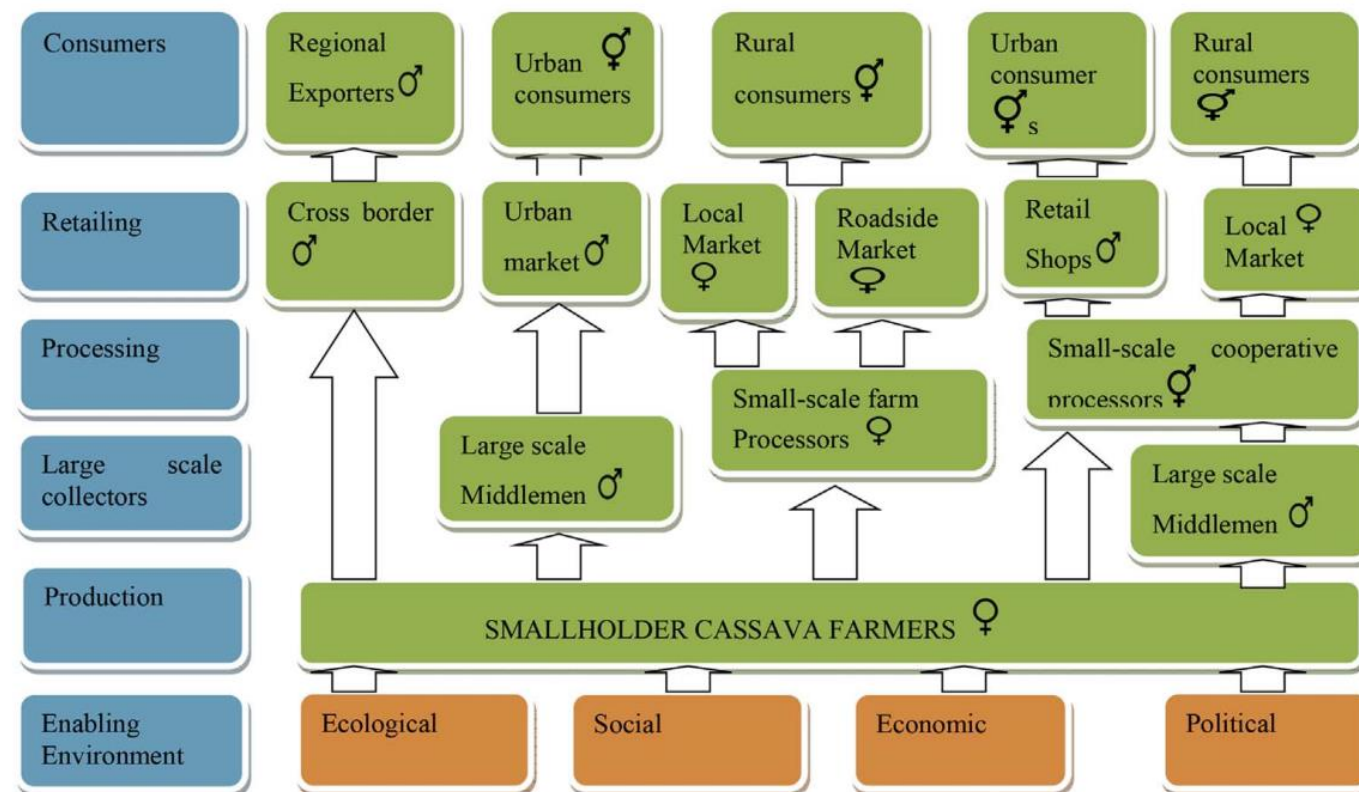
♀ : female dominated; ♂ : male dominated; ⚥ : participation of both males and females.

Social Norms Critical to Women's Resilience in AFSs: Index Structure

CGIAR — Harnessing Gender and Social Equality for Resilience in Agrifood Systems

Structural Influences/Environment:

Infrastructure & Institutions
Technology
Policies & Governance
Climate Challenges

Financial & Material Resources

Technology & Training

Power & Resilience

Value-chain Mobility

Participation & Leadership
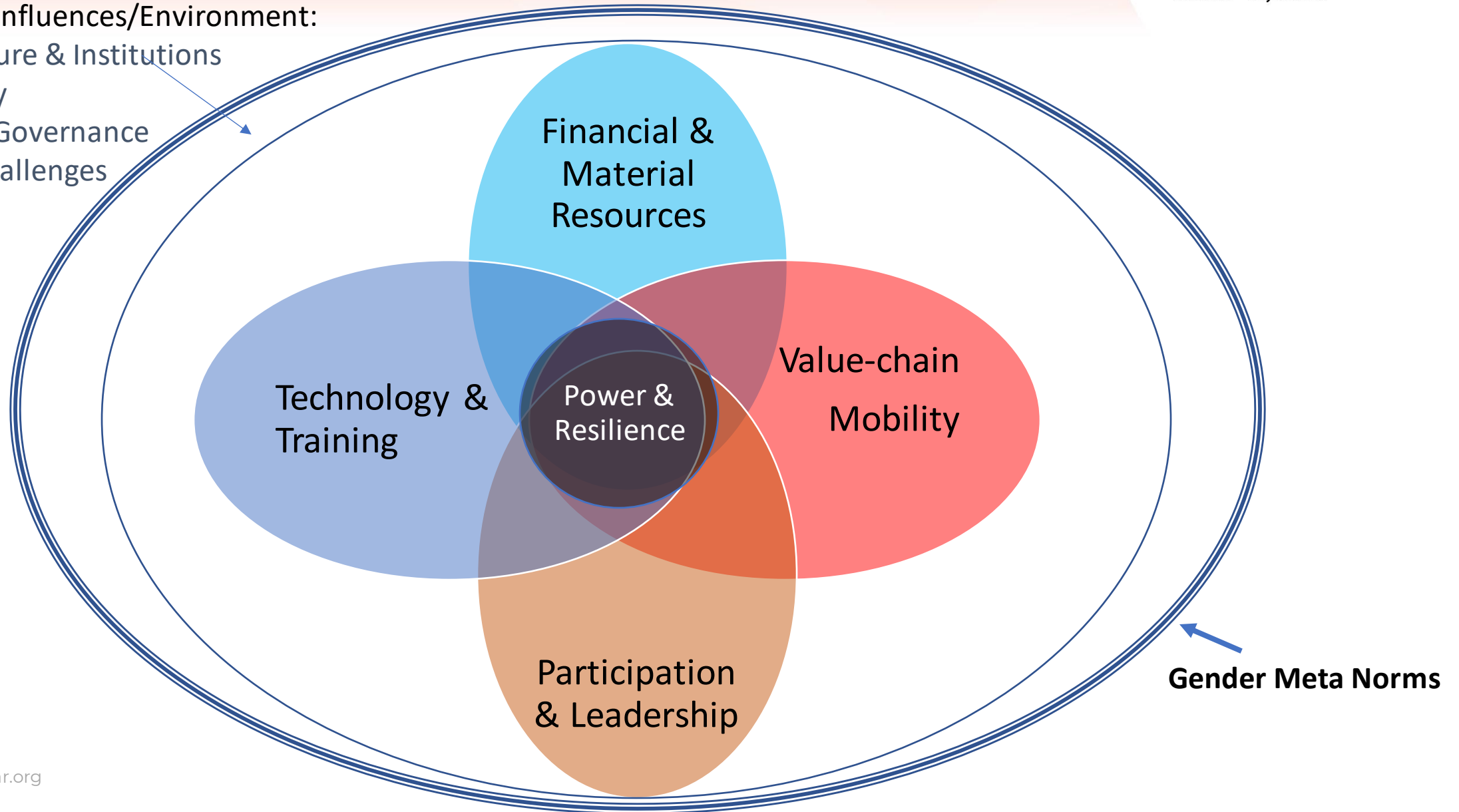
Gender Meta Norms

Gender Meta-Norms (Agency)

- What: Overarching gender ideologies

- How identified: Lit review & stakeholder interviews identified 21 underlying gender norms that affect lives of women working in AFSs

- How/Behavior: bodily autonomy & freedom from violence/decision-making/division of labor

- Injunctive Norms: Approved of in your community

  - How many [people in your community] would agree that the most important role of [a woman] is to take care of her home and cook for her family?

- Descriptive Norms: Typical in your community

  - What percent of [married women in your community] work for pay outside of their households?

- These questions will be asked of everyone

Participation & Leadership (Agency)

- What: Participation and leadership
- How identified: Lit review & stakeholder interviews discussed women's limited participation & leadership
- How/Behavior: have membership/hold leadership position/attend meetings/raise hand/speak up membership or leadership in agricultural or community groups
- Injunctive Norms: Approved of in your AFS
  - To what extent do [those who work in [cassava, fish, poultry] in this community] approve of [women being members of an agricultural organization]?
- Descriptive Norms: Typical in your AFS
  - What percent of [women who work in [cassava, fish, poultry] in this community] hold leadership positions within the community?
- Ask and compare within different value chain groups within which these norms may be more or less prevalent or strongly held: Smallholders, Processors, Wholesalers/Retailers etc.

Value-Chain Mobility (Agency)

- What: Value-chain Mobility

- How identified: Lit review & stakeholder interviews discussed women & men being held to certain jobs in value chain

- How/Behavior: Can women go to fields to work? Can they go to market to sell? Can they operate machinery? Okay for men and women to work at different jobs in the AFS Value chain?

- Injunctive Norms: Approved of in your AFS

    - To what extent do [those who work in [cassava, fish, poultry] in this community] approve of [women working in the fields]?

- Descriptive Norms: Typical in your AFS

    - What percent of [women who work in [cassava, fish, poultry] in this community] trade at the market?

- Ask and compare within different value chain groups within which these norms may be more or less prevalent or strongly held: Smallholders, Processors, Wholesalers/Retailers etc.

Material & Financial Resources (Access)

- What: Material & Financial resources
- How identified: Lit review & stakeholder interviews - most frequently mentioned & deemed most important to WEE in AFSs were those pertaining to control over material and financial resources
- How/Behavior: Access and/or ownership to land, livestock, farm equipment, Personal savings, loan, financial assets and income from the AFS business In their own name/joint ownership/inherited/purchased
- Injunctive Norms: Approved of in your AFS
  - To what extent do [those who work in [cassava, fish, poultry] in this community] approve of [women owning land]?
- Descriptive Norms: Typical in your AFS
  - What percent of [women who work in [cassava, fish, poultry] in this community] have personal savings]?
- Ask and compare within different value chain groups within which these norms may be more or less prevalent or strongly held: Smallholders, Processors, Wholesalers/Retailers etc.

Technology & Training (Access)

- What: Technology & Training

- How identified: Lit review & stakeholder interviews discussed for instance, extension agents are usually men, and extension trainings are most often designed by and for men

- How/Behavior: Owning a cell phone, attending extension trainings, listening to the radio etc

- Injunctive Norms: Approved of in your AFS

  - To what extent do [those who work in [cassava, fish, poultry] in this community] approve of [women attending extension trainings]?

- Descriptive Norms: Typical in your AFS

  - What percent of [women who work in [cassava, fish, poultry] in this community] have their own cell phone?

- Ask and compare within different value chain groups within which these norms may be more or less prevalent or strongly held: Smallholders, Processors, Wholesalers/Retailers etc.

What next?

Finalize surveys and protocols &

IRB Review

Piloting of the index in TZ and Nigeria

Stakeholder workshop to present findings

Using findings to develop gender transformative approaches to launch 2024

| April/May | June - August | September | October - Dec |

Sudipta Mondal
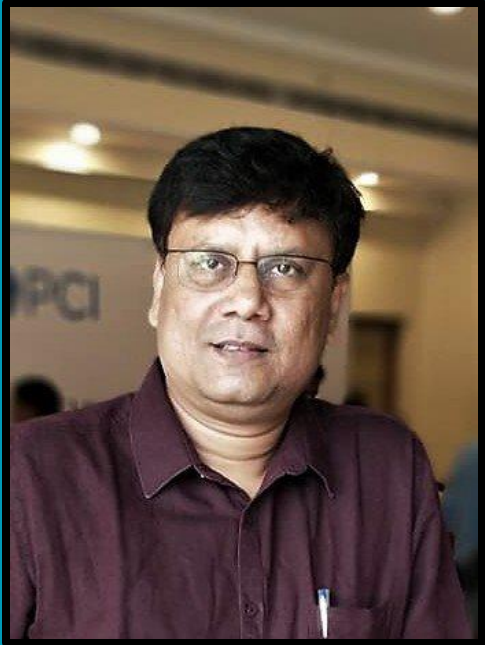
A seasoned Measurement, Learning, and Evaluation (MLE) specialist with over 20 years of experience in the non-profit sector in India. Currently serving as Senior Director - MLE at PCI India,

Sudipta has a strong command of theoretical concepts and practical experience in applying diverse approaches for social and behavioral research and evaluation studies in the realms of public health, nutrition, gender, social norms, livelihoods, and social protection.

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Social norms, Fertility Preferences, and Family Planning Practices among Young Wives: Early results from a study of two districts with a higher prevalence of child marriages in India

Emerging Gender & Social Norms Measures

25 April 2023

Dr. Sudipta Mondal, PCI

Context of the Study

Genesis of the study:

- PCI is conducting a Primary Research study with funding support from National Academies of Sciences, Engineering and Medicines (NASEM), USA as part of its Partnership for Enhanced Engagement in Research (PEER) grant

- The title of the study is: **Young Wives**: An exploratory study of married women below twenty and the socio-cultural determinants of their contraceptive behavior in low resource settings in India

About
Current studies on Family Planning (FP) focus mainly on knowledge, access, and supply-side interventions.

Gaps
Lack of understanding of the complex social norms and gender roles surrounding fertility, inadequate knowledge of cultural ecology that influence FP behaviors of Indian couples

Importance
FP is a public health priority in India; help design interventions to delay conception at an early age. Collecting local evidence from states with a higher incidence of early marriage is important for NSIs

Concerns
Among young women aged 15-19 years, almost 14% in Assam and 12% in Jharkhand had children (NFHS-4)

Objective of the Current Study

Unpacking the relationship between **beliefs** and **practices** in case of young wives in rural areas with a higher prevalence of under age marriage

What is the level of congruity between these two constructs?

How does self belief of young wives influence two critical FP outcomes –

- use of modern family planning methods and
- pregnancy within a year of marriage

Most importantly how to measure the prevailing beliefs or descriptive norms?

Methods, Tools and Sample Sizes

We have used mixed method design and collected data from young wives (15-19 years), their mothers-in-law and husbands living in rural areas with a higher prevalence of under age marriage. Current study is based on quantitative data collected from 599 YWs in rural Godda, Jharkhand

Method	Tool	Respondent	Size
Qualitative Ethnographic survey (10 villages, purposive)	Village Profile and Household observation checklists	In-depth interviews	Currently married women (15-19 Years)	20
		In-depth interviews	Mothers-in-law	20
		In-depth interviews	Husbands	20
	Key Informant Interviews	Frontline workers, community influencers	40
Quantitative Survey (108 villages thru' 2-stage cluster sampling)	Personal interview Schedule	Currently married women	1080
	Personal Interview Schedule	Mothers-in-law	432
	Personal Interview Schedule	Husbands	432
	Semi structured interviews schedule	Frontline workers, community influencers	432

Personal Interview Schedule for Young Wives: How we have included the social norms measure

Personal interview schedule for the young wives included the following sections:

01	Background profile
02	Rituals, scientific temperament, affiliations and access to resources
03	Marriage, fertility preferences, and FP -KAP
04	Household decision making
05	Fertility pressure and reproductive coercion
06	Respect and quality of care
07	**Social norms around family planning**

We asked questions on social norms at the end. Out of 143 questions, only 14 questions were on social norms (<10%) and used the following **two patterns**

What proportion of married women of your age in your community do you think can decide when they want to use contraception?

None | Some | Many | Most | No idea

Statement: In my community, it is expected for newly married couples to have a child soon after marriage?

Agree | Disagree

Descriptive Norms Measures

Questions related to individual beliefs around FP, and fertility timing with answer categories – 'None', 'Some', 'Many', 'Most', and 'No Idea' were treated as under:

Many or most were scored 1, None or Some or No Idea were scored 0

'No idea' figured prominently in the responses and thus, our weak belief is, in fact, 'weak or no belief'.

For each question, proportion of respondents scored 1 (which depicts the stronger belief) were calculated and matched with corresponding practices and plotted separately

Similarly, questions that were canvassed in the form of a statement with two answer options – 'agree' and 'disagree' were scored 1 and 0 respectively. 1 indicates stronger belief of the index belief

Social Norms - Belief Vs. Action

At the community level, the strong belief about certain practices match well with each other

% DISTRIBUTION OF YOUNG WIVES ACCORDING TO THEIR BELIEF AND RESPECTIVE ACTION

■ Belief ■ Action

	Belief	Action
Use of Modern method	15.0	16.7
Use of Traditional method	10.6	18.6
Decision making about use FP	8.1	5.9
Pressure for first pregnancy soon after marriage	43.7	38.9
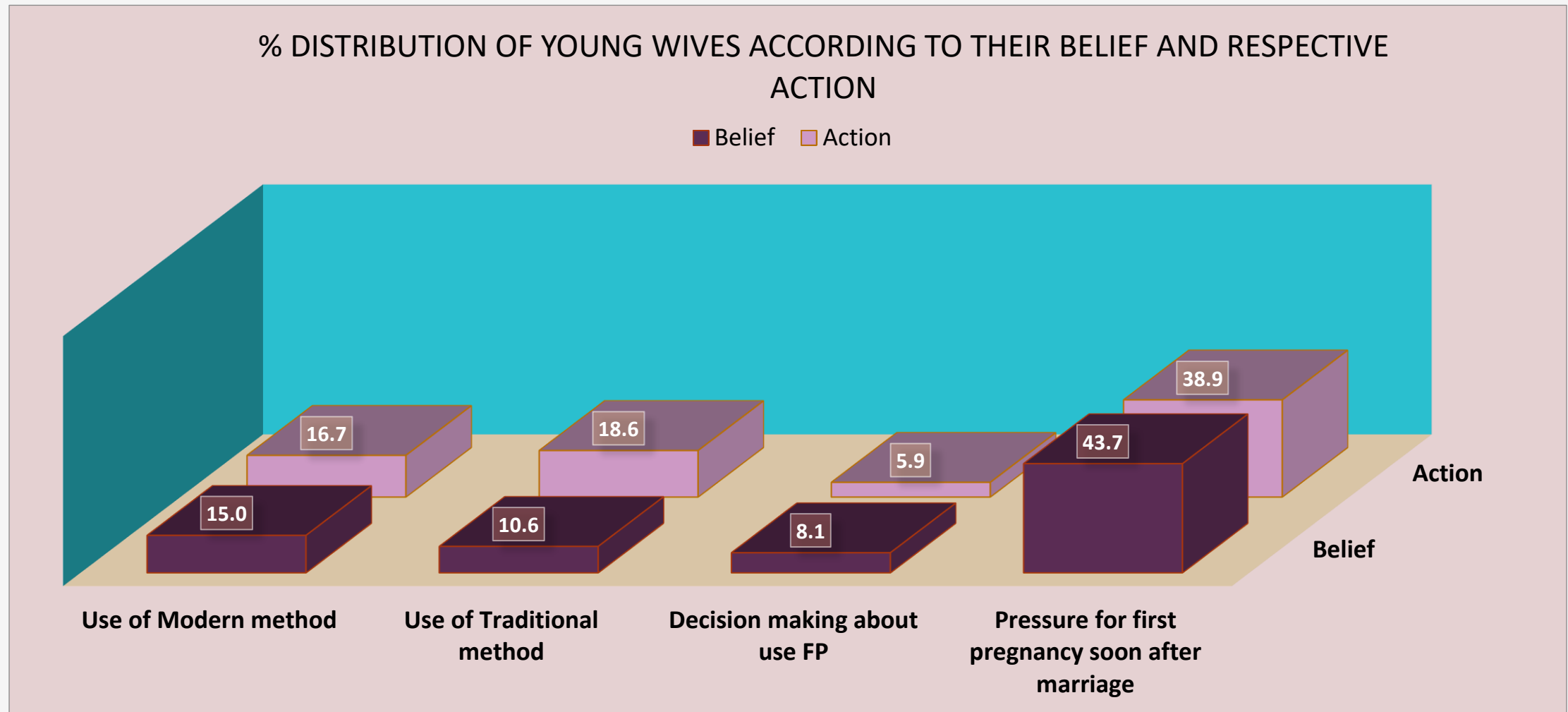
Social Norms - Belief Vs. Action

At an individual level also, those who have a stronger belief about certain behaviors, tend to practice the same behaviors in a higher proportion

Belief and practice about Modern FP use

Action

Weak/No belief	Srong belief
14.0	32.4
86.0	67.6

Belief

■ Not using modern FP method ■ Using modern FP method

Belief and practice of becoming pregnant soon after marriage

Action

Weak/No belief	Strong belief
8.5	2.5
61.7	58.4
29.8	39.1

Belief

■ <1yrs ■ 1-2yrs ■ 3yrs & above
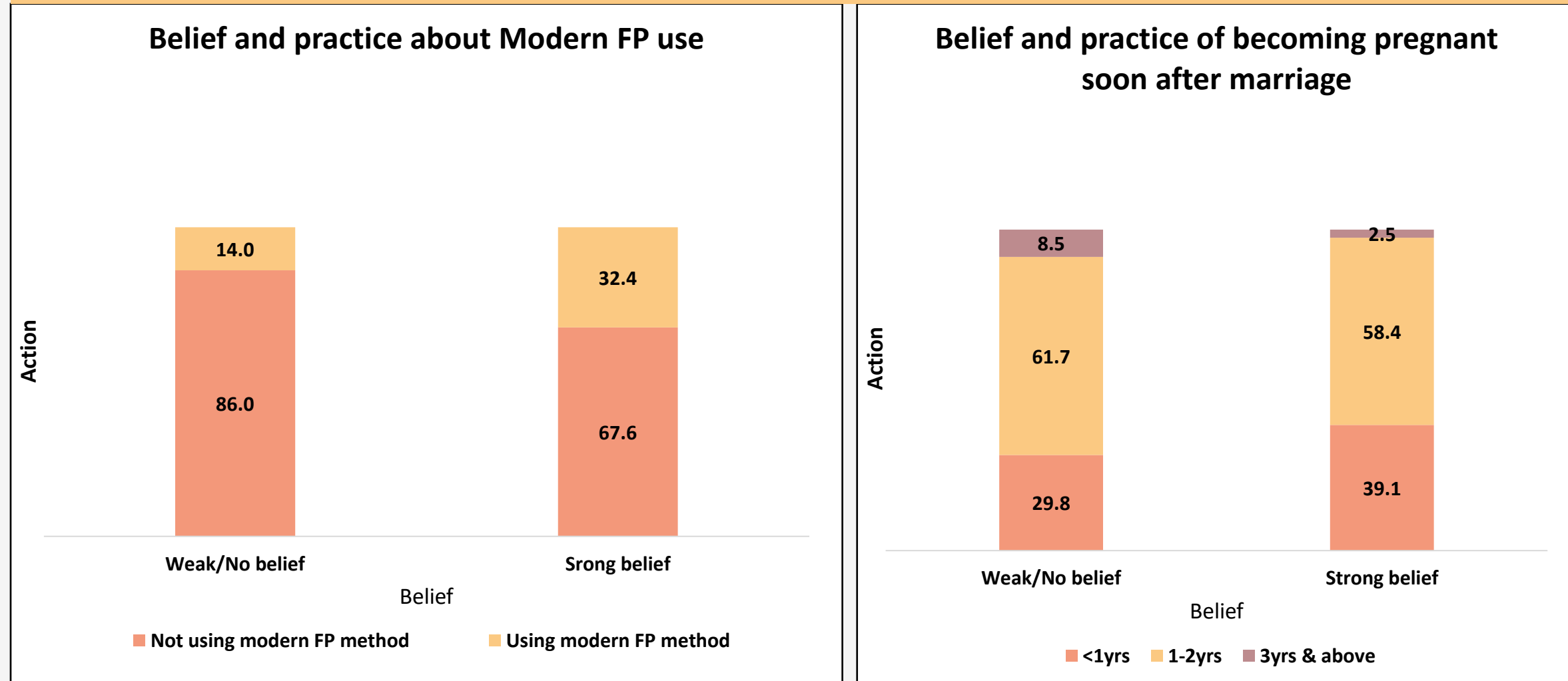
Critical Outcomes: 1st Pregnancy & Use of modern FP Methods

Although married at an young age, one-third of the wives became pregnant within a year of marriage. Only about 17% reported to use a modern family planning method

% distribution of YWs by use of family planning methods

- Not using: 64.6
- Modern: 16.7
- Traditional: 18.6
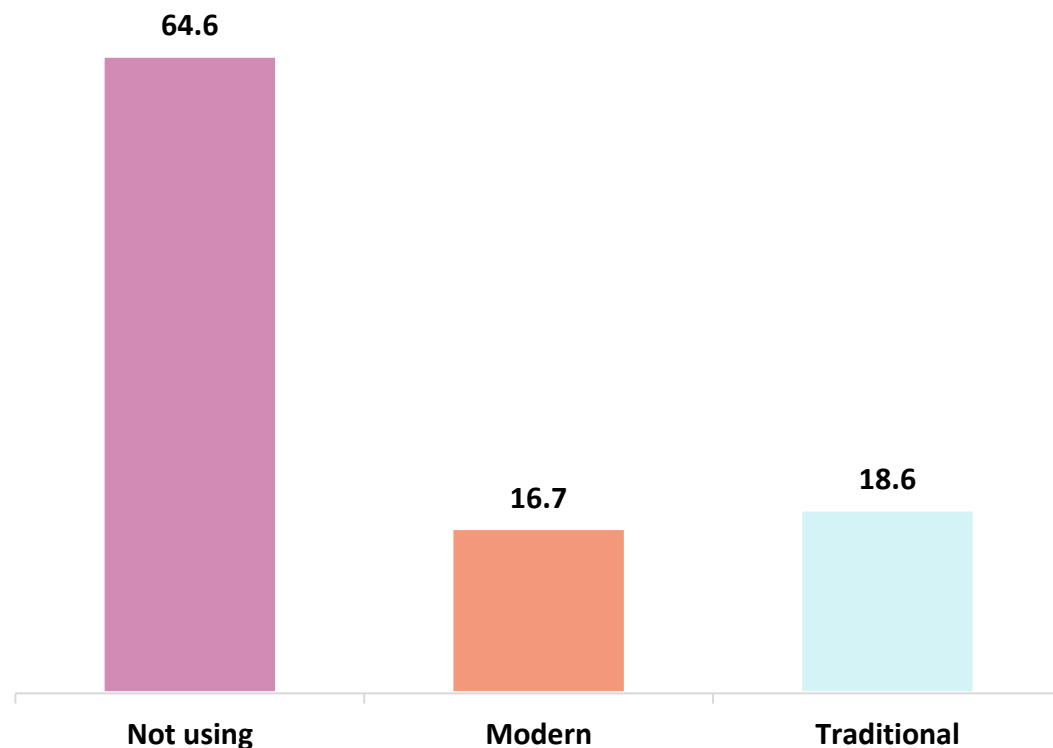
% of distribution of YWs by years of marriage and first pregnancy

- Yet to have a child: 12.7
- <1 yrs: 33.5
- 1-2 yrs: 51.3
- ≥3 yrs: 2.5
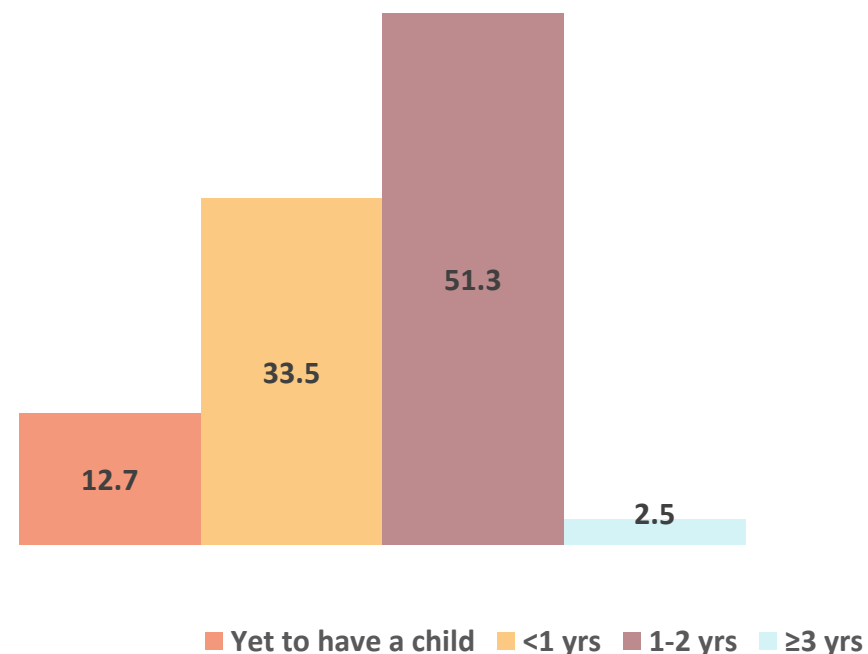
Marginal Effect of Belief on Modern FP Use

Young wives who exhibited positive belief around modern FP methods are more likely to practice modern FP even after controlling for other predictors

Predictive margins of belief on having a child soon after marriage

Probability of having a child within one year of marriage

Feeling a pressure of having a child soon after marriage

Week/No belief — Strong belief

Belief Vs Action for Modern FP method

Probability of using Modern FP (95% CI)
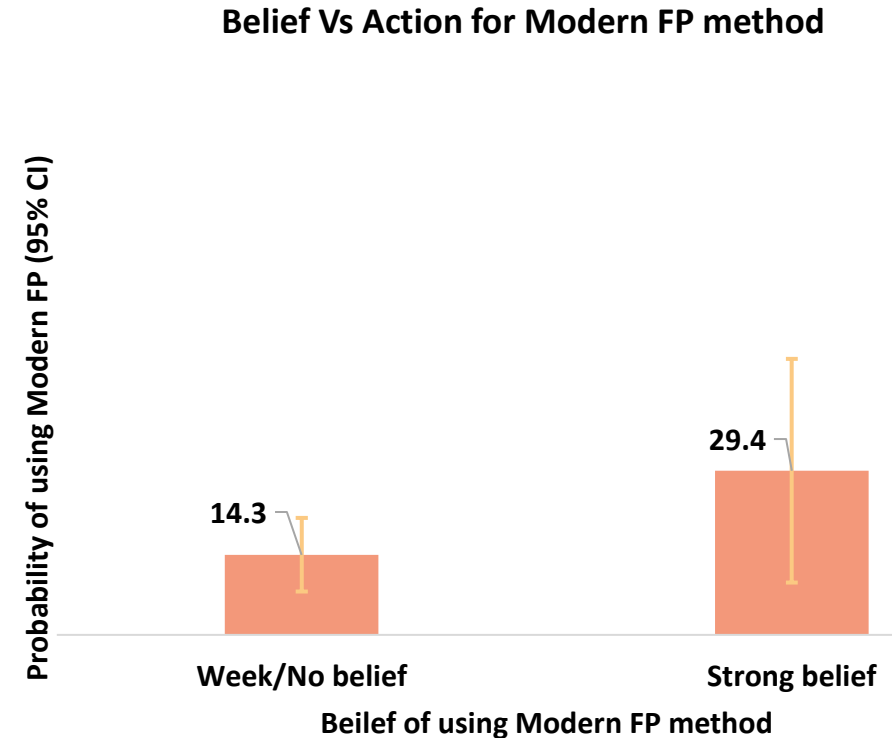
14.3

29.4

Week/No belief — Strong belief

Beilef of using Modern FP method

Result from multivariate logistic regression controlled for background characteristics like, age of women, education, religion, caste, economic status, decision making power for using FP/resources, knowledge about FP, quality interaction with health staff, age at marriage, husband education etc. Result is significant at 5% level of significance, Pseudo R^2= 0.61.

Marginal Effect of Belief on the First Pregnancy

Young wives who exhibited positive belief that society expects the newly married couples should have a child soon after marriage are more likely to conceive within a year of marriage

Predictive margins of belief on having a child soon after marriage

Probability of having a child within one year of marriage

Feeling a pressure of having a child soon after marriage

Week/No belief — Strong belie

Belief Vs Action for having a child within a year after marriage

Probablity of having a child within a year after marriage (95% CI)

32.4

14.0

Weak/No belief — Strong belief

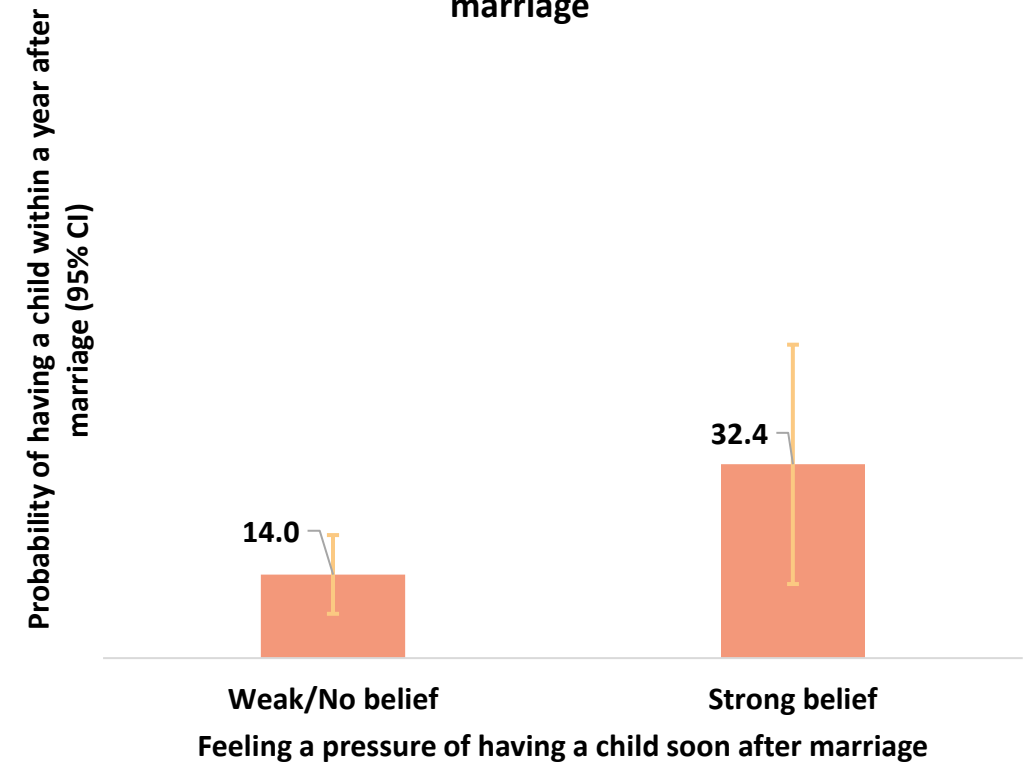**Feeling a pressure of having a child soon after marriage**

Result from multivariate logistic regression controlled for background characteristics like, age of women, education, religion, caste, economic status, decision making power for using FP/resources, knowledge about FP, quality interaction with health staff, age at marriage, husband education etc. Result is significant at 5% level of significance, Pseudo R^2= 0.52.

Summary and Points to Ponder

- Descriptive social norms play an important role in modern family planning adoption and timing of the first pregnancy among YWs in rural areas with a higher prevalence of child marriage

  - On measurement of social norms, one needs to ask questions using certain formats and analyze them carefully

    - Options like 'no idea' or 'can't say' pose challenges unless only a few respondents opt for them. We had a sizeable number of such responses. Respondents often tend to opt for neutral answers or avoid giving answers thoughtfully esp. when the questionnaire is long

      - We included the questions on norms towards the end of the survey. It might have added to the response fatigue

        - A larger question is how common is to have no belief about certain personal intimate behaviors of one's surroundings esp. for respondents who are newly married with a lower access to resources, limited mobility and social interaction

Thank you!

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The paper is cowritten with Prof. Cristine H Legare*, Prof. S K Singh**, Mr. Prasann Thatte***, Ms. Sushmita Mukherjee***, Dr. Anjali Singh*** and Ms. Harshita Chary**

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Validation of the fertility norms scale and association with fertility intention and contraceptive use in India. Studies in Family Planning. 2023 Jan 23.

Bhan N, Johns NE, Chatterji S, Thomas EE, Rao N, Ghule M, Lundgren R, Raj A.

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EVIDENCE-BASED MEASURES OF
EMPOWERMENT FOR RESEARCH ON GENDER EQUALITY

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Justification
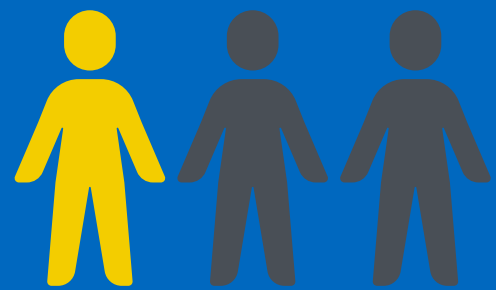
Social Norms
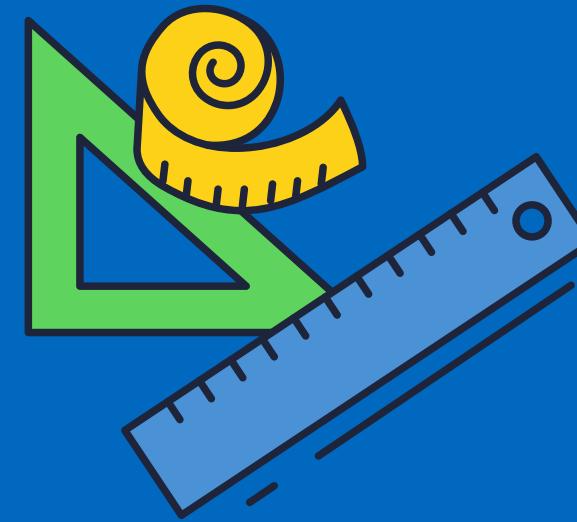
Limited research on the measurement properties of social norms scales

Partner Violence Norms Scale

Partner Violence Norms Scale

7-items
Gender roles
Family dynamics
Women's sexuality
Acceptability of violence
Family honor
Intervention

RMSEA=0.07
CFI=0.99
Cronbach's
alpha=0.85

Norms change was programmatically relevant in high diffusion communities with poorer norms at baseline.

Clark et al., 2020; Clark et al. 2019; Clark et al., 2018; Clark et al., 2017

Current Work
Expanded measurement to 25 items

Gender

Acceptability of help-seeking

Acceptability of Violence

A woman who seeks help from the police for domestic violence brings shame on her family and should not be welcomed home

If a woman goes directly to the police to report violence, without first seeking support from the community, she may be shunned or lose the support of the community.
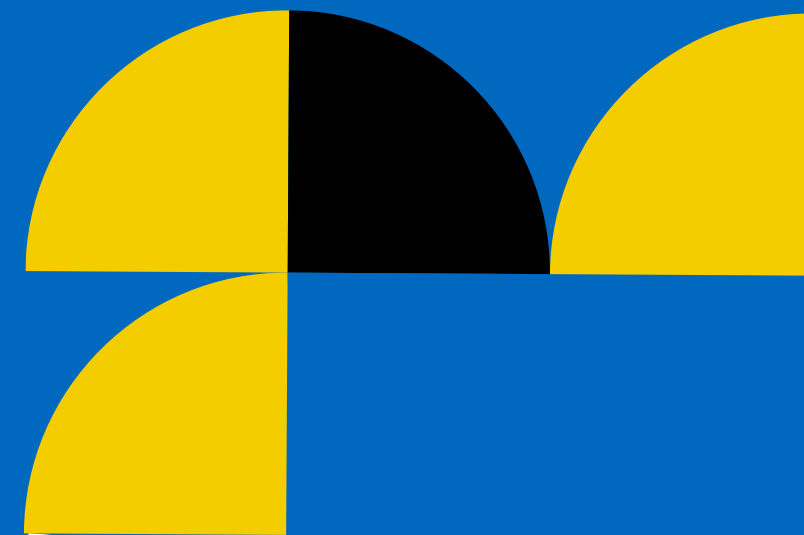
Study

Quasi-experimental mixed-methods study

13 communities in two municipalities in Nawalpur District, Nepal

SBCC intervention - radio drama, couple's/family curriculum, community mobilization

N=1994
78% Intervention
52% Women
77% Disadvantaged Caste
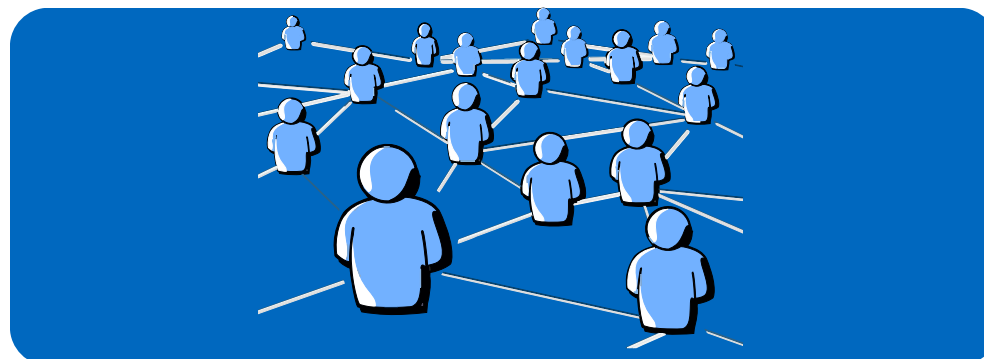
Analysis

EFA / CFA on split half random sample

Measurement invariance testing (MGCFA)

- Gender
- Asset quintile
- Caste
- Condition

Bifactor analysis to confirm dimensionality

- Unidimensional
- Measurement invariant except for gender

Analysis

GEE models examining testing impact of the intervention on study primary outcomes (IPV and norms) and secondary outcomes

- Reductions in IPV
- Improvement in norms
- Improvement in most secondary outcomes

Demonstrating sensitivity to change

Take Aways

Norms change is possible and measurable

Scale needs further development and testing

Next steps

Assessing norms and behavior change in networks

Completing study endline and potentially one additional measurement period

Secure funds dedicated to scale development to accompany intervention testing

EAI Team

Gemma Ferguson, Arti Lad, Binita Shrestha (former), Soham Subedi, Vijaya Development Resource Center

Resources

- Curricula:
  - https://www.whatworks.co.za/resources/item/494-big-change-curriculu
- Change Starts at Home | Facebook

Emory Team Cari Jo Clark, Abbie Shervinskie, Anuska Bhandari

UCSD Team Holly Shakya, Shweta Tomar, Jyotsna Negi

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Dr. Abro is currently involved in several research projects, including a study on gendered social norms and women's economic empowerment among castes restricted to specific occupations in Sindh, Pakistan, in collaboration with the Center on Gender Equity and Health at the University of California.

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Measuring Gender Equity and Empowerment for Monitoring and Evaluation: Identifying and Addressing Gaps in the Field

Dr. Ameer Ali Abro

Introduction

- The system of patriarchy always dominates in Pakistan and society is segregated into classes and clans (Tarar, M. G., & Pulla, (2014).

- As women being half of the population, they do not have equal rights as a citizen. They do not have access to participate in national development (Tarar, M. G., & Pulla, (2014).

- The reports of the Pakistan Bureau of Statistics reveal that male consists of 51%, female consists of 48.76% and transgenders are 0.24% of the population.

Introduction

- The rural population is 63.40% and the urban population is 36.40% in each society, equalizing gender rights is a main question.

- Women have limited access to family income, facilities for health, and education.

- They do not have access to enough food and they do not have right even on their income.

Introduction

- This project focuses at the grassroots level on marginalized indigenous Sindhi communities to understand how the gendered social norms and women's economic empowerment among castes are restricted to specific occupation functions in a society, where the mode and means of production are controlled by men.

- There are several casts restricted to specific occupations where women's work is not counted as 'paid work' because occupations are predominantly associated with men's work.

- Social norms have limited women's economic empowerment and created constraints on their social mobility.

Introduction

- Gender inequalities are still innate in every culture. Women suffer from a lack of access to decent work and face professional segregation and gender wage gaps.

- In several circumstances, women are deprived of access to education and health maintenance and are victims of violence and discrimination.

- women are under-represented in political and economic decision-making processes.

- Social and gender norms are critical underlying factors in determining whether a woman can work, what kind of work she can do, and what responsibilities she has aside from paid work.

The objective of the study

To measure the social norms and their relationship with the economic empowerment of women among castes restricted to specific occupations

Background

- Gender norms have been identified as key drivers for both health and development outcomes, but gender norm measures are in a nascent stage, and most have not been tested in Pakistan.

- We undertook a survey with rural communities in Sindh province Pakistan to understand gender norms related to gender roles for males and females and gender attitudes toward women's advancement.

- Our communities of focus are:

Community	Profession	Sample Size
Malah	Fisherman community	100 interviews
Kumbhar	Potter Community	100 Interviews
Manganhar	Singing and playing cultural instruments (Music) during marriages and other social events	100 interviews
Baghri	Community who works to grow vegetables	100 interviews.

Fisherman Community

- The fisherman community in Sindh is one of the most marginalized groups, and women in this community face significant barriers to empowerment.

- Women in this community are primarily engaged in fish processing and other household activities, with limited opportunities for education or formal employment.

- However, some NGOs have been working to empower women in the fisherman community by providing them with vocational training and encouraging them to form cooperatives.

Fisherman Community

- The Manganhar community in Sindh is known for its drumming tradition, and women in this community play an essential role in performing and accompanying the male drummers.

- However, women in this community face significant social and economic barriers, such as limited access to education, healthcare, and formal employment opportunities.
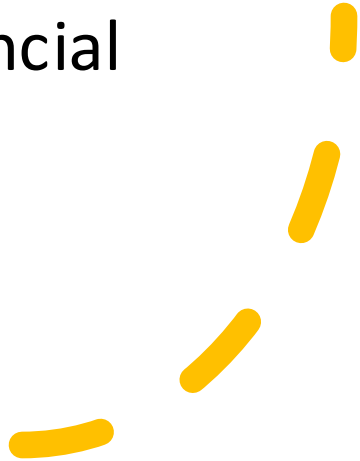
Baghri Community

- The Baghri community in Sindh is known for vegetable farming, and women in this community play an essential role in the production and processing of vegetables.

- However, women in this community also face significant challenges, such as limited access to education, healthcare, and financial resources.

Potter Community

- The pottery community in Sindh is known for its traditional pottery-making techniques, and women in this community play an essential role in the production and processing of pottery.

- However, women in this community also face significant social and economic barriers, such as limited access to education, healthcare, and financial resources

Social norms Measurement

This study initiated for testing of already developed measures by EMERGE, to meet the objective of the study:

To measure the social norms and Gender role for Women empowerment among castes restricted to specific occupations in Pakistan.

Set of questions developed by EMERGE, as Social Norms measurement were used:

Social Norms and Gender Roles

Table 1. Demographic characteristics of the total sample and by community

		Total	Manganhar	Mallah	Baghri	Kumbhar	Total
Gender	Male	50	50	50	50	200	
	Female	50	50	50	50	200	
Age	21 to 30	34	48	32	41	155	
	31 to 40	65	32	53	42	192	
	41 to 50	1	20	15	17	53	
Education	Uneducated	80	79	96	75	330	
	Primary Education	12	13	4	11	40	
	Middle	5	6	0	6	17	
	Matriculation	2	1	0	3	6	
	Intermediate	1	1	0	2	4	
	Graduate	0	0	0	3	3	

Table 2. Gender role norms and Attitudes toward women's advancement (total Sample)

		Total	Male		Female	
			Agree	Disagree	Agree	Disagree
	GENDER ROLE NORMS					
1	Our culture makes it harder for girls to achieve their goals than boys	400	139	61	112	88
2	Adolescent girls in my community are more likely to be out of school than adolescent boys	400	76	124	47	153
3	Girls in my community are sent to school only if they are not needed to help at home	400	65	136	66	134
4	Most people in my community expect girls to be sent to school only if they are not needed at home	400	76	124	70	130
5	Most boys and girls in my community do not share household tasks equally	400	149	51	146	54
6	Most people in my community expect men to have the final word about decisions in the home	400	179	21	161	39
7	Most people in my community do not expect girls and boys to share household tasks equally	400	156	44	155	45
8	Most men in my community are the ones who make the decisions in their home	400	186	14	178	22
9	Most women in my community have the same chance to work outside the home as men	400	154	46	146	54
10	Most people in my community expect women to have the same chance to work outside the home as men	400	158	42	151	49
11	Most adolescent girls in my community marry before the age of 18 years	400	150	50	136	64
12	Adults in my community expect adolescent girls to get married before the age of 18 years	400	173	27	169	31
13	Most families in my community control their daughters' behaviors more than their sons' behaviors	400	165	35	169	31
14	Most people in my community expect families to control their daughter's behavior more than their sons' Behavior	400	141	59	119	79

Table 3. Gender role norms and Attitudes toward women's advancement (total Sample)

	Gender Role Attitudes	Total	Male					Female				
			SA	A	NANG	DA	SDA	SA	A	NANG	DA	SDA
1	Changing diapers, bathing the kids, and feeding the kids are the mothers' responsibilities.	400	108	24	9	50	9	94	31	8	49	18
2	A man is the one who decides when to have sex with his wife.	400	115	35	34	11	4	122	56	18	3	1
3	Only when a woman has a child is she a real woman.	400	124	46	15	13	2	128	50	13	7	2
4	If a woman wants to avoid being pregnant, it is her responsibility alone.	400	71	20	26	81	1	86	8	20	71	15
5	It's better to have more sons than daughters in a family.	400	73	16	16	78	17	110	10	14	45	21
6	Women have the same rights as men to work and study outside of their homes.	400	146	14	5	29	6	112	22	22	37	7
7	A couple should decide together how many children to have.	400	130	23	6	39	1	115	32	23	27	3
8	Men should help with household duties.	400	158	26	3	2	11	142	31	8	13	6
9	It is just as important for a girl to go to school as it is for a boy to go to school.	400	163	17	4	4	12	148	40	4	6	2

Table 4. Gender role norms and Masculinity Attitudes (total Sample)

	Masculinity Attitudes	Total	Male			Female		
			Agree	SWA	DA	Agree	SWA	DA
1	To be a man, you need to be tough	400	135	54	10	127	34	39
2	Men should be embarrassed if unable to get an erection	400	115	24	61	98	27	75
3	If someone insults men, he should defend his reputation, with force if he has to	400	168	10	22	149	42	9
4	Men need sex more than women do	400	78	70	52	67	77	65
5	Men don't talk about sex, they just do it	400	104	62	34	84	88	28
6	Men are always ready to have sex	400	67	68	65	55	80	65
7	Most men would not want to have a gay friend	400	163	9	28	137	13	50
8	A man needs to have male friends to talk about his problems	400	180	10	10	165	28	7
9	A man should have the final word about decisions in his home	400	174	21	5	172	18	10

Table 5. Gender role norms and Attitudes toward Women's Advancement (total Sample)

	ATTITUDES TOWARD WOMEN'S ADVANCEMENT	Total	Male					Female				
			SA	A	NANG	DA	SDA	SA	A	NANG	DA	SDA
1	On the whole, men make better political leaders than women	400	128	32	7	33	0	89	36	31	43	1
2	A university education is more important for a boy than for a girl	400	60	45	16	76	3	50	69	17	55	9
3	On the whole, men make better business executives than women do	400	168	15	1	14	2	128	43	2	26	1

Table 6. Gender role norms and Social Norms and Expectations of Males and Females in your Community (For Men and Boys) (total Sample)

	Social Norms and Expectations of Males and Females in your Community (For Men and Boys)	Total	Male					Female				
			SA	A	NANG	DA	SDA	SA	A	NANG	DA	SDA
1	They should be good at domestic work such as cooking and cleaning	400	147	20	17	5	10	152	24	10	2	12
2	They should marry	400	116	41	22	20	1	119	37	17	20	7
3	They should have children	400	141	25	11	19	4	136	33	7	15	9
4	They should stay a virgin until marriage	400	172	12	3	11	2	156	7	4	25	8
5	They should be respectful to their parents	400	180	10	9	0	1	183	14	2	1	0
6	They should be respectful to their in-laws	400	172	15	11	1	0	178	18	3	1	0
7	They should mostly be at home and should not "roam around" with friend	400	72	18	37	70	3	111	22	18	43	6
8	They should dress modestly	400	172	20	5	0	3	160	22	10	2	6
9	They should complete their secondary education	400	180	8	8	1	3	166	24	2	4	4
10	They should complete higher education	400	188	11	1	0	0	170	17	5	7	1
11	They should have a paid income to help keep the family financially secure	400	181	15	2	1	0	177	18	3	1	1

SOCIAL GENDER ROLE NORMS

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.422	14

GENDER ROLE ATTITUDES

Reliability Statistics	
Cronbach's Alpha	N of Items
.413	9

MASCULINITY ATTITUDES

Reliability Statistics	
Cronbach's Alpha	N of Items
.657	9

ATTITUDES TOWARD

WOMEN'S ADVANCEMENT

Reliability Statistics	
Cronbach's Alpha	N of Items
.409	3

SOCIAL NORMS AND EXPECTATIONS OF MALES AND

FEMALES IN YOUR COMMUNITY

Reliability Statistics	
Cronbach's Alpha	N of Items
.775	22

Conclusion

- The Research concludes in light of collected information that Prospects about characteristics and behaviors suitable to women or men and the associations between women and men in other words, gender are formed by social norms.

- Policies that provision women's authorization can subsidize women's capability to express and support their ideas for their society as well as understandings and variations to cultural and gender norms.

Conclusion

- The result of this study shows most of the male and female respondents agreed that social norms create hurdles for girls to achieve their goals in life more than boys of that community. Gender is an organized foundation of disparity in education.
- Until recent times, girls feel behindhand boys in schooling. Girls' admission to education is incomplete and prejudiced.
- Education is considered the right of boys.
- Girls are underprivileged in education as they have less attention and admission to higher education.

Conclusion

- The results of all communities show the same scenario.
- The study examined Male-controlled beliefs rooted in local societies and values that encode the social value of gender.
- Females are completely far away from state constructions and decision-making. Females face major difficulties due to their tasks in the household.
- Females make respect by being tolerant of all decisions completed by their spouse and other male family members, their services in domestic tasks (cleaning, cookery, caring for kids) mark them reputable wives or daughters, and sisters.

Conclusion

- The findings of the research show that household preparation can contribute to women's authorization as it allows them to work out free choice, and family planning can affect direct health welfare.

- Pakistani females contain important health dangers for both mother and kid. - Bashfulness and social norms on the subject of sexuality create it problematic for the wife and husband to discuss family planning matters with each other.

- In Pakistan, females are normally not the only ones who affect their reproductive behavior. Much consideration is absorbed on the role of males, specifically husbands, and in-laws, in making fertility-related decisions.

Conclusion

- The current study examined women's political empowerment as well the findings show the causes behindhand the inadequate political authorization of females to go through socio-cultural performance and the financial dependence of females on the male of their home.

- Laterally with this, low proportions of literateness and gender segregation in social roles are other features that delay females' contribution to the political sector.

Questions for the Panelists

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