



## SOCIAL NORMS & AGENCY LEARNING COLLABORATIVE

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(LCs) are four regional networks working independently and together, advancing a shared agenda that promotes research and practice related to the role of agency and social norms in global health and development. The LC network strengthens the capacity of individuals and organizations to support the application of new skills and learning across diverse areas including sexual and reproductive health, HIV, maternal and child health and nutrition, violence prevention, and women's economic empowerment. The LCs work in partnership with [USAID's Agency for All Project](#) to generate evidence on the influence of agency in shifting social and gender norms using social and behavior change approaches and frameworks. Research results from Agency for All will be used by the LCs to strengthen discourse around social norms and agency.

#### OUR VISION

We envision a world where partnerships, knowledge-sharing, and thought leadership converge to ensure sustained equity, social justice, and health for all people.

#### OUR MISSION

Our mission is to strengthen research and practice on social norms, gender, and agency by building a network of practitioners, researchers, evaluators, and advocates who share knowledge, generate evidence, and develop resources to support SBC programming.

#### WHERE WE ARE

There are four regional Learning Collaboratives—**South Asia**, **Eastern Africa**, **West Africa** (Francophone and Anglophone), and **Global** (which includes all who are outside the other three regions). Collectively, these four regional LCs make up the [LC Network](#).

### WHAT WE DO TOGETHER



**Improve practice through partnerships.** The LCs forge new networks and partnerships and bridge the gap between researchers, funders, and implementing organizations through regular networking events and new membership drives.



**Strengthen capacity.** Each LC hosts virtual and in-person events, webinars, and training sessions throughout the year to discuss and learn about social norms and agency in their context. The Global LC hosts regular events on cross-cutting social norms and agency themes.



**Co-create tools and resources.** The LCs work together to create new tools and resources on social and gender norms and agency key concepts, and to share this thought leadership widely.

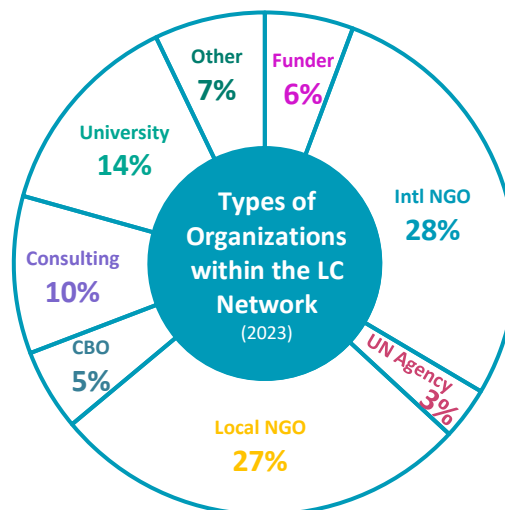
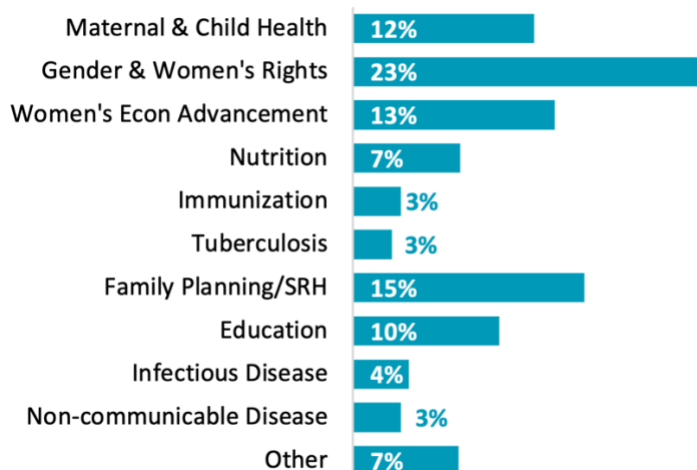


**Document and share experiences.** Through webinars, blog articles, case studies, and social media, each LC shares the reflections and experiences of their members.

## OUR DIVERSE MEMBERSHIP

The LCs are composed of both organizational and individual members. Members have diverse professional backgrounds across health and development sectors. Most LC members work within international or local non-governmental organizations, but this varies by region.

**Technical Background of LC Members (2023)**



## NOTEWORTHY TOOLS AND RESOURCES

The LCs collectively developed several resources on social norms (view via the [ALiGN platform](#)). These are intended to broaden expertise and knowledge on social norms, foster shared definitions and understanding of norms-related concepts across sectors, and build a common language.



[The Social Norms Atlas](#). Developed in 2021 to foster awareness, understanding, and the ability to address a variety of social norms as they relate to development outcomes, this enhances the efficacy of behavior change programs in achieving targeted outcomes.



[The Social Norms Exploration Tool](#). Developed under the Passages project in collaboration with the Institute for Reproductive Health, this participatory guide and set of tools aim to translate theory into practical guidance to inform social norms exploration.



[Social Norms Lexicon](#). This resource draws from several other widely used resources to provide simple, clear definitions and examples for frequently used social norms terms, developed in collaboration with the Passages Project.

## JOIN THE LEARNING COLLABORATIVES

### West Africa

Anglophone:  
<https://bit.ly/4aOvBvZ>

Francophone:  
<https://bit.ly/3VtjMa1>

### East Africa

<https://bit.ly/4aNmJgp>

### Global

<https://bit.ly/4aSiJFg>

### South Asia

<https://bit.ly/4bJRtKr>