

Connecting Girls' Agency and Social Norms' change: Implications for Practice



care[®] TIPPING POINT

SADHVI KALRA
CARE USA

Girls' agency and Social Norms' Measurement

Cluster-Randomized Control Trial

Arm 1.

Full Intervention

Shows effect of social norms change component when compared to Arm 2.

Arm 2.

Light Intervention

Shows effect of light intervention as compared to Arm 3, control.

Arm 3.

Control

Shows what would occur without an intervention.

Research Partners

Bangladesh



Nepal



EMORY
UNIVERSITY

 *inter disciplinary analysts*

Mixed methods to assess Agency, relations and structures

Quantitative Measurement (Surveys)	Qualitative Measurement (FGDs, IDIs, KIIs)
Girls' Mobility Attitude towards Gender Roles Self-Efficacy among adolescent girls	Assessment of 5 prioritized norms through FGDs: a) Girls' Mobility b) Girls' playing sports/riding bikes
Confidence in seeking SRH services Communication skills Connectedness with parents Perceived gender discrimination in the family	c) Girls' interaction with boys d) Girls' inputting into decision- making regarding marriage e) Norms around girls taking collective action
Social Norms scale to assess 5 prioritized social norms	In-depth Interviews with adolescents and Key- Informant interviews with community leaders to assess individual attitudes.

CARE SOCIAL NORMS ANALYSIS PLOT (SNAP) FRAMEWORK

SNAP was developed to measure the nature of specific social norms and their influence, and offers a useful framework to examine the initial reactions to a social norms focused activity.

Specifically, it examines any preliminary effects on:



Baseline Findings

Girls contributing to decisions regarding their life choices (Marriage and education)

Girls' confidence in self

47.6% girls in Nepal and 55.87% in Bangladesh said they could refuse marriage if they did not desire it

Girls expected to have minimal say in the marriage
Perceived threat to girls' sexuality heightens the sanctions around marriage

Restrictive Social Norms

Girls' mobility and engagement in non-traditional activities like riding bicycle and playing sports

Girls' ability to negotiate

48.7% of the girls in Nepal and 58.20% in Bangladesh felt that they could negotiate with their parents about freedom to go to places, ride bicycles

Mobility was acceptable for strictly educational purposes however threat to sexuality is a stronger pull factor towards marriage.

Strong sanctions expected by girls AND parents for letting their daughters 'move around'

Restrictive social norms

Girls' collective action

In both countries, majority of girls ranged between 'moderate' to 'high' level of confidence in engaging in collective action

Most adolescent girls do not take part in collective action to demand their rights

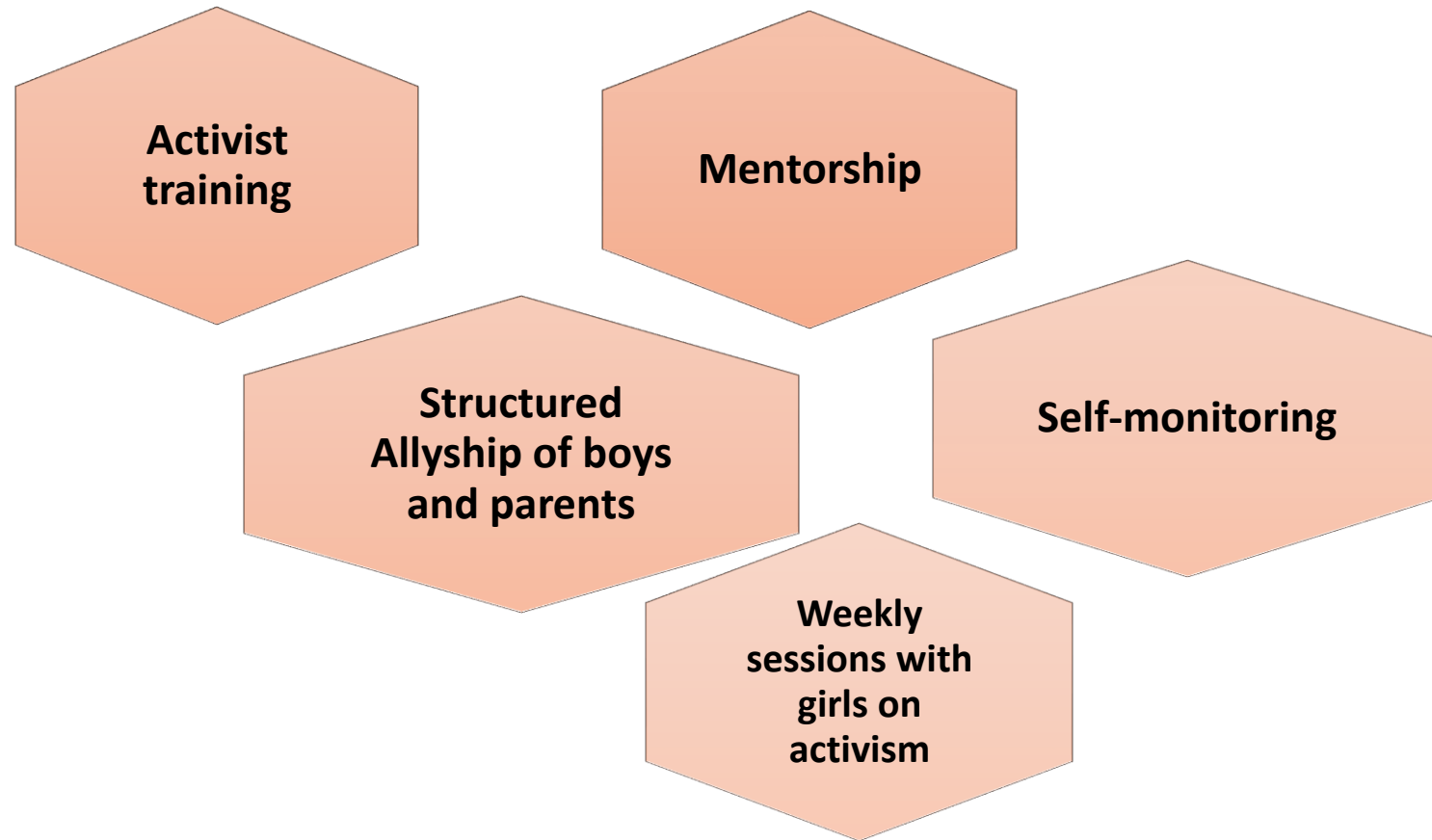
Parents did not report any norms and expectations for girls' collective action, neither supportive nor restrictive

Adolescent boys predicted negative consequences from the community if girls engaged in collective action to demand their rights.



Implications for Practice: Girls as change agents

TP catalyzing girls' activism so that they can stand up for their rights and lead social norms' change alongside their allies





Resources @

<https://www.care.org/our-work/health/fighting-gender-based-violence/tipping-point/>