GIRLS NOT BRIDES | The Global Partnership to End Child Marriage

SOCIAL NORMS, COMMUNITY ENGAGEMENT AND CHILD MARRIAGE – WHAT DO WE KNOW?

GIRLS NOT BRIDES 2018 LEARNING SERIES

Social norms, community engagement and child marriage – what do we know?

GOAL C: COMMUNITIES

Efforts to engage communities, families and girls are supported and highlighted.

Why is understanding social norms so important?

Webinar objectives:
- Define and describe social norms, including how they may influence the practice of child marriage.
- Discuss challenges in measuring social norms and provide advice on how to do so
- Put forward some lessons learned and best practices from the literature.

Speakers

Moderators:

- Alessandra Tranquilli, Girls Not Brides secretariat
- Suzanne Petroni, Principal and Owner at Gender Equality Solutions

Panellists:

- Caroline Harper, Advancing Learning and Innovation on Gender Norms (ALIGN) project, Overseas Development Institute
- Anjalee Kohli, Deputy Director of the Passages project, Georgetown University Institute of Reproductive Health

ODI is the UK's leading independent think tank on international development and humanitarian issues. We aim to inspire and inform policy and practice to reduce poverty by locking together high-quality applied research and practical policy advice.

The views presented here are those of the speaker, and do not necessarily represent the views of ODI or our partners.
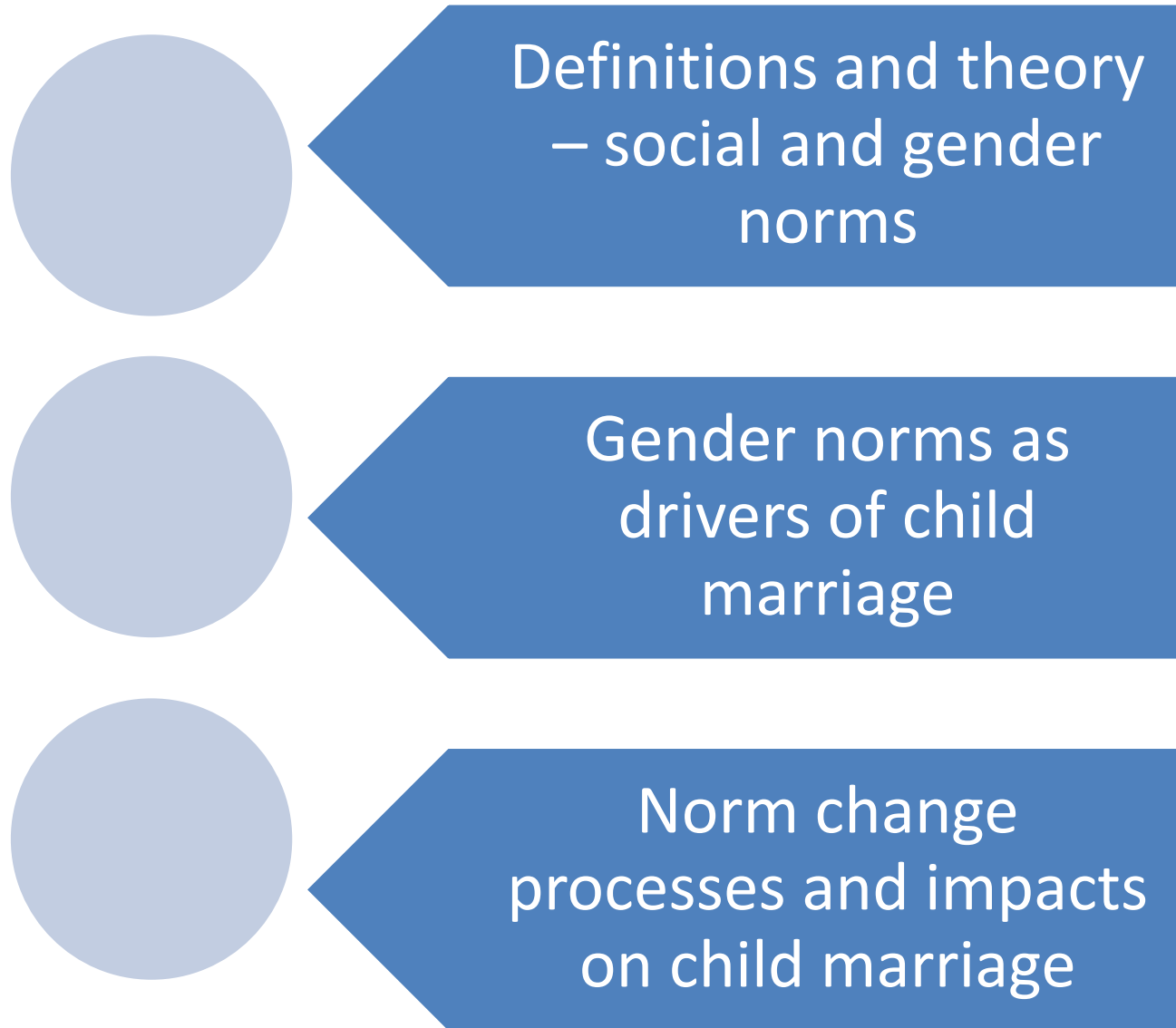
www.odi.org.uk

Overseas Development Institute
203 Blackfriars Road, London, SE1
T: +44 207 9220 300

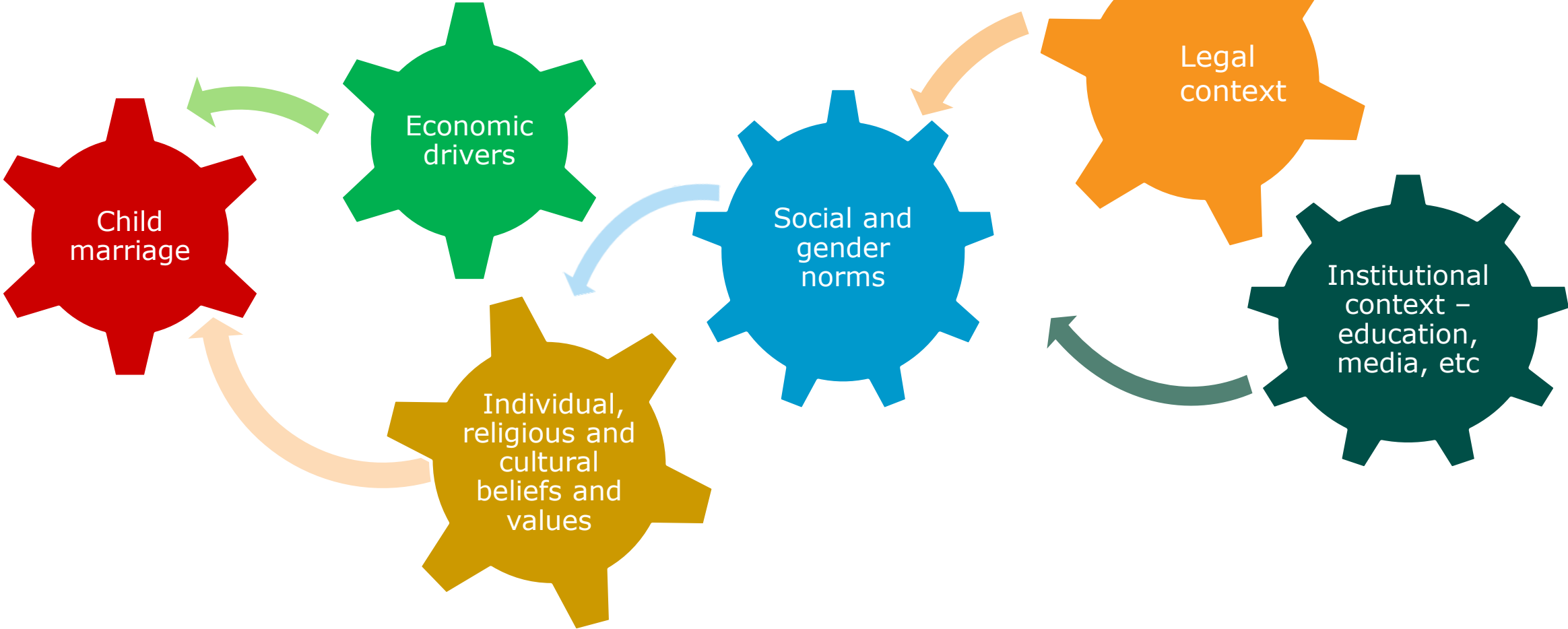# Gender norms and child marriage: insights from ODI research

Definitions and theory – social and gender norms

Gender norms as drivers of child marriage

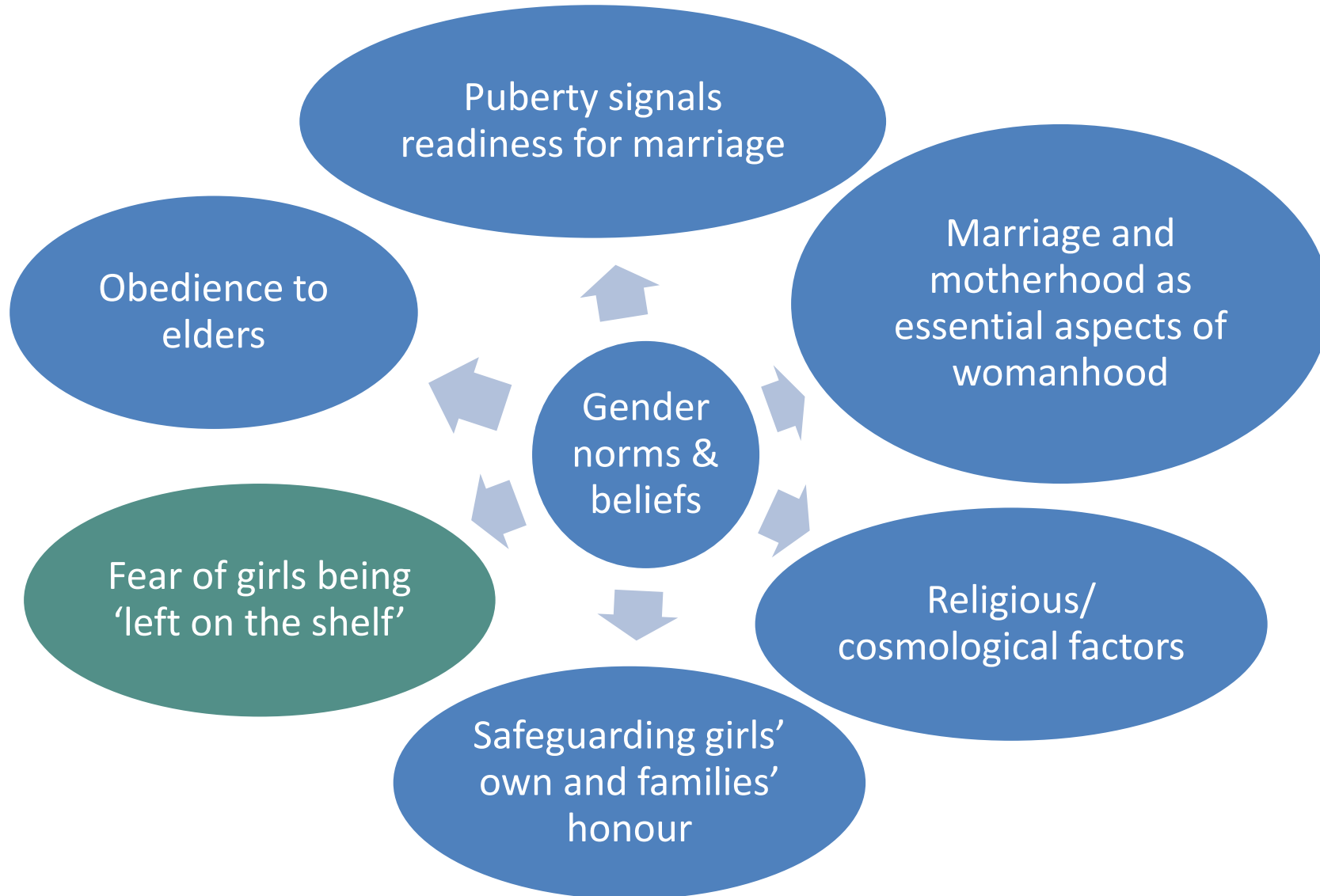Norm change processes and impacts on child marriage

Definitions

Social norms: the often implicit and informal rules that most people accept and abide by. They are influenced by belief systems, perceptions of what others expect and do, and sometimes by perceived rewards and sanctions. Norms are embedded in formal and informal institutions and produced and reproduced through social interaction. They change when sufficient people choose or are compelled to act in a different way.

Gender norms are social norms of masculinity or femininity that express the expected behaviour of people of a particular gender, and often age, in a given social context. They often reflect and cement inequitable gender relations.

Norms and other drivers of child marriage

Norm- and value-based drivers of child marriage

Intersection of norms and drivers of child marriage

Absence of sanctions

Law perceived to be easily circumvented

Girls' own agency

Girls' own agency – wanting social recognition related to marriage and motherhood
Curiosity; sexual desire

School-related
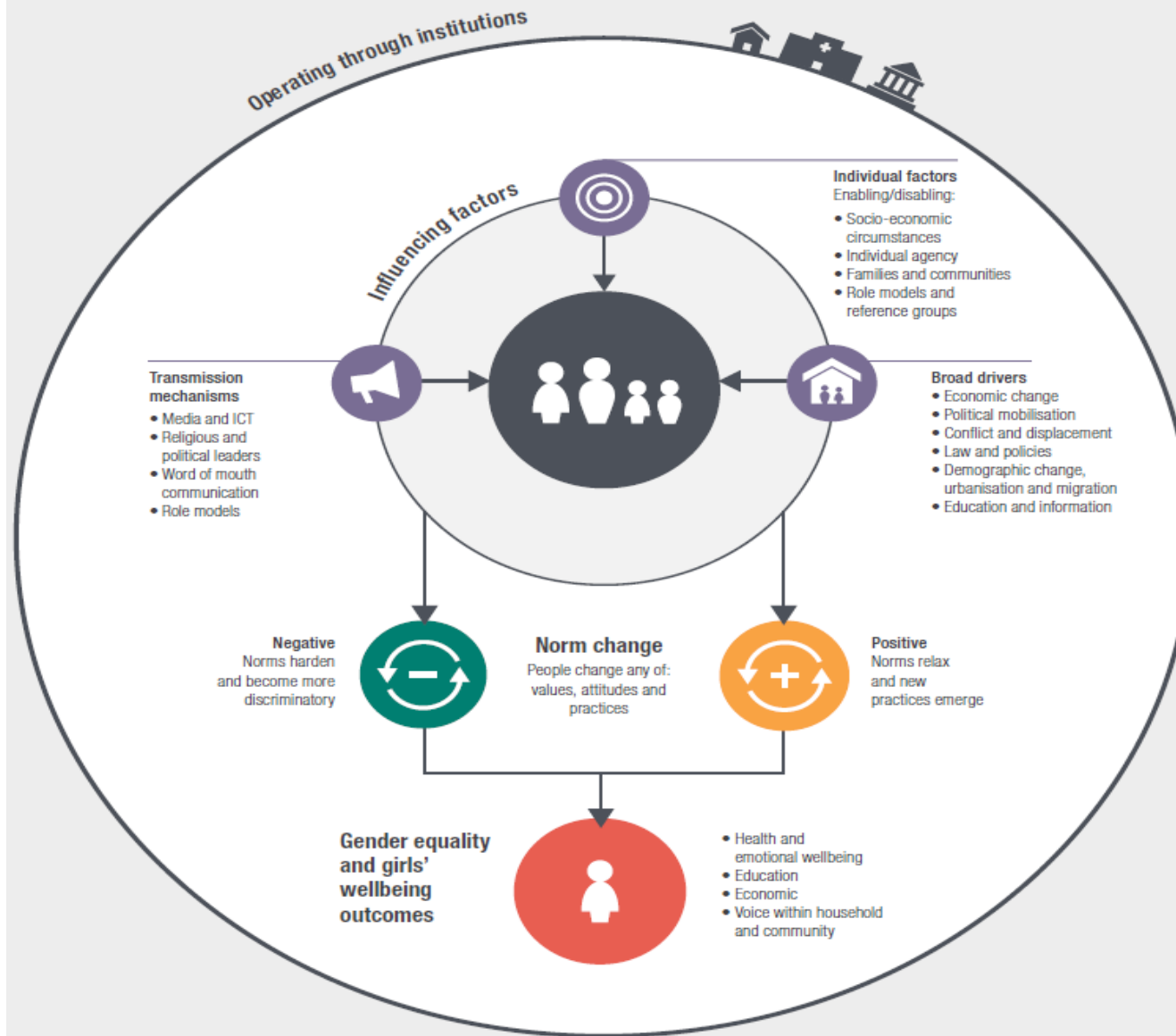
Quality, cost and value of schooling for girls and boys
Beliefs about girls' and boys' capacity to benefit from schooling
Other deterrent factors from schooling eg violence/ harassment
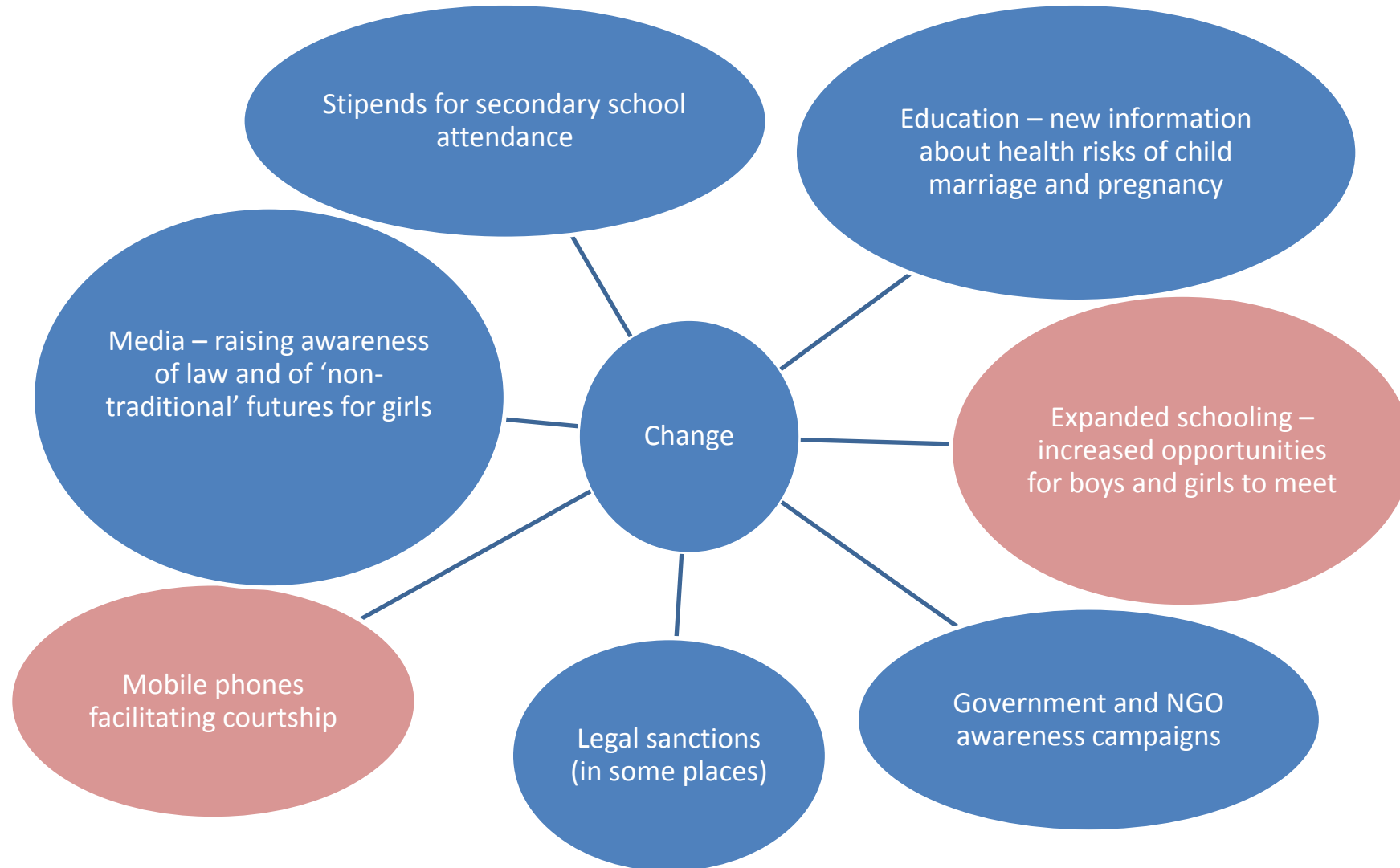Perceptions about realistic work options for women

Economic

Reduce number of mouths to feed (especially those perceived as contributing less to household)
Bring in brideprice/ avoid large dowry costs

What drives changes to gender norms?

Operating through institutions

Influencing factors

Individual factors
Enabling/disabling:

- Socio-economic circumstances
- Individual agency
- Families and communities
- Role models and reference groups

Transmission mechanisms

- Media and ICT
- Religious and political leaders
- Word of mouth communication
- Role models

Broad drivers

- Economic change
- Political mobilisation
- Conflict and displacement
- Law and policies
- Demographic change, urbanisation and migration
- Education and information

Negative
Norms harden and become more discriminatory

Norm change
People change any of: values, attitudes and practices

Positive
Norms relax and new practices emerge

Gender equality and girls' wellbeing outcomes

- Health and emotional wellbeing
- Education
- Economic
- Voice within household and community

Institutions include: households and families; educational institutions; other public and private services, eg health services; markets; the media; religious organisations; and governance bodies

Key Drivers of Change in Fieldwork Sites

Stipends for secondary school attendance

Education – new information about health risks of child marriage and pregnancy

Media – raising awareness of law and of 'non-traditional' futures for girls

Change

Expanded schooling – increased opportunities for boys and girls to meet

Mobile phones facilitating courtship

Legal sanctions (in some places)

Government and NGO awareness campaigns

Social Norms and Child Marriage:
Community-based interventions to shift social norms

Anjalee Kohli, Senior Research Officer
Institute for Reproductive Health,
Georgetown University

Passages
Transforming Social Norms for
Sexual & Reproductive Health

COMMUNITY-BASED NORMATIVE CHANGE INTERVENTIONS:

STRATEGIES DESIGNED TO **PROMOTE COLLECTIVE CHANGE**, BY ENCOURAGING COMMUNITIES TO **REFLECT ON, AND QUESTION**, SOCIAL AND CULTURAL FACTORS.

Elements of a community-based normative change intervention

Core Components

- Identify social norm(s) holding up the behavior of interest

- Be intentional

- Engage communities from the beginning

- Emphasize positive norms

- Multi-level, multi component interventions

Capitalize on the collective

- Promote critical reflection

- Engage trusted, credible individuals to facilitate dialogue

- Positive role models

- Use of safe spaces

Social Norms and Power

"Norms are vital determinants of social stratification as they reflect and reproduce relations that empower some groups of people with material resources, authority, and entitlements while marginalizing and subordinating others by normalizing shame, inequality, indifference or invisibility.

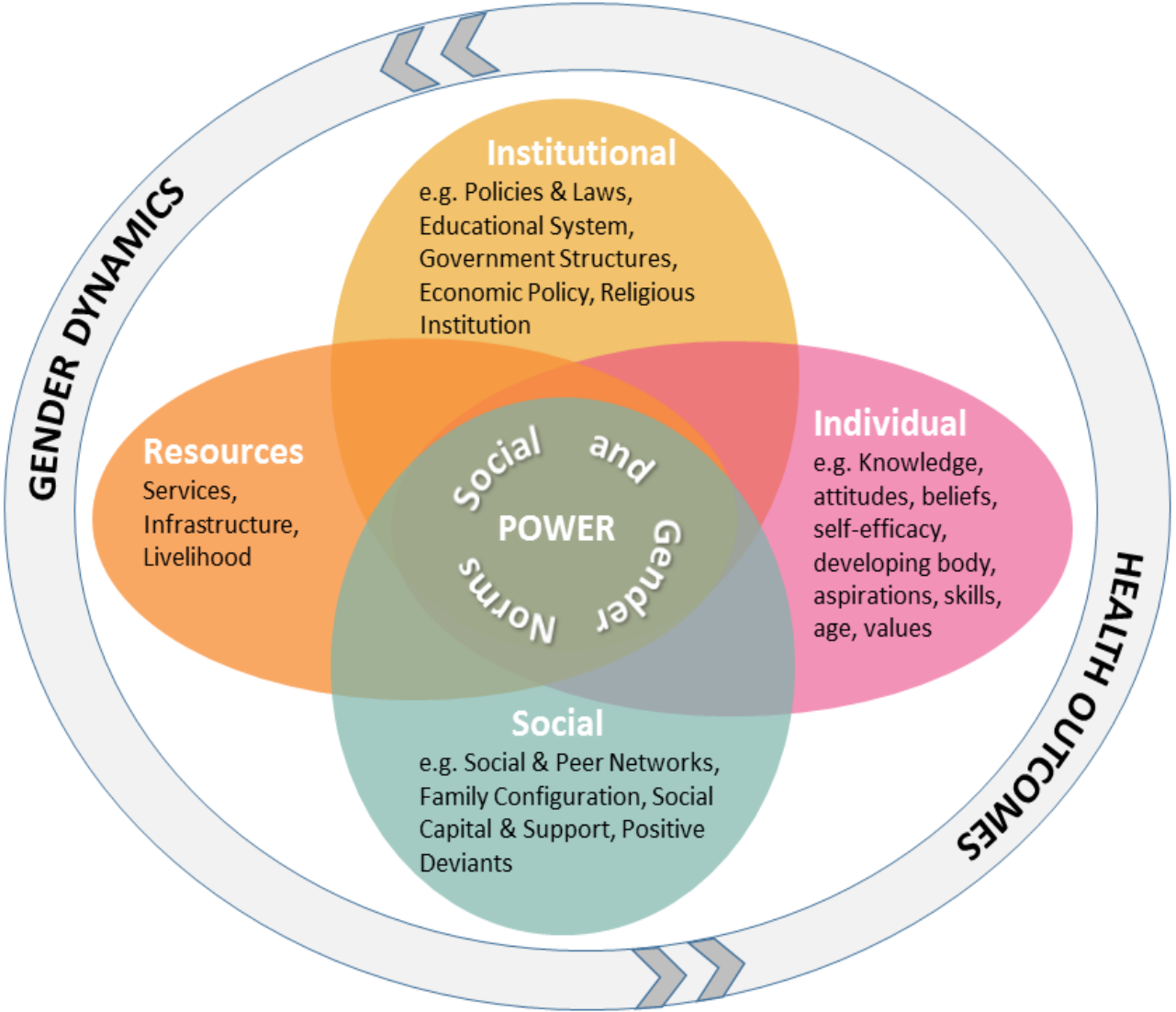It is important to note that these norms reflect and reproduce underlying gendered relations of power, and that is fundamentally what makes them difficult to alter or transform."
(Sen et al., 2007: 2008)

CAUTION!

- Not every thing is a norm and not every norm matters for a behavior

- Social norms are often important, but other factors can drive behavior; rarely does a single factor drive behavior and influences can act at different levels

- Social norms operate in complex social systems, thus are situational, contextual, fluid

COMPLEMENTARY PROGRAM STRATEGIES

CRITICAL QUESTIONS TO ASK

1. WHO ARE THE SOCIAL REFERENCE GROUPS THAT INFLUENCE THE HEALTH BEHAVIOR?

2. WHAT ARE THE SOCIAL NORMS THAT INFLUENCE THIS BEHAVIOR?

3. WHAT ARE THE SOCIAL NORMS THAT INFLUENCE THIS BEHAVIOR THE MOST?

SOCIAL NORM MEASUREMENT TECHNIQUES

PROGRAM PHASE	OBJECTIVE	METHODS
Phase 1: **Social Norms Diagnosis**	Identify what social norms are at play and how they are enforced.	• Qualitative (IDIs, FGDs), community-level, participatory, social network mapping • Literature Reviews, community mapping
Phase 2: **Normative Intervention Design**	Design interventions to promote positive social norms.	• Community consultations, stakeholder interviews • Cross sectoral mapping and integration • Theory of change development
Phase 3: **Implementation, Monitoring, and Evaluation**	Monitor implementation fidelity. Assess what works and what does not. Determine the effect of the intervention on social norms and priority outcomes.	• Community-level surveys, quantitative vignettes, • IDIs, ethnography • Monitoring and observing implementation successes and divergences • Costing interventions (for scale)
Phase 4: **Sustaining and Expanding Normative Programs**	Develop and implement scale up and sustainability strategies.	• Scale up strategy development and scale up M&E plans • Stakeholder engagement

LESSONS LEARNED
FROM COMMUNITY SOCIAL NORMS PROGRAMS

- Shifts in norms do not guarantee shifts in behavior

- Monitor for unintended negative consequences

- Some norms are sticky

- Norms are not static

THANK YOU! FOR ADDITIONAL QUESTIONS, CONTACT

AK1684@GEORGETOWN.EDU

Questions?

Please type into the chat box

The ALIGN Platform

Project ALIGN enables and connects a global community of researchers and thought leaders to challenge and change harmful gender norms affecting adolescents and young adults. Through developing and sharing innovations, ALIGN aims to advance understanding and ensure knowledge on norm change contributes to sustainable gender justice.

The ALIGN project involves various components, including:

- A digital platform
- Content curation
- Convening
- Funding

Advancing Learning and Innovation on Gender Norms

Enabling researchers and thought leaders to challenge and change harmful gender norms affecting adolescents and young adults through developing and sharing innovations and new knowledge.

Focus areas

Girls' Clubs

Psychosocial well-being

Welcome to the new ALIGN Platform! This platform will evolve and grow over time and we welcome your feedback to help us to make this a useful source of knowledge and innovation for those working on gender norms, adolescence and young adults.

ALIGN's upcoming content on child marriage

Content to develop across 2018-2019 to present the key evidence, learnings, tools, resources and knowledge gaps for those interested in gender norm change and child marriage

Content may include:

- Curated guide to resources
- Project spotlights
- Blogs
- Recommended readings
- Webinars and other audio-visual material

To recommend content or be in touch about collaboration, please content ALIGN coordinator, Rachel George at r.george@odi.org.uk

Key Links and Resources

Transforming the Lives of Adolescent Girls web-pages

https://www.odi.org/projects/2590-transforming-lives-adolescent-girls

Unhappily ever after (2014 policy paper on child marriage)

https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/9088.pdf

ALIGN (Advancing Learning and Innovation on Gender Norms)

www.alignplatform.org

Advancing Research and Practice on Normative Change for Adolescent Sexual and
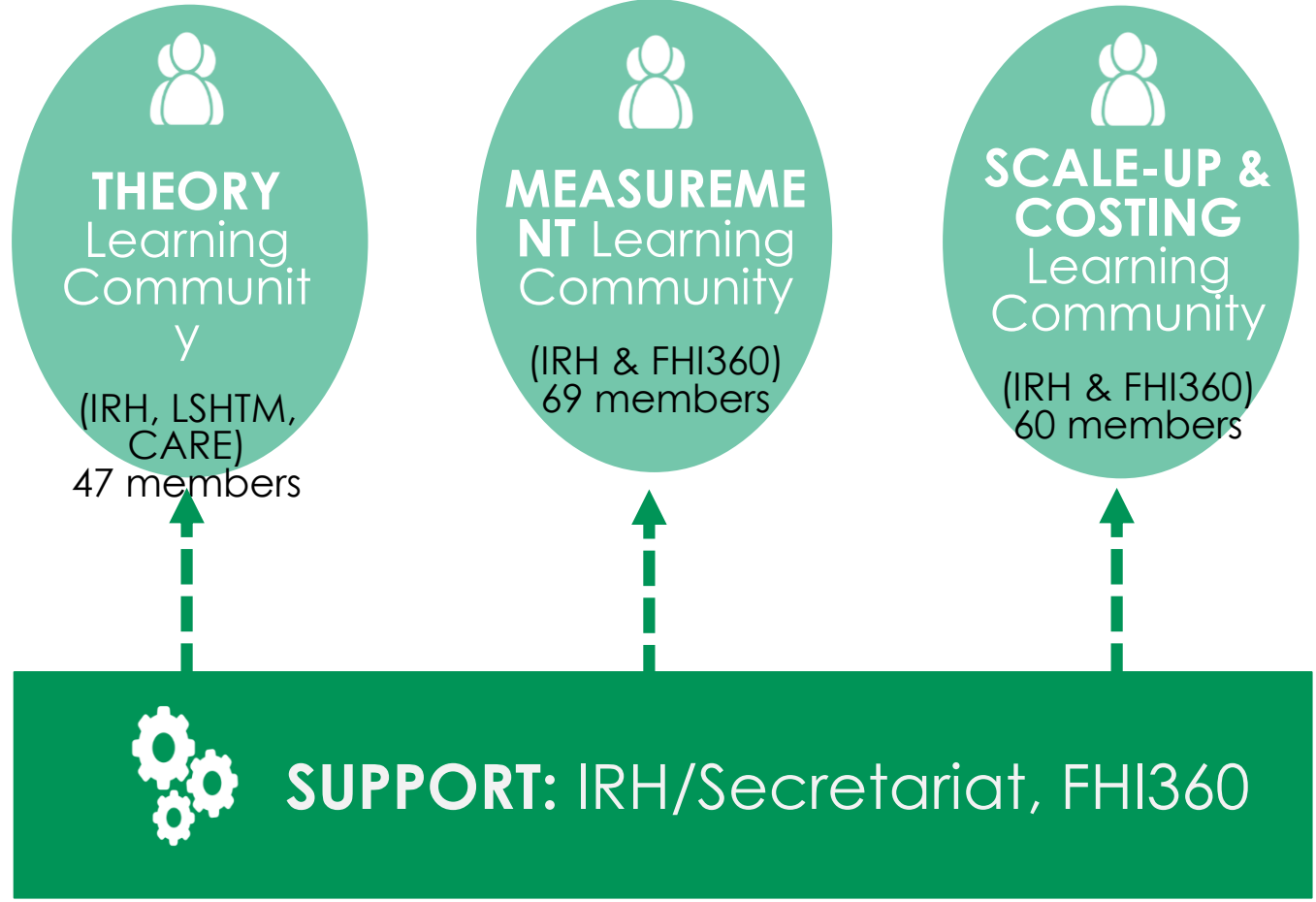# *Reproductive Health and Well-being*

2-year initiative funded by *Bill & Melinda Gates Foundation*

Institute for Reproductive Health
Georgetown University

our mission

To facilitate collaboration between organizations working on adolescent sexual and reproductive health norm change initiatives, enhancing collective efforts, **building knowledge,** and **developing shared tools** to promote and guide effective social norm theory, measurement and practice at scale.

Steering Committee

THEORY Learning Community

(IRH, LSHTM, CARE)
47 members

MEASUREMENT Learning Community

(IRH & FHI360)
69 members

SCALE-UP & COSTING Learning Community

(IRH & FHI360)
60 members

SUPPORT: IRH/Secretariat, FHI360

229 members from 78 organizations
(Not all members are part of a learning community)

Learning Collaborative Resources

AVAILABLE NOW

- Social Norms: A Background Reader

- Guiding Social Norms Conceptual Framework: Working Paper

- Top 20 Resources on Social Norms

- Attributes of Normative Change Interventions: Background Paper

- Costing of Social Norms Interventions Primer

- Social Norms Diagnosis: A Background Reader

COMING SOON

- Social Norms Exploration: A Guide & Toolkit

- Landscaping of AYSRH Normative Interventions (ALIGN)

- Online Compendium of State-of-the-Art Normative Change Diagnostic and Measurement Methodologies (ALIGN)

- Journal of Adolescent Health Special Supplement

- Considerations for Scale-Up of Normative Interventions

- Normative Program Theories of Change

FIND THEM ON ONLINE: HTTP://IRH.ORG/PROJECTS/LEARNING-COLLABORATIVE-TO-ADVANCE-NORMATIVE-CHANGE

Join us!

Contact
Lea Satta
to become
a member.

Lea.Satta@georgetown.edu