The GREAT Project

**Interventions are designed to transform gender norms and attitudes and foster healthier, more equitable behaviors within each group. The project also employs an ecological framework that encourages community engagement to provide an enabling environment for individual change. All components are designed to be implemented with limited resources in order to maximize the potential for scale-up.**

During Phase I of the project, ethnographic research was conducted to understand how gender norms are learned, internalized, and passed on and if individuals would be motivated to change norms that negatively affect reproductive health. Life history interviews were conducted with 40 adolescents at different stages of the life course (Very Young Adolescents, older adolescents, newly married adolescents, and newly parenting adolescents). In-depth interviews were also conducted with 40 significant others identified by the adolescents. Finally, a comprehensive review of adolescent programs was conducted to guide design of project strategies. During Phase II, formative research results were used to inform the development of a set of life-stage specific interventions to promote gender equitable norms and attitudes among adolescents and their communities. In Phases III and IV, these pilot interventions are being rolled out in the Amach, Ogur, Pabbo, and Lamogi sub-counties of Lira and Amuru districts in northern Uganda through channels such as the radio, community mobilizers, and community health workers.

**THE APPROACH**

The GREAT strategy is based on a life course perspective and involves implementing interventions tailored for target age groups: 1) Very Young Adolescents (VYA) ages 10-14; 2) unmarried Older Adolescents ages 15-19; 3) Newly married and newly parenting adolescents ages 15-19; and 4) Adults ages 19 and up.
They are also used in existing adolescent and community groups including school-based clubs, adolescent organizations, village savings and loans associations (VSLA), and other community groups interested in incorporating the GREAT intervention into their activities.

THE INTERVENTION

The GREAT intervention model promotes reflection, dialogue and action on inequitable gender norms, SRH, and GBV. While they may be used separately, the GREAT intervention components are designed to be complementary and mutually reinforcing, building upon each other to foster normative change. Some intervention components target the wider community, while others focus on a specific life-stage of adolescence.

RESEARCH & EVALUATION

Testing of the GREAT intervention package is currently underway. A household and school-based (for VYA only) baseline survey was conducted in intervention and control areas prior to the introduction of the intervention in 2012. An endline survey will be conducted with the same stratified two-stage cluster sampling methodology after two years of implementation to assess changes in norms, attitudes and behaviors related to gender, SRH, and violence in intervention areas. Results from the four sub-counties where GREAT is being implemented will be compared to control areas (Amuru Town Council and Barr sub-counties) to assess the invention’s effects. Additionally, a series of in-depth interviews with adolescents in different life stage cohorts (VYAs, older adolescents, newly married and parenting) are being conducted every six months in intervention and control areas to gain insight into the evolving nature of norms, attitudes and behaviors among 10-19 year old boys and girls. Engagement with GREAT and opinions of its activities will also be explored. This combination of quantitative and qualitative methods will be used to assess the effectiveness, acceptability and feasibility of the intervention in order to make scale-up recommendations.