

“Catalyzing Positive Gender Norms Formation Among Very Young Adolescents by Targeting Parents”



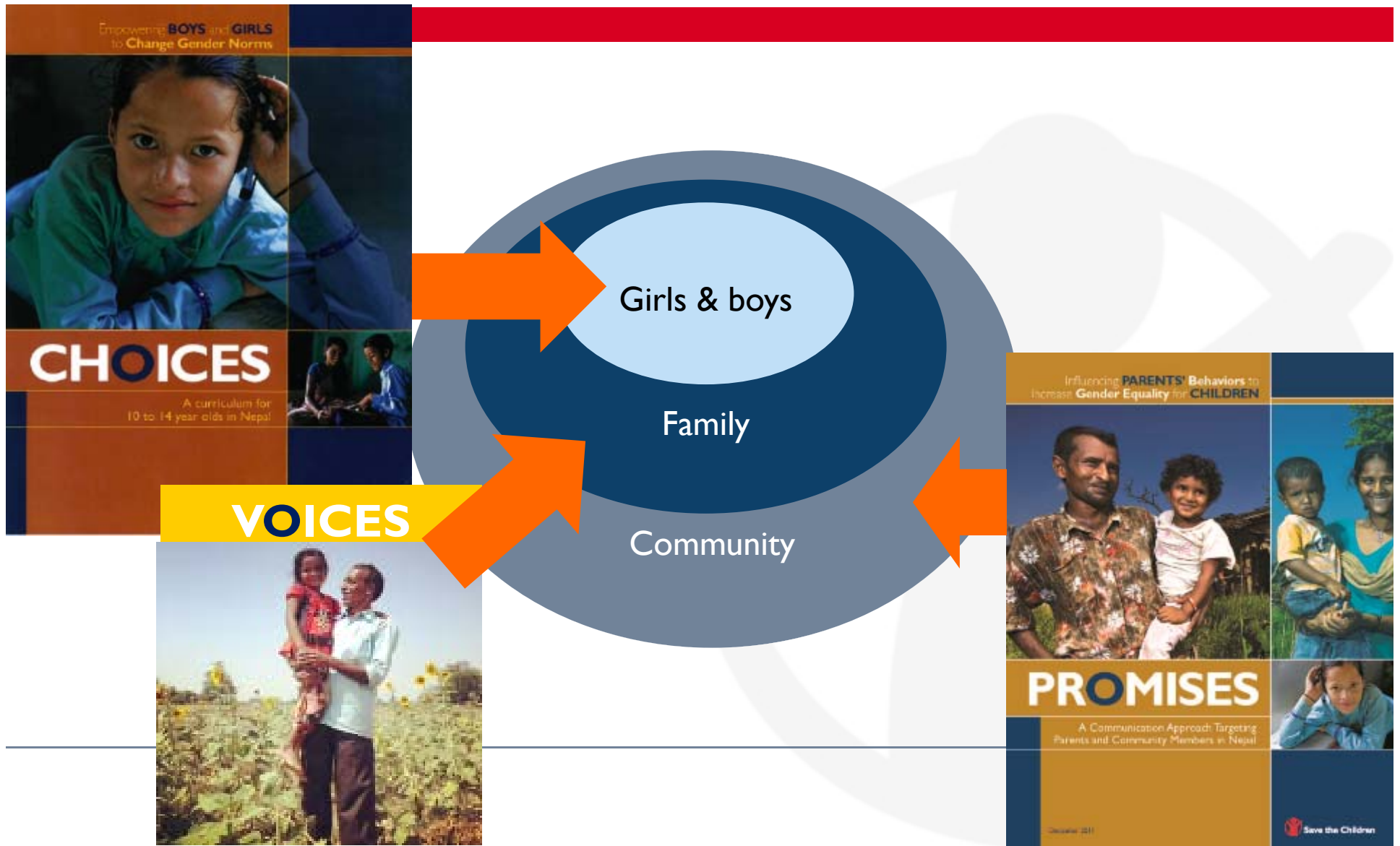
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Save the Children®

Save the Children's Gender Norm Package





VOICES



Six videos are shown which corresponds to:

evenly divided household tasks

equal amounts of time off for homework

equal food for boys and girls

encourage their daughters to attend school in the same way they do boys

committed to not discuss marriage for their daughter

equally bring hope to girls and boys

VOICES



- Fathers and mothers engage in a reflection and dialogue that leads to behavior change and followed by group commitment on gender norm changes.
- Videos highlights only the voices of actual mothers and fathers who have made changes
- The group discussion ask husbands and wives to discuss, reflect and commit to joint parenting goals on changing gender norms.
- Fathers/men are hard to reach so their participation in the discussion are targeted and Specific recruitment strategies is followed.

VOICES



- Parents in village are often less literate so this method using video is very useful.
- Parents have less time for long curricula so the approach is shorter and powerful .
- Three group sessions are organized and in each session 2 videos are shown followed by discussion.
- The interested parents can record their commitment in IVR (Interactive Voices Reponse System).

THANK YOU

