THE INTERSECTION OF NORMS INTERVENTIONS AND SCALE UP:
IMPLICATIONS FOR PASSAGES
WHAT IS AND IS NOT A NORMS INTERVENTION?
Which is primarily a norms intervention?

- Comprehensive sexuality education courses in schools
- Safe Spaces interventions for Very Young Adolesceny girls
Which is primarily a norms intervention?

- Youth-friendly services in health facilities
- Health services in schools
- School club discussions and debates on accessing services
Which is primarily a norms intervention?

Radio novella about adolescent SRH concerns

Radio novella linked to community discussions of novella broadcast
Operational definition of norms intervention used in the lit review

Norms interventions are prevention strategies designed to challenge cultural and social norms that support individual attitudes and behaviors leading to poor AYSRH (e.g., multi-level efforts to end child marriage)

The term “intervention" refers to programs, campaigns, and initiatives.
NOT CONSIDERED NORMS INTERVENTIONS

Interventions with primary aims to improve individual factual beliefs and behaviors within a system

(e.g. Youth Friendly Health Services [YFHS] and provider attitudes, Life Skills, Sexuality Education [LSSE] and Comprehensive Sexual Education [CSE] interventions and teachers attitudes)

Social norm interventions being scaled-up exclusively via mass and/or social media platforms;
WHAT IS AND IS NOT SCALING UP A NORMS INTERVENTION?
Which better represents a norms intervention operating at scale?

- Community social mobilization campaign reaching many villages to influence new gender roles vis-à-vis AYSRH
- Mass media (radio) on AYSRH and gender roles
Which better represents a norms intervention operating at scale?

- Conditional cash transfer program operating at state level to keep girls in school and delay marriage
- Social mobilization program operating across the state to build parent support to keep girls in school
Which better represents a norms intervention operating at scale?

- Digital platform for adolescents to engage in gender role games and story-telling in primary and 2ary cities
- Clubs for girls and boys to engage in activities with similar aims across the district
Which better represents a norms intervention operating at scale?

Policy advocacy by male youth network, using evidence/results of male-friendly SRH services to change policy.

Engaging providers and community in a process to define Youth Friendly Service quality & access at the facility and district level.
SCALE UP DEFINITION

“Deliberate efforts to increase the impact of health service innovations successfully tested in pilot or experimental projects so as to benefit more people and to foster policy and program development on a lasting basis.”

-ExpandNet
THE INTERSECTION OF NORMS INTERVENTIONS AND SCALE UP:

WHY DO WE NEED TO UNDERSTAND IT?

➔ Gap between effective pilots and those that are simple and cost-effective enough to be scaled.

➔ Challenge ourselves to develop norms interventions that can be scaled and sustained.
CRITICAL FACTORS TO CONSIDER IN SCALING-UP NORMS INTERVENTIONS – THE GREAT CASE STUDY
What is GREAT?

1. Community Action Cycle
2. Serial Radio Drama
3. VHT Service Linkages
4. Toolkit

- "Growing Up GREAT" Flipbooks
- Activity Cards
- Community Game
- Radio Discussion Guides
Some things we did at first because it was good scale up practice…..

….but was it important because this was a social norm intervention?
Scale up practice

Begin with the end in mind
Successful full-scale expansion...

Scale up practice

Systems integration

Political support & technical leadership

Services Integration
OVERLAPPING PHASES, NOT DISCRETE STEPS...

Source: PATH’s Product Introduction Framework
EXPANDNET MODEL FOR STRATEGIC SCALE-UP

The Innovation User Organization(s) Resource Team

ORGANIZATIONAL PROCESS
COSTS/RESOURCE MOBILIZATION
DISSEMINATION AND ADVOCACY
MONITORING AND EVALUATION

Environment

Scaling-up Strategy

User Organization(s)

The elements of scaling up

Strategic choice areas

Scale up practice
To identify promising strategies to transform gender norms and improve health outcomes with potential for adaptation and scale-up.

1. What types of programs should be included in the review, and why?
2. Who should identify programs to review?
3. How could identified programs be evaluated for their scaleability?
PHASE 1: ESTABLISH TECHNICAL ADVISORY GROUP (TAG)

TAG

Given where we want to end up:

1- Who (organizations, institutions, people) should be on the TAG, and why?

2- What should be the role of the TAG?

- Utilize research and program review findings to identify and adapt promising interventions for scale-up
- Design a scale-up strategy to test during Phase 2
Who should be on the TAG?
Suggestions from Gulu Meeting

- Gov’t Officials (MoH, MoGLSD, MoE, DHO, CAO)
- District education officer
- Sub county officials
- District HIV/AIDS focal person
- Police
- Representatives from youth committees & networks (Gulu Youth Center)
- Donors (USAID, UNFPA)
- NGOs (Straight Talk Foundation, CDFU, CARITAS)
- Cultural and religious leaders
- CBOs (Concerned Parents Association)
- CARE gender office
WHERE DID WE END UP AT THE END OF YEAR 1:

Scale up practice

Norm Interventions
WHERE DID WE END UP AT THE END OF YEAR 1:

Enabling Environment
- Supporting Normative Shifts through Radio Drama
- Generating a “Buzz” around GREAT Brand Recognition
- Strengthening Service Linkages

Generating Reflection and Dialogue through Existing Platforms
- School-Based Child Clubs
- Farmers’ Associations
- Religious-Based Groups
- Village savings Groups

Radio Drama

Scalable Toolkit
- Participatory
- Reflective
- Life Course- Specific Content

Community Mobilization
- Community Action Cycle GREAT Leaders
- Engaging the Wider Community
- Recognizing GREAT Champions
Phase II (years 2-4): Design and Adapt and Test Interventions → Getting it Right!!!

With the TAG:

- Assess feasibility and scalability of promising strategies
- Plan for scale-up
Role of MLE to guide scale up process by engaging multiple stakeholders over many years and keeping them interested

Baseline-Endline Survey
- 4,500 adolescents and adults

Cohort Study
- In-depth interviews with 30 male and 30 female adolescents

Qualitative Assessment
- 152 adolescents and VHTs involved in GREAT

Monitoring
- Data collected from CAGs, VHTs, group/club leaders, and radio stations

Consortium Discussions

Local Communities & Leaders Consultations
Phase III (years 5 & 6): Scaling up GREAT in Northern Uganda
Some Factors That Facilitate Scale Up

**Scalability of Intervention**
- Simple enough for other organizations to integrate (see benefit to them)
- Reasonable cost
- Compatible with receiving organization structures/values

**Coverage and Reach**
- Existing platforms to ‘hold’ the intervention
- Multiple User orgs interested in integrating
- A central coordinator within district structures
- Enabling political, policy, social environment
Final thoughts.....

Scale up practice

Norm Interventions

....Take Aways to move this area forward under Passages