

Scaling Up Adolescent and Youth Sexual and Reproductive Health (AYSRH) Social Norm Interventions: Literature Review Findings

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Purpose

- Review and describe AYSRH social norms change interventions that have or are being scaled-up.
- Advance knowledge and increase utilization of evidence on social norms change at scale for AYSRH interventions.

Definition: Scale-Up

- **Expanding** or **replicating** interventions that have been piloted and evaluated with the aim of **covering a larger geographic region and/or reaching a larger or new population** and sustaining effect at scale, thereby increasing the impact of the intervention.

Literature Review Methods: Inclusionary Criteria

- **(1)** Exclusively or primarily aim **to change cultural and social norms** to prevent behaviors that ultimately lead to poor health outcomes;
- **(2)** AND have been **evaluated** during pilot stage;
- **(3)** AND have **expanded** or are in the process of being expanded to reach new populations.

Literature Review Methods: Exclusionary Criteria

- (1) Interventions that took place before 2000;
- (2) Interventions with primary aims to improve social norms solely from an individual perspective (i.e. Youth Friendly Health Services, Like Skills and Sexuality Education, Comprehensive Sexual Education);
- (3) Interventions being scaled-up exclusively via traditional and social media platforms;
- (4) Spontaneous social change movements (e.g. Arab Spring Movement);
- (5) Interventions that look beyond AYSRH.

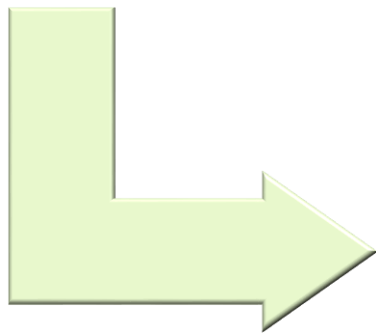
Project Identification

(1) Research databases using keywords and a combination of search terms and (2) Consultation with several experts in the field.

MAIN SEARCH TERM	AND...	AND...
<ul style="list-style-type: none">- Social norm change- Normative change- Norms change- Diffusion of innovation- Community norm change- Social change- Social mobilization- Community mobilization	<ul style="list-style-type: none">- Scale-up- Expand- Institutionalization- Replication	<ul style="list-style-type: none">- Mass media- Communication for social change- Social and behavioral change- Adolescent health- Sexual and reproductive health- Gender- Gender-based violence- HIV- Early marriage- Male engagement- Nutrition

Validation & Synthesis

303
Peer-
reviewed and
gray literature

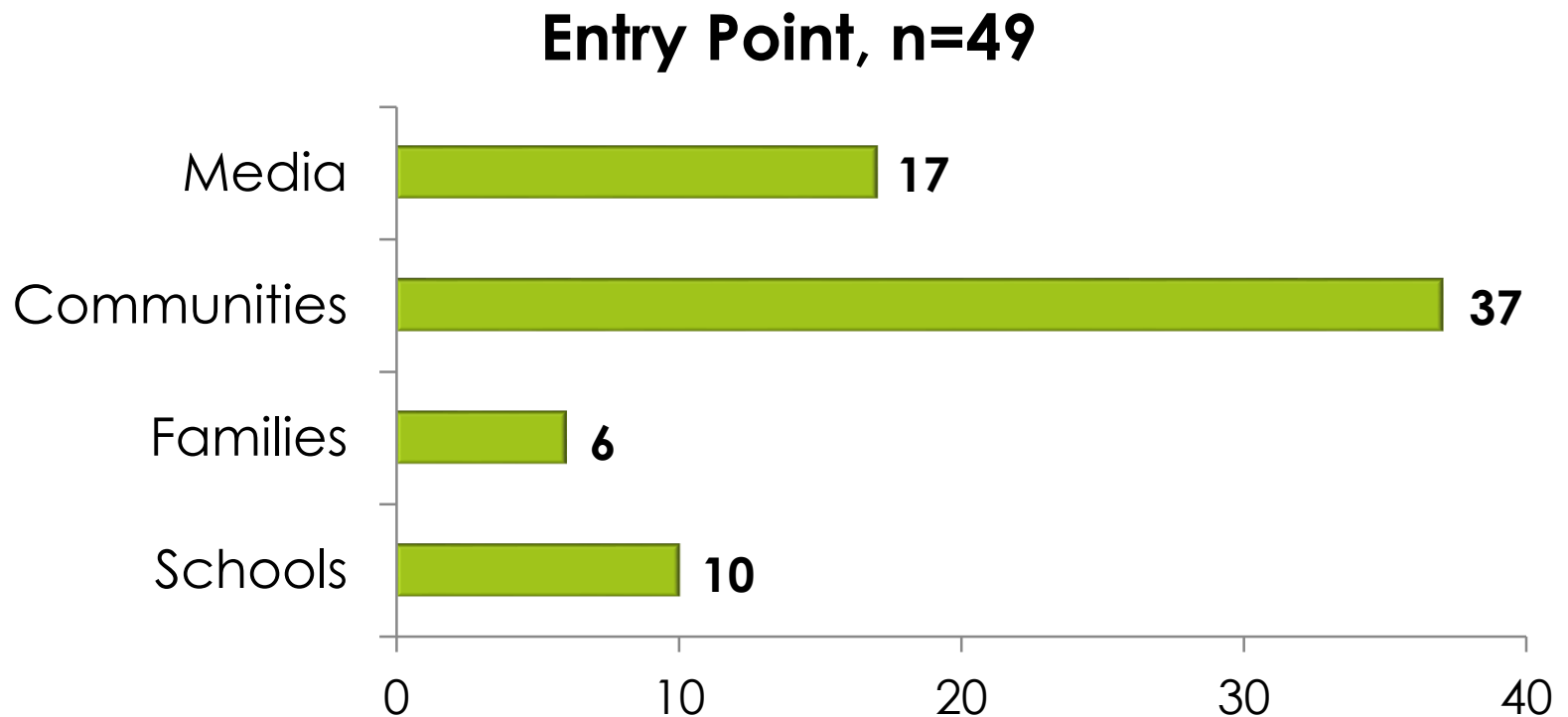


49
Interventions

- **31** Gender norms
- **10** HIV/AIDS
- **6** Family planning
- **2** Early marriage

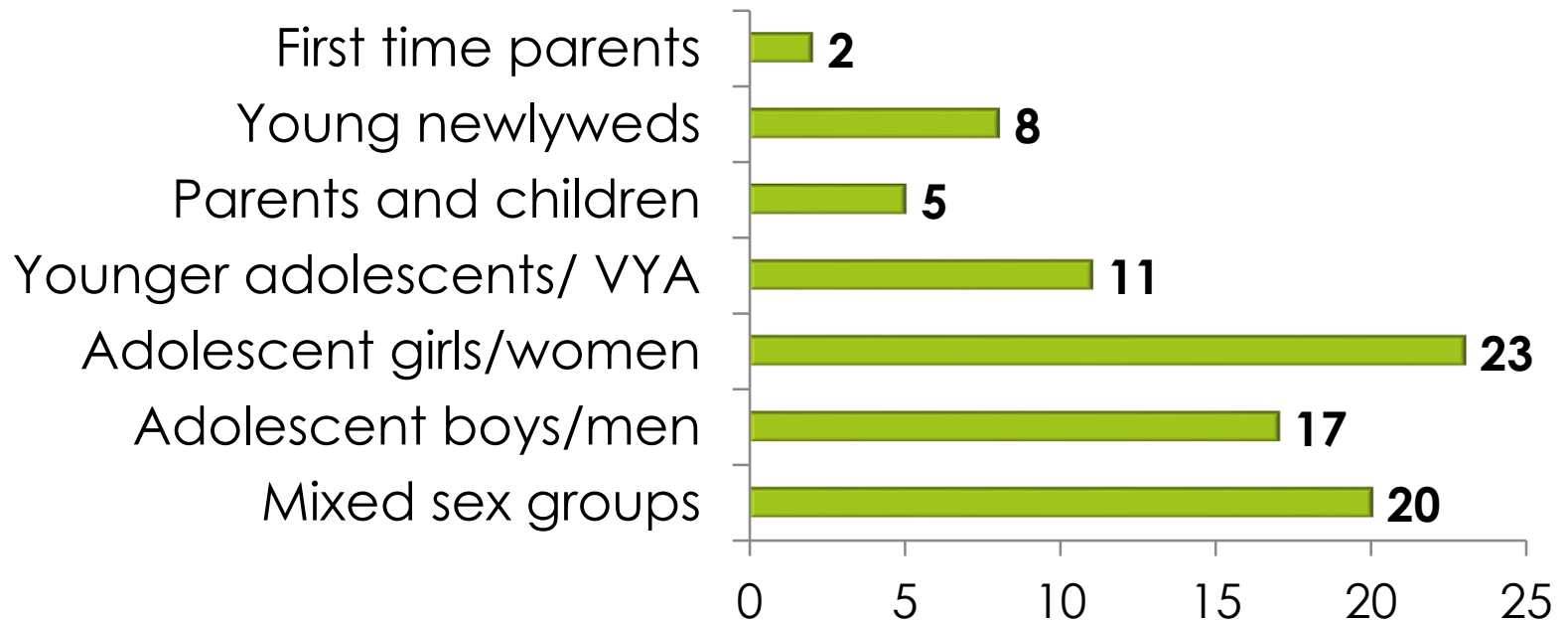
Results

Results: Categorization of Norms Interventions by Entry Point



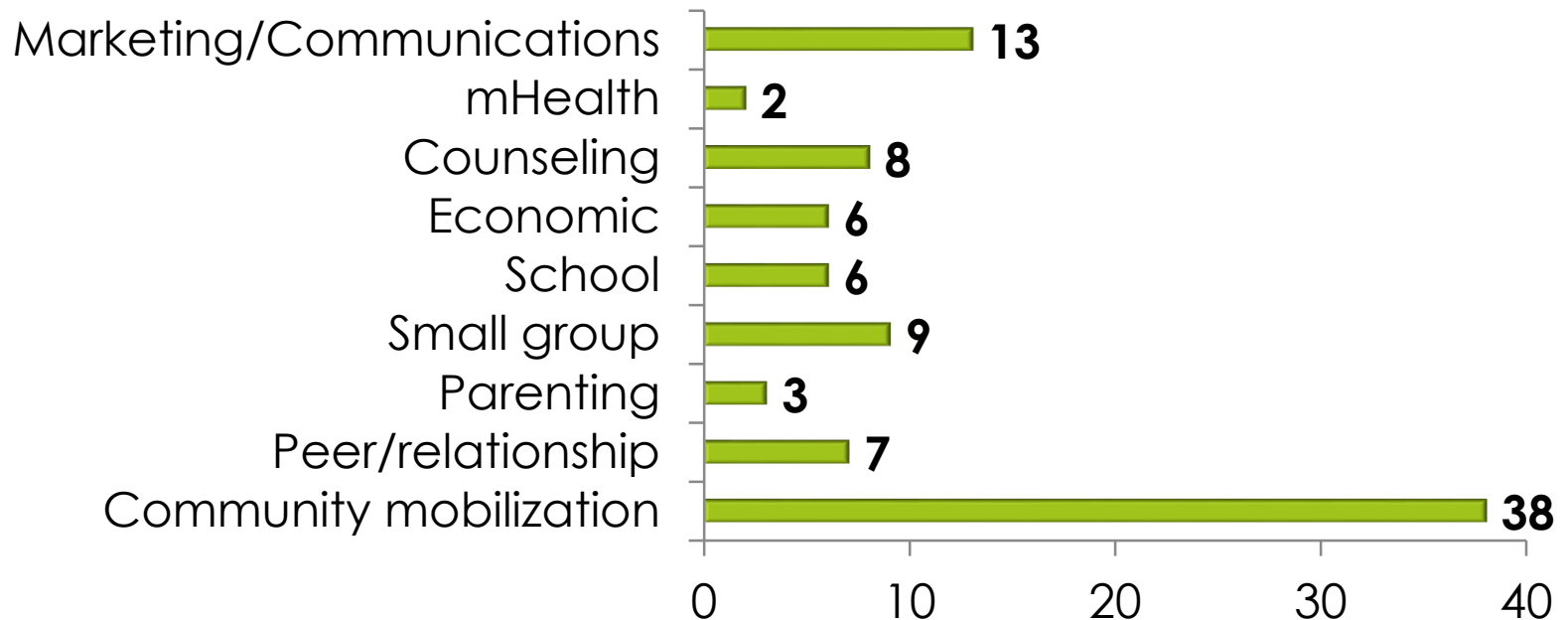
Results: Categorization of Norms Interventions by Primary Beneficiary Population

Primary Beneficiary Population, n=49



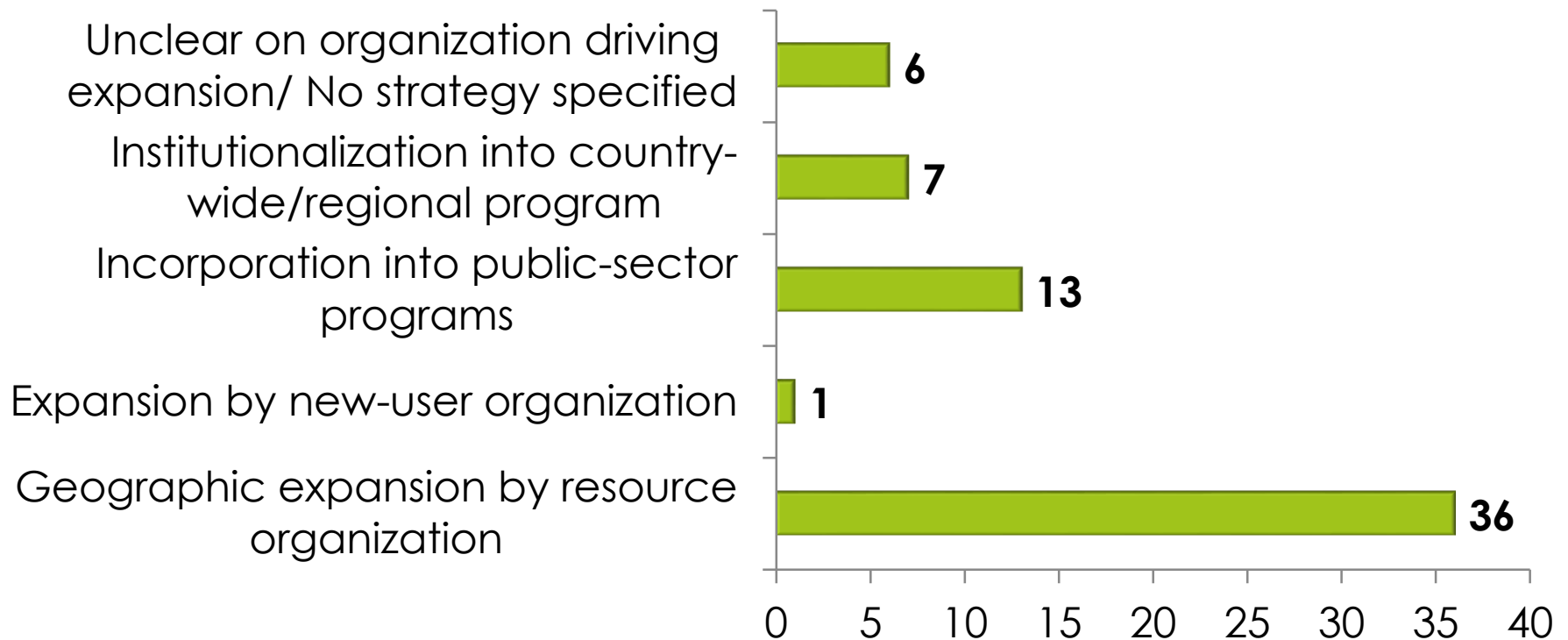
Results: Categorization of Norms Interventions by Key Strategy Used

Key Strategy Used, n=49



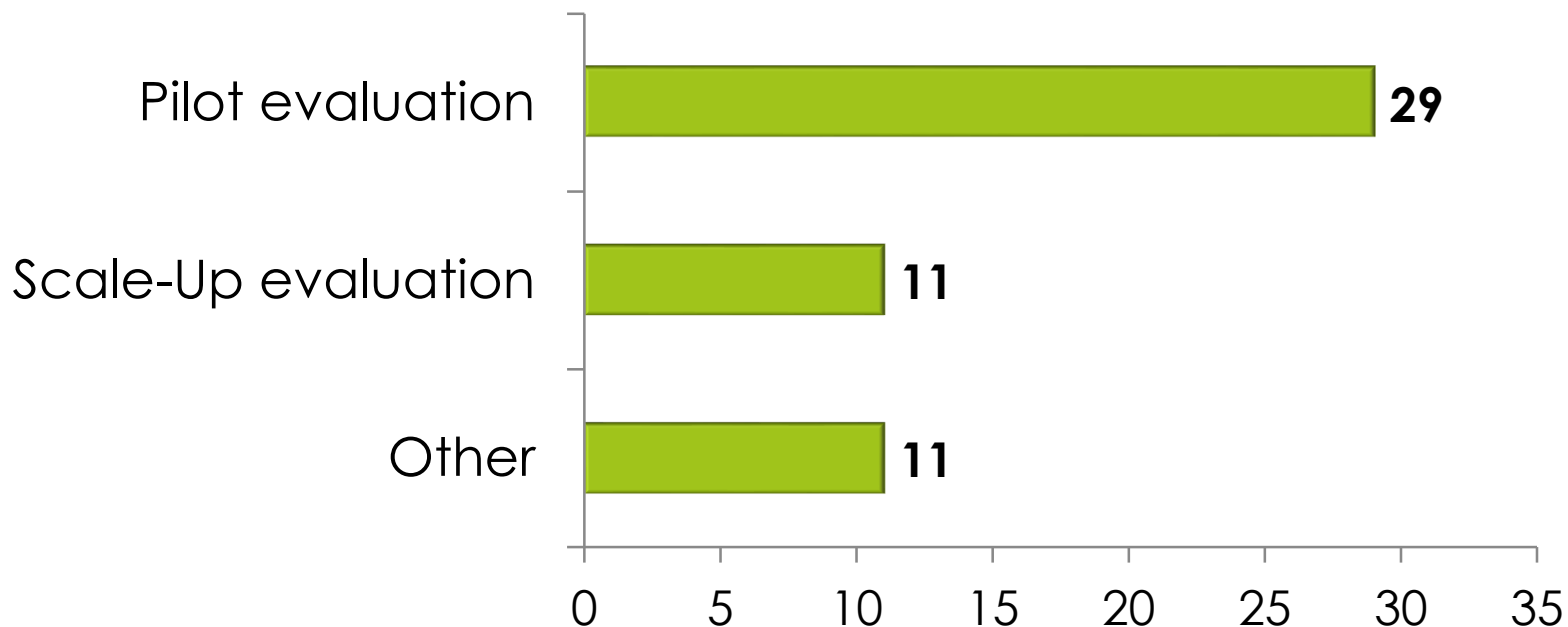
Results: Categorization of Norms Interventions by Scale-Up Strategy

Scale-Up Strategy, n=49



Results: Evaluation Efforts

Aim of Study, n=49



What Does the Literature Tell Us About Scale-Up?

- Note: Think about whether these lessons learned are those that are specific to
 - (1) just scale-up,
 - (2) just social norms interventions,
 - (3) or addressed lessons learned specific to experiences of scaling-up social norms interventions.

Lessons Learned: Social Change Strategies

- **Public discussion** can create critical mass needed for sustained social change.
 - Bell Bajao! (Ring the Bell!)
 - GREAT
- Fostering **community-driven collective action** contributes to new ideation within communities.
 - SASA!

Lessons Learned: Scale-Up Supports (Stakeholders)

- Involve & strengthen community relationships with key stakeholders through a **participatory, community-led** approach to **reinforce their role** as **normative change agents**.
 - Holistic Girls' Program
 - Geracao Biz
- Partner with government and **work within policy context**.
 - Kembatti Mentti Gezzimma (KMG)

Lessons Learned: Scale-Up Supports (Tools, Guidelines, and Resources)

- Develop scale-up **tools, guidelines, & training materials** during the planning phase.
 - GREAT
 - Better Life Options Intervention
- Plan for **sufficient resources** to support effective scale-up, including capacity-building of new user organizations.
 - African Youth Alliance (AYA)

Lessons Learned: Staff Having a Social Systems/Change Mindset

- Staff who support scale-up processes benefit from **regular reflection** on their own attitudes and behaviors.
 - GREAT
- Interventions should be **flexible** to account for **external factors and challenges** in pilot and during scale-up.
 - Ishraq Intervention

Lessons Learned: Aiming for Sustainability

- **Integration** into local government and **existing mechanisms** to link communities key to increasing impact & sustainability.
 - Kenya Adolescent Reproductive Health Project (KARHP)
- Scale-up requires **coordinated, ongoing support** efforts over a **multi-year period**.
 - MEMA kwa Vijana (MkV)

Gaps in Literature

- Little evidence or documentation of the following:
 - Scale-up strategy employed
 - Process of scale-up
 - Sustainability of behavioral norm change during and after project scale-up
 - Cost of scaling-up
 - Scale-up evaluations

Conclusions

- Need for scale-up strategies to be incorporated into intervention design at planning stage.
- Different levels of support needed for effective scale-up.
- Materials and resources, like clear process guidelines, needed to support scale-up process.
- Importance of staff flexibility to manage issues that arise and revise project activities during scale-up.

Thank you!