

Catalyzing Family Planning and Cross-Sectoral Outcomes Through Integrated Social Norms Interventions

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THE OPPORTUNITY

Social norms are important for health outcomes, are cross cutting and have the potential to effect cross-sectoral outcomes.



WHAT ARE SOCIAL NORMS?

- ✓ What people in a group believe is typical (normal) and appropriate (approved) behavior
- ✓ Upheld by influential people referred to as reference groups
- ✓ Held in place by positive or negative sanctions



WHAT ARE NORMS-FOCUSED PROGRAMS?

- ✓ Based on analysis of social norms
- ✓ Intentionally designed to promote collective change by encouraging communities to reflect on social and cultural factors
- ✓ Results in positive new norms and behaviors rooted within the values of that group

OUR OBJECTIVES

Conduct a landscaping of social norms best practices across 6 select USAID sectors, including...



Land & Urban Development



Energy & Infrastructure



WASH



Technology



Agriculture & Food Security



Education

To determine...

1. Which social norms are relevant to non-health sector behaviors?
2. What types of normative change interventions are implemented across sectors?
3. How can learnings from normative change interventions in FP programming be adapted and integrated in cross-sectoral programs to achieve sector-specific and FP outcomes?

OUR METHODS

✓ Literature Review of over 200 publications and program documents within USAID select sectors

✓ Key Informant Interviews with over 20 USAID staff and experts in select sectors

✓ Guided participatory thematic analysis to uncover key themes across sectors

THE IMPORTANCE OF SOCIAL NORMS ACROSS DEVELOPMENT SECTORS



It's important to fully understand how we apply the theories to our work and to **know better what works and how it works.** It's the practice part that is difficult – how to actually operationalize it." -In-Depth Interview Participant

PRACTITIONERS ACROSS SECTORS CONSIDER SOCIAL NORMS IMPORTANT TO ADDRESS TO REACH OUTCOMES

- **Social norms and gender norms are important** to address to reach program goals.
- **Social norms influence roles, responsibilities and power that drive inequality** for men and women (boys/girls), in addition to norms that impact other inequalities (disability, ethnic differences, class, etc.)
- The **role of gender** in general is still discussed more than other normative factors.

PROGRAM USE DIFFERENT STRATEGIES AND ACTIVITIES TO ADDRESS SOCIAL NORMS

- Several sectors use normative change strategies under the **larger umbrella term social behavior change (communication).**
- Normative change strategies are **typically integrated into a broader program strategy.**
- There are very **few examples of guidance about how to design effective norm-focused interventions.**

INSIGHTS FOR PROGRAMS FROM EARLY FINDINGS...

- ✓ Programmers seek guidance on social norms and norm focused intervention design
- ✓ Practical, easy to use tools to identify and measure social norms would advance work across sectors
- ✓ There are likely common meta norms, for example gendered norms, that drive behavior

- ✓ Social and gender norms affect behavior within and across sectors demonstrating opportunity for cross sector learning and coordination
- ✓ More research is needed on norms-related work outside of the health sector to learn what pathways to normative change and how models differ based on sector-specific needs



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