

# LEARNING COLLABORATIVE

## Advancing Research and Practice on Normative Change for Adolescent Sexual and Reproductive Health and Well-being

### OUR CHALLENGE

Social norms—the often unspoken rules that govern behavior—shape the trajectories of young people. The impact of *harmful* social norms, such as expectations related to gender-based violence, early marriage, and early parenthood, is receiving increasing attention. Moreover, social expectations related to girls' education, age at marriage, intimate partner violence, and culturally accepted ways to be a man or a woman influence the ability of adolescents to access information and services, the degree of control they have over their lives and their relationships, all of which influence their sexual and reproductive health and overall well-being.

### SNAPSHOT OF LEARNING COLLABORATIVE PARTICIPANTS

#### STEERING COMMITTEE MEMBERS

*Bill & Melinda Gates Foundation, Children Investment Fund Foundation (CIFF), UK Department of International Development (DFID), FHI 360 (co-convenor), Institute for Reproductive Health, Georgetown University (convenor), London School of Hygiene and Tropical Medicine (LSHTM), Overseas Development Institute (ODI)/GAGE, Pathfinder International, UNICEF Office of Research – Innocenti, United States Agency for International Development (USAID)*

#### ORGANIZATIONS INVOLVED

*Access Alliance, African Population and Health Research Center, American Jewish World Service, American University, BRAC University, Breakthrough, CARE, Center for Health and Gender Equity, CRS-Uganda, Drexel University, Ethiopia School of Public Health, ExpandNet, Fant Indept India, George Washington University, Girl Effect, Global HealthCorps Uganda, Hollistic Girls Program, Guttmacher Institute, Hewlett, ICRW, John's Hopkins University, Makerere University, Oak Foundation, Packard Foundation, Palladium, Pathfinder International, Plan International, Population Council, Population Media Center, Population Reference Bureau, Population Services international, Promundo, Puntos de Encuentro, Save the Children, Sex Rights Africa Network, SIDA/Sweden, Sonke Gender Justice, Stanford University School of Medicine, Tearfund, Together for Girls, Tostan, Tufts University, UN Foundation, UNICEF, UNFPA, University of Exeter, University of Ibadan, University of Leuven, University of Pennsylvania, WellSpring Foundation, WHO, World Vision, Youth Action, YouthPower/Learning*

As more programs are working to foster norms that support healthy behaviors and environments, there is an opportunity to advance understanding of social norms: what they are, how to measure them, how they influence behavior, and how to scale up normative interventions that show promise. To date, the emerging community of social norm change practitioners is fragmented, lacking theoretical clarity and validated measures, and has poorly documented the scale-up process of social norm interventions that have been taken to scale.

### OUR SOLUTION: THE LEARNING COLLABORATIVE

With funding from the Bill & Melinda Gates Foundation, the Learning Collaborative to Advance Normative Change envisions a world where the powerful influence of social norms in shaping adolescents' lives is widely understood, and where projects and programs improve adolescent sexual and reproductive health by applying normative science at scale. Led by a Steering Committee, the Learning Collaborative is a platform for coordinated identification of normative interventions and evidence, and sharing and discussing emerging evidence, promising practices, and lessons learned. Working together, the Learning Collaborative contributes to efforts to build consensus on program, evaluation, and scale up approaches for normative change initiatives aiming to improve adolescent sexual and reproductive health and well-being.

## THE LEARNING COLLABORATIVE: STRUCTURE & STRATEGIES

Our work takes multiple forms including in-person and virtual meetings, technical consultations, e-mail/listserves, a social media discussion group, and cloud-based file sharing. The Learning Collaborative launched with a convening meeting to seek agreement and alignment on key priorities, develop a shared agenda of mutual relevance, and establish a community structure and commitment to common goals and activities. During the meeting, we selected *social norm theory*, *measurement*, and *scale-up & costing* of normative interventions as our key areas. To achieve collective goals and advance practice, the Learning Collaborative organized according to three topic-focused Learning Communities:

Overview of Learning Communities		
SOCIAL NORM THEORY	SOCIAL NORM MEASUREMENT	SOCIAL NORM SCALE UP & COSTING
<p>Do conceptual frameworks &amp; theories of change keep you up at night?</p> <p>Working together to develop theory-based yet program-practical tools for design, monitoring, and evaluation of normative interventions. These tools can provide common language and concepts for comparing and contrasting program experiences and results.</p>	<p>Interested in thorny issues in measuring and evaluating social change?</p> <p>Working together to strengthen the measurement of social and gender norms, and to develop and share practical guidance to advance measurement science in program design, monitoring, and evaluation.</p>	<p>Frustrated by pilots to nowhere? Interested in costing social change?</p> <p>Working together to strengthen the design, evaluation and costing of normative change interventions going to scale and develop experience-based guidance and lessons learned for future scale up.</p>
Community Activities	Community Activities	Community Activities
<ul style="list-style-type: none"> <li>propose a conceptual framework of the influence of social norms on adolescent sexual and reproductive health behavior</li> <li>develop theories of change for normative interventions, emerging from grounded theory workshops with practitioners from the global South</li> </ul>	<ul style="list-style-type: none"> <li>develop a peer-reviewed and tested practical tool to explore and identify social norms in a specific setting to inform program and measurement approaches</li> <li>create an online compendium of qualitative and quantitative social norms measures</li> </ul>	<ul style="list-style-type: none"> <li>develop a Scale-up Considerations guide on design of scalable interventions, and their planning, documentation and evaluation as they are scaled</li> <li>field test a primer on activity-based costing to guide costing-to-implement studies of normative interventions</li> </ul>

Throughout the course of this initiative, the Learning Collaborative will engage others in its collective learning and share results through virtual participation, webinars, and dissemination of products through web-based information libraries via Springboard. By the end of Learning Community activities, members will come together for a two-day meeting to reflect on the output of each community, discuss evidence gaps, and propose a way forward.

## COMING SOON FROM THE LEARNING COLLABORATIVE

The fruit of this labor will be shared in a special supplement in the Journal of Adolescent Health (JAH) in November, 2018. In the interim, results will be shared via briefs, virtual meetings, consultations, infographics, and webinars. Resulting from this initiative will be the following products:

- ✓ A landscape of normative interventions for ARYSH.
- ✓ A brief on the components of a normative intervention and guidelines for scale up and sustainability.
- ✓ An online compendium of state-of-the art normative change measurement approaches
- ✓ A field-tested participatory guide and toolkit for identifying and diagnosing social norms.
- ✓ Theories of change for AYSRH normative interventions.
- ✓ A tested costing primer for activity-based costing of normative interventions.

## JOIN US!

The Learning Collaborative to Advance Normative Change provides many opportunities to get involved, depending on your interest and availability, and we invite you and your colleagues to join the Collaborative and its Communities. To join, contact Lea Satta: (lea.satta@georgetown.edu).