

Social Norms: Promoting community support for family planning

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Maria Carrasco, USAID Moderator

Maria is a behavioral scientist with 15 years of experience designing, implementing, and managing capacity building and public health programs. Maria has experience providing technical assistance to and managing large public health projects in sub-Saharan Africa and Latin America and has been a behavioral sciences consultant for the World Bank, UNFPA, and Pact. She has lived and worked in Ecuador, Peru, Malawi, and Mozambique. In her current role at USAID, she works on the High Impact Practices (HIPs) in Family Planning (FP). Maria received her BS in Economics from Truman State University, her Master of Public Policy from Duke University and her Master of Public Health (MPH) and PhD from the Johns Hopkins Bloomberg School of Public Health.



Today's Agenda

- Opening and Welcome
- SBC Overview
- Social Norms Brief Overview
- Implementation Perspective
- Questions & Answers
- Closing

Maria Carrasco, USAID

Joanna Skinner, JHU-CCP

Rebecka Lundgren, CGEH-UCSD

Mariam Diakit ,
Regional Technical Advisor

Moderator

Moderator



Before we Begin



Webinar will be recorded



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Download the handouts



What are the High Impact Practices (HIPs)?



Evidence-based
family planning
practices



Vetted by experts
against specific
criteria



Documented in
an easy-to-use
format

HIP | FAMILY
PLANNING
HIGH IMPACT
PRACTICES

 **ibpnetwork**

HIP Categories

HIP briefs are grouped into three primary categories:

Enabling Environment

Address systemic barriers that affect an individual's ability to access family planning information & services.

Service Delivery



Improve the availability, accessibility, acceptability, and quality of family planning services.

Social and Behavioral Change

Influence knowledge, beliefs, behaviors, and social norms associated with family planning.

Enhancements

Approaches used in conjunction with HIPs to maximize the impact of HIP implementation or increase the reach.

Service Delivery	Enabling Environment	Social and Behavior Change	HIP Enhancement
 <p>Community Health Workers</p>			
<p>Family Planning & Immunization Integration</p>	<p>Comprehensive Policy Processes</p>	<p>Community Group Engagement</p>	<p>Adolescent-Responsive Contraceptive Services</p>
<p>Immediate Postpartum Family Planning</p>	<p>Domestic Public Financing</p>	<p>Couples' Communication</p>	<p>Digital Health to Support Family Planning Providers</p>
<p>Mobile Outreach Services</p>	<p>Educating Girls</p>	<p>Digital Health for Social and Behavior Change</p>	<p>Digital Health for Systems</p>
<p>Pharmacies & Drug Shops</p>	<p>Galvanizing Commitment</p>	<p>Knowledge, Beliefs, Attitudes, and Self-efficacy</p>	<p>Family Planning Vouchers</p>
<p>Postabortion Family Planning</p>	<p>Leading & Managing Social Accountability</p>	<p>Mass Media</p>	
<p>Social Franchising</p>	<p>Supply Chain Management</p>	<p>Social Norms</p>	
<p>Social Marketing</p>			

HIP Briefs

HIP briefs define the *practice* and summarize evidence of *impact* and experiential learning from implementing.



Social Norms



FAMILY
PLANNING
HIGH IMPACT
PRACTICES

Social Norms: Promoting community support for family planning

Promote community support

What is the proven high-impact practice in family planning?

Implement interventions that address social norms to support an individual's or couple's decision-making power to meet their reproductive intentions.

Background

An individual's or couple's decisions and behaviors around contraception and reproductive health are influenced not only by their individual knowledge, beliefs, and attitudes but also by informal and mostly unwritten rules of the communities where they live known as "social norms."

Social norms define acceptable and appropriate actions within a given community or group (Box 1). They are sustained and enforced by people whose opinions or behaviors matter to an individual (e.g., sexual partners, friends, peers, family members, religious or community leaders). These individuals are known as reference groups. Individuals who do not act in accordance with social norms may face sanctions, such as ostracism or lowering of status.¹ Social norms that affect an individual's or couple's decisions and behaviors around contraception and reproductive health include norms related to who has the power to make decisions; when and how many children to have; who is responsible for family planning; when it is appropriate to have children; and who is responsible for family planning.



Women community leaders meet with local religious leaders to discuss issues relating to women's rights, reproductive health and family planning.

Credit: Insignia of Empowerment

Box 1. Types of social norms and examples

- **Descriptive social norms** are beliefs about what other people do. Example: "In our community, most adolescents are not having sex."
- **Injunctive social norms** are beliefs about what other people approve or disapprove of. Example: "It is not acceptable for couples in our community to use contraception until they have had at least one son. If they do, their parents may punish them."

Today's Panelists



Joanna Skinner
JHU-CCP



Rebecka Lundgren
CGEH-UCSD



Mariam Diakité
Regional Technical
Advisor



Joanna Skinner, CCP

Joanna Skinner is currently the Sexual and Reproductive Health Technical Team Lead and Gender Advisor for the USAID-funded Breakthrough ACTION project at the Johns Hopkins Center for Communication Programs (CCP). She has deep expertise in social and behavior change for a range of public health issues, including sexual and reproductive health, family planning, maternal and child health, and HIV/AIDS. She also serves as the Gender Equality and Social Inclusion Lead at CCP and is passionate integrating gender into public health programming and designing SBC interventions that are gender transformative. She has previously worked at UNFPA and the Division for the Advancement of Women at the United Nations. She has an MHS in Behavioral Sciences and Health Education from the Johns Hopkins Bloomberg School of Public Health and a MA in East Asian Studies from Harvard University.



SBC Overview

Joanna Skinner

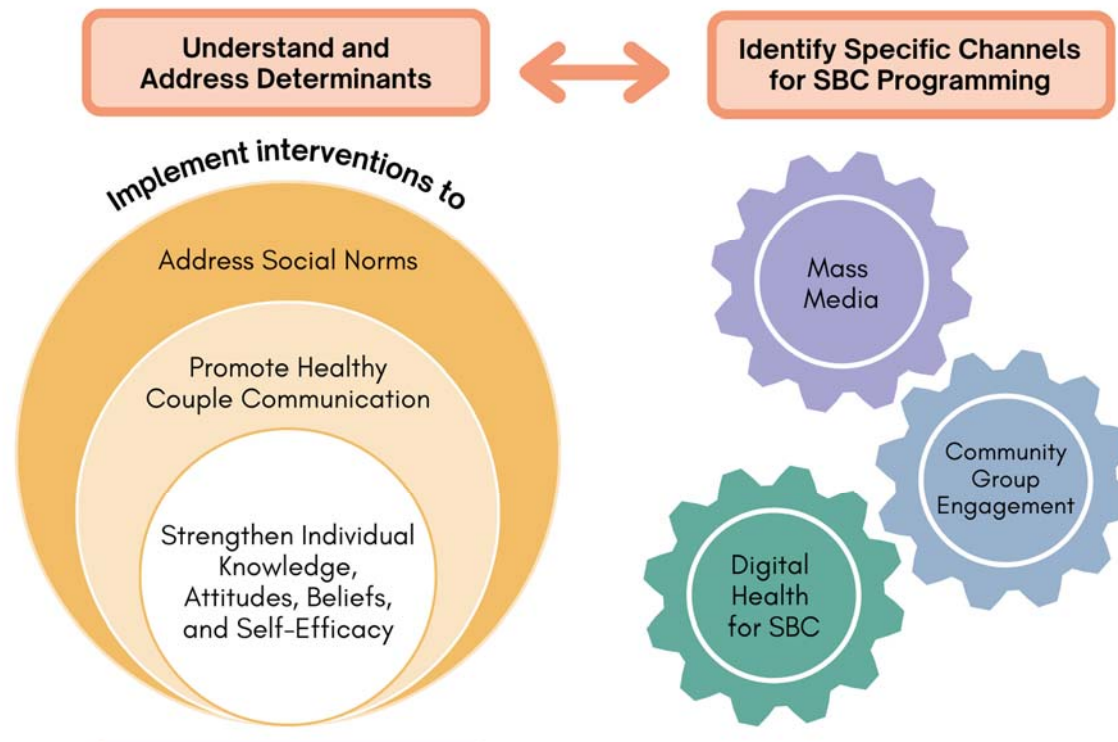


What is SBC?

- SBC is an evidence-driven approach to improve and sustain changes in individual behaviors, social norms, and the enabling environment.
- These programs employ a deep understanding of human behavior that draws on theory and practice from a variety of fields, including communication, social psychology, anthropology, behavioral economics, sociology, human-centered design, and social marketing.



Integrated framework for effective implementation of SBC HIPs



Overarching Tips for Implementation

1. Use **formative research** based on theoretical models to guide which determinant to address
2. Ensure early and frequent **pretesting** of materials, messages, and approaches to ensure that programs are designed with the full input of the intended audience and their influencers
3. Select **channels** to meet the target audience and objectives based on formative research
4. Work with **existing community groups** and communication platforms.

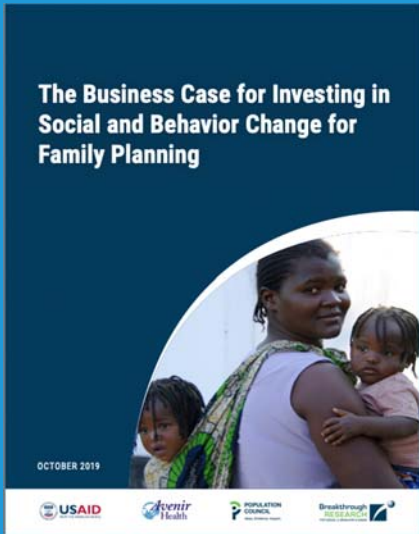


Overarching Tips for Implementation cont...

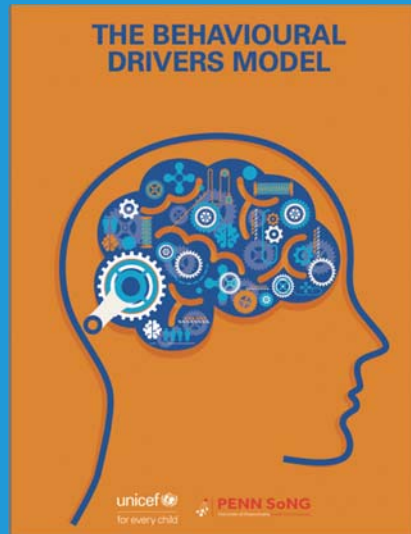
5. **Segment audiences** into subgroups based on demographic, psychographic, life stage, and/ or behavioral factors and tailor interventions accordingly.
6. Intentionally **incorporate equity** and the social determinants of health into SBC programs for family planning
7. Use a **gender-synchronized approach** in SBC programs for family planning
8. Design and use **monitoring and evaluation** methodologies to assess the impact of interventions and make real-time adjustments to programming.



Tools & Resources

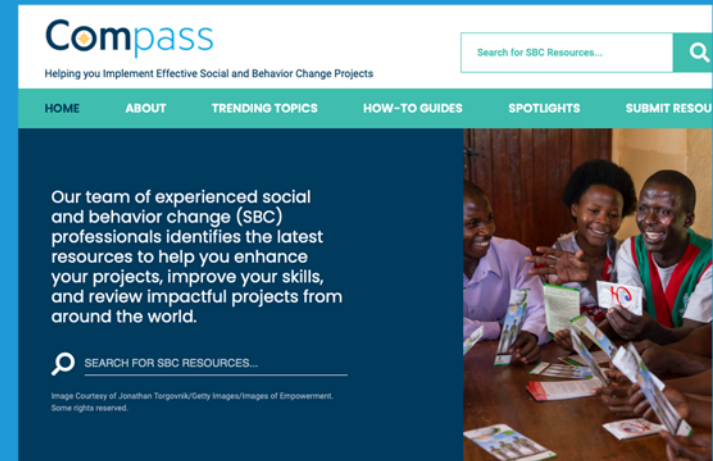


The Business Case for Investing in SBC for FP



The Behavioural Drivers Model

The Compass for SBC



Behavior Change Impact Databases



Thank You

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Rebecka Lundgren, CGEH

Rebecka is Associate Professor of Medicine and Co-Director of the Center on Gender Equity and Health at the University of California at San Diego. An applied anthropologist, Rebecka Lundgren brings over 30 years of experience in the design, implementation, management, and evaluation of sexual and reproductive health and behavior change programs. She supports the Learning Collaborative to Advance Social Norms, a community of practice seeking to improve social norms practice. Dr. Lundgren leads Agency for All, a USAID-funded research project which aims to define local conceptualizations of agency, develop and test rigorous measures and conduct research to effectively include agency and social norms in social and behavior change initiatives. Previously at the Institute for Reproductive Health at Georgetown University, she was the director of the USAID-funded Passages Project on adolescents and social norms.





Social Norms

Promoting community support for family
planning

Rebecka Lundgren, MPH, PhD

Co-Director, Center on Gender Equity and Health

Department of Medicine

University of California, San Diego



High Impact Practice

Implement interventions that address social norms to support an individual's or couple's decision-making power to meet their reproductive intentions.

Background

Social norms **define acceptable and appropriate actions** within a given community or group.

They are **sustained and enforced by people whose opinions or behaviors matter to an individual** (e.g., sexual partners, friends, peers, family members, religious or community leaders).

Individuals who do not act in accordance with social norms may face **sanctions**, such as ostracism or lowering of status.

Social Norms are:

What people in a group believe is **typical** (what others do) and **appropriate** (what others expect me to do) behavior

Social norms are different from individual attitudes or beliefs—not what I believe, rather what I think that others believe

Interventions that address social norms typically do one or more of the following:



Identify the social norms and reference groups relevant to behaviors of interest



Seek change at the community rather than individual level

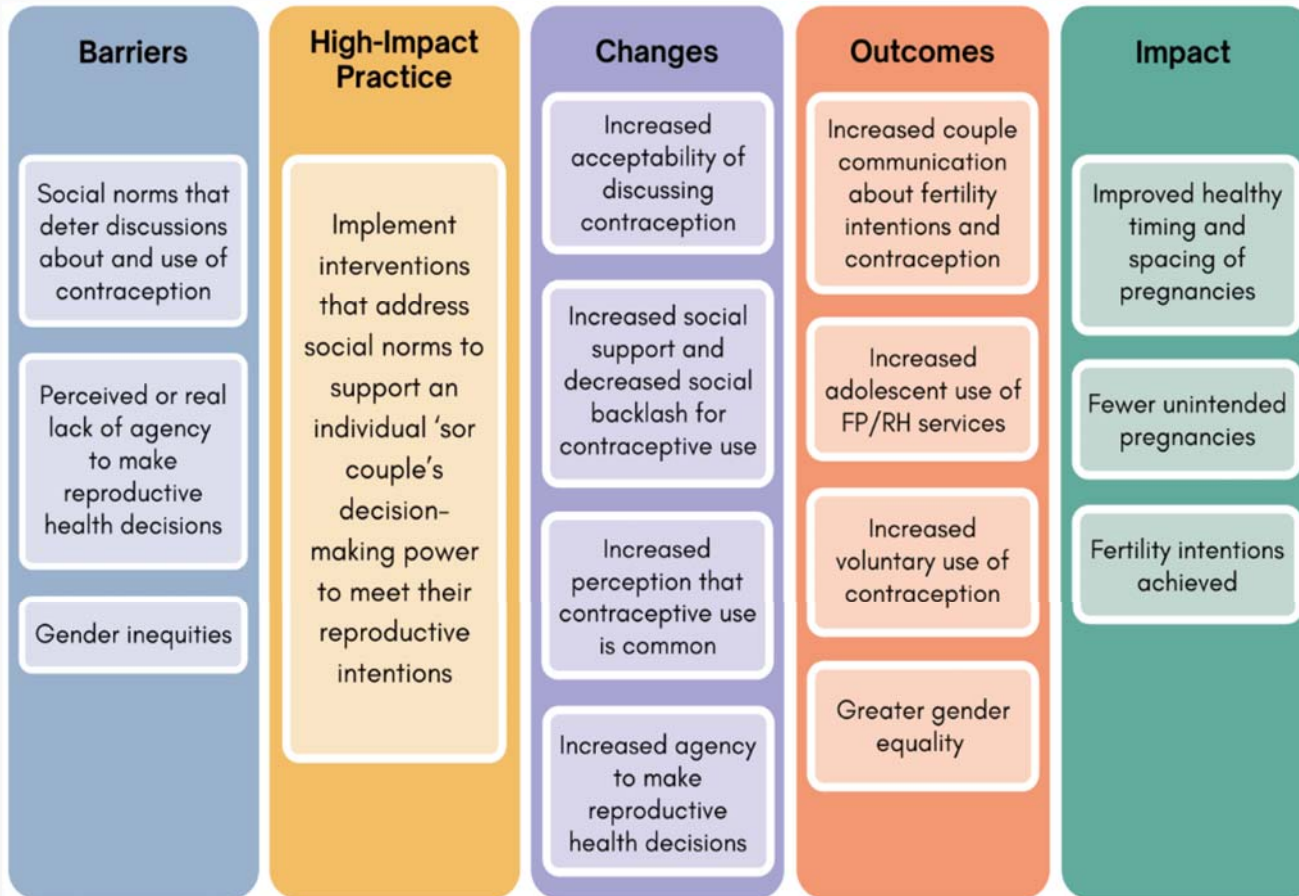


Confront power imbalances such as those related to gender and age



Create or reinforce **positive norms** to support healthy behaviors

Theory of Change



Why is this practice important?

- ① Social norms can inhibit an **individual's ability to act** on their reproductive intentions.
- ② **Social norms can influence couples' communication about family planning**, which in turn influences contraceptive use.
- ③ Social norms affect individuals' and couples' **decisions about when to have children**.
- ④ Social norms influence **contraceptive use**.
- ⑤ Social norms can facilitate or hinder efforts to **access quality sexual and reproductive health care**.

What interventions address social norms?

Interventions have successfully addressed social norms and increased use of voluntary contraception through:



Multiple channels of communication



Reflective dialogues



Mass media



Interpersonal communication



Intervention sent via text messages

TÉKPONON JIKUAGOU



Photo credit: Institute for Reproductive Health

Social network mapping identified key influencers engaged in reflective dialogues about FP-related norms.
Community radio broadcasted the reflective dialogues.
Referrals to health providers were offered.

This led to:

- Men who heard the radio broadcasts were more likely to believe their peers use contraception.
- The percentage of women and men using a contraceptive method almost doubled in < 1 year





Implementation Measurement

Descriptive Norm

% of intended audience who report that people in their reference group use contraception.
(What others do)

Injunctive Norm

% of intended audience who report that their reference group would approve of them using contraception.
(What others think I should do.)

Diffusion

% of intended audience who have discussed new FP- related ideas or behaviors with others in their community.

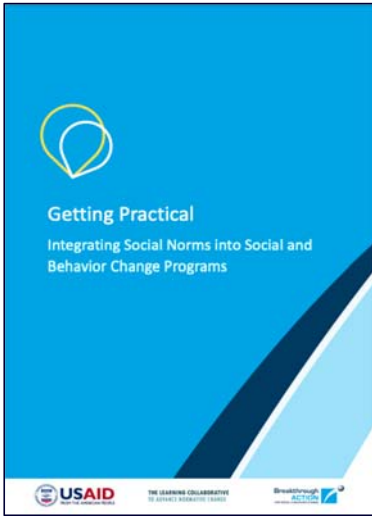
Tools & Resources



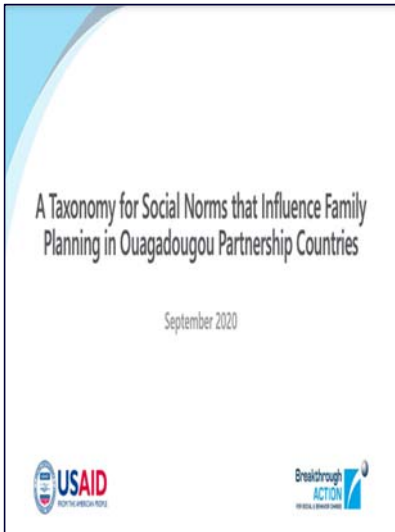
[20 Essential Resources on Social Norms and Family Planning](#)



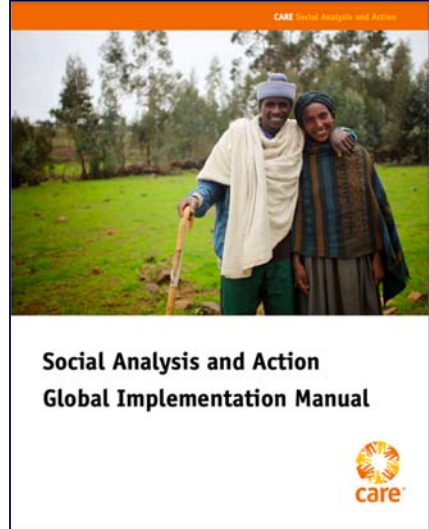
[The Social Norms Exploration Tool \(SNET\) | Align Platform](#)



[Getting Practical: Integrating Social Norms into Social and Behavior Change Programs](#)



[A Taxonomy for Social Norms that Influence Family Planning in Ouagadougou Partnership Countries](#)



[Social Analysis and Action Global Implementation Guide](#)

Join the Social Norms Learning Collaborative!

Complete [this form](#) to join the Social Norms Learning Collaborative or any of the regional learning communities!



The Learning Collaborative

About 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 programmes improve adolescent sexual and reproductive health by applying normative science at scale. The Learning Collaborative is an initiative for identifying, sharing and discussing norms-shifting interventions. Organised in three focused Learning Communities (Theory, Measurement, and Scale-Up), the Learning Collaborative contributes to efforts to build consensus on program, evaluation, and scale-up approaches for norms-shifting initiatives aiming to improve adolescent sexual and reproductive health and well-being.



GLOBAL
SOCIAL NORMS
LEARNING COLLABORATIVE





T H A N K Y O U

GEH

<https://geh.ucsd.edu>


Emerge Platform

<https://emerge.ucsd.edu>

Social Norms Learning Collaborative

www.alignplatform.org/learning-collaborative

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Mariam Diakit , Regional Technical Advisor

Mariam is from Mali and based in Bamako. As Regional Technical Advisor, she is a results-oriented professional with more than 10 years of experience in research and program evaluation. Her work has focused on implementing and scaling social and gender norms interventions aimed at improving sexual and reproductive health of adolescents and youth, as well as other vulnerable populations. She has strong knowledge of social norms related to gender-based violence and has expertise working with NGOs based in Mali, Benin, Senegal, Niger, C te d'Ivoire, Burkina Faso, Djibouti and the Democratic Republic of Congo-DRC. Mariam's leadership and facilitation skills, coupled with her experience working in different geographical and organizational contexts, has enabled her to successfully coordinate and manage projects involving multiple partner organizations.





Mariam Diakité

Program Implementation Perspective: TÉKPONON JIKUAGOU



TÉKPONON JIKUAGOU EXPERIENCE IN SHIFTING SOCIAL NORMS





LA COMMUNAUTÉ D'APPRENTISSAGE
SUR LES NORMES SOCIALES
EN AFRIQUE FRANCOPHONE

For more information

<https://www.alignplatform.org/fr/la-communaute-dapprentissage-sur-les-normes-sociales-en-afrique-francophone>

Sign Up to Join the Social Norms Learning Collaborative

<https://docs.google.com/forms/d/e/1FAIpQLSfvZ35U66d55sqHtwDI1Zj8mr6FvgHuQlwRNhgrKZalkn89PQ/viewform>

Social norms Mapping in Francophone countries in Africa

A total of 129 normative interventions examined

Gender norms are the most frequent, followed by norms relating to reproductive health/family planning.

Norms relating to the marriage of adolescent girls and young people and those relating to female genital mutilation are the least frequent.

Gender	Child Marriage	FGM	SRH/FP
<ul style="list-style-type: none"> Woman has no decision-making power over her sex life and fertility. Woman is responsible for household chores 	<ul style="list-style-type: none"> Marriage is a societal value Marriage is an obligation for a girl <p><i>(as soon as she sees her period, generally to avoid sexual intercourse and pregnancy outside marriage, which are dishonors).</i></p>	<ul style="list-style-type: none"> FGM makes the girl pure, controls her sexual desire <i>(to remain faithful to her husband).</i> it's not religious to marry an uncircumcised woman 	<ul style="list-style-type: none"> A woman who uses an FP method is stigmatized, (by being called a prostitute.) Discussion of sexuality is taboo. <i>(Parents must not discuss sexuality with their children.)</i>

TÉKPONON JIKUAGOU: CONTEXT



- ✓ Increase of FP unmet need in West Africa, despite investment in services
- ✓ Several social factors contribute to unmet needs
- ✓ Fertility/FP decisions are rarely individual; rather, they are influenced by social networks and social norms.



Norms Addressed



**COMMUNITY BELIEFS
THAT RELIGION PROHIBITS
USE OF FP RESULT IN:**
- STIGMATIZATION & LACK
OF SUPPORT IN THE
COMMUNITY
- DISAPPROVAL OF FP USE



**FAMILY, PEERS, AND
COMMUNITY
INFLUENCE COUPLE
DECISION-MAKING**



**MEN HAVE THE FINAL SAY
IN FP DECISIONS**

**MEN DON'T
COMMUNICATE WITH
THEIR WIVES ON FP-
RELATED ISSUES**



**HAVING MANY
CHILDREN VALUED BY
MEN AND WOMEN**

INTERVENTION COMPONENTS

1 ENGAGE COMMUNITIES
IN SOCIAL MAPPING



2 SUPPORT INFLUENTIAL
GROUPS IN REFLECTIVE
DIALOGUE



3 ENCOURAGE INFLUENTIAL
INDIVIDUALS TO ACT



4 USE RADIO TO CREATE AN
ENABLING ENVIRONMENT



5 LINK FP PROVIDERS WITH
INFLUENTIAL GROUPS



Intervention package to spread new norm ideation and actions

- Use of multi-level, gender synchronized program strategies to break social barriers
- A community approach using social networks and social and behavior change communication
- Implemented by socially-influential community members
- Communication materials are easy and simple to use
- Adjustable to different contexts

Norms-Shifting Strategies

Individual strategies



- Training change agents
- NGO (field staff) as coaches
- Group discussion leaders (catalyzers) and influential persons encourage discussion

Interpersonal strategies



- Engaging socially influential groups and opinion leaders (reference groups of women and men)
- Influential people and groups diffuse ideas and show support FP users

Community strategies



- Engaging the government to support and legitimize intervention
- FP campaign “Each One Invites 3”
- TJ radio broadcasts
- Closing ceremony in communities

Let's watch the TJ video



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Passages

Social network strategies are effective and feasible

1. TJ works in Mali as well as Benin

- The SBC strategies based on diffusion through social networks reduced gender and other social barriers.

2. NGOs with no FP experience can integrate an NSI such as TJ and see new impacts

- Designed to be easily integrated into existing projects.
- Non-FP projects gained new beneficiaries and started to reach men, which improved their own program reach and success.





Thank You

More information on TJ:

<https://www.irh.org/interventions/terikunda-jekulu/>

Questions & Answers



Before we close

Presentation and Recording available here:

<https://www.fphighimpactpractices.org/on-social-norms-promoting-community-support-for-family-planning/>



For more information, please visit:

High Impact Practices: www.fphighimpactpractices.org

Social Norms:

<http://www.fphighimpactpractices.org/briefs/social-norms/>

Social Norms Learning Collaborative

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**Thank you for your
participation today!**

