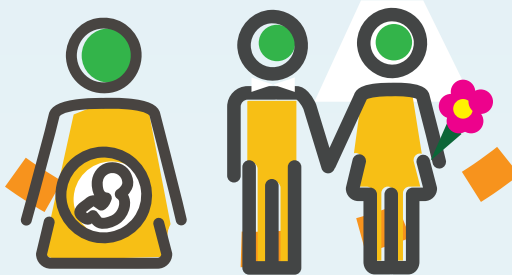


# Passages:

Transforming social norms for reproductive health

## Early pregnancy and child marriage

are a reality for millions of young women worldwide, curtailing educational and vocational opportunities, leading to poor sexual and reproductive health outcomes and contributing to the **intergenerational cycle of poverty**



**1 in 4 people in the world is an adolescent** aged 10-24 — and an even larger proportion live in lower income countries.



Gender-based violence begins early. **1 in 3 adolescent girls experience sexual violence** (many before the age of 15) with serious, often life-long consequences.

## Social Norms Shape Behaviors

My father and uncles believe I should have many children.

My friend believes that having many children proves his worth.

## Social Norms Can Change

Individuals adapt most when they are young and during moments of transition.



### First-time Adolescent Parents

Harmful social norm: My friends believe having many children proves my worth.



### Married Adolescents

Harmful social norm: My family believes I should get married very young.



### Very Young Adolescents

Harmful social norm: My family believes girls should do all the chores at home.

## Passages

will test and scale-up interventions that promote collective change — through media, advocacy, campaigns, and discussions within social networks and among leaders — in order to transform shared normative beliefs at the community level.



### Passages Project Partners:

Institute for Reproductive Health at Georgetown University Medical Center, FHI 360, Johns Hopkins Global Early Adolescent Study, Population Services International, Save the Children, Tearfund

[www.irh.org/projects/passages/](http://www.irh.org/projects/passages/)