

What's Next: Scale-Up in Uganda & Beyond

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GREAT

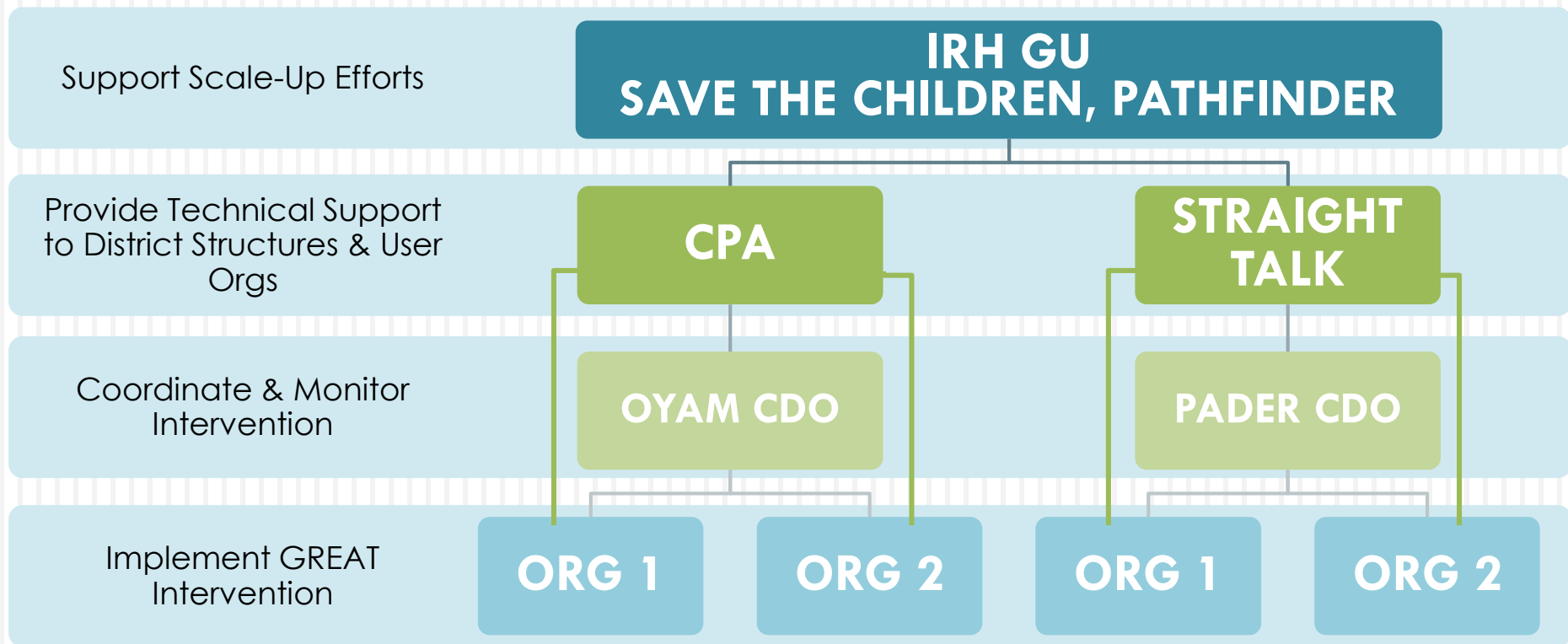
GENDER ROLES, EQUALITY AND TRANSFORMATIONS PROJECT
INSTITUTE FOR REPRODUCTIVE HEALTH GEORGETOWN UNIVERSITY
PATHFINDER INTERNATIONAL
SAVE THE CHILDREN

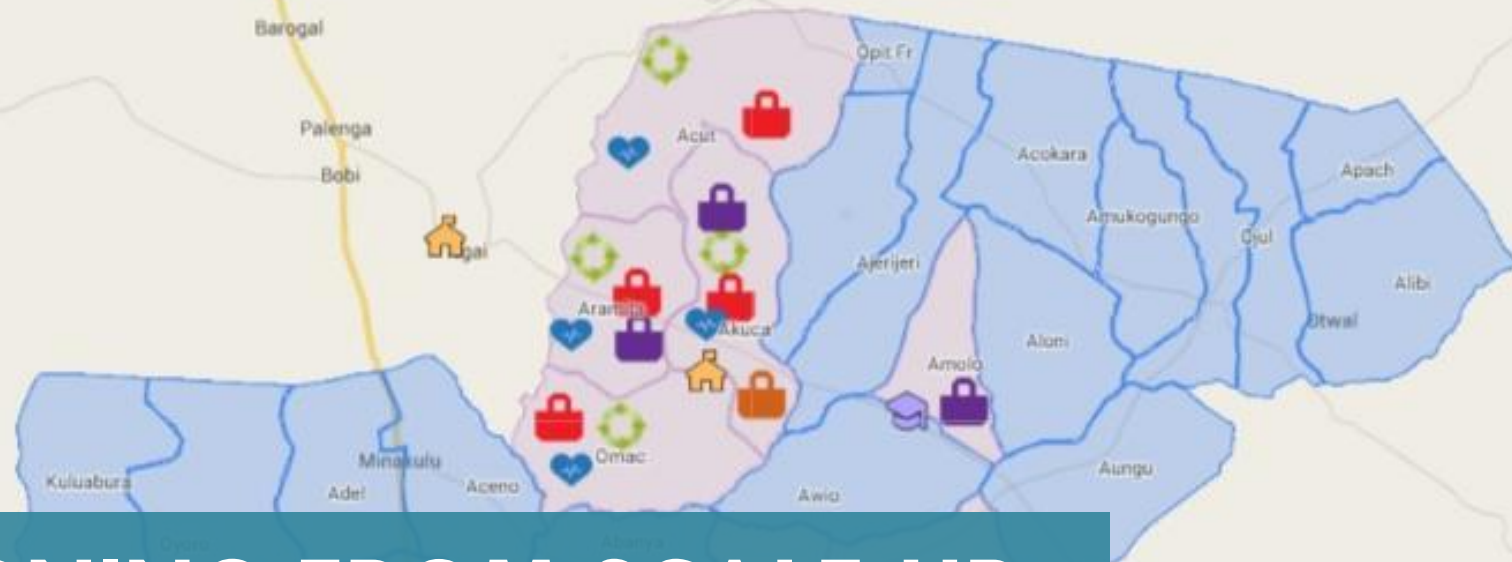
SCALE UP OBJECTIVE

Horizontal + Vertical Scale-Up

Expanding coverage and institutionalization of GREAT innovation(s) to reach more young people

SCALE UP PROCESS





LEARNING FROM SCALE-UP: GREAT EXPANSION IN OYAM DISTRICT



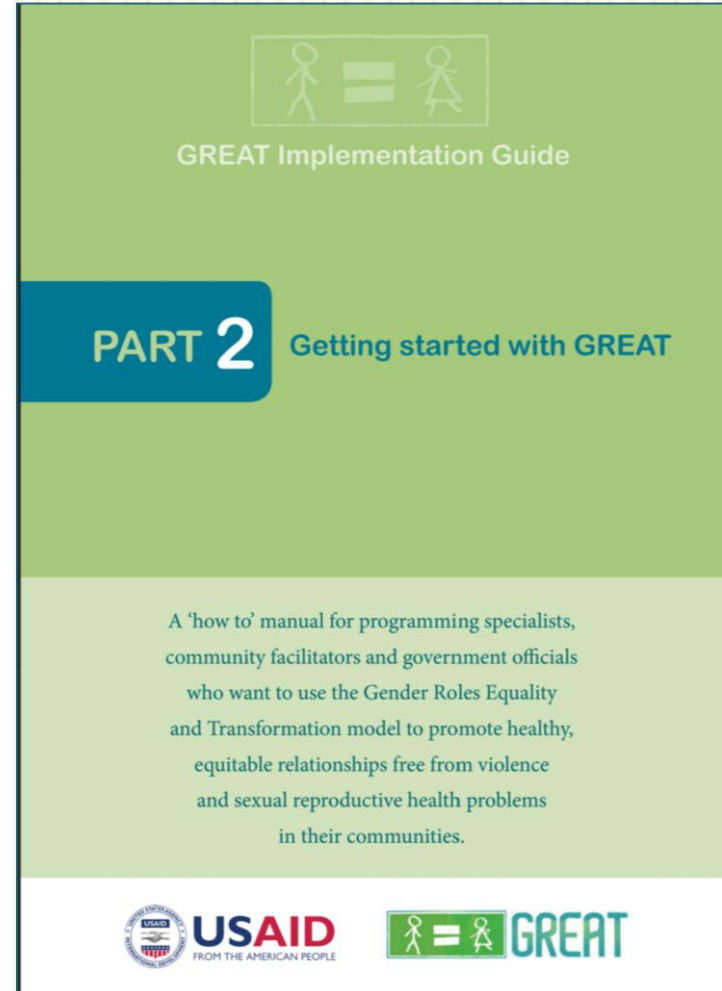
SHIFTING SOCIAL NORMS



- ✓ **More time, effort, resources, or better diffusion strategies needed** to reach community-wide change.
- ✓ **Gender norms drive gender equality, SRH, and GBV outcomes**, yet significant change in underlying patriarchal social system unrealistic from short-term intervention
- ✓ **Still unclear when intervention is most cost-effective**, or the benefits of addressing all stages in tandem.

GREAT HOW-TO GUIDE: SUPPORTING IMPLEMENTATION

- 6 chapters
- Tested and validated by user organizations
- Final copy available for download in May:
www.irh.org/projects/GREAT_Project



THANK YOU

A photograph of a woman and five children standing in front of a small, single-story house made of mud-brick with a corrugated metal roof. The woman is standing in the back, holding a baby. Five children are standing in front of her, smiling. The children are wearing various clothes, including green shirts, a blue dress, a red shirt, and a yellow jacket. The background shows a dry, open landscape with some trees and a cloudy sky.

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QUESTIONS?

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