



**THE INTERSECTION OF NORMS
INTERVENTIONS AND SCALE UP:**

IMPLICATIONS FOR PASSAGES

A decorative vertical bar on the left side of the slide, featuring a gradient from dark blue to light blue and several orange circles of varying sizes. The text is centered in a yellow, serif font.

**WHAT IS AND IS NOT
A NORMS
INTERVENTION?**

WHICH IS PRIMARILY A NORMS INTERVENTION?

Comprehensive sexuality
education courses in
schools

Safe Spaces interventions
for Very Young
Adolescent girls

WHICH IS PRIMARILY A NORMS INTERVENTION?

Youth-friendly services in health facilities

Health services in schools

School club discussions and debates on accessing services

WHICH IS PRIMARILY A NORMS INTERVENTION?

Radio novella about
adolescent SRH concerns

Radio novella linked to
community discussions of
novella broadcast

OPERATIONAL DEFINITION OF NORMS INTERVENTION USED IN THE LIT REVIEW

Norms interventions are prevention strategies designed to challenge cultural and social norms that support individual attitudes and behaviors leading to poor AYSRH (*e.g., multi-level efforts to end child marriage*)

The term “intervention” refers to programs, campaigns, and initiatives.

NOT CONSIDERED NORMS INTERVENTIONS

Interventions with primary aims to improve individual factual beliefs and behaviors within a system

(e.g. Youth Friendly Health Services [YFHS] and provider attitudes, Life Skills, Sexuality Education [LSSE] and Comprehensive Sexual Education [CSE] interventions and teachers attitudes)

Social norm interventions being scaled-up exclusively via mass and/or social media platforms;



**WHAT IS AND IS NOT
SCALING UP A NORMS
INTERVENTION?**

WHICH BETTER REPRESENTS A NORMS INTERVENTION OPERATING AT SCALE?

Community social mobilization campaign reaching many villages to influence new gender roles vis-à-vis AYSRH

Mass media (radio) on AYSRH and gender roles

WHICH BETTER REPRESENTS A NORMS INTERVENTION OPERATING AT SCALE?

Social mobilization program operating across the state to build parent support to keep girls in school

Conditional cash transfer program operating at state level to keep girls in school and delay marriage

WHICH BETTER REPRESENTS A NORMS INTERVENTION OPERATING AT SCALE?

Clubs for girls and boys to engage in activities with similar aims across the district

Digital platform for adolescents to engage in gender role games and story-telling in primary and 2ary cities

WHICH BETTER REPRESENTS A NORMS INTERVENTION OPERATING AT SCALE?

Engaging providers and community in a process to define Youth Friendly Service quality & access at the facility and district level

Policy advocacy by male youth network, using evidence/results of male-friendly SRH services to change policy

SCALE UP DEFINITION

“Deliberate efforts to increase the impact of health service innovations successfully tested in pilot or experimental projects so as to benefit more people and to foster policy and program development on a lasting basis.”

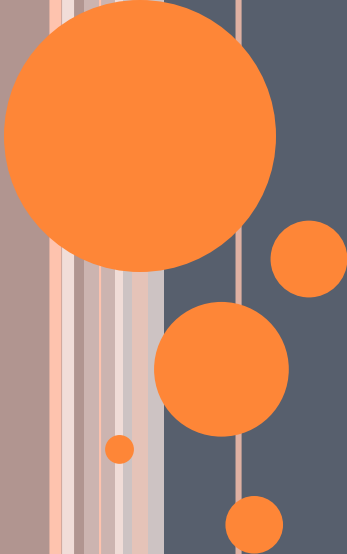
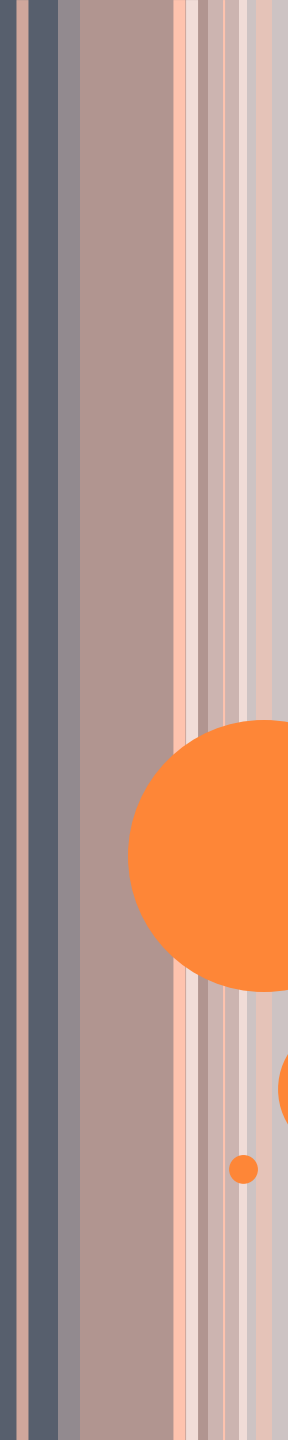
-ExpandNet

THE INTERSECTION OF NORMS INTERVENTIONS AND SCALE UP:

WHY DO WE NEED TO UNDERSTAND IT?

→ Gap between effective pilots and those that are simple and cost-effective enough to be scaled.

→ Challenge ourselves to develop norms interventions that can be scaled and sustained



**CRITICAL FACTORS TO CONSIDER
IN SCALING-UP NORMS
INTERVENTIONS –
THE GREAT CASE STUDY**

WHAT IS GREAT?

GREAT Intervention Package

1 COMMUNITY ACTION CYCLE



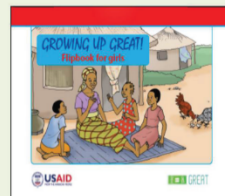
2 SERIAL RADIO DRAMA



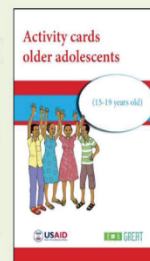
3 VHT SERVICE LINKAGES



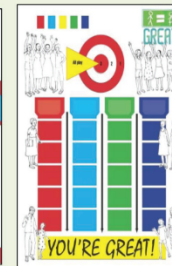
4 TOOLKIT



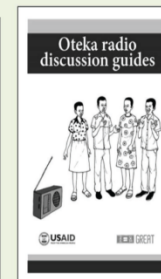
"Growing Up GREAT" Flipbooks



Activity Cards

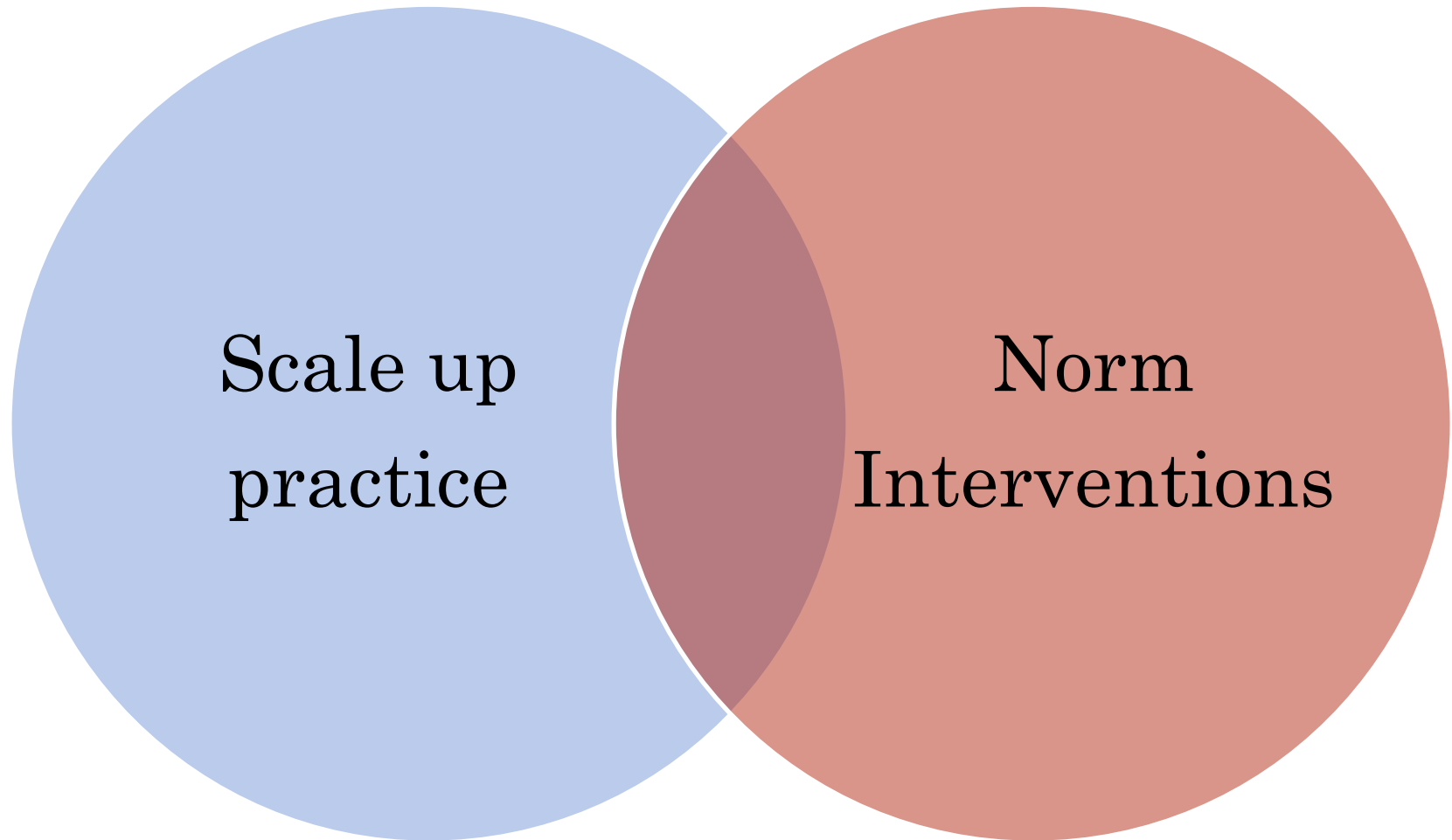


Community Game



Radio Discussion Guides

SOME THINGS WE DID AT FIRST BECAUSE IT
WAS GOOD SCALE UP PRACTICE.....



....BUT WAS IT IMPORTANT BECAUSE THIS WAS A
SOCIAL NORM INTERVENTION?

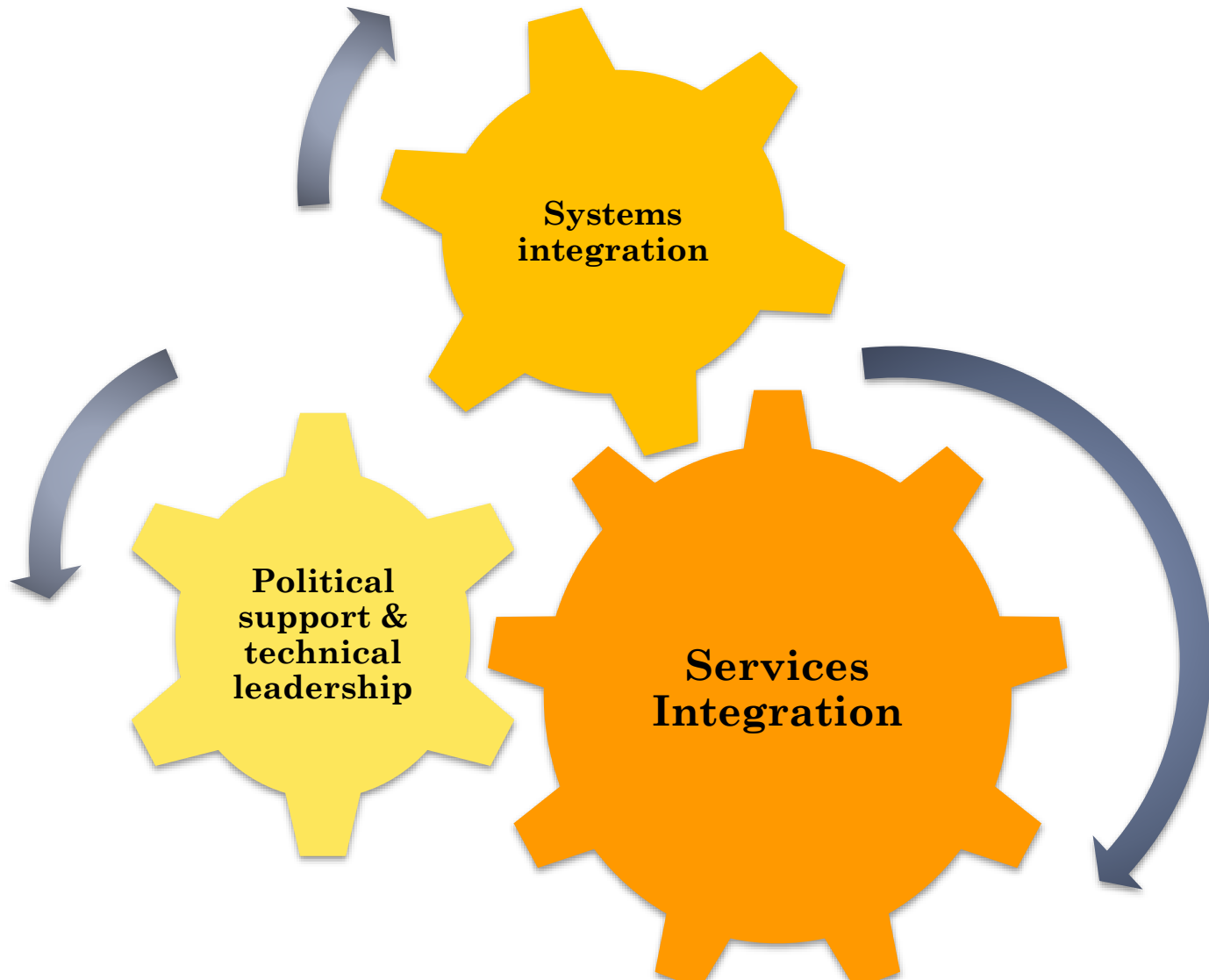
Scale up
practice



Begin with the
end in mind

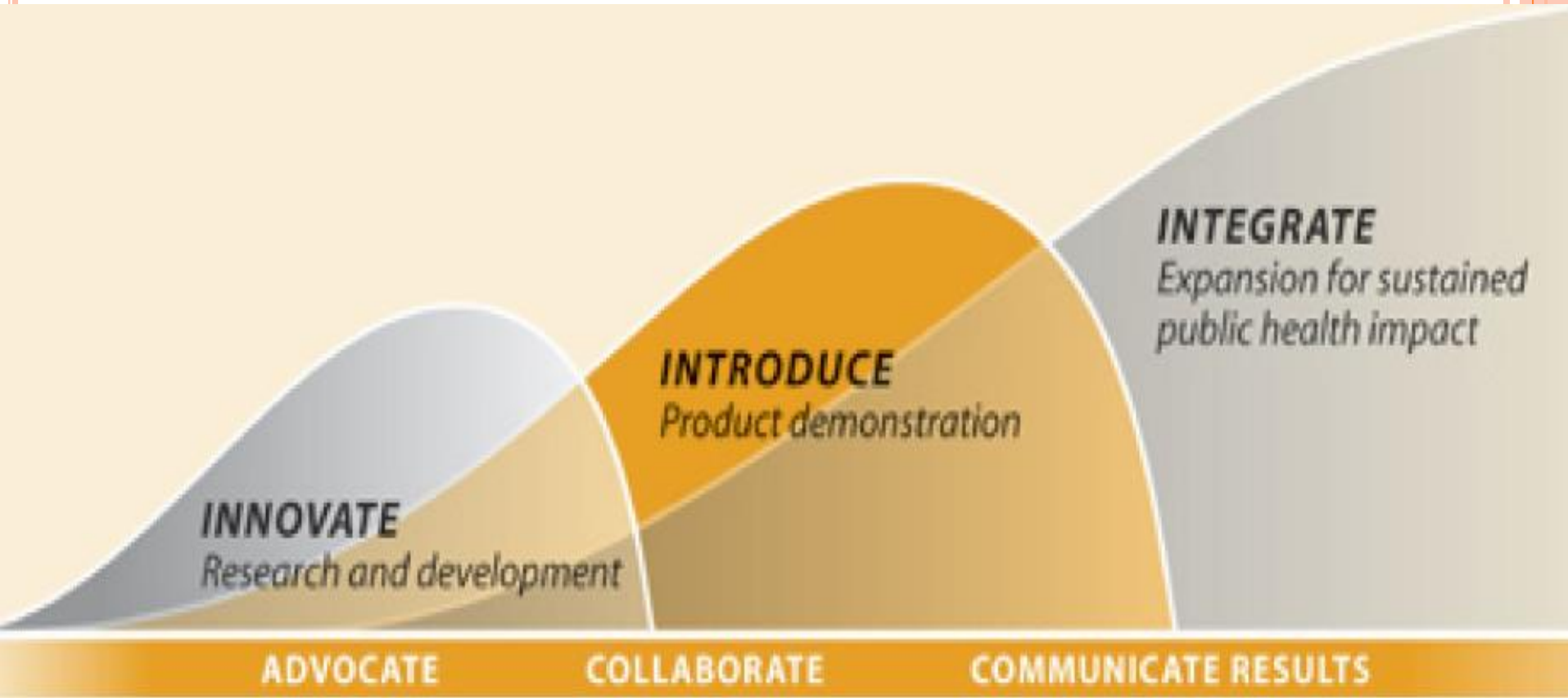
Scale up
practice

Successful full-scale expansion...



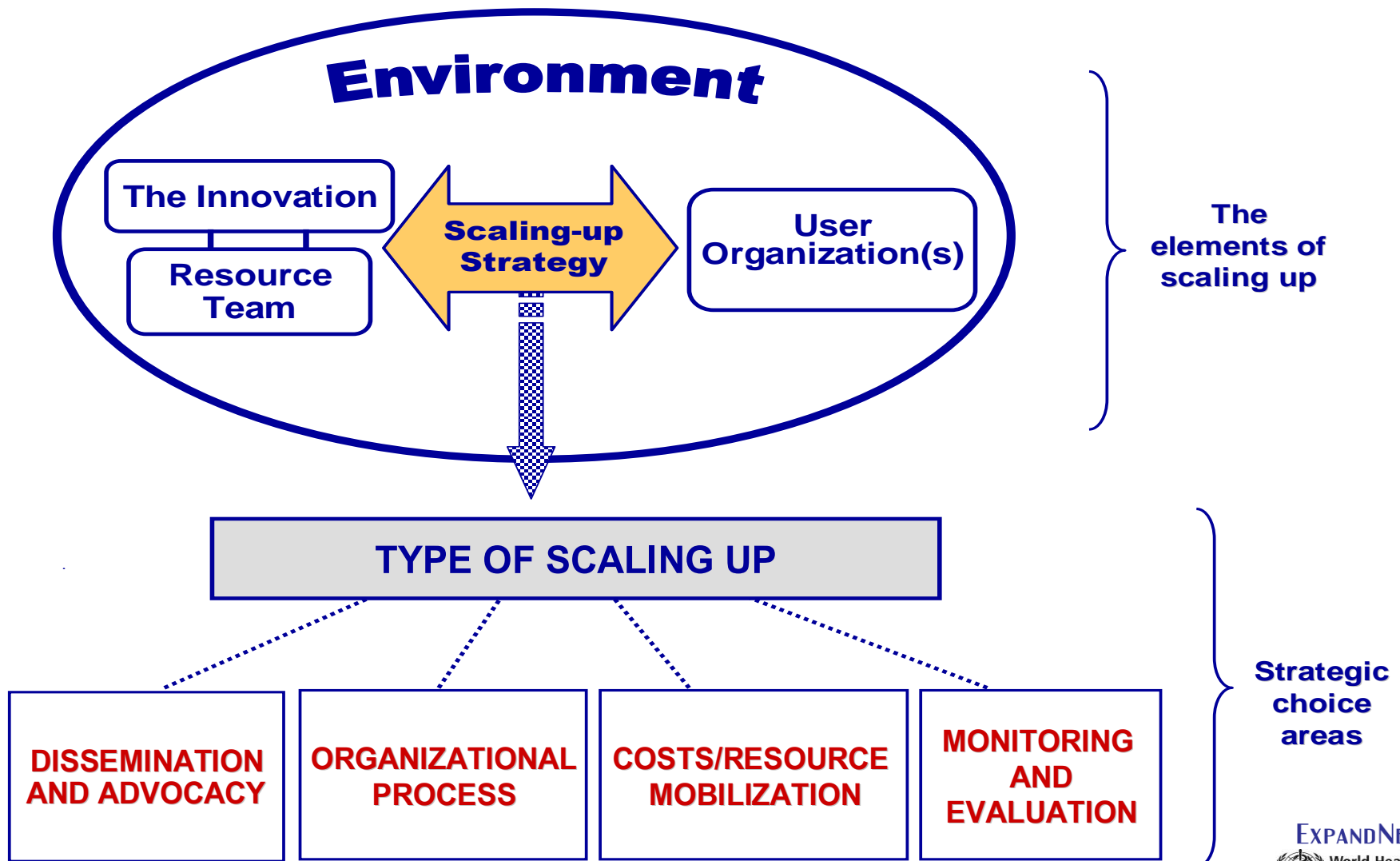
Scale up
practice

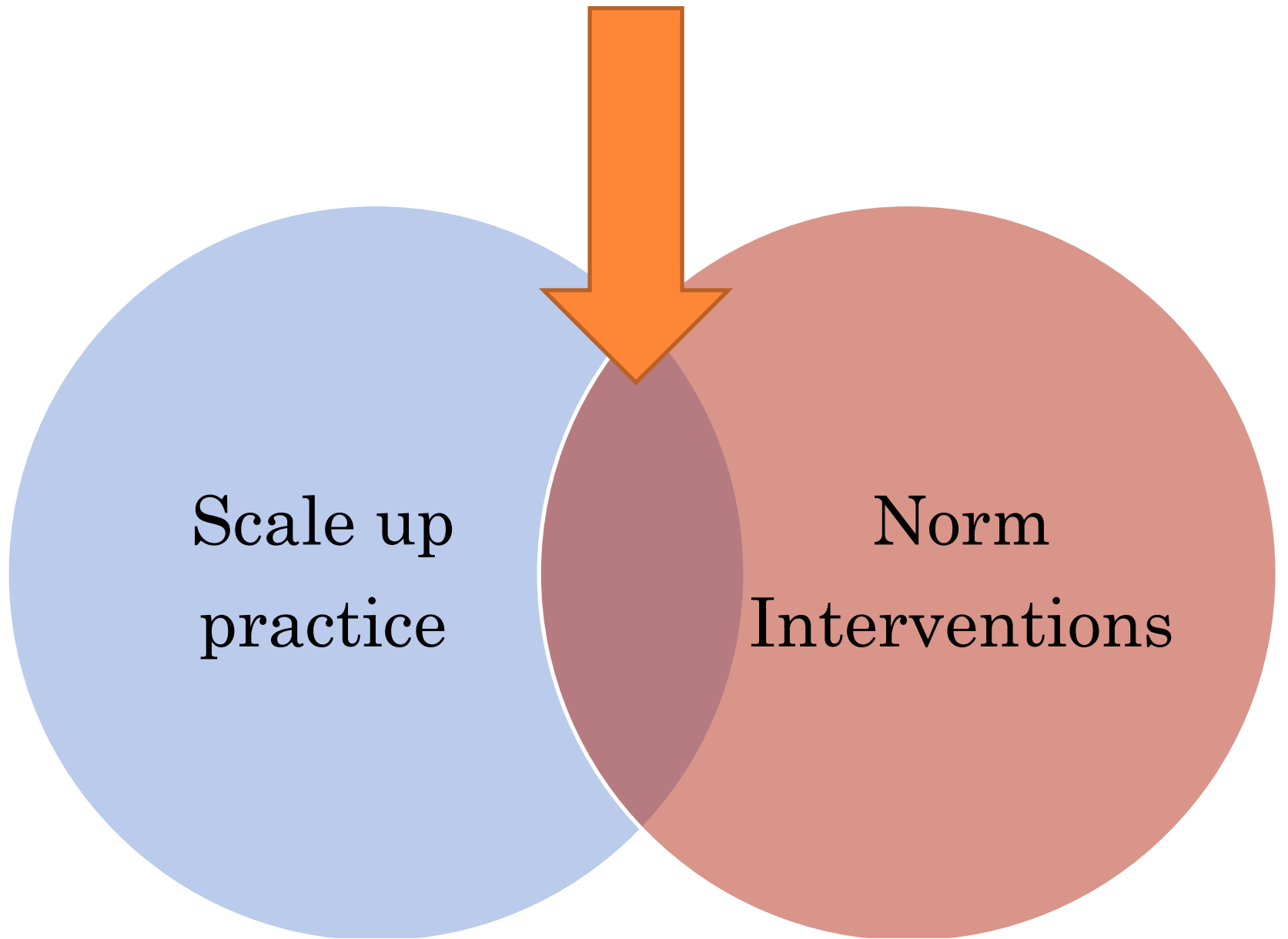
OVERLAPPING PHASES, NOT DISCRETE STEPS...



Scale up
practice

EXPANDNET MODEL FOR STRATEGIC SCALE-UP

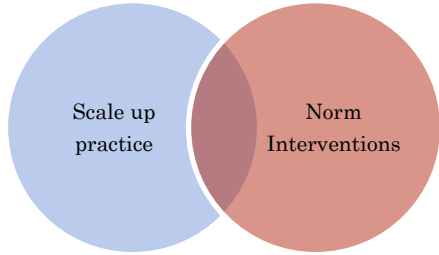




**Program
Review**

TAG

**Formative
Research**



PHASE I: PROGRAM REVIEW

Program Review

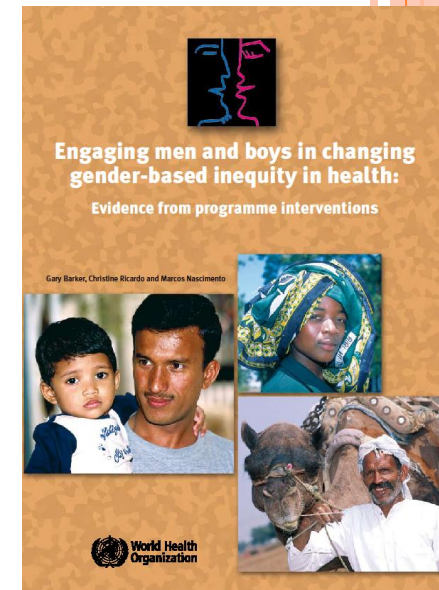
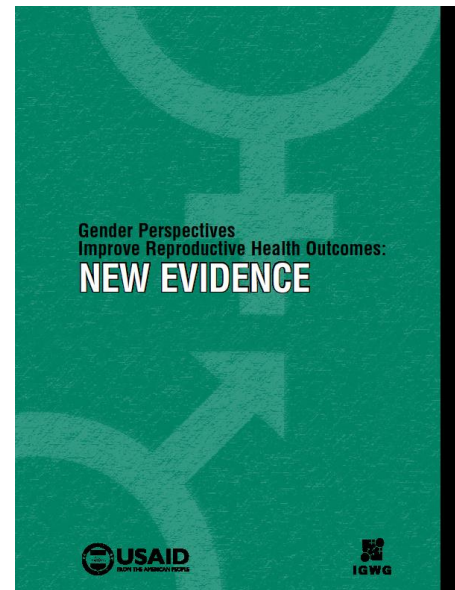
Given where we want to end up:

1-What types of programs should be included in the review, and why?

2-Who should identify programs to review?

3-How could identified programs be evaluated for their scaleability?

- To identify **promising strategies** to transform gender norms and improve health outcomes **with potential for adaptation and scale-up**



Scale
up
practice

TAG

Given where we want to end up:

1-Who (organizations, institutions, people) should be on the TAG, and why?


2- What should be the role of the TAG?

PHASE 1: ESTABLISH TECHNICAL ADVISORY GROUP (TAG)

- Utilize research and program review findings to identify and adapt promising interventions for scale-up
- Design a scale-up strategy to test during Phase 2

WHO SHOULD BE ON THE TAG?

SUGGESTIONS FROM GULU MEETING

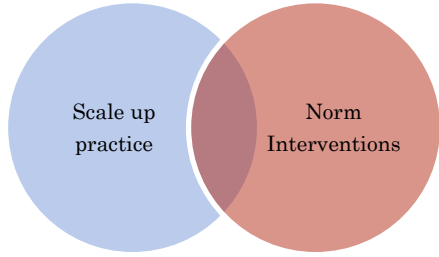
- Gov't Officials (MoH, MoGLSD, MoE, DHO, CAO)
 - District education officer
 - Sub county officials
 - District HIV/AIDS focal person
 - Police
 - Representatives from youth committees & networks (Gulu Youth Center)
 - Donors (USAID, UNFPA)
 - NGOs (Straight Talk Foundation, CDFU, CARITAS)
 - Cultural and religious leaders
 - CBOs (Concerned Parents Association)
 - CARE gender office
- 

WHERE DID WE END UP AT THE END OF YEAR 1:

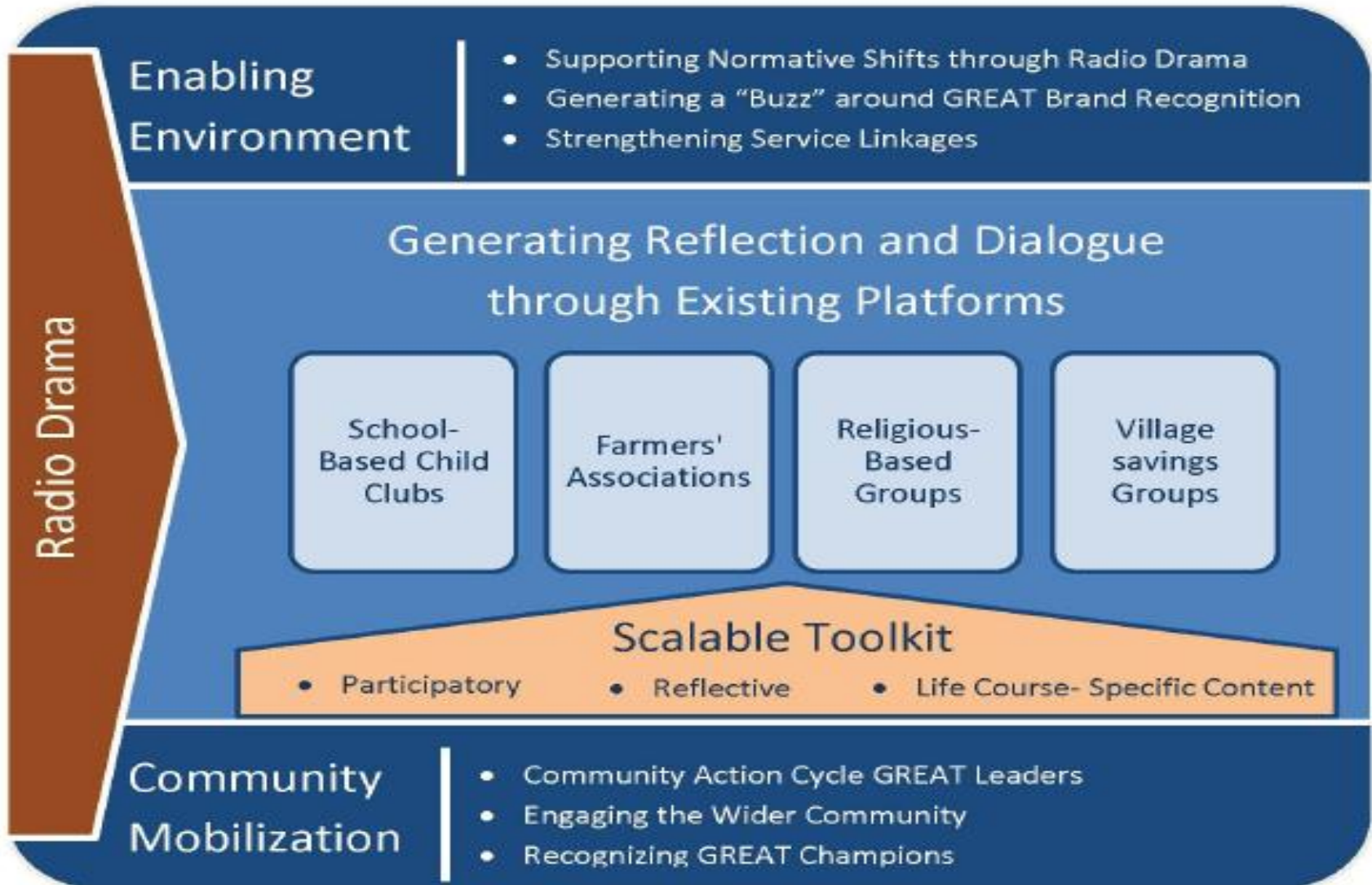
Scale
up
practice



Norm
Interventions



WHERE DID WE END UP AT THE END OF YEAR 1:



PHASE II (YEARS 2-4): DESIGN AND ADAPT AND TEST INTERVENTIONS → GETTING IT RIGHT!!!!

1 COMMUNITY ACTION CYCLE 

2 SERIAL RADIO DRAMA 

3 VHT SERVICE LINKAGES 

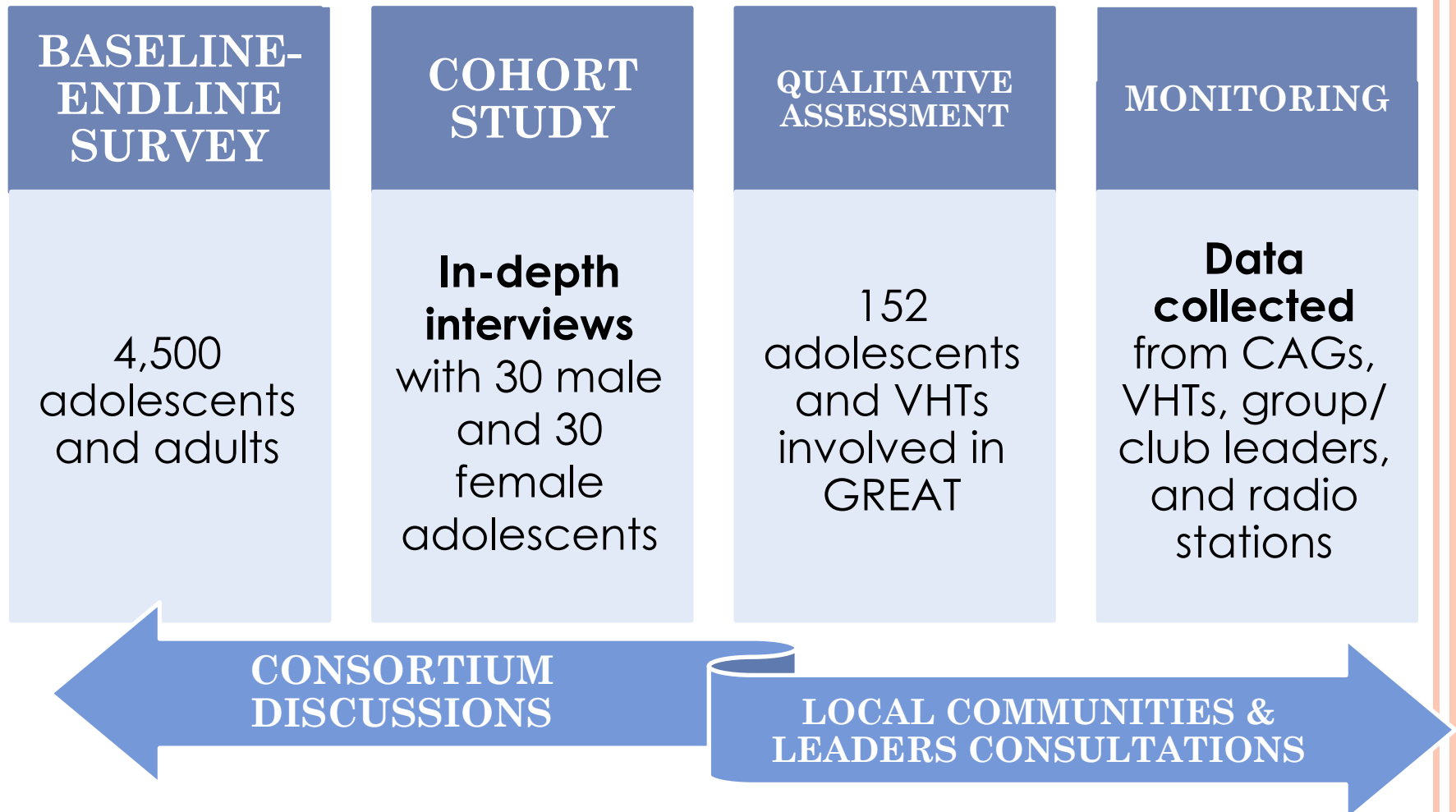
4 TOOLKIT

			
"Growing Up GREAT" Flipbooks	Activity Cards	Community Game	Radio Discussion Guides

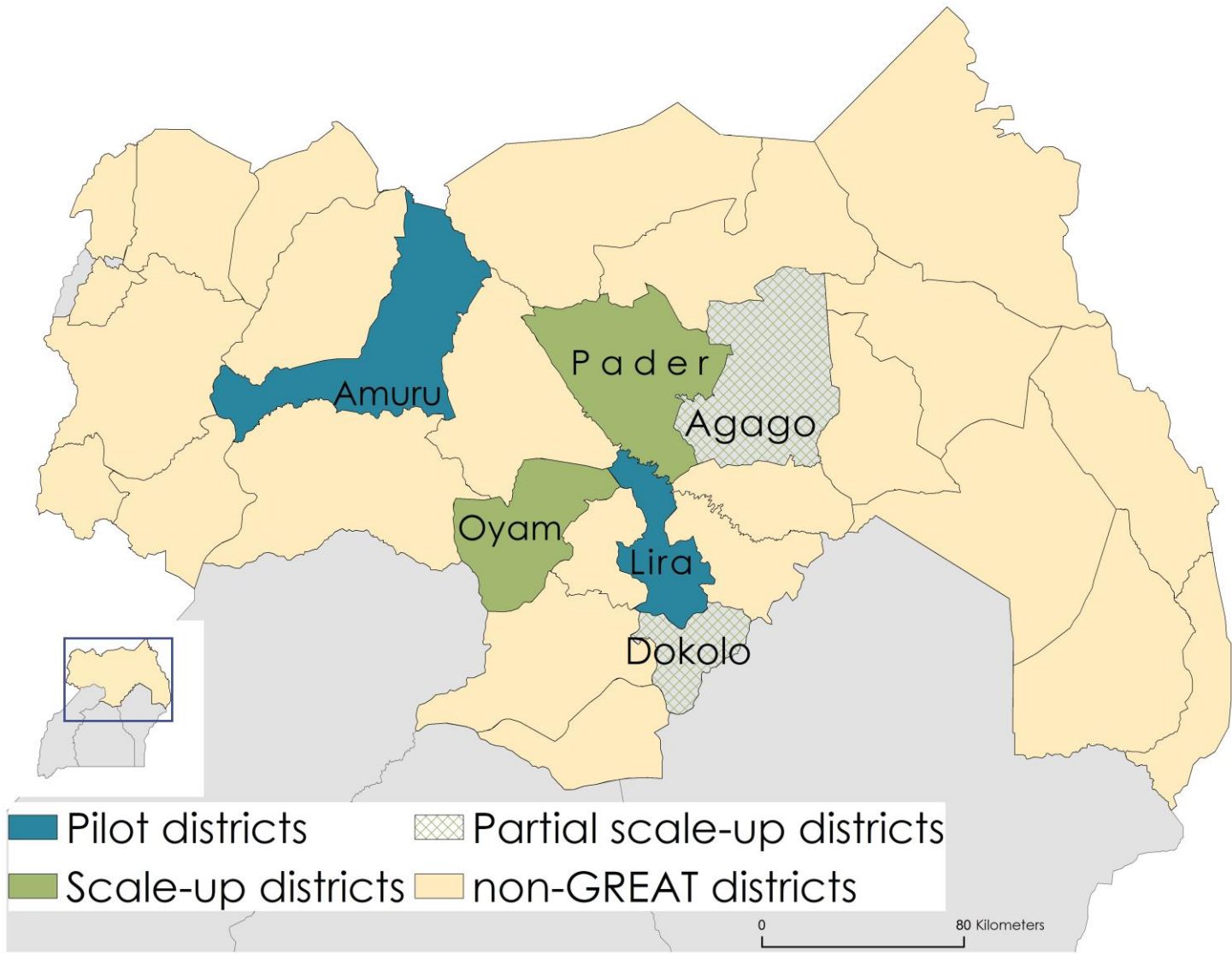
With the TAG:

- Assess feasibility and scalability of promising strategies
- Plan for scale-up

ROLE OF MLE TO GUIDE SCALE UP PROCESS BY ENGAGING MULTIPLE STAKEHOLDERS OVER MANY YEARS AND KEEPING THEM INTERESTED



PHASE III (YEARS 5 & 6): SCALING UP GREAT IN NORTHERN UGANDA



SOME FACTORS THAT FACILITATE SCALE UP

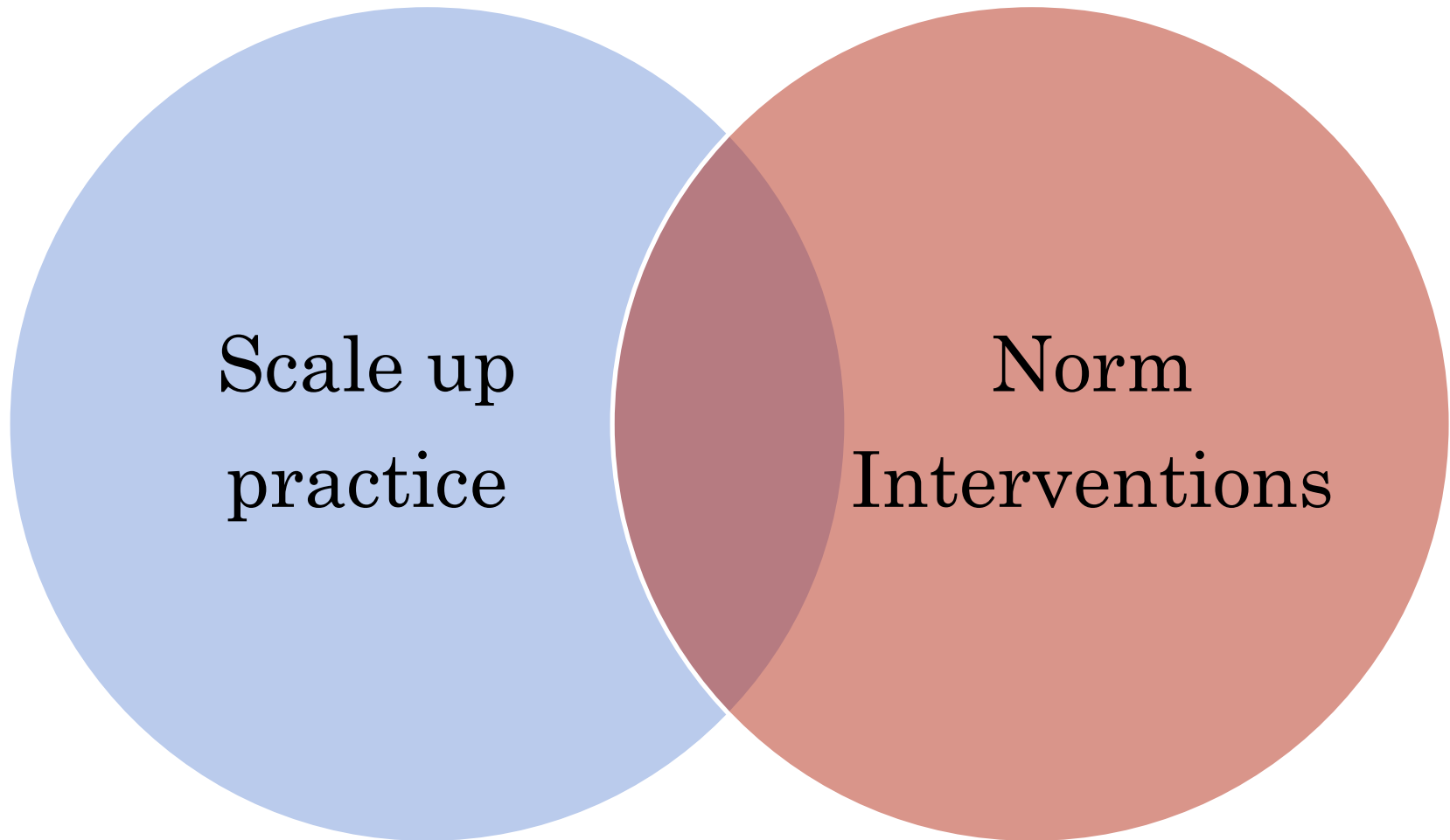
Scalability of intervention

- Simple enough for other organizations to integrate (see benefit to them)
- Reasonable cost
- Compatible with receiving organization structures/values

Coverage and reach

- Existing platforms to 'hold' the intervention
- Multiple User orgs interested in integrating
- A central coordinator within district structures
- Enabling political, policy, social environment

FINAL THOUGHTS.....



....TAKE AWAYS TO MOVE THIS AREA
FORWARD UNDER PASSAGES