



WHAT WE SAID TODAY! WORDS OF WISDOM



USAID
FROM THE AMERICAN PEOPLE

Passages

Transforming Social Norms for
Sexual & Reproductive Health

THE BIG PICTURE

Social norms matter – but so do other things! Is the squeeze worth the juice?

Not everything is a norm, not every norm matters

We need clarity in concepts and language

Capacity building needed at all levels (research, M&E, intervention)

Micro vs. Macro... policy intervention

Be scrappy.... and promiscuous (theoretically)

Power matters

Don't shut down innovation too soon

Engage youth?

CHALLENGES

Different norms – different approaches

Conflicting norms

Validity of longitudinal measures

Context specific – think local, learn from global experience, tailor everything

Slippage

Measure sustained change

Social norm measurement: instrument “real estate”, time and skills required, feasibility

MEASUREMENT

It's a process: starting with diagnosis...psychometric testing...

Identify target behavior, norm and reference group (what kind?)

Bounded normative influence (social network mapping, participatory approaches)

Vignettes (qualitative, quantitative)

Link norms and behaviors

Specific questions work better

Response bias -incentivize/anonymize

Adapt to each new context

Test alternative approaches

Monitor cracks in normative structures

INTERVENTION IMPLICATIONS

Trend setters: core vs periphery

Pluralistic ignorance: “a gift from God”, but be careful!

New norms are fragile

- mismatch between empirical and personal expectations
- need nourishment