

# ESSENTIAL RESOURCES

## Learning Collaborative to Advance Normative Change

Social norms are the often unspoken “rules” that govern behaviors and practices within societies. Similarly, gender norms are informal rules that govern behaviors and practices based on gender identities. Social norms matter because they influence people’s behavior, can perpetuate harmful health practices and reinforce gender and other inequities. The [Learning Collaborative to Advance Normative Change](#) is a network of experts committed to facilitating collaboration between organizations and individuals to advance our understanding of how social norms positively affect adolescent and youth sexual and reproductive health and wellbeing. To accomplish this, we have identified Learning Collaborative resources, along with external resources, to help programmers identify and understand the influence of social norms. These resources address four phases in which to consider norms in your programs: orientation, formative, design and implementation.

### Icon Key



Manual



Report



Peer-Reviewed  
Publication

Learning Collaborative Resources

Non-Learning Collaborative Resources

RESOURCE NAME	RESOURCE TYPE
<b>PHASE 1 ORIENTATION   ORIENTATION TO SOCIAL NORMS</b>	
<b>Learning Collaborative Social Norms Background Reader.</b> Georgetown University’s Institute for Reproductive Health. 2017.	
<b>Social Norms: A Review.</b> Adrienne Chung and Rajiv Rimal. 2016.	
<b>Social Norms, Gender Norms and Adolescent Girls: A Brief Guide.</b> Rachel Marcus and Caroline Harper, Overseas Development Institute. 2015.	
<b>What are Social Norms? How are They Measured?</b> Gerry Mackie, Francesca Moneti, Holly Shakya and Elaine Denny. 2015.	
<b>Theory and Practice of Social Norms Interventions: Eight Common Pitfalls.</b> Beniamino Cislighi and Lori Heise. 2018.	






## PHASE 2 FORMATIVE | SOCIAL NORMS DIAGNOSIS

<b>Social Norms Exploration Tool.</b> Georgetown University's Institute for Reproductive Health. 2019.	
<b>A Structured Approach to a Diagnostic of Collective Practices.</b> Cristina Bicchieri, Jan W. Lindemans and Ting Jiang. 2014.	
<b>Applying Theory to Practice: CARE's Journey Piloting Social Norms Measures for Gender Programming.</b> CARE. 2017.	

## PHASE 3 DESIGN | DESIGNING NORMS SHIFTING

<b>Social Norms and AYSRH: Building a Bridge from Theory to Program Design.</b> Georgetown University's Institute for Reproductive Health. 2019.	
<b>Using Social Norms Theory for Health Promotion in Low-Income Countries.</b> Beniamino Cislighi and Lori Heise. 2018.	
<b>How Do Gender Norms Change?</b> Rachel Marcus and Caroline Harper, Overseas Development Institute. 2015.	
<b>Everybody Wants to Belong: Practical Guide for Social Norms Programming.</b> UNICEF. 2018.	
<b>Shifting Social Norms to Tackle Violence Against Women and Girls (VAWG).</b> Alexander-Scott, M. Bell, E. and J. Holden. DFID Guidance Note, VAWG Helpdesk. 2016.	

## PHASE 4 IMPLEMENTATION | IMPLEMENTATION, MONITORING & EVALUATION AND SCALE-UP

<b>Considerations for Scaling Up Norms-Shifting Interventions for Adolescent and Youth Sexual and Reproductive Health.</b> Georgetown University's Institute for Reproductive Health. 2019.	
<b>Costing of Norms-Shifting Interventions.</b> Georgetown University's Institute for Reproductive Health. 2019.	
<b>Resources for Measuring Social Norms: A Practical Guide for Program Implementers.</b> Georgetown University's Institute for Reproductive Health. 2019.	
<b>Changing Gender Norms: Monitoring and Evaluating Programs and Projects.</b> Rachel Marcus and Sophie Brodbeck, Overseas Development Institute, 2015.	
<b>Measuring Gender-related Social Norms. Technical Report.</b> Beniamino Cislighi and Lori Heise, London School of Hygiene and Tropical Medicine. 2016.	

**FIND THEM ON ONLINE: [WWW.ALIGNPLATFORM.ORG/LEARNING-COLLABORATIVE](http://WWW.ALIGNPLATFORM.ORG/LEARNING-COLLABORATIVE)**