

INSIGHT, HINDSIGHT, and FORESIGHT

Lessons from the Passages Project on
what we did, what we learned, and
what we could all do next



USAID
FROM THE AMERICAN PEOPLE

Passages

Passages Project Overview

Goal

Improved family planning use and reproductive health among youth, especially newly married couples, first-time parents and very young adolescents

Strategic Objective

Build and widely share the evidence base and strengthen capacity of the global RH community to develop normative environments that support RH/FP among youth

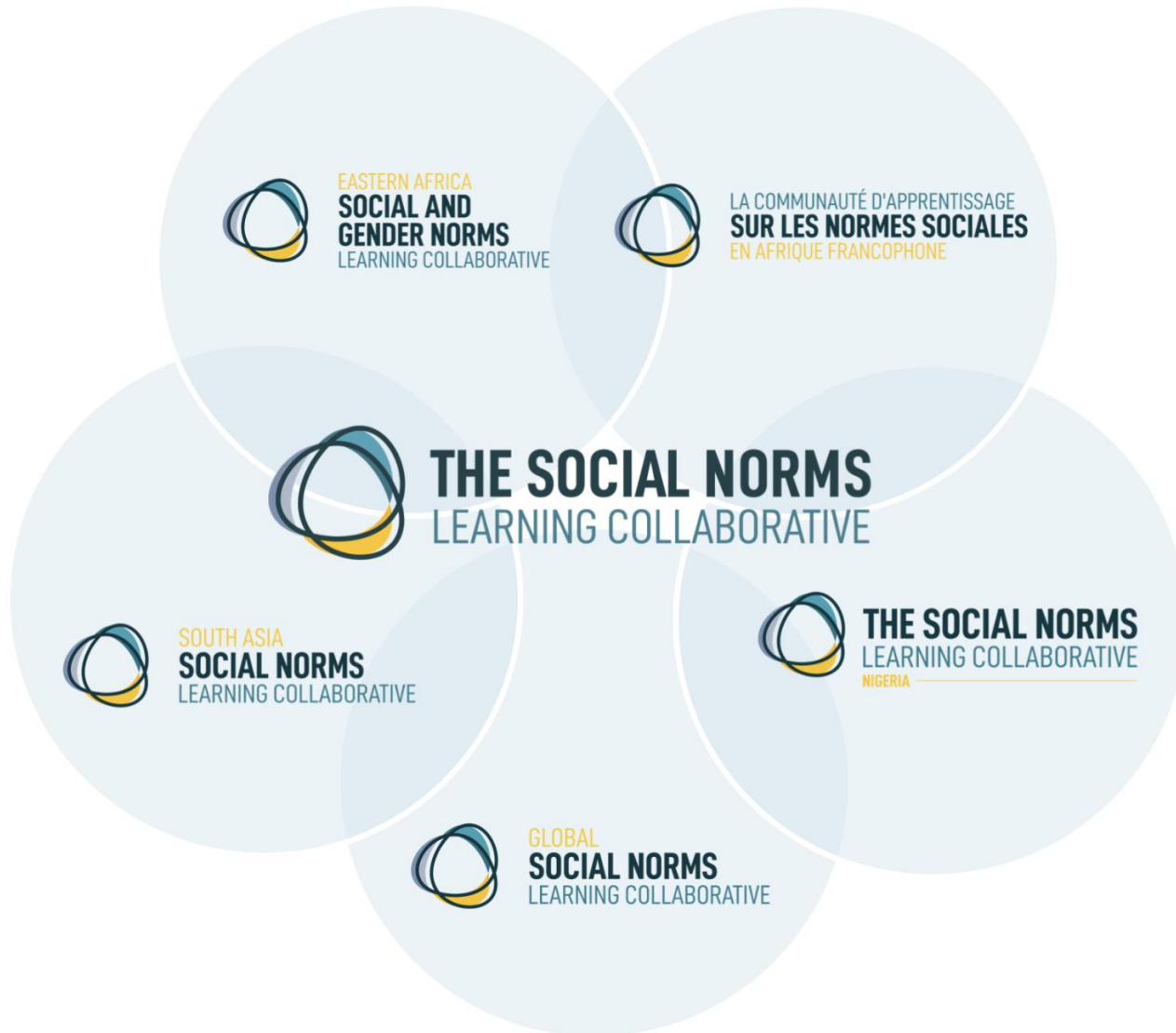


Passages Life Course Focus

Passages focuses on key life course transitions—among very young adolescents, newly married couples, and first-time parents—as periods of opportunity for norms shifting, gender transformative approaches, and behavior change.



Social Norms Learning Collaborative



- Share **evidence, approaches** and **resources**
- Integrate social norms into **behavior change initiatives**
- Improve program **implementation** and **evaluation**
- Strengthen **networks** to improve **learning** and **practice**
- Generate and share **knowledge**

ACKNOWLEDGEMENTS

Passages Partners



fhi360
THE SCIENCE OF IMPROVING LIVES



FHI 360 – What have we learned?





“Working with Passages has been an amazing opportunity to bring very young adolescents to the forefront of gender and health. We have been honored to collaborate with such a pioneering and collaborative initiative!”

-Kara Hunerson, Assistant Study Director, GEAS.



Global Early Adolescent Study



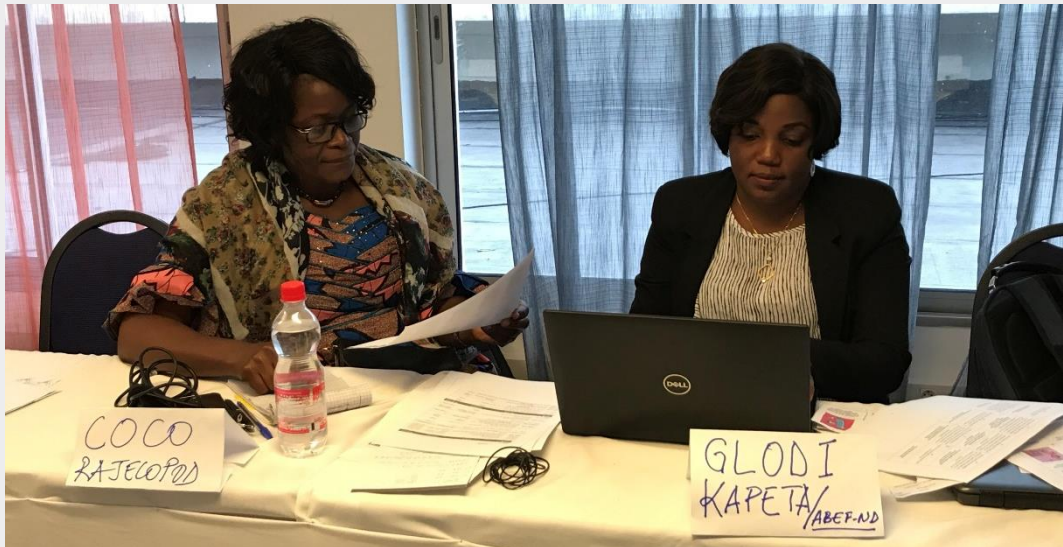
Growing Up
GREAT!



Save the Children



« [Pour Bien Grandir] Moments de questionnement, d'incertitude, de doute, de tâtonnement, d'apprentissage, car pour moi c'était une première. Grace à l'accompagnement et à tous les outils mis en notre disposition par la superbe équipe de PASSAGE, nous y sommes arrivés et nous avons contribué à la promotion des droits à la Santé Sexuelle et Reproductive des adolescents en RDC. »
-Blandine Aveledi Nanga, ASRH Program Manager
Save the Children DRC



Growing Up
GREAT!

Save the Children



“It has been inspiring to see what we can accomplish when our project goals align with those of our Ministry and civil society partners. The progress made institutionalizing Growing Up GREAT within DRC’s National Adolescent Health Plan and Family Life Education gives me hope that the foundation we built will continue to support improved health and wellbeing for adolescents long after Passages Project ends.”

- Jennifer Gayles, Advisor, ASRH, Save the Children US



Growing Up
GREAT!

Pierrot Mbela, ASRH Program Director & Acting Field
Manager Kinshasa, Save the Children International

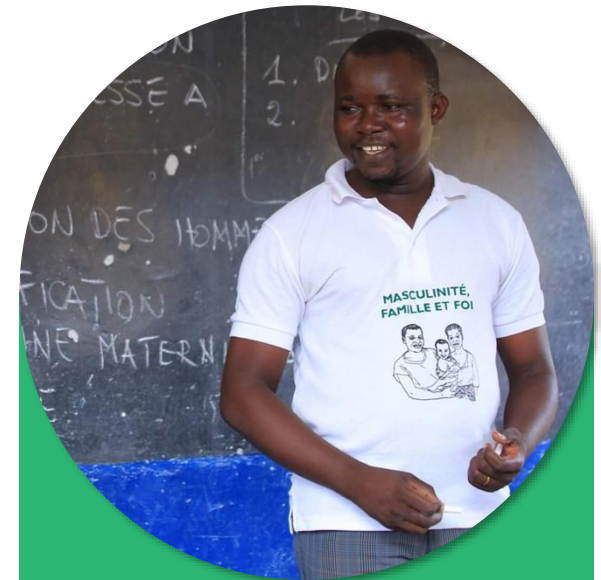




“Passages was a great opportunity to deepen our knowledge and strengthen our intervention. It has been a wonderful community of collaboration to be part of and I’m thankful for the legacy of learning, excellence and strong relationships that Passages is leaving.”
- Francesca Quirke, SGBV Programme Manager, Tearfund

“The Transforming Masculinities intervention was a game changer, especially in challenging faith leaders at both national and local levels to revisit and shift their sermons, church practices, social norms, all of them towards positive masculinities that promote gender equality, address intimate partner violence, improve healthy timing and spacing of pregnancies.”
- Olivier Bizimana (former Passages Coordinator for Rwanda), Tearfund

“When addressing Harmful social norms related to SRH/FP with the involvement of couple in community, husbands are transformed to play a role model in being husband and father the same time.”
- Uwezo, Transforming Masculinities Trainer, Tearfund, DRC



Masculinité,
Famille, et Foi



“The Passages project helped me to think about norms and how they affect our programming. The level of knowledge and expertise in Passages is really high which helped to refine our programmes. Passages has enabled Tearfund to develop our niche (working with faith communities) and how this fits within the sector more widely.”
- Luke Martin, SGBV Programme Officer

“The Passages Project was implemented in Rwanda in the midst of Covid-19 , when GBV cases spiked throughout the country. The Transforming Masculinities intervention was a game changer, especially in challenging faith leaders at both national and local levels to revisit and shift their sermons, church practices, social norms, all of them towards positive masculinities that promote gender equality, address intimate partner violence, improve healthy timing and spacing of pregnancies. It's worth mentioning that we saw an incredible ownership of the Church, local partners, opinion leaders and communities in scaling up this project even after it had phased out!”

A tremendous thanks to all the Passages team who made this journey impactful;
God bless you all! "
Olivier Bizimana (former Passages Coordinator for Rwanda), Tearfund



**Masculinité,
Famille, et Foi**

SUPPORTER

Bill & Melinda Gates Foundation



“...I greatly appreciate collaboration between Passages and BMGF investments to advance a common agenda to measure and address social norms that impact the lives of VYA and FTPs.” - Gwyn Hainsworth, Bill and Melinda Gates Foundation

BILL & MELINDA
GATES foundation

SUPPORTER

**Bill &
Melinda
Gates
Foundation**

*Sohail Agha, former
Senior Program
Officer, Bill & Melinda
Gates Foundation*



BILL & MELINDA
GATES foundation

DONOR

USAID

United States
Agency for
International
Development



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“Passages has made enormous contributions to understanding social norms within SBC programming.

Additionally....across many parts of USAID, I have also seen the effect of Passages as a “social change agent” during the past 7 years. More and more, the relationship of social norms to development outcomes is being recognized – and lessons about how to consider social norms, along with the related resources and tools, are being incorporated across the program cycle and across sectors within the Agency and among our Partners.

Utilizing approaches that Passages and the Social Norms Learning Collaborative have described as influencing social norm shifts in Community programs, this social change within USAID has also been fueled by fully incorporating many of the principles that are foundational to USAID’s approach to Development (The following graphic is my attempt to illustrate this point)

Colleagues that make up the core and expanded Passages team(s) have been a joy to work with and to learn from – dedicated, smart, creative, collaborative, and so resilient! (including their skills and creativity in response to COVID!)

It has been such a privilege and a joy to work with Passages for so many reasons!!”

- Linda Sussman, USAID Passages AOR



SUSTAINED CHANGE; SCALE; REPLICATION	<ul style="list-style-type: none"> • MFF; REAL; GUG!; TJ Replicated • Implementation Guides • Sustained Norm Shifts
EVIDENCE-BASED PRACTICE	<ul style="list-style-type: none"> • Implementation Research; Realist Evaluation • Social Norms-specific Research Methods and Measurement
PARTNERSHIPS; LOCALIZATION	<ul style="list-style-type: none"> • Context-specific SNET • Government Uptake • Local Partners • Learning Collaborative/Regional Hubs
CROSS-SECTOR; INTEGRATION	<ul style="list-style-type: none"> • Social Norms Atlas: 10 Sectors • Cross-sector Landscape and Case Studies
ADAPTIVE LEARNING; CLA	<ul style="list-style-type: none"> • Ongoing Monitoring and Learning • Participatory Processes • Ethics Considerations

Knowledge Generation; Reflective Dialogue; Building Consensus; Collaborative Action; Organized Diffusion; Rooted in Community/USAID Values

CAPACITY BUILDING

- Curriculum Development
- Trainings, Workshops
- TA to Missions, Region, Projects

GENDER TRANSFORMATIVE; YOUTH FOCUSED

- Equitable Communication and Decision-making
- Addressing GBV
- Youth during Transformational Life Stages
- Male Engagement

SOCIAL CHANGE
Within USAID and Among Partners

Realist Evaluation Partners



Terikunda Jékulu Mali

- Action Contre la Faim (ACF)-Mali
- Association de Soutien au Développement des Activités de Population (ASDAP)-Mali
- Ministère de la Santé Mali
- PSI-Mali
- SWEDD-Mali



Husbands' Schools

- SongES-Niger
- UNFPA-Niger



Girls' Holistic Development

- Grandmother Project: Change Through Culture

OUR LEGACY

The Passages Project

PROJECT

Passages Project



Enabling young women and men to live gender-equitable lives free of violence, coerced sex, and unintended pregnancy is a critical global challenge.



Social norms shape behaviors related to sexual debut, intimate partner and sexual violence, and early marriage and affect young people's access to the education, services, and information they need to protect their health. Research shows that investing in social norms change at the community and individual levels while ensuring supportive policies and access to high-quality services can bring about significant improvements in reproductive health and well-being.

The Passages Project is a USAID-funded, seven-year implementation research project that aims to address a broad range of social norms, at scale, to achieve sustained improvements in voluntary family planning, reproductive health, and gender-based violence. Passages seeks to build the evidence base and contribute to the capacity of the global community to strengthen normative environments that support reproductive health and well-being, especially among young people at life-course transition points, including very young adolescents, newly married youth, and first-time parents. Passages leverages these formative findings to test, study, and scale up a suite of interventions in Burundi, Democratic Republic of the Congo, Mali, Nigeria, Niger, and Senegal and to provide technical assistance in more countries to promote collective change and foster an enabling environment for family planning and healthy timing and spacing of pregnancies.

Learn more about the Passages Project, including our legacy, impact areas, and community interventions, below.

[Join our Mailing List](#)



EXPLORE OUR LEGACY CONTRIBUTIONS

The Passages Project has distilled and packaged its work to help other global health and development practitioners, researchers, and evaluators design, implement, and measure norm-shifting approaches. The project seeks to advance research and practice on social norms for social and behavior change (SNBC) by contributing evidence, tools, and resources to promote better understanding, implementation, evaluation, and scale-up of normative approaches.

Advancing Understanding
 How can we better understand social norms and the role they play in our work?
[Learn More](#)

Improving Implementation
 How can we improve our ability to integrate normative change into our programs?
[Learn More](#)

Enhancing Evaluation
 How can we effectively monitor and evaluate norm-shifting approaches?
[Learn More](#)

Strengthening Scale-Up
 How can we ethically and successfully scale normative interventions?
[Learn More](#)

Passages Web Feature



DRC
Masculinité, Famille, et Foi
 The Masculinité, Famille, et Foi program aims to reduce intimate partner violence, increase shared couple decision-making, and improve voluntary...

[Read More](#)



DRC
Growing Up GREAT!
 Growing Up GREAT! adapts elements of two tested models—Gender Roles, Equality, and Transformation (The GREAT Project) from northern Uganda...

[Read More](#)



NIGER
Husbands' Schools
 Husbands' School is a community-based, social and behavior change intervention implemented in rural Niger that is designed to improve...

[Read More](#)



SENEGAL
Girls' Holistic Development
 Girls' Holistic Development works at multiple levels of the community to strengthen social norms that support positive health and...

[Read More](#)



UGANDA
Responsible, Engaged, and Loving (REAL) Fathers
 The REAL Fathers initiative is a community-based mentoring program that capitalizes on the key period of transition when young...

[Read More](#)



MALI
Terikunda Jékulu
 The Passages Project supported introduction of the Terikunda Jékulu (TJ) approach in Mali after a previous version of the...

[Read More](#)



ADVANCING UNDERSTANDING

1. Consensus on concept
2. Collaborative theories of change
3. Social systems as redistributors of power
4. Influence of meta-norms



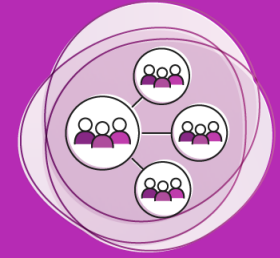
IMPROVING IMPLEMENTATION

5. Participatory social norms diagnosis
6. Responsive management
7. Monitor norm acceptance, approval, and consensus
8. Diffusion indicators
9. Ethical thinking & practice



ENHANCING EVALUATION

10. Participatory research
11. Standards for measures
12. Valid & reliable measures
13. Realist Evaluation: a foundation for learning



STRENGTHENING SCALE-UP

13. Learn, adapt and document tested normative interventions
14. Scale community interventions for population impact



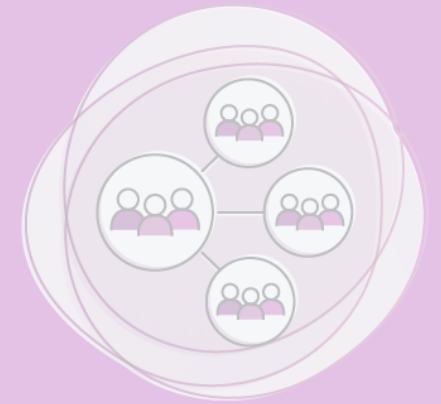
**ADVANCING
UNDERSTANDING**



**IMPROVING
IMPLEMENTATION**



**ENHANCING
EVALUATION**



**STRENGTHENING
SCALE-UP**



ADVANCING UNDERSTANDING

Passages advanced understanding of social norms and norms-shifting interventions through our work to harmonize social norms concepts, identify influential community norms, and demonstrate how normative change works.



A precise **conceptual and operational consensus on what elements comprise a social norm is key for future norms-shifting interventions and research.**

- **Reference group**
- **Rules around typical and appropriate behavior**
- **Rewards for compliance**
- **Sanctions for non-compliance**



**FEATURED
RESOURCE**



[Social Norms Lexicon](#)



Implementers should recognize community and social systems as integral to **redistributing power and social influence** in norms-shifting interventions.



FEATURED RESOURCE



[Identifying and Describing Approaches and Attributes of Norms-Shifting Interventions](#)



Community-based norms-shifting interventions can shift proximal norms that influence behavior; deeper-rooted meta-norms may be slower to shift.

META-NORMS



PROXIMAL NORMS



**FEATURED
RESOURCE**



[Social Norms Atlas](#)



Implementers, including staff, stakeholders, researchers, and evaluators of norms-shifting interventions, should **collaborate to build theories of change** that create a common understanding of the mechanisms behind norms-shifting approaches.



FEATURED RESOURCE

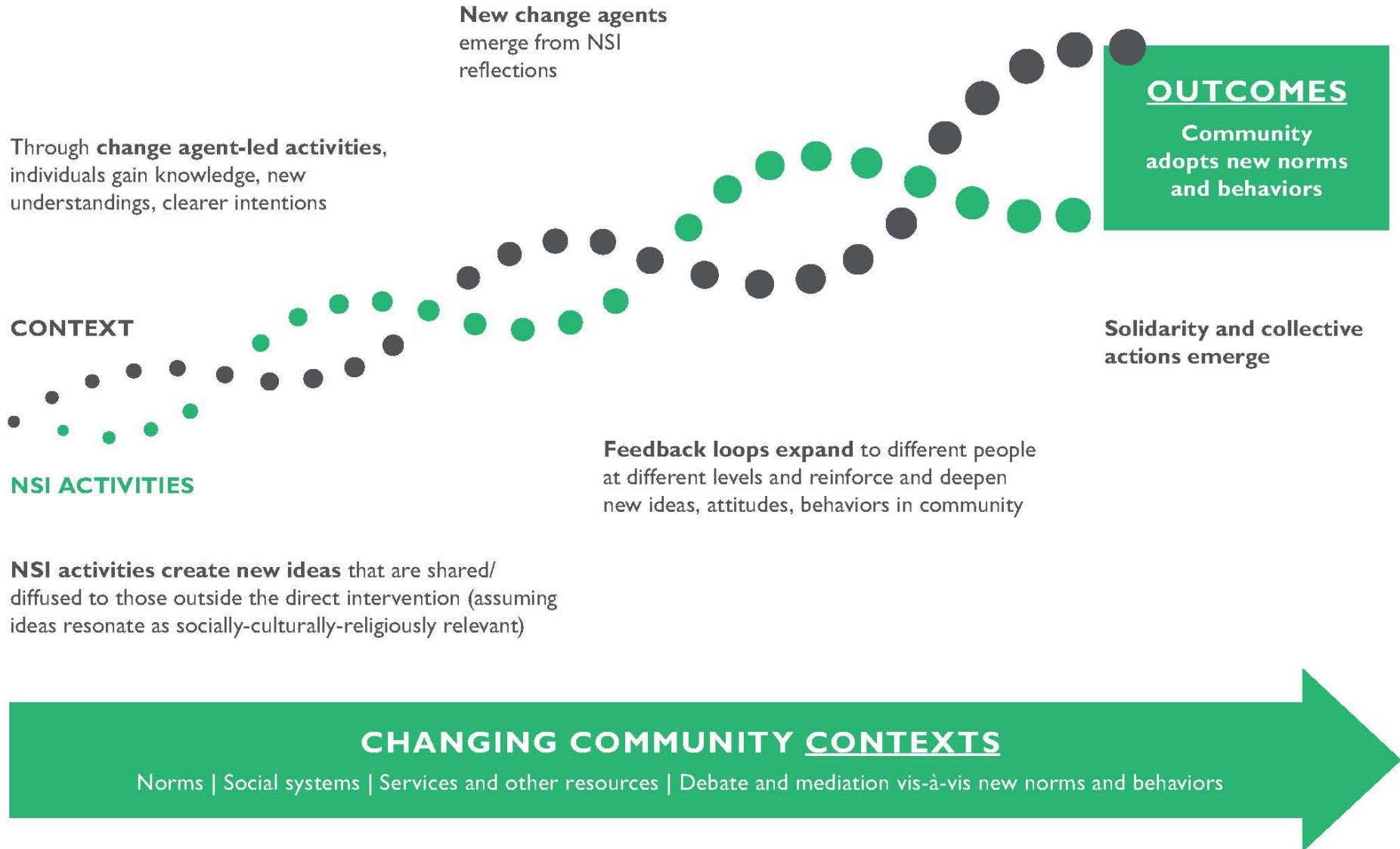


[Theory of Change Report: Responsible, Engaged and Loving \(REAL\) Fathers Initiative](#)



How NSIs Foster Norms Change

Reference groups become change agents – they model public actions, attitudes (as well as private) that support diffusion and others to adopt new norms





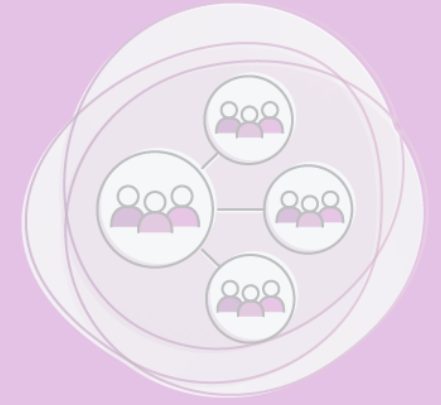
**ADVANCING
UNDERSTANDING**



**IMPROVING
IMPLEMENTATION**



**ENHANCING
EVALUATION**



**STRENGTHENING
SCALE-UP**



IMPROVING IMPLEMENTATION

Passages improved implementation of norms-shifting interventions through our work to design, monitor, and adapt programs grounded in social norms theory and evidence.



Passages has helped programs to:



Develop a
common
social norms
language



Diagnose
social
norms



Design
approaches
and support
scale-up



Monitor and
evaluate
norms



Access timely
and high-quality
evidence and
tools



Social Norms Shifting Interventions

MASCULINITÉ, FAMILLE ET FOI



DRC

Newly-married couples, First-time parents.

GROWING UP GREAT!



DRC

VYAs 10-14 year-olds, in and out of school

REAL FATHERS



Uganda

First-time Fathers

TERIKUNDA JÉKULU



Mali

Women, Men, Couples

GIRL'S HOLISTIC DEVELOPMENT



Senegal

VYA girls & grandmothers

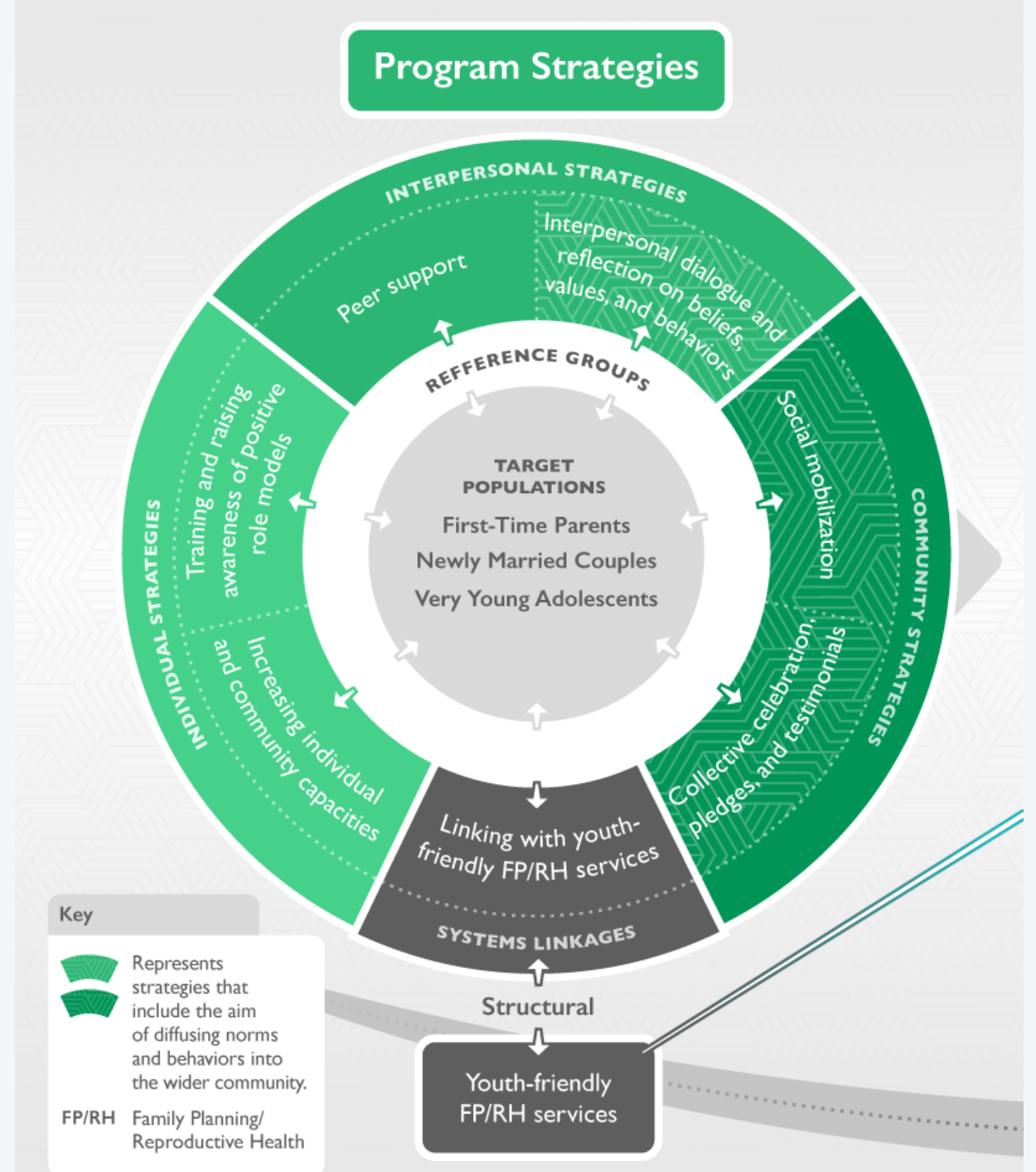
HUSBANDS' SCHOOLS



Niger

Married men

Passages Project Theory of Change





Working with populations of interest to investigate which **norms and reference groups influence behavior** is vital groundwork for norms-shifting interventions.



FEATURED
RESOURCE



[Social Norms
Exploration Tool
\(SNET\)](#)



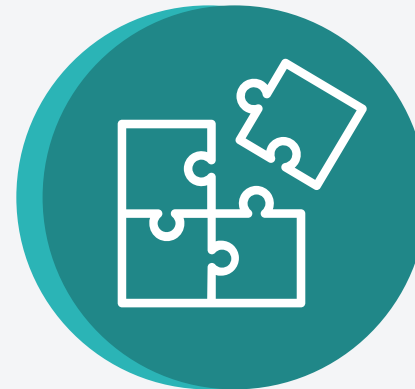
Social norms change processes can be successfully and efficiently monitored using the principles of responsive management, with only **minor adjustments** in approach.



DISCUSSION



DIFFUSION



COORDINATION



FEATURED RESOURCE



PASSAGES PROJECT

Adaptive Management: Learning and Action Approaches to Implementing Norms-shifting Interventions

- What Passages has Learned about Adaptive Management:**
- Be reflexive about information that is collected and create a culture of learning.
 - Be systematic about establishing monitoring, evaluation systems.
 - Be strategic about data sources and analysis, prioritizing areas for learning and addressing power based.
 - Be inclusive about information collection who is collecting what, how and how it being used.

What are Norms-shifting Interventions?

Community-based norms-shifting interventions (CNSIs) seek to improve the lives of women and girls and men and boys by shifting the social norms that facilitate or serve as barriers to healthy behaviors. Often part of larger efforts to behavior change, CNSIs can complement or replace other strategies to change behaviors, such as changing individual attitudes or addressing structural and material conditions. For example, CNSIs to improve adolescent and youth reproductive health seek to shift the social norms that act as barriers to accessing health information or care and remove social norms associated with healthy behaviors. Multiple social norms underpin adolescent and youth behaviors and practices, including those related to reproductive of masculinity and femininity, appropriateness of access to, and use of family planning, acceptability of adolescent marriage, expectations of sexual gender roles, and acceptability of gender-based violence. These norms can contradict or support each other, be reinforced by different groups in a community, and gradually shape the life course of individuals and communities.

Shifting norms is complex. First, norms shape the rules we live by; yet, they may not be explicitly recognized by individuals and communities. Second, community members may be invested in existing norms, if they are perceived to serve a common good or reinforce cultural identity, even when the norms itself no longer reflects the values of the community. Further, because the focus of CNSI actions is the community, CNSIs challenge social dynamics, power structures, and community beliefs. Therefore, CNSIs may risk backlash or opposition that should be considered in intervention planning and management.

BOX 1: What is Passages?

Passages is an international research network that aims to address a broad range of sexual and reproductive health issues across diverse settings. It is a multi-disciplinary, multi-sectoral, and multi-national network of researchers, practitioners, and policymakers. It seeks to build the evidence base and capacities to the capacity of the global community to understand and shift norms to strengthen reproductive health interventions. Passages facilitates the process of evidence-based research, policy, and practice. It has and will be able to address the process of evidence-based research, policy, and practice. It has and will be able to address the process of evidence-based research, policy, and practice. It has and will be able to address the process of evidence-based research, policy, and practice.

[Adaptive Management: Learning and Action Approaches to Implementing Norms-Shifting Interventions](#)



Norms-shifting interventions, which influence the social fabric of communities, should be rooted in **ethical thinking and practice** for program design and implementation.



VALUES, CULTURE, POWER DYNAMICS, HISTORIES



DIALOGUE WITH LOCAL STAKEHOLDERS



DECISION-MAKING



FEATURED RESOURCES

PASSAGES PROJECT FEBRUARY 2022 Prepared By The Institute For Reproductive Health



EQUITY, ETHICS AND SOCIAL CHANGE:

Real-Life Case Studies Charting a Way Forward



[Equity, Ethics And Social Change: Real-life Case Studies Charting A Way Forward](#)

ADDRESSING **NORMS**, PROMOTING **HEALTH**

THE IMPACT OF NORMS-SHIFTING INTERVENTIONS ON FAMILY PLANNING AND REPRODUCTIVE HEALTH



SHIFTING **NORMS**, PREVENTING **VIOLENCE**

THE IMPACT OF NORMS-SHIFTING INTERVENTIONS ON VIOLENCE REDUCTION





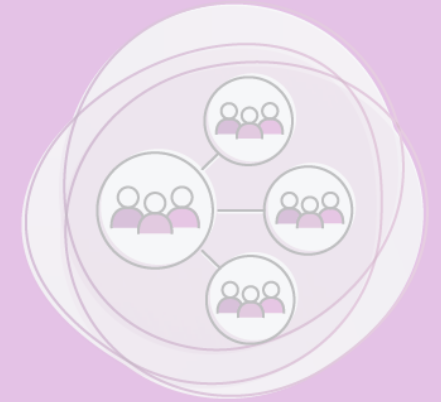
**ADVANCING
UNDERSTANDING**



**IMPROVING
IMPLEMENTATION**



**ENHANCING
EVALUATION**



**STRENGTHENING
SCALE-UP**



ENHANCING EVALUATION

Passages enhanced evaluation with field-tested measures, and an expanded range of participatory, theory-based, costing models, and mixed methods approaches.

Engaging primary groups in participatory research can lead to new understandings of norms constructs and a **shared understanding of how norms affect change pathways.**

Some methods of engagement include:

- Community analysis of norms influence and power in assessments
- Development of study questions, then inclusion as youth evaluators of their program
- Theorizing how NSI programs work (ToCs)



FEATURED RESOURCE

PASSAGES PROJECT

For Youth by Youth

Engaging Adolescents as Evaluators of the Growing Up GREAT! Project



1. WHY ADOLESCENT-LED EVALUATION?

Evaluation of people reading (RIT) and adolescent literacy (AL) are the job of young people in research. But what about engaging young people as more members of the evaluation team? In the past decade, the idea that young people should participate in decisions that affect them has moved from broader public wish to reality: program and service evaluation. In many cases, the positive youth development (PYD) approach guide working with young people to build on existing strengths and provide supports and opportunities that help them achieve goals and flourish in adulthood in schools, in their families, and in their communities. PYD efforts have expanded to program evaluation, and organizations in global health and beyond are increasingly promoting the meaningful participation of young people in evaluation and research. Including young people as program evaluators and researchers can build more collaborative data locally, respondents are more invested with their evaluation queries, increase the validity of findings (young people's individual perspectives can be different than adults), leading to a broader range of findings, and improve the use of findings to inform and participate in program design, scale, and health systems, mental health, and policy research. However, to date, these approaches and evidence of the impact of youth-led efforts have not significantly changed the role of young people in evaluation (Bhambhani and Pridgen, with Akhavan, Khatami, and Elton, 2016).

The Passages Project, with its focus on young people, explored engaging youth in evaluation as part of positive youth development. The two Passages projects, from the US and India, with its important members of meaningful adolescent

2. WHAT WAS THE UTILITY OF THE GROWING UP GREAT EVALUATIONS?

Engaging Up GREAT! (implemented in urban Baltimore, MD), is a multi-level intervention for the next young adolescent girls and boys to build positive cognitive, emotional, agency, and skills. As the same time, Engaging Up GREAT! activities were designed to increase adults in the lives of these young people and their families, and local health providers to engage them in reflections on gender equality, and promote

engagement in all aspects of programming, and encourage University of Maryland to Reproductive Health with an emphasis on facilitating adolescent health research and evaluation efforts. The authors note that while evaluation teams often include other adolescents and youth, Engaging Up GREAT! decided to engage and support more young adolescents (17 to age 19) as evaluators of their program. This decision led to the adolescent-led participatory evaluation in both sites. This tool shows highlights and lessons of one evaluation timeline to assess youth engagement in evaluating their program.

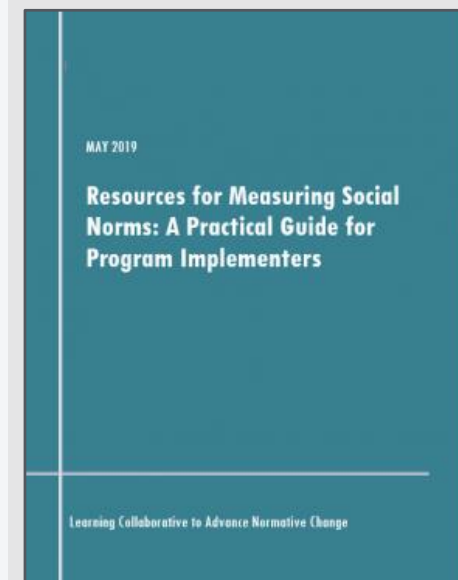
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[For Youth by Youth: Engaging Adolescents as Evaluators of the Growing Up GREAT! Project](#)



Passages has fostered consensus on measuring social norms, guiding research and evaluation of norms-shifting interventions.

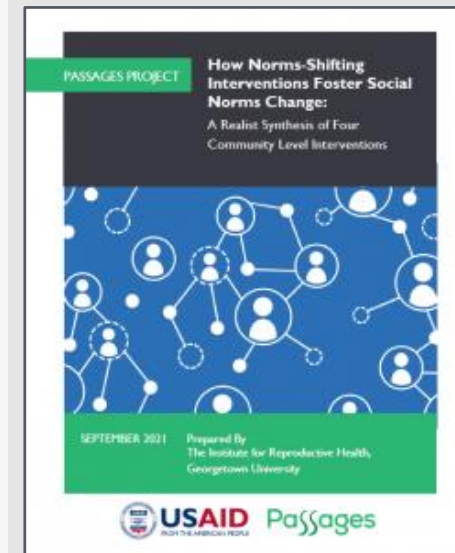


[Resources for Measuring Social Norms: A Practical Guide for Program Implementers](#)



The Realist Synthesis of Norms-Shifting Interventions provides key theoretical insights on how norms-shifting interventions **foster normative change.**

 **FEATURED RESOURCE**



[How Norms-Shifting Interventions Foster Social Norms Change: A Realist Synthesis of Four Community Level Interventions](#)



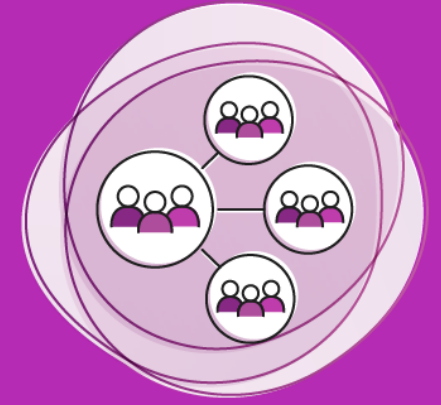
**ADVANCING
UNDERSTANDING**



**IMPROVING
IMPLEMENTATION**



**ENHANCING
EVALUATION**



**STRENGTHENING
SCALE-UP**



STRENGTHENING SCALE-UP

Passages supported organizations and other actors in scaling up norms-shifting interventions to develop strategies for assessing the design and ethical considerations of scaling normative approaches.

Passages NSIs focused on creating supportive normative environments for SRH for young people

INNOVATE

conceptualize and pilot

INTRODUCE

demonstrate scalability in non-pilot contexts

INTEGRATE

expand for sustained health and social impact

ADVOCATE

COLLABORATE

COMMUNICATE RESULTS

Girls' Holistic Development Senegal

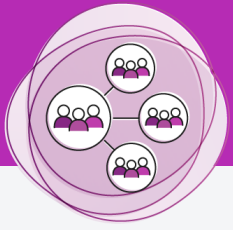
Growing Up GREAT! DRC

Masculinité Famille et Foi DRC

Terikunda Jékulu Mali

REAL Fathers

Husbands' Schools Niger



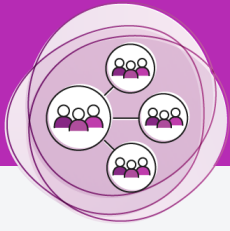
Norms-shifting interventions forged in communities can be scaled regionally and across borders, generating **population-level impact.**



**FEATURED
RESOURCE**



[Learning From Five
Norms Shifting
Interventions \(NSIs\)
Going to Scale](#)



Development organizations and ministries are interested in, but inexperienced with, interventions addressing social and cultural norms.

Adapting tested NSIs allows them to expand their SBC programming mix.

FEATURED RESOURCE

RESPONDING TO UNMET FAMILY PLANNING NEEDS THROUGH SOCIAL NETWORKS IN MALI

SCALING UP A SOCIAL CHANGE INTERVENTION: LESSONS LEARNED FROM THE MALI APPROACH TO THE TERKUNDA JÉKULO IN MALI

Continued that decades of programming to improve access to family planning (FP) information and services have not bridged the gap between Unmet Need for Family Planning and the Need for Family Planning, the Malian government decided to test the Terkunda Jékulo (TJ) approach, which:

- offers incentives to refer on and discuss social norms relating to planning families, and
- offers necessary materials over ideas, attitudes, and behaviors to support of FP use.

Georgetown University's Institute for Reproductive Health (IRH), inspired by the "Mali's Strategy (T)erkunda Jékulo, has successfully implemented the Terkunda Jékulo package in Mali in collaboration with the Ministry of Health and Social Affairs (MHSA). Plus 500) defined the approach between 2019-2024. 1) The Social Women's Empowerment and Demographic Dividend (SWEDD) project and its partner 'Association pour le Développement des Activités de Population' (ADAP), 2) Action Against Hunger (AAH), 3) Malika, 4) Population Services International (PSI) and 5) Plus International (PI).

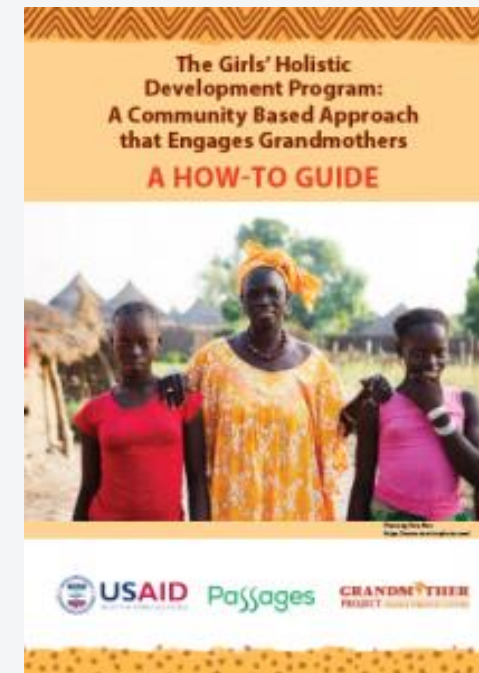
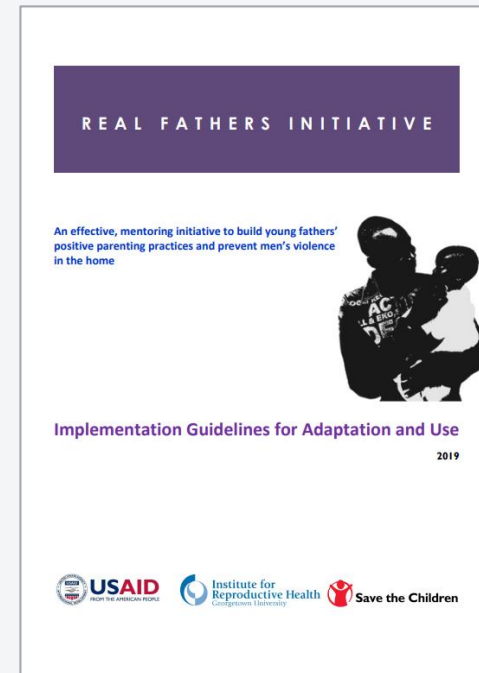
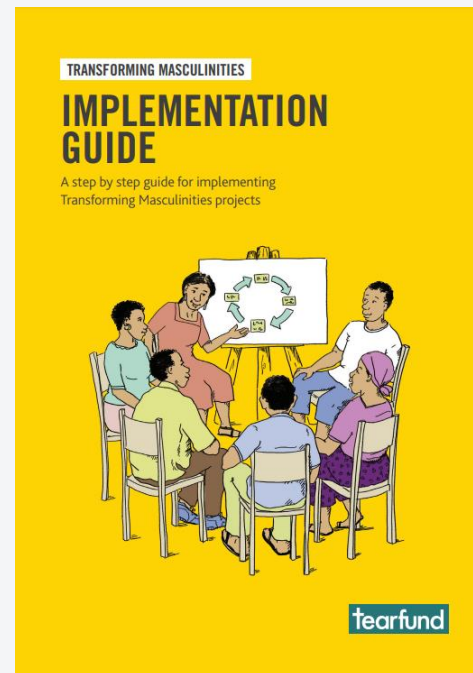
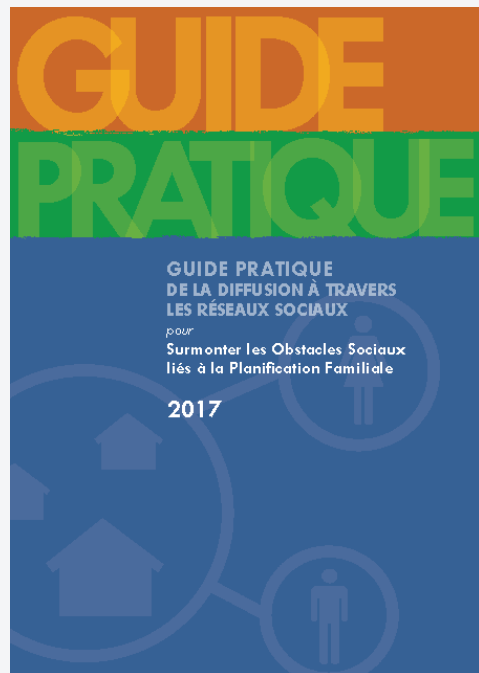
These IRH partners integrated 1) into various development and health projects with the idea of testing if TJ in Mali worked for the same reason as in Senegal to break down the normative barrier leading to increased contraceptive use by people with unmet need.

The TJ program evaluation assessed TJ's effectiveness in the context of Mali, where unmet need remains very high (44% of women say they want to space their next births but are not using an effective method), and unmet need prevents family planning (FP) use. The evaluation shows that the TJ package has significantly increased the opportunities for women and men to meet their needs for FP. This has led to an increase in couples' interpersonal communication, **unmet family planning and changed perceptions of peers and families - their social networks - who endorse and support the use of contraceptive methods.** The evaluation showed a significant increase in method use in TJ-supported areas. Between 2018 and 2019, the number of new users of modern FP methods in Community Health Centers (CHCs) in the intervention areas was more than doubled. Finally, the potential to continue to expand the TJ approach in Mali is being realized with the integration of the Terkunda Jékulo approach into Malian strategy FP documents in 2019.



[Responding to Unmet Family Planning Needs through Social Networks in Mali: Scaling up Social Change Intervention](#)

Implementation and Adaptation Guidelines: Key to Purposeful Adaptation and Scale





Masculinité Famille et Foi | DRC and Rwanda

- ECC established MFF Unit within its budgeted Social Development Program
- Rwanda expansion with other donor funds



TJ | Benin to Mali

- FP HIP in the MoH
- In National FP 5-Year Strategy & Budgeted Plan
- Continued expansion/support with SWEDD and other NGOs resources

Strengthened potential for continued scaling and sustainability at the close of Passages partnership



Girls Holistic Development | Senegal

- Effectiveness study findings led to discussions with MoE Rural Education Pre-Service Training
- Study findings led to new interest, eg, USAID ESA MOSAIC Project



Growing Up GREAT! | DRC

- In MoPH 3-Year Strategic Plan
- In MoE Family Life Education Program
- MoSA piloting out-of-school club implementation
- Training CBOs on resource mobilization



Husbands Schools | Niger to West Africa

- Gender study findings supported W Africa Government-NGO expansion via SWEDD,
- WB SPOTLIGHT tested, and implements HS alongside Girl Safe Spaces, Future Husbands' Clubs



REAL Fathers | Uganda and India

- Endorsed by Ugandan ministries as HIP
- Karamoja implementation continues with Oak Foundation resources and USAID-UG support
- India NGO partners seeking opportunities to further scale using adapted reflection materials

SPOTLIGHT ON:

The Passages – Advancing Nutrition Collaboration

PASSAGES RECIPE CARD

SERVES: PROGRAMS | PREP TIME: 1 YRS | COOK TIME: AS NEEDED

From: USAID's Innovation Kitchen



INGREDIENTS

3 training sessions

Experts

Tested innovations

Unlimited creativity

Leadership support

Pinch of patience

DIRECTIONS

1. Understand the situation

2. Provide skills and resources

3. Guide activities based on past innovations

4. Adapt as needed!



The Social Norms Research Agenda

A Compass for Moving the Field Forward

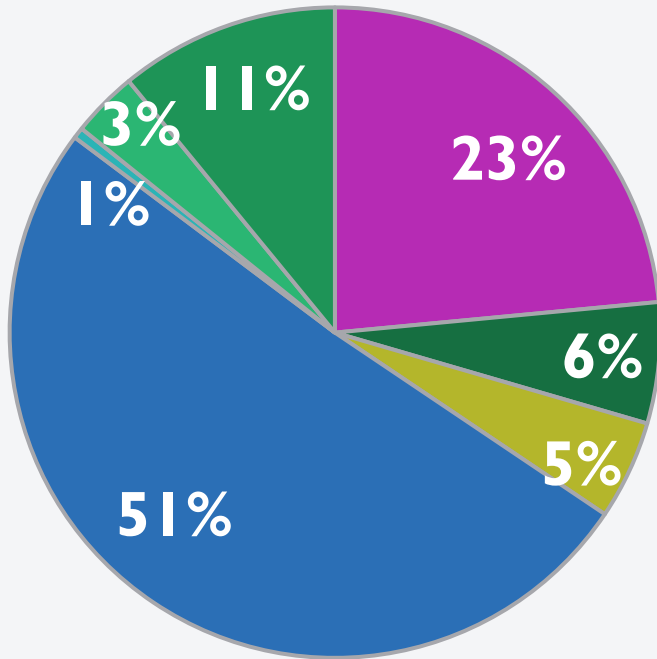
Purpose & Process

To develop a consensus-driven research agenda to provide collective guidance to address evidence gaps related to social norms-shifting for healthy timing and spacing of pregnancy (HTSP) among adolescents and youth



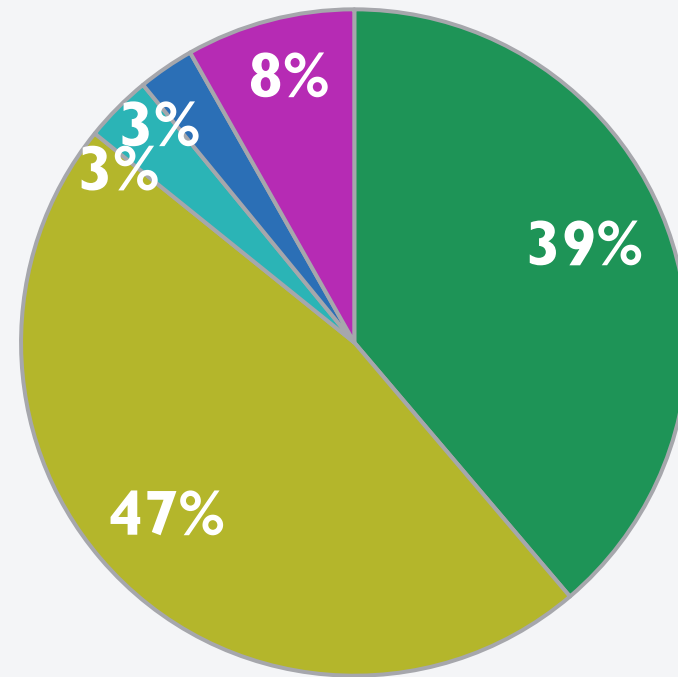
Participation

Region



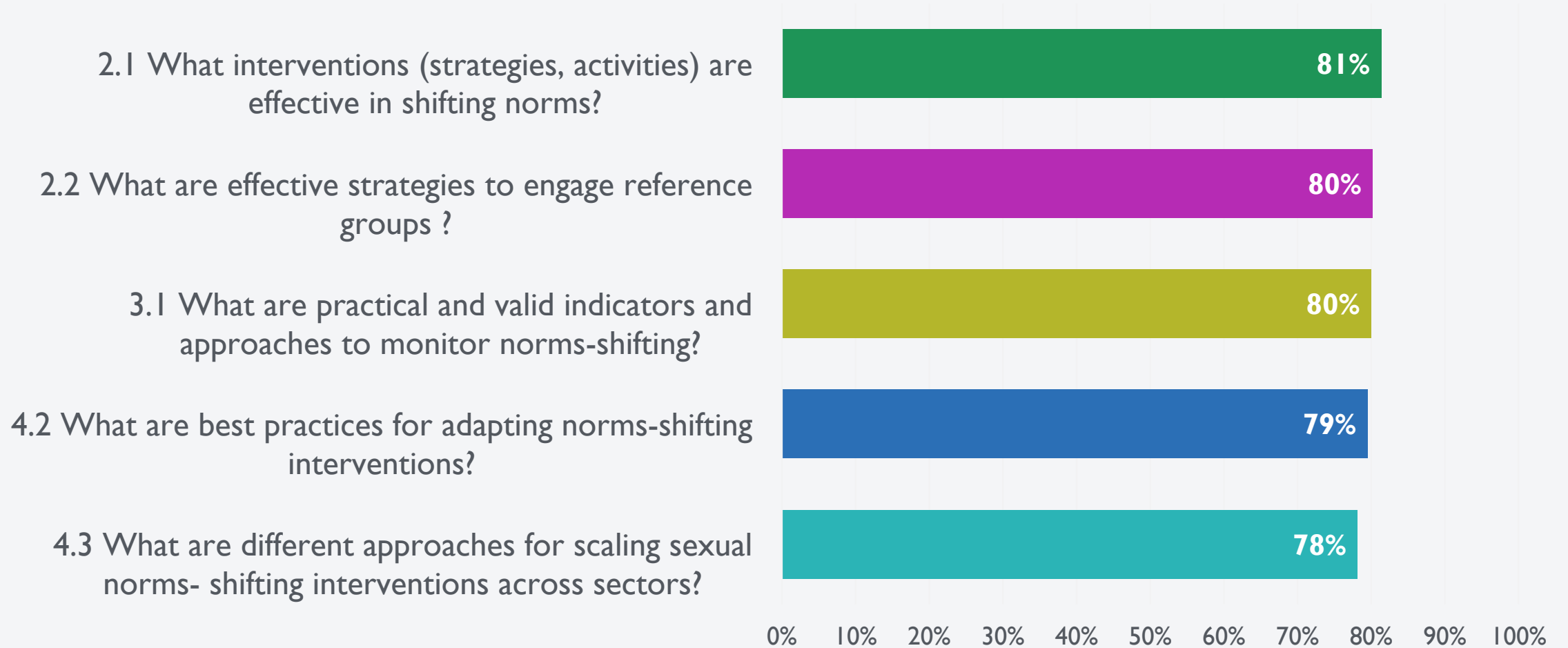
- North America
- Latin America and the Caribbean
- Europe (West, North, South)
- Sub-Saharan Africa
- Eastern Europe and Central Asia
- East Asia and the Pacific
- South Asia

Profession



- Academic
- Programs
- Donor
- Policy maker
- Not listed

5 Top Scoring Research Questions



Takeaways



KNOWLEDGE GAINS

Passages has built substantial global knowledge around understanding norms and norm-shifting interventions



REMAINING GAPS

Gaps remain around design, monitoring, and scale-up of norm-shifting interventions for adolescents & youth



FUTURE RESEARCH

Future research and investment should work to fill these gaps in intervention strategies, monitoring, and scale-up across sectors



DISSEMINATION & ADVOCACY

Dissemination of the social norms research agenda will work to advocate for said investment and spur innovation

Looking Ahead



Alessia Radice

Social & Behaviour Change Specialist,
Social Norms
Child Protection Section, UNICEF

- [UNICEF: Child Protection Section](#)



Uwezo Baghuma Lele

Regional Transforming Masculinities Advisor
East & Central Africa
Gender and Protection Unit
Tearfund

- [Changing gender norms: Transforming Masculinities](#)



Warren Feek

Executive Director, The Communication
Initiative

- [The SOCIAL NORMS Network: Advancing social norms for more informed and engaged societies](#)
- [The i-Frame and the s-Frame: How Focusing on Individual-Level Solutions Has Led Behavioral Public Policy Astray](#)
- [THE IMPACT OF SOCIAL AND BEHAVIOUR CHANGE STRATEGIES - RCTs and Systematic Reviews](#)

THANK YOU TO....

Action Contre la Faim - Mali

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Leah Koenig
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Grandmother Project - Change Through Culture

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SWEDD-Mali

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Ospy Nzigire
Prabu Deepan
Sabine Nkusi
Sylvie Kokere
Uwezo Lele Baghuma
Veena O'Sullivan

UNFPA-Niger

Ali Hasson
Ismaila Mbengue
Issa Sadou

**...AND MANY,
MANY MORE!**

PASSAGES PROJECT

OUR WORK

LEGACY WEBSITE

irh.org/project/passages

LEARNING COLLABORATIVE

alignplatform.org/learning-collaborative