

The Power To Prevent –Oxfam’s use of innovative, participatory strategies to change negative social norms that perpetuate VAWG/GBV in Bangladesh, China, Solomon Islands, Guatemala and Pakistan

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STRUCTURE OF PRESENTATION

- *Overview of the importance of social norm change to Oxfam and its emerging Theory of Change --Laura Haylock, Oxfam's Knowledge Hub on VAWG/GBV*
- *Gender Theatre Deconstructing and Reconstructing Social Norms in China--CHUNG, Lai Shan, Oxfam Hong Kong*
- *Pop Culture with a Purpose-Edutainment in Bangladesh—Conor Molloy, Oxfam Bangladesh*
- *Standing Together Against Violence (STAV) Program—Doreen Fernando, Oxfam Solomon Islands*
- *Combining Knowledge and Thoughts to combat Violence Against Indigenous Women--Monica Bau, Oxfam Guatemala*
- *Ending Violence Against Women-A Political Leadership Model—Saleema Munir, Oxfam Pakistan*



SCOPE OF OXFAM'S WORK IN THIS AREA

- 50+ countries around the globe have programs that are working to challenge and change the negative and stereotypical attitudes, norms and behaviours that perpetuate VAWG/GBV
- Oxfam reached 2.9 million direct beneficiaries (62% women and girls) through our gender justice programming
- Oxfam works with 490 partners who are directing advancing gender justice in their local contexts
- Oxfam has 379 total projects include a VAWG component
- 323 projects that actively contribute to advancing Gender Justice--66% of which specifically focus on VAWG/GBV
- (reporting period 2014-2015- source One Oxfam Output Reporting)



WHY FOCUS ON ATTITUDE, NORM AND BEHAVIOUR CHANGE

- Reducing the social acceptance and incidence of VAWG/GBV is a key plank of Oxfam's Strategic Plan. This is the key indicator Oxfam is using to demonstrate impact in advancing Gender Justice
- Challenging and changing harmful attitudes, norms, and behaviour is very important to Oxfam's work to prevent VAWG/GBV. 100% of programs responded they are working in this area in some way.
- Globally, there is a growing emphasis being placed on the importance of prevention of VAWG/GBV, despite the continued challenge of limited evidence on what strategies are working well and which yield the greatest contribution to impact





- Critical Oxfam learning event immediately following the SVRI forum, co-hosted by Oxfam's Knowledge Hub and Oxfam South Africa
- The first of its kind for Oxfam. 75 participants from 40 different countries, who are directly involved in the management of VAWG/GBV programs around the globe
- The key goal of the event is to provide a dynamic space to improve the knowledge of key Oxfam staff about effective intervention and monitoring, evaluation, and learning strategies in changing negative attitudes, norms and behaviours in order to prevent VAWG/GBV.
- The ultimate aim of the event is for Oxfam staff to deepen their knowledge on this important topic and integrate this key learning into their programs.

OXFAM'S CONCEPTUAL FRAMEWORK ON SOCIAL NORM CHANGE TO END VAWG/GBV

Super Impact

- Women and girls are better able to advance their human rights and fundamental freedoms

Impact

- VAWG/GBV is unacceptable under social, political, economic and cultural circumstances at all levels. Men and women, girls and boys, do not engage in violent behaviour or practices against women and girls. The prevalence of VAWG/GBV is significantly reduced.
- Power relations and control over resources shift to become more balanced and gender equality increases. Women and girls exercise agency and autonomy over their bodies and lives

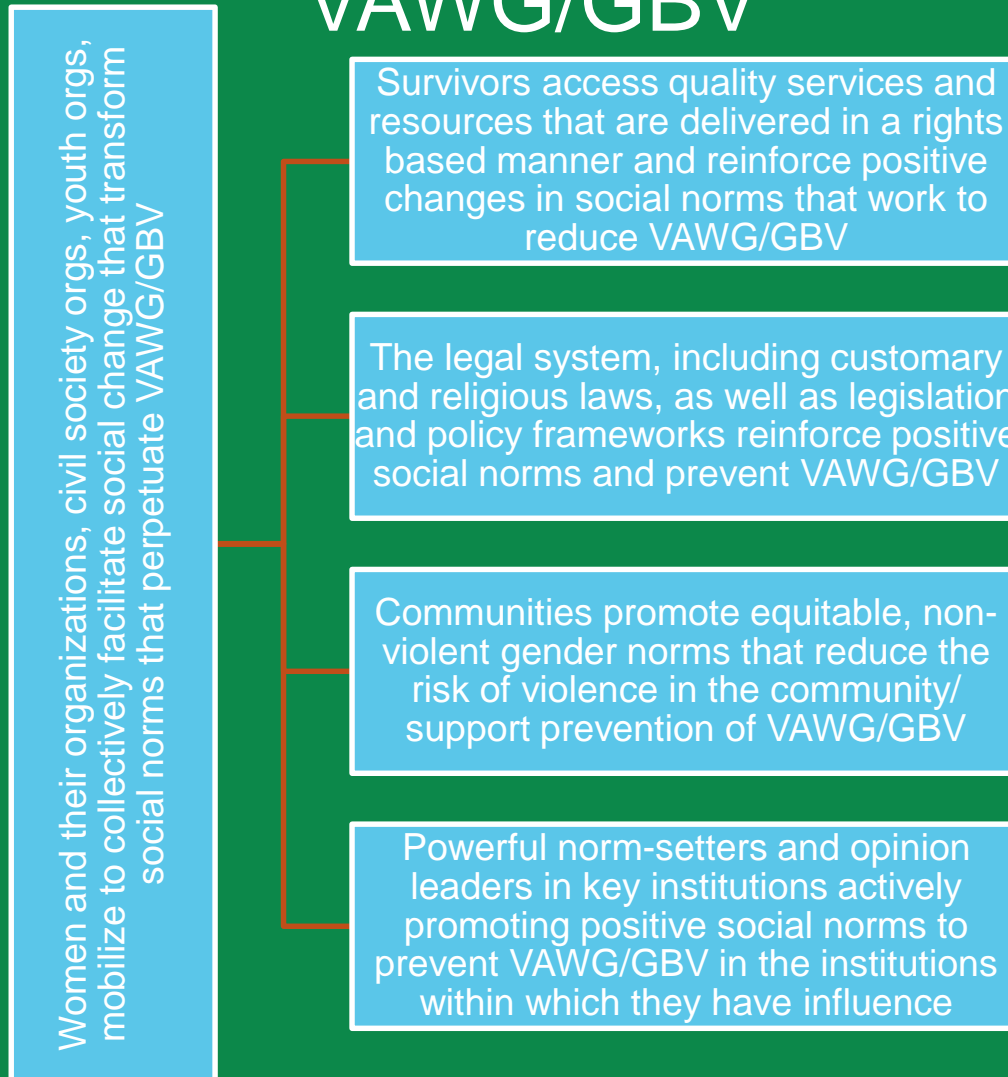


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Thanks you
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