

Using social norms perspectives for sexual violence prevention with conflict-affected communities

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Sexual violence in conflict

- Multiple forms of violence, sexualised and other forms of GBV: militarized, in the family/community, ‘everyday’, opportunistic, survival.
- Many commonalities, but forms, function and prevalence vary across/between conflicts.
- Negative effects at individual, community and social levels.
- Invisible until recently – growing attention, resources, political and humanitarian action.



Multiple domains of change



*Srilatha Batiwala, Changing their World,
Assoc. Women in Development, 2012*



Social norms

- Norms related to gender, masculinity, sex, stigma etc. are a key determinant of GBV.
- Based on the way a person sees others behave and believes others think she should behave.
- Proscribe and prescribe behaviour.
- Compliance motivated by rewards and sanctions.
- Can and do change!



UNICEF's Communities Care programme

- Drawing on empirical evidence of effectiveness of social norms interventions in behaviour change, the ***Communities Care: Transforming Lives and Preventing Violence*** was developed.
- Goal “To create safer communities for women and girls through transforming harmful social norms that contribute to sexual violence into social norms that uphold women and girls’ equality, safety and dignity”.



Community- Based Care Component

1

Compassionate
Survivor-
Centred Care

Community Action Component

2

Community
Work to
Transform
Social Norms



Step 1 Strengthen community-based care and support for survivors

Step 2 Reflect collectively on vision, values, rights, beliefs and norms

Step 3 Explore beliefs, behaviours and benefits of change related to gender, power, violence

Step 4 Commit to change and demonstrate publically

Step 5 Communicate change is happening

Step 6 Build an enabling environment





PART 1

BUILDING KNOWLEDGE AND AWARENESS

SECTION 1

INFO

Information about sexual violence, social norms and self-awareness

SECTION 2

TRAINING

- 1 Sexual violence
- 2 Social norms
- 3 Self-awareness



PART 2

PROGRAMME PLANNING AND MONITORING

SECTION 1

INFO

Guidance and tools for programme planning and monitoring

SECTION 2

TRAINING

- 1 Workshop Guide: Orientation to the CC programme



PART 3

STRENGTHENING COMMUNITY- BASED CARE

SECTION 1

INFO

Guidance and tools for strengthening community-based care

SECTION 2

TRAINING

- 1 Survivor-centred response
- 2 Health response
- 3 Psychological response
- 4 Education response
- 5 Law enforcement response



PART 4

CATALYSING CHANGE

SECTION 1

INFO

Guidance and tools for facilitating community discussions and actions

SECTION 2

TRAINING

- 1 Facilitating community discussions
- 2 Community Discussion Guide

Research component

- Being undertaken by Johns Hopkins University.
- Aims to:
 - Inform intervention - formative research on norms
 - Support monitoring - monitor change midline
 - Test theory of change and measure effectiveness
- Survey tool to measure norms and coherence with personal opinion.



Impact evaluation design

Data collected prior to the start of the intervention

- Random sample from the community
- Community discussant participants
- Service providers who participated in training
- Community discussion leaders and staff trainers
- Health care seekers satisfaction

Intervention and control sites (delayed control)



Progress

- Intervention tools developed.
- Social norms survey developed.
- Staff orientation and training to program and toolkit.
- Adaptation of the Toolkit to the Somali and South Sudanese contexts.
- Baseline and mid-line data collected across sites.
- Community discussions ongoing.



Challenges = SOUTH SUDAN AND SOMALIA!

- Social norms theory is complex and SV is not one thing.
- Measuring norms is a complicated process.
- Adopting and facilitating participatory processes requires time and expertise.
- Programming in chronic conflict-affected/insecure contexts.





“When I see a survivor’s eyes light up with understanding, I get a great feeling.” Psychosocial Worker, Somalia

“Before I started these discussions, I thought violence was part of my life, now I have the confidence and knowledge to share with the community to speak out against it.”
Community Discussion Member



THANK YOU

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