

Changing Norms

...requires consistent, integrated, theory-informed, and audience-centric interventions that create an enabling environment

Using integrated, multi-disciplinary SBC approaches to boost positive social and gender norms in agriculture.

Francis Mutekanga, Mwene Mathias, Daphne Nkanza, Emmanuel Semakula. WEKOnnect Group

Challenge and Objective

To address **negative social and gender norms** that limit participation of women in Agriculture.

A case study of a **Social and Behavior Change** campaign intervention for the USAID-funded Feed The Future Uganda Inclusive Agriculture Markets Activity.

Methods

Based on the **Ideational Model of Communication**, the campaign aimed to positively influence ideational factors.

Effects on ideation and norms were detected through **baseline, pre and post event, and endline evaluations**.

Results

34.7 NPS increase in positive ideation, contributing to 18.9% improvement in norms = More people likely to change.

The Campaign effect is further indicated by significant positive change in treatment vs. control districts.

Conclusions

Using theory and evidence helps to design, monitor and evaluate SBC/norms programs effectively.

Combining multiple approaches creates a better enabling environment for norms change.

Participatory Edutainment (Drama) is a powerful tactic to stimulate better audience reflection about norms.

- #Better_Program_Design
- #Better_Enabling_Environment
- #Better_Audience_Reflection

Table showing aggregate change

Indicators	Baseline (n359)	Endline (n355)	Shifts		
			Overall	Treatment	Control
Aggregate Change in ideation (NPS)	-11.0	23.8	34.7	18.4	0.3
Aggregate Change in Norms	61.7%	80.7%	18.9%	21.0%	-14.4%

Change in Ideation: an adapted NPS Score = % Difference between Promoters(9-10) and Detractors(0-6) based on respondent's rating(1-10) of Ideational Statements per Behavior

Ideational Factors: Beliefs, Values, Perceived Risk, Self-image, Emotional Response, Empathy, Self-efficacy, Support and Influence, Personal Advocacy

Behaviors: 1)Women are traders and aggregators 2)Women access credit and grow their businesses 3)Women access and buy quality inputs

Change in Norms: % of respondents who Agree and Strongly Agree to Positive Norms

Norms: Women Can...

- 1) Do more than being primary caregivers at home
- 2) Trade freely
- 3) Trade and remain trustworthy/faithful
- 4) Be respectful when successful
- 5) Dedicate their resources to causes beyond the household
- 6) Freely take risks/loans
- 7) Make their own decisions
- 8) Freely own assets

34.7 NPS

increase in positive ideation

18.9%

improvements in positive norms

“

”

“After hearing the lessons at the Kweli Campaign, I made the decision to give her one acre of farmland. I helped her prepare the field and bought her maize seeds.” **Sarah's husband**

