Young people are **creating content that matters** and can co-create community solutions to **address harmful norms and practices**.

"This is the Gen Z era; we don't do things that the Millennials do:
Harnessing digital storytelling to transform gender norms among adolescent girls and young women in Kenya & Nigeria

Prima Alam [1], Leah Mwai [2], Emmanuel Uduma [3], Bolade Ogunfuye [4] & Nya Mona Muchemi [2]

[1] Global Listening Project, London, United Kingdom; [2] Shujaaz Inc, Nairobi, Kenya; [3] SMAT Media, Lagos, Nigeria; [4] MTV Staying Alive Foundation Nigeria, Lagos, Nigeria

BACKGROUND & OBJECTIVE

- **Restrictive gender norms** remain persistent challenge, often **limiting advancements of young people's wellbeing & agency**.

- Our **participatory study** explores the influence of **gender norms on social behaviours** among **girls & young women** (10-24) in Kenya & Nigeria.

METHODS

- Focus groups about **gender norms** with **100 participants** – girls & young women, young men & older adults – across diverse backgrounds in Nairobi & Lagos.

- Participatory digital storytelling workshops with **33 young content creators** to create **digital content addressing gender norms**.

CONTENT EXPLORING EVERYDAY CHALLENGES & SHIFTING OF NORMS

- Featured street interviewees in Kenya express that **men & women should share responsibilities**, even if not equally – particularly **given current economy**.

- Bee reflects on **gender pay gap** within the **fashion industry** while highlighting the potential for **gender expression**.

- Ayo dissects the **practice of catcalling** while preparing a Nigerian meal.
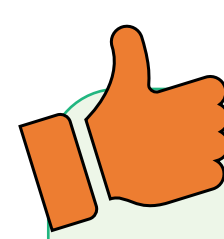
👍 POSITIVE ENGAGEMENT
Content reached **193k people** & **viewed >12k times**

ENGAGING STORIES
Young content creators eager to **share their stories**

RESULTS

- Production & **sharing of digital content** on **taboo-busting conversations** about traditional gender norms:

"Men should be financial providers."

"Women are treated as property."

Scan for links to content by our young content creators

CONCLUSION & NEXT STEPS

- Investing in social & behaviour change communication that **empowers young people to create content that matters** & **co-create community solutions that address harmful practice**.

- Further research to continue **amplifying youth content & evaluating its impact** on transforming gender norms.