

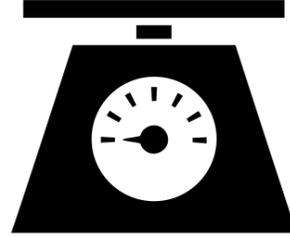
C4D in Child Protection



Influencing behaviors successfully



 Community-based ? = local people



Participation comes in all shapes and sizes !

Connect the dot to the right answer

Most of the time

Child Protection work is done

“Participatory community approach”

- on the local people
- for the local people
- for and with the local people
- with the local people
- with and by the local people
- by the local people

Expert-driven
dynamics

Inform,
stimulate,
mobilize.

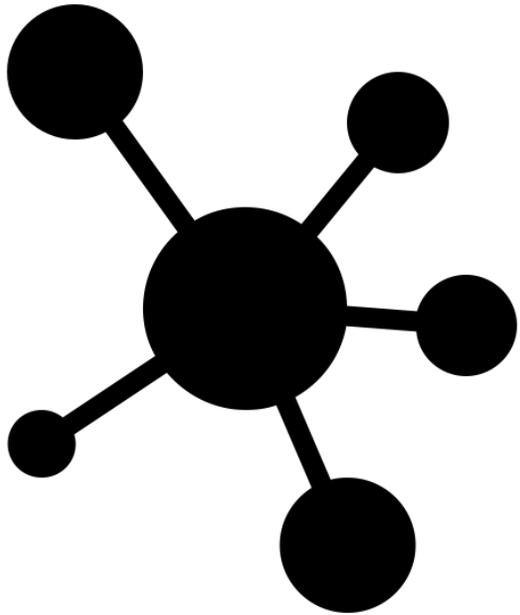


Community-driven
dynamics

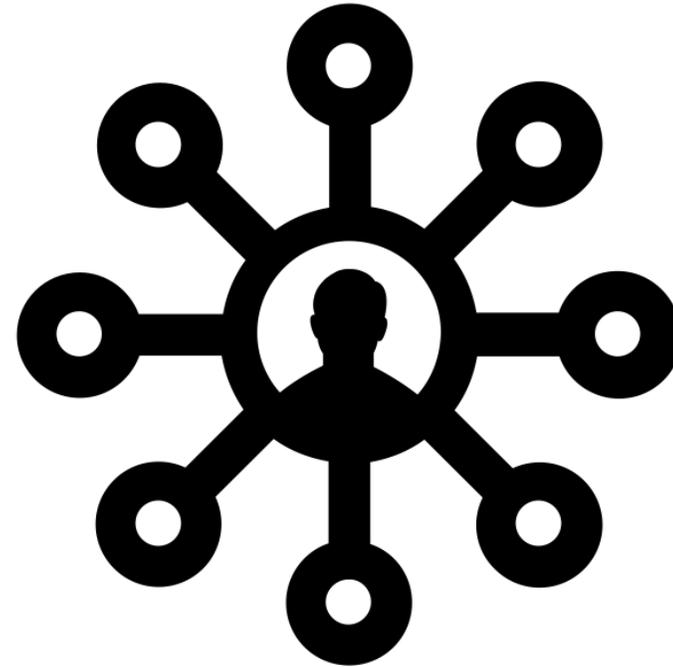
Empowerment,
self-efficacy,
ownership.

**Impact and sustainability
is about balance**

Piggybacking on the existing Social Capital

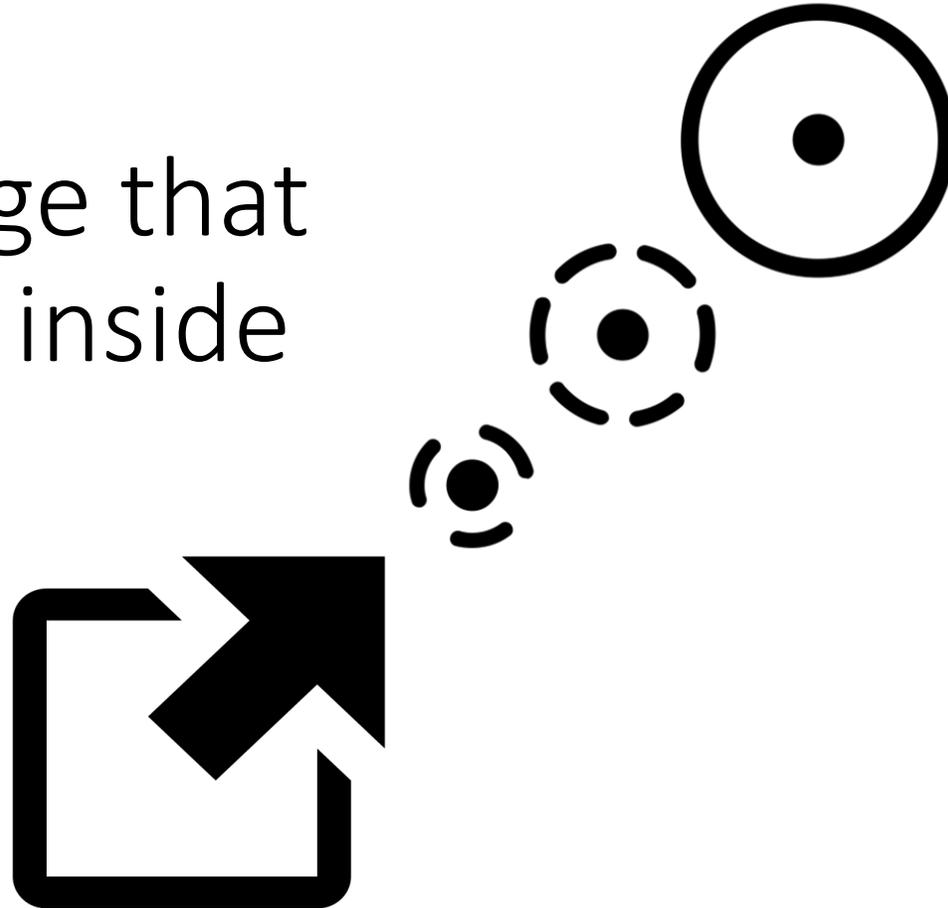


Social Networks



Key influencers

Facilitate a change that
comes from the inside





UNICEF's terminology

Communication for Development *Change through strategic communications*

Advocacy *Weight on duty-bearers decisions and actions*

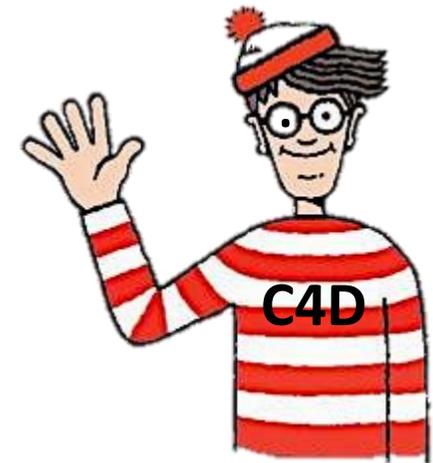
Social mobilization *Organizing and building alliances*

Social change communication *Participatory community approach*

Behavior change communication *Influence people's KAP*

Where do you find us?

- Understand the community perspective on child labor
- Increase public awareness of the consequences of early marriage
- Reduce stigma around FGM/C
- Change attitudes towards domestic violence
- Support parent's adoption of positive childcare practices
- Create demand for and utilization of birth registration services
- Improve psychosocial skills and resilience
- Involve adolescents in discussions on case management
- Organize women support groups
- Create social accountability systems
- Improve interpersonal communication and counselling skills of social workers
- Engage key religious influencers to reduce abuse on children



VISION:

A world without child marriage where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects of their lives.

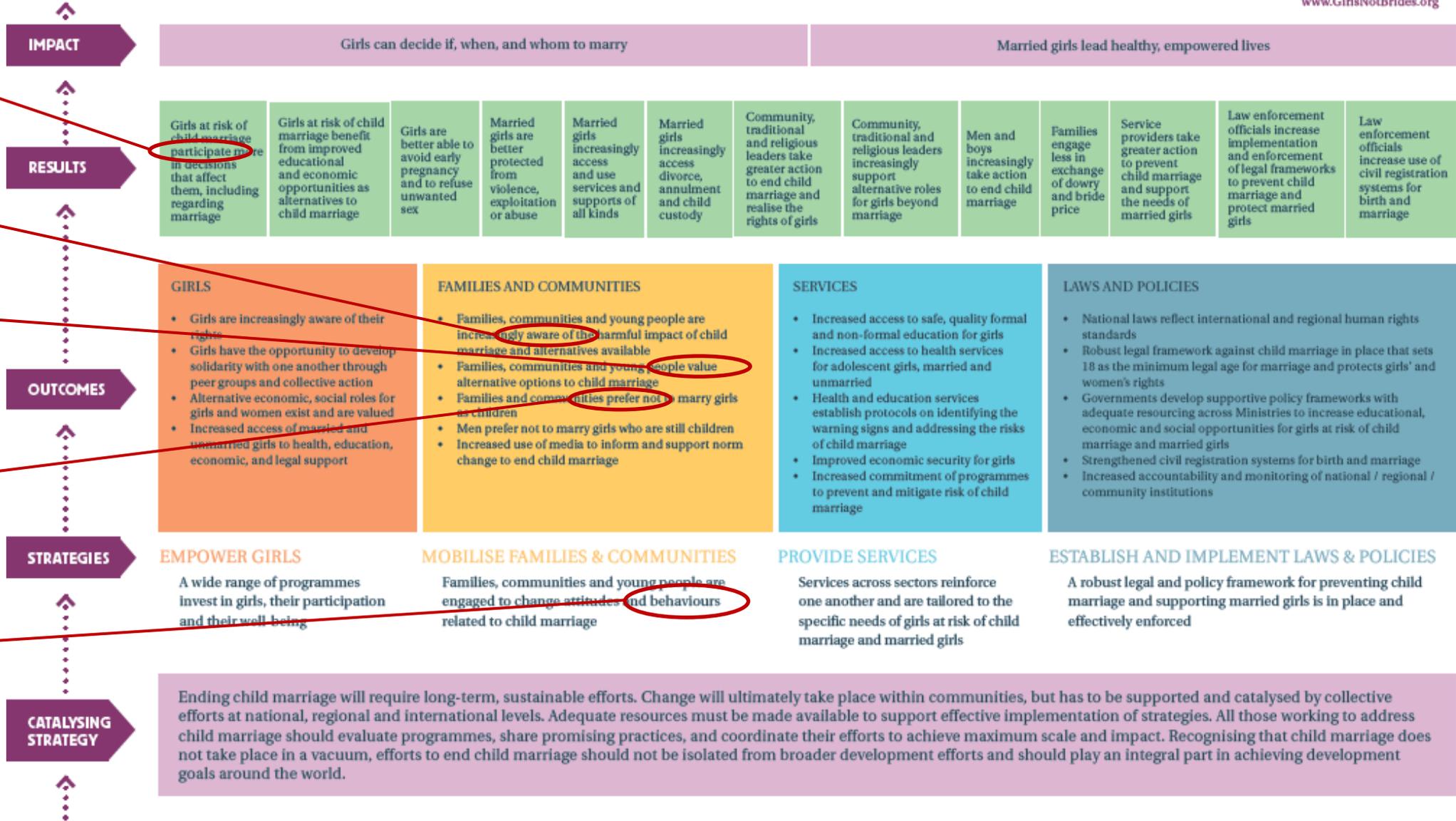
Participation

Awareness

Perception

Attitude

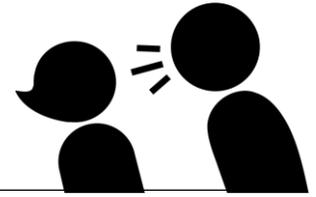
Behaviors



PROBLEM:

Every year approximately 15 million girls are married as children across countries, cultures, religions and ethnicities. Child marriage is rooted in gender inequality and in the low value accorded to girls, and is exacerbated by poverty, insecurity and conflict. It denies girls their rights, choice and participation, and undermines numerous development priorities, hindering progress towards a more equal, healthy and prosperous world.

MCQ



- A man has a right to assert power over a woman and is considered socially superior
- A man has a right to physically discipline a child for “incorrect” behavior
- Intimate partner violence is a “taboo” subject
- Divorce is shameful
- Sex is a man’s right in marriage
- Sexual activity (including rape) is a marker of masculinity
- Girls are responsible for controlling a man’s sexual urges



These are...

- Shocking ideas
- Conceptions which don’t exist anymore
- Widespread social norms in MENA that support VAWC

Social Norms



Shared beliefs about others

Reference networks

Sanctions and rewards



Child Protection issues based on deeply-rooted social norms are extremely hard to tackle.



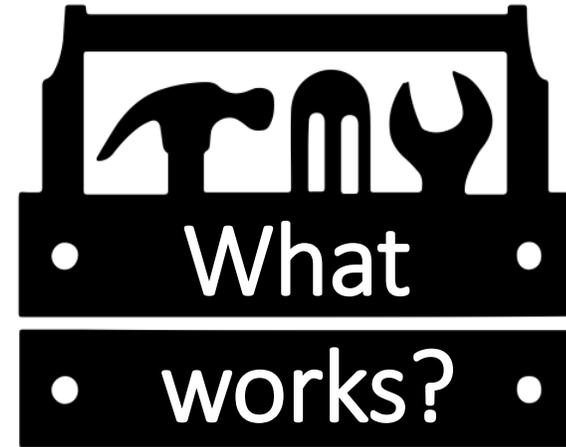
A C4D strategy
which is...

Holistic

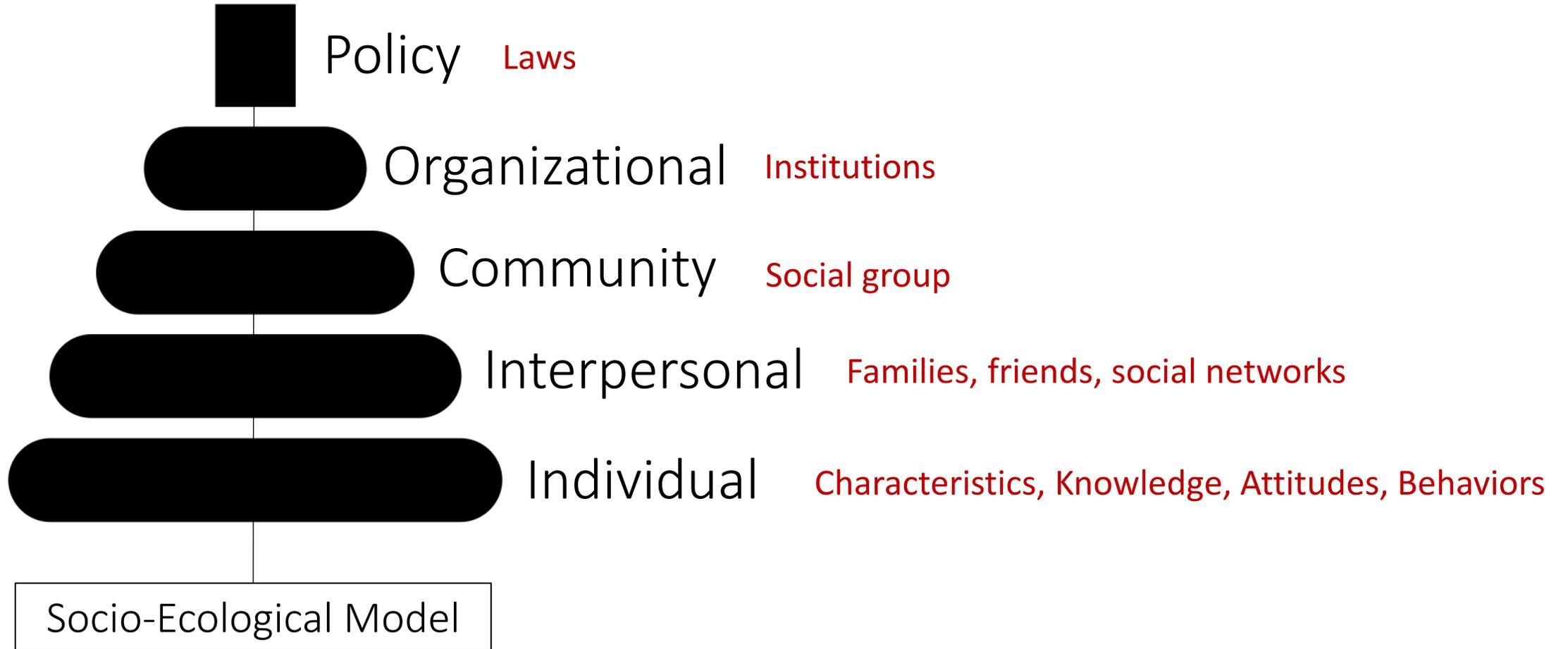
Evidence-based

Revolves around ~~Community~~-based **Community-led** approaches

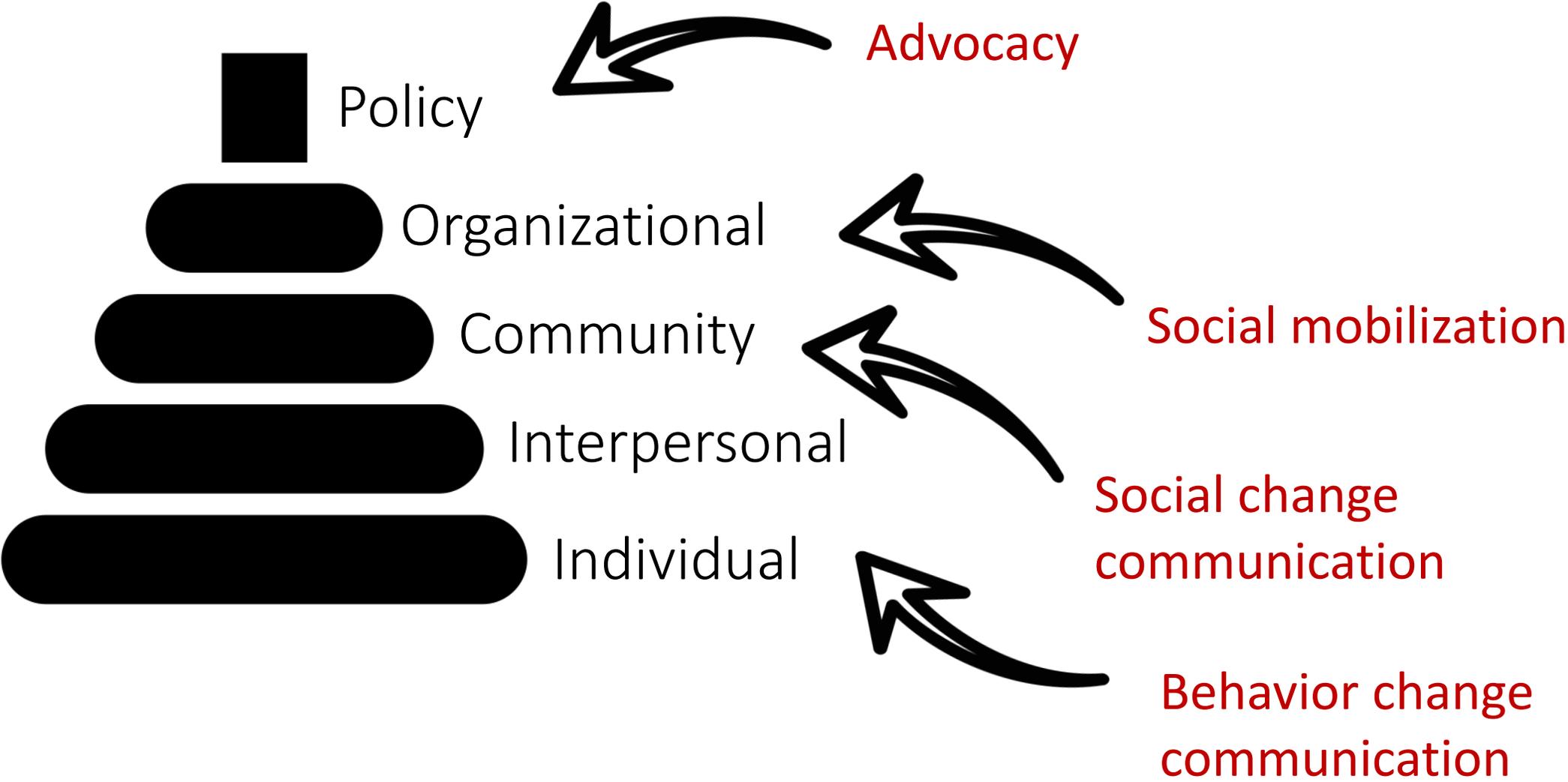
Includes a dedicated approach to target and shift the norms



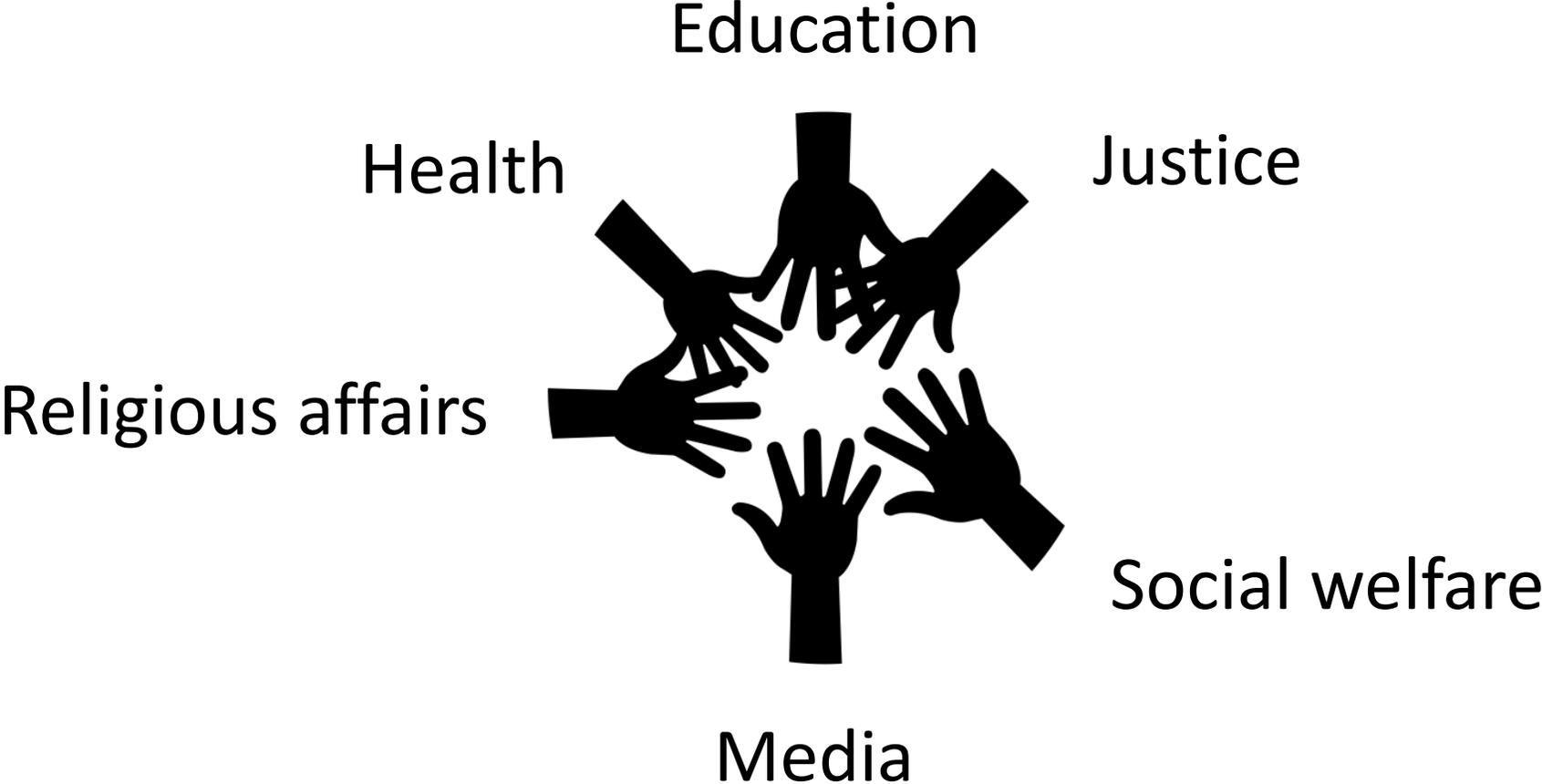
Holistic : remove bottlenecks at all levels



Holistic : 4 C4D approaches for a synergistic effect



Holistic : cross-sectoral social mobilization



Holistic :
combine
relevant
channels



Dedicated approach to shift the norms: the key partners

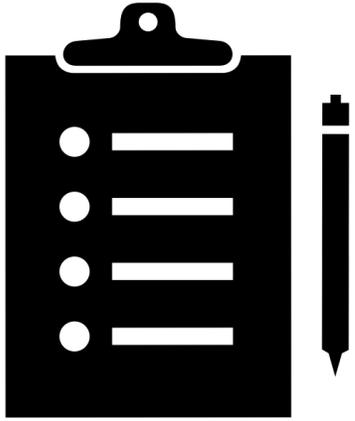


- Guardians of the norms (influencers to become role models)
- Children and women's rights organizations
- Private sector

Dedicated approach to shift the norms: 3 steps process to go to scale



Alexander-Scott, M. Bell, E. and Holden, J. (2016) DFID Guidance Note: Shifting Social Norms to Tackle Violence Against Women and Girls (VAWG). London: VAWG Helpdesk



Measuring results

Measuring communications at process level – so what?

Participation level as a benchmark

Pace of norms' shift is longer than the project, funding and staff rotation cycles

We know how to measure norms



Thank you.

Change social expectations

- Dispel misconceptions
- Weaken existing norm at individual level
- Promote public debate and deliberation around the norm
- Promote a positive alternative
- Provide opportunities for public and collective change

Publicize the change

- Publicize role models and benefits of new behavior
- Avoid reinforcing the negative behavior
- Develop a diffusion strategy to catalyze broader societal change

Catalyze and reinforce new norms and behaviors

- Provide opportunities for new behavior
- Create new rewards and sanctions

Example: measuring IPV behaviors and norms

Individual attitudes

Proportion of men/women who agree with the statement 'If a woman disobeys her husband she should be beaten'

Individual behaviour

Perpetration of IPV in last 12 months (men)

Experience of IPV in last 12 months (women)

Beliefs about typical behaviour

Proportion of men/women who believe most other men in their community beat their wives if they disobey them.

Beliefs about appropriate behaviour

Proportion of men/women who believe that the practice of wife beating is acceptable within the community.

Social sanctions/ rewards for non-compliance

The proportion of men/women who agree with the statements: 'If a husband does not beat his wife if she disobeys, other men in the community will think less of him.' 'Real men control their wives'.

Visuals created for the Noun Project by