

COSTING SOCIAL NORMS INTERVENTIONS FOR SCALE

Lessons from two interventions addressing
sexual and gender-based violence

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USAID
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Passages

Why is costing for gender norms interventions important?



- Addressing gender inequality and sexual and gender-based violence requires effective norms-focused interventions at scale
- In order to scale effective norms-focused interventions we need **information on resources required/cost**

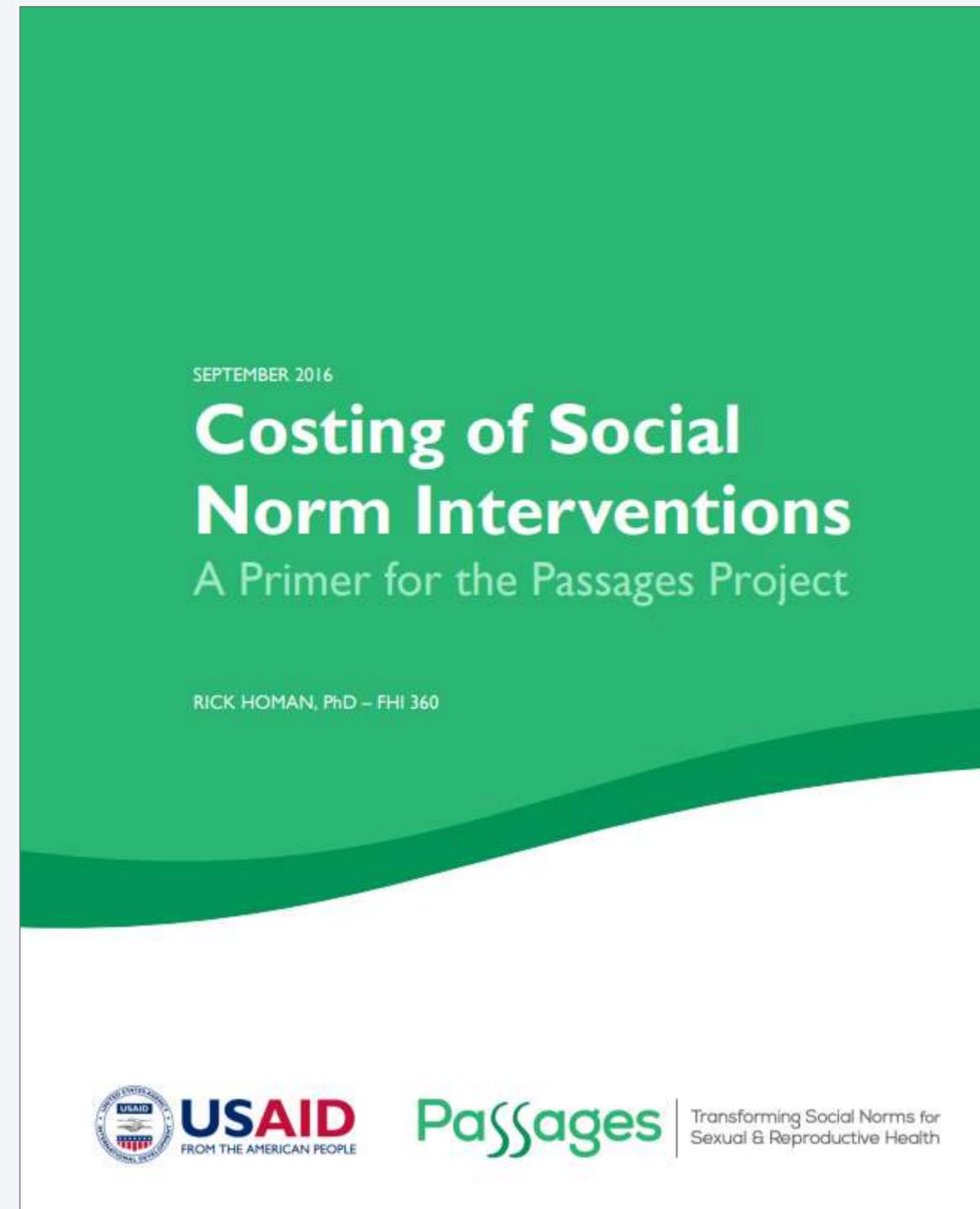
Passages Project

Transforming social norms at scale

- Building and sharing knowledge on implementing and evaluating social norms shifting interventions
- **Learning Collaborative** *Co-funded by USAID & the Bill & Melinda Gates Foundation*
- **Development of the Costing Primer:**
 - Standardized approach to capture and report cost data
 - Guidance for implementers on what needs to be collected and how
 - Insights from implementers from two gender norms-focused interventions

Costing Primer Content

- What are costs?
- Why do we care about costs?
- How are costs measured
- Timing of cost analysis
- Activity based costing
- Reporting results of cost estimation
- Additional potential cost analyses





Case Study:
Costing Growing Up GREAT!

Introducing...Growing Up GREAT!

Systems



Teacher orientation to materials and guide linking materials to the national Family Life Education curriculum
Health provider lessons and health center exchange visits

Community

Community discussions about adolescent family planning and reproductive health and behaviors to create a supportive environment

Family

Video testimonials and reflective group discussions about model behaviors



Individual

Group learning sessions with in-school and out-of-school VYA clubs



Costing Overview: GUG!



PHASE 1

Included:

- ✓ Adaptation of a gender-transformative FP/RH package for two VYA cohorts and their parents
- ✓ Development of teacher and health provider resource materials
- ✓ Social norms diagnosis research
- ✓ Staff and partner training
- ✓ School mapping and creation of VYA clubs

PHASE 2

Included

- ✓ Implementation:
 - Weekly VYA club sessions
 - Classroom-based instruction
 - Monthly parent video sessions
 - Monthly community reflection sessions
 - Health linkage activities
- ✓ Monitoring & evaluation
- ✓ Stakeholder engagement

Cost Estimations & Data Sources

Direct Costs

- Actual costs pulled from expense reports
- Estimates drawn from planning documents

Labor Costs

- Program staff (HQ and field) estimated LOE per activity
- Administrative staff (field only) pooled actual LOE was applied across activities based on % of total direct costs

Partner Costs

- Analyzed financial reports to determine monthly average during different periods
- Provided written description of what funding covered during each period

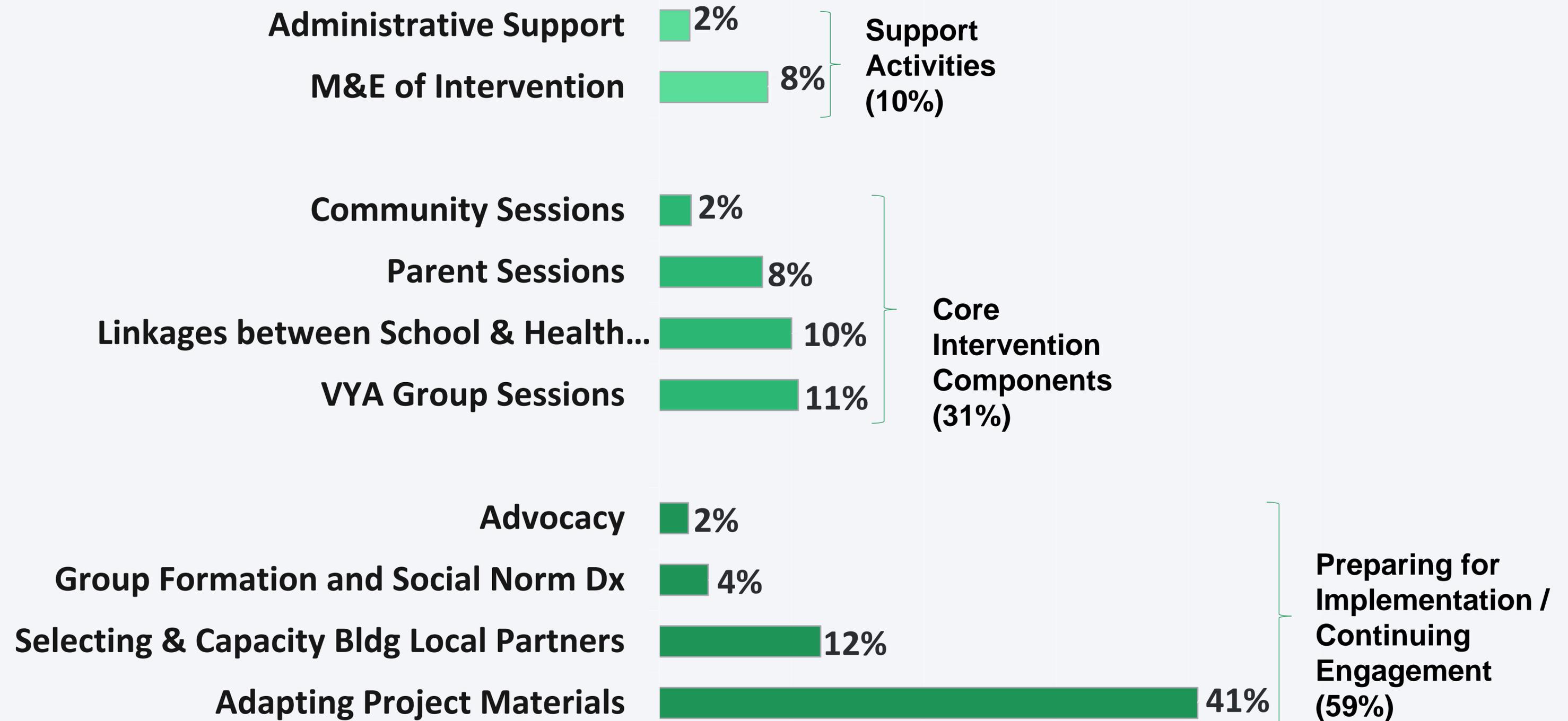
Source of Data

Expense reports
Planning/procurement documents

Staff estimations
Expense reports

Budgets
Monthly financial reports

Component Cost of GUG! as % of Total



PLANIFICATION
ALE ET GROSSESSE A
LE RISQUE

RTICIPATION DES HOMMES
LA PLANIFICATION
ALE ET UNE MATERNITE A
RE RISQUE

LES REPONSES

1. Dialogue
- 2.



**Case Study:
Costing Masculinité, Famille et Foi**

Introducing...Masculinite, Famille et Foi



FAITH LEADERS

- Gender workshop
- Gender equitable messages
- Couple mentorship
- Celebration events



GENDER CHAMPIONS

- Gender workshop
- Facilitating **Community Dialogues**
- Couple mentorship
- Story sharing
- Celebration events



SERVICE ENVIRONMENT

- Youth-friendly training
- Referral cards
- RH/FP hotline



**NEWLY MARRIED
COUPLES & FIRST-
TIME PARENTS**



**CONGREGATIONS/
FAITH COMMUNITIES**

Costing Overview: MFF



Included:

- ✓ Formative research
- ✓ Staff recruitment and training
- ✓ Intervention materials developed (French)
- ✓ Stakeholder engagement

Included

- ✓ Implementation:
 - Faith leader training
 - Gender champion training
 - Intervention materials (Lingala)
 - Community dialogue implementation
- ✓ Monitoring & evaluation
- ✓ Stakeholder engagement

Cost Estimations & Data Sources

Direct Costs

- Actual costs pulled from expense reports
- Cross checked against budget and activity plan

Labor Costs

- Program staff (HQ and field) estimated LOE per activity
- Labor costs were measured as a proportion of time and assigned to activities

Partner Costs

- Partner financial costs included in Tearfund monthly financial reporting
- In-kind or donated inputs have been assigned an equivalent/shadow cost

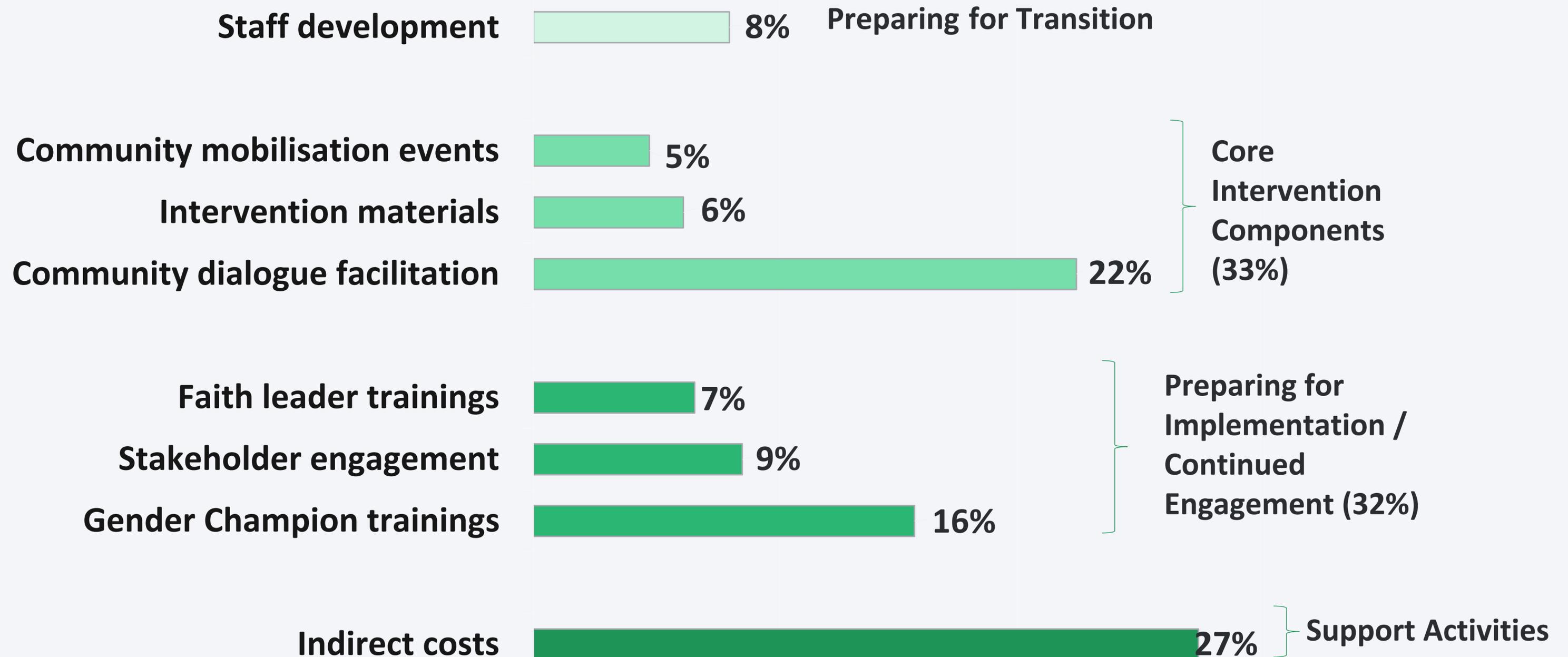
Source of Data

Budgets
Monthly financial reports

Staff estimations
Timesheets

Budgets
Monthly financial reports

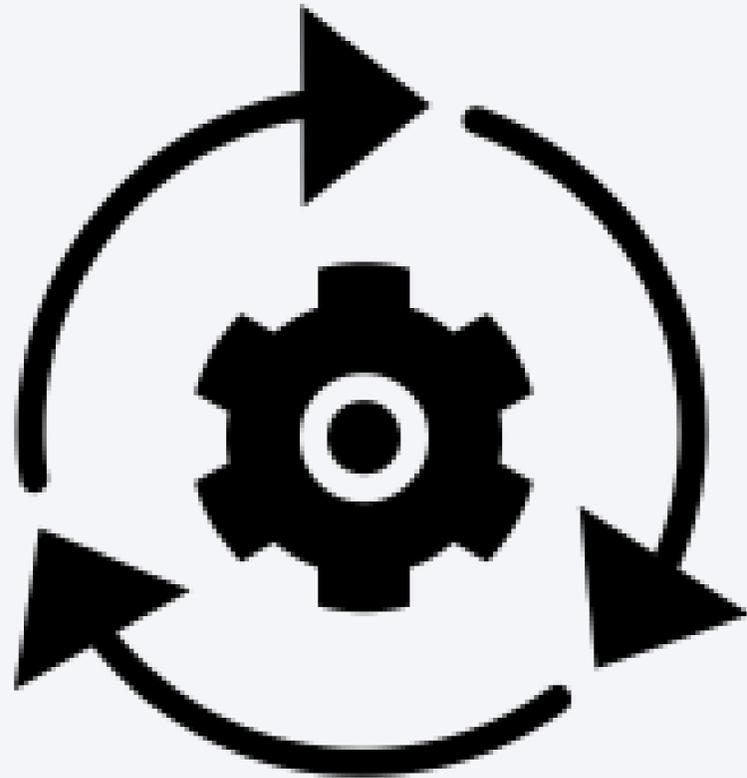
Component Cost of MFF as % of Total



Key Learnings & Next Steps



Implementation insights from conducting costing



Staffing:

- Time required
- Staff turnover and capacity building
- Coordination between finance and program staff; field and HQ

Systems:

- Build into timesheets and reporting processes at all levels
- Financial systems across levels

Costing as a way of thinking

Costing is not as easy as it sounds...

- No universal tool - multiple moving pieces / complex interventions
- Data not readily available in formats required Takes time & resources to do it well/right

...but can yield important insights for scaling normative interventions

- Deeper insight into how program resources are being used
- Truer time cost – reflective nature, coaching and discussion
- Relative costs of intervention components- refining for scale

What next for costing norms-shifting interventions?

Applying

- Sharing costing data with partner for sustainability and scale
- Analyzing costs, M&E and evaluation to refine scale up package
- Using costs to plan for scale-up and uptake of the intervention by DRC government and local NGOs

Sharing

- Sharing processes and learning with other Save the Children teams considering costing
- External case study contributions

THANK YOU!

Costing primer and other Passages Project resources on scaling social norm interventions available here:

<https://www.alignplatform.org/resources/2019/08/costing-norms-shifting-interventions-primer-passages-project>

www.passagesproject.org

