

# ‘Raising the Flag’

## Diffusion of Gender Norms Change at the Community Level in Nepal



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**AIM 1:**

To identify characteristics supportive of diffusion

(How can we encourage diffusion?)

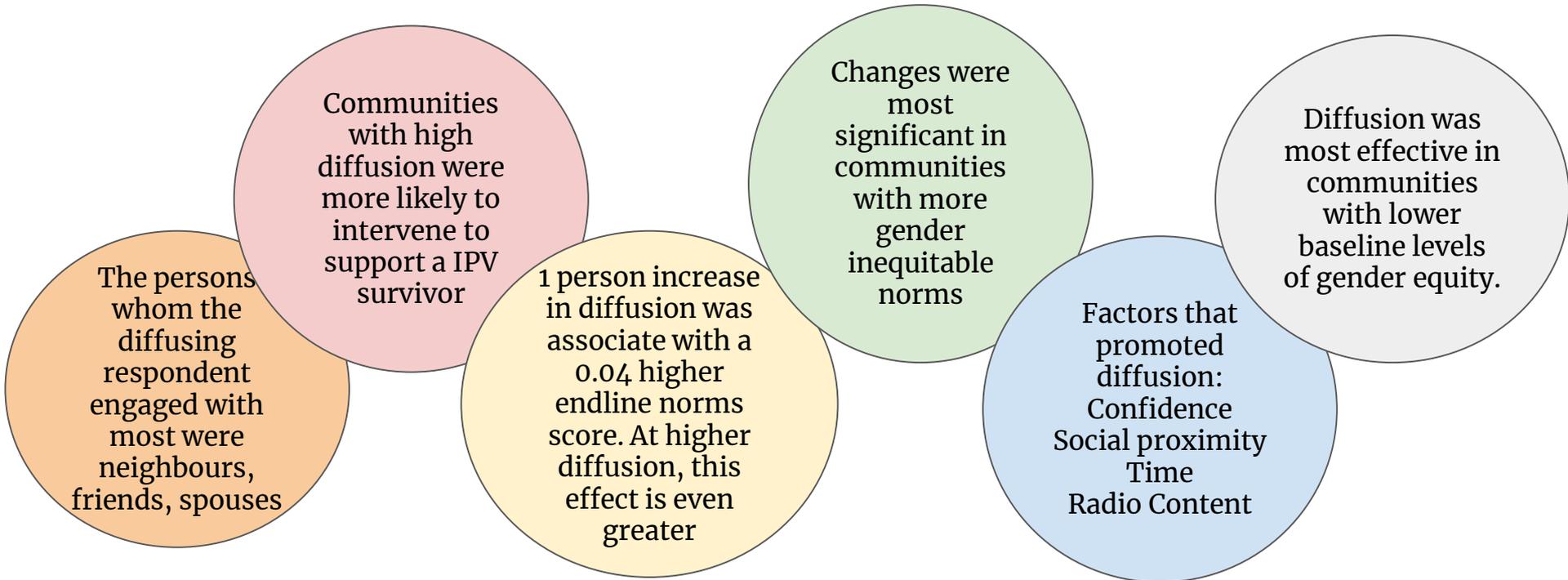


**AIM 2:**

Map the diffusion of ideas, norms, practices within a community

How does norms change diffuse from a group of 'trendsetters' to the wider community?

## AIM 1 ACTIVITIES: Analysis of pre-existing data from the Change Starts at Home trial.



## AIM 2 ACTIVITIES : Diffusion Booster; Flag Campaign

"As soon as I heard about it (flag campaign), I liked the idea..it is a symbolic way of showing support and being united against Gender Based Violence. I discussed it with my wife and other family members. Everyone liked the idea. So, we decided to hoist the flag in our home." A male community member





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### **NEPAL'S FIRST VIOLENCE FREE COMMUNITY?**

**411 (around 90%) out of 455 households in the ward hoisted the campaign flag**

“Declaring this ward as a violence-free ward is the easiest part. Actual work starts from now on, where we as community have to remain committed in sustaining this positive transformation. It is important that we continue to make efforts to ensure that our house and our community remain violence-free indefinitely.” Ward Chair- Dhruba Tharu.

# Measurement

Married individuals were asked to name other married individuals living within the same ward.

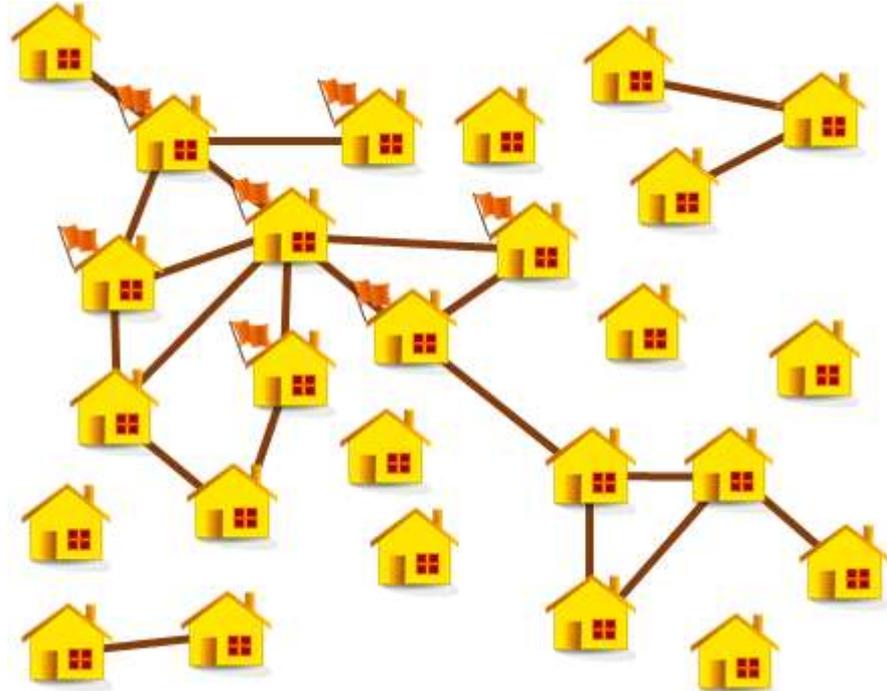
The following prompts were used to solicit names:

- people who you trust to talk about personal and private matters.
- people who you spend free time with.
- people who you would go to for advice if you had to make a difficult personal decision.

Participants could list up to nine names.

This information was used to construct a household level social network within the ward.

This network data was linked with flag monitoring data and survey data measuring attitudes, norms, and demographic characteristics.



# CONCLUSIONS

**Diffusion is an important mechanism for social norms change**

**Diffusion of messaging through trusted sources can be as impactful as the original message**

**Quantitative measurement can also be important in diffusion focused studies.**

**Diffusion does not just happen organically, it takes time, effort and multiple reinforcement of the positive norms before they are internalized**

**Working with the local government authorities makes the intervention credible and acceptance of targeted audience can be ensured more easily.**

# **THANK YOU !**

- **Community of 'Jimirebhar'**
- **SVRI World Bank Group Development Marketplace for Innovation Grant**
- **What Works to End Violence Against Women Global Program**
- **Dr Cari Jo Clark**