

**SOCIAL AND GENDER NORMS TIP SHEETS**

# Changing Norms to Address Gender-based Violence and Harmful Practices

**Tip Sheet Introduction**

## About this resource

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These Social and Gender Norms Tip Sheets were developed to support UNFPA country offices and partners across Asia and the Pacific in implementing social and gender norm change programmes to address gender-based violence and harmful practices, including child marriage and female genital mutilation. The Tip Sheets are designed to complement UNFPA's forthcoming global **Toolkit on Transforming Gender and Social Norms**.

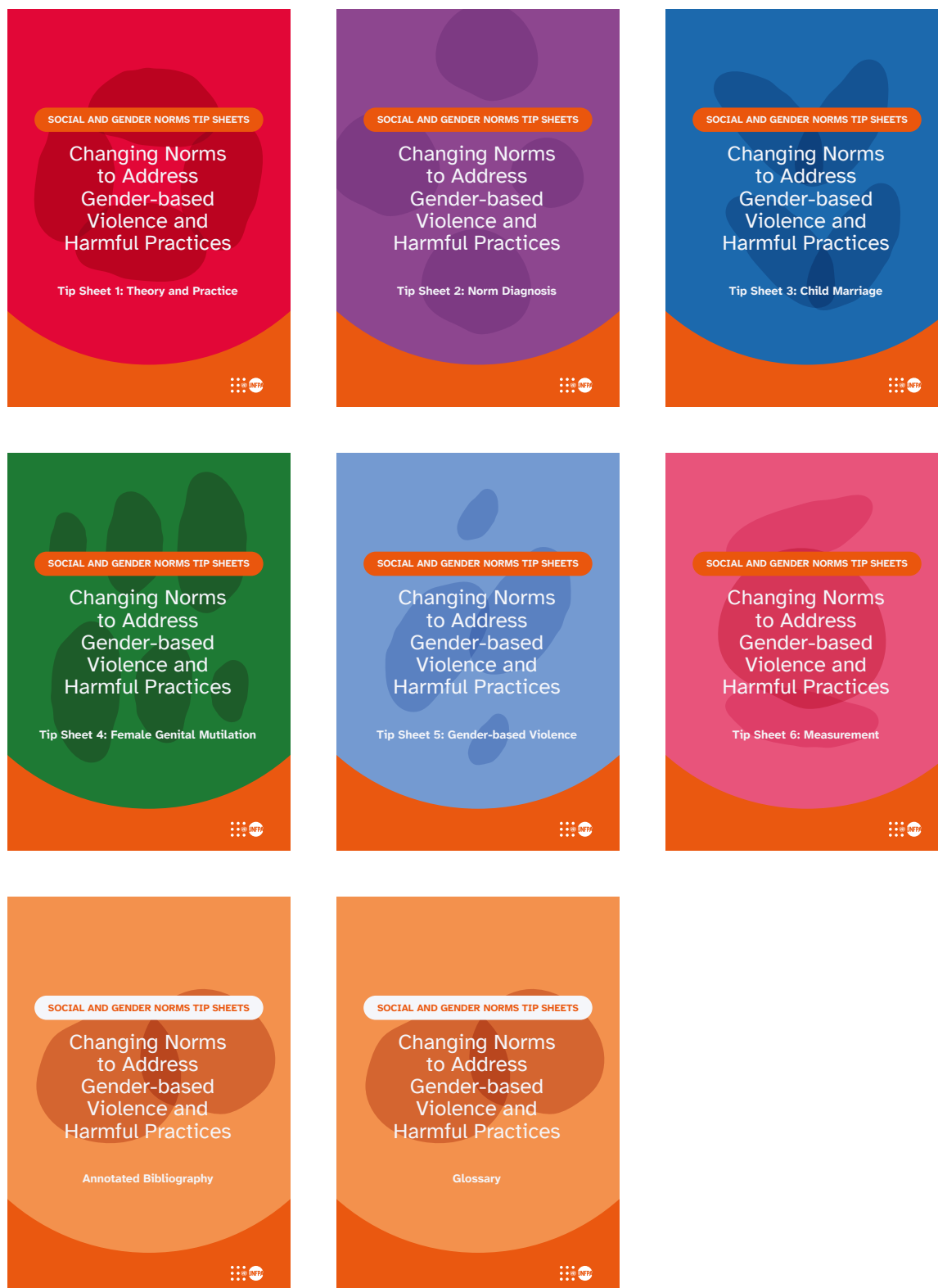
### The following Tip Sheets are available:

- #1 Theory and Practice
- #2 Norm Diagnosis
- #3 Child Marriage
- #4 Female Genital Mutilation (FGM)
- #5 Gender-based Violence (GBV)
- #6 Measurement

### Additional resources include:

- An annotated bibliography
- A glossary of key terms

Figure 1: APRO Social and Gender Norms Tip Sheets



The Tip Sheets provide indicative guidance. There is no **one-size-fits-all approach**: each norm change intervention must be designed to address the specific behaviour and norms that are the focus of change, tailored to the communities where they occur.

## What's included

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There is no single perspective or consensus on social norms and gender norms theory or how norms change.

**Tip Sheet #1 Theory & Practice** outlines different approaches and practical implications for social and gender norm change programming.

Not all harmful practices or patterns of violence are social or gender norms, though norms may still influence behaviour. **Tip Sheet #2 Norm Diagnosis** outlines how to determine whether a harmful practice or form of violence is a norm and when to undertake or integrate norm change programming.

**Tip Sheet #3 Child Marriage, Tip Sheet #4 FGM, and Tip Sheet #5 GBV** outline when specific harmful practices and forms of violence can be considered norms, the indirect norms that influence behaviour, and when and how to undertake norm change programming as part of a comprehensive approach to addressing drivers across the socioecological framework.

**Tip Sheet #6 Measurement** outlines when and how to measure social norms and gender norms, how to monitor and measure the impact of norm change programming, and suggested indicators.

Additional resources include an **annotated bibliography** of literature on social norms and gender norms. It also includes a **glossary** of key terms and country examples and experiences of undertaking **norms research** and **norm change programming**.

## How to use this resource

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Each Tip Sheet can be read on its own for a specific focus area, or in sequence for a comprehensive understanding of social and gender norm change. Some content is intentionally repeated to reinforce key messages and ensure they serve as stand-alone resources.

If you want to:

**Understand Social and Gender Norm Theory**

Tip Sheet #1 Theory & Practice  
Tip Sheet #2 Norm Diagnosis

**Develop a Social and Gender Norm Change Programme**

Tip Sheet #1 Theory & Practice  
Tip Sheet #2 Norm Diagnosis  
Tip Sheet #6 Measurement

**Change Specific Harmful Behaviours and Associated Social and Gender Norms**

Tip Sheet #3 Child Marriage  
Tip Sheet #4 Female Genital Mutilation  
Tip Sheet #5 Gender-based Violence

**Measure Change in Social and Gender Norms**

Tip Sheet #2 Norm Diagnosis  
Tip Sheet #6 Measurement

- Read through the relevant Tip Sheets and recommended resources. Look at examples of social and gender norm change programmes undertaken by UNFPA country offices in other countries, as well as selected models and approaches from other organizations that reflect established good practice.
- Review corporate guidance including the UNFPA's forthcoming global **Toolkit on Transforming Gender and Social Norms**.
- Reflect on the questions below.

## Before you start

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Before undertaking social and gender norm change programming, consider the following:

- What strategies or programmes are already in place to address the harmful practice or behaviour, including those led by other actors? Do any of these incorporate social and gender norm change?
- Could a dedicated social and gender norm change programme strengthen or complement existing efforts? Why/why not? How can you build on or align with norm change programming already underway?
- How much is known about the practice and the drivers and contributing factors? What research and analysis is already available? Will you need to undertake additional research or stakeholder and community consultation?
- What communities will you engage with and why? How will this be determined? Are target communities on board and ready to engage? Do you anticipate any resistance? If yes, how will you address this?
- What resources do you have available? Over what timeframe? Do you have the dedicated resources needed for effective norm change programming, over a medium to longer-term period?
- What capacities can you draw on? Social and gender norm change programming requires specific expertise—will you need to bring in external consultants, or will you utilize and/or build the capacity of your team?

