BUILDING NORMATIVE SCIENCE

FORMATIVE RESEARCH TO MEASURE THE IMPACT OF A NORMATIVE INTERVENTION IN THE DRC TO REDUCE INTIMATE PARTNER VIOLENCE AND INCREASE FAMILY PLANNING USE

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THE CHALLENGE

- ✓ High unmet need for FP
- ✓ Rates of IPV among highest globally; threat of IPV prevents women from seeking health services
- ✓ Socially understood gender roles endorse early marriage and high fertility

SOLUTION: "MASCULINITÉ, FAMILLE ET FOI"

A process of participatory scriptural reflections to identify, create, embrace and disseminate new, positive masculine identities and gender equitable beliefs, and to then take action within their community

INTERVENTION APPROACH

- Enable male and female youth leaders to teach young couples and **act as models for gender transformation** within congregations
- Reach **young newly married couples** and **first time parents** through structured small group discussions
- **Engage faith leaders** at national, regional and parish level
- Reach broader congregation members to **diffuse social norm change** through testimonies/story sharing and role modeling
- Shape market systems for **the provision of quality Youth-Friendly Services, GBV referrals, & youth hotline**

SOCIAL NORMS ADDRESSED

- ✓ God created men as superior to women
- ✓ It is acceptable for a man to use violence to correct his wife's behavior or discipline a child
- ✓ As household decision-makers, a man can dictate a woman's ability to seek and use family planning

SOCIAL NORMS EXPLORATION

GUIDE AND TOOLKIT

Rapid approach using participatory qualitative, activities and assessment methods to explore social norms and relevant reference groups with community members to inform a program of action and related measurement.

PROCESS

1. Unpack underlying assumptions and beliefs with program team
2. Explore social norms with program beneficiaries and their reference groups
3. Analyze findings, apply to project

METHODS

- ✓ Interviews and focus group discussions using exercises such as the snowball approach, egocentric approach, influence mapping, and 5-whys
- ✓ Vignettes and fishbowl vignettes
- ✓ Participatory analysis techniques such as pile sorting, problem trees,

FINDINGS

FP USE

Norms explored

- As household decision-makers men dictate a woman's ability to use FP
- It's appropriate for first-time parents and newly married couples to use FP

Reference groups identified

- *For men*: Intimate partners, nuclear family members, friends
- *For women*: Intimate partners, nuclear family members, extended family members, friends

MASCULINITIY

Norms explored

- God created men as superior to women
- Disapproval of husband sharing household work and childcare responsibilities

Reference groups identified

- *For men* : Pastors, friends
- *For women*: Intimate partners, friends, pastor's wives

IPV

Norms explored

- There are times when a woman deserves to be beaten
- It is acceptable for men to use force to correct their wife's behavior and to have sex with his wife

Reference groups identified

- *For men*: Pastors, friends, intimate partner
- *For women*: Intimate partners, friends, pastor's wives, nuclear family members

RESEARCH DESIGN: CLUSTER RCT

Question: To what extent does a gender norms intervention with religious leaders and faith communities increase family planning use and reduce IPV among newly married couples and first time parents in participating congregations?

Design

- ✓ Quantitative couples survey, 900 men/women
- ✓ Quantitative diffusion, 1,250 congregational members
- ✓ In-depth interviews, 64 faith leaders, gender champions, couples
- ✓ Ethnography in 6 congregations
- ✓ Retrospective and prospective costing
- ✓ Intervention Monitoring & Evaluation

LEARNINGS APPLIED

Results of formative research used to adjust research design and to better understand the process of change

- ✓ Reference groups, appropriate terms included in study instruments
- ✓ Sanctions for violating FP norms, in particular for women, such as stigmatization added to study instruments
- ✓ Intervention tools and package revised to address specific sanctions associated with FP use

PRELIMINARY RESULTS INDICATE…

- ✓ transition phase from newly married to first-time parent shows higher FP acceptability but higher IPV rates; reference groups change
- ✓ faith leaders are influencial referents for both IPV and FP use for women and men
- ✓ men whose partner was using modern FP were more likely to perpetrate IPV

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