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The REPLACE Approach for achieving social norm transformation concerning sexual and gender-based violence: tackling female genital mutilation (FGM) in the European Union (EU).

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Researching Female Genital Mutilation (FGM) Intervention Programmes Linked to African Communities in the EU.(REPLACE)

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Introduction

- The ending of FGM in the EU and elsewhere has proven very difficult.
- It is a cultural tradition that is very resistant to change.
- Despite awareness raising concerning the health implications of FGM and the criminalisation of FGM in the EU FGM continues to be performed on girls and women resident in the EU.

FGM is a Social Norm

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- Individual's actions are interdependent on the actions of others including family and wider community.

'Even when parents recognise that FGM/C can cause serious harm, the practice persists because they fear moral judgements and social sanctions should they decide to break with society's expectations. Parents often believe that continuing FGM/C is a lesser harm than dealing with these negative repercussions.'

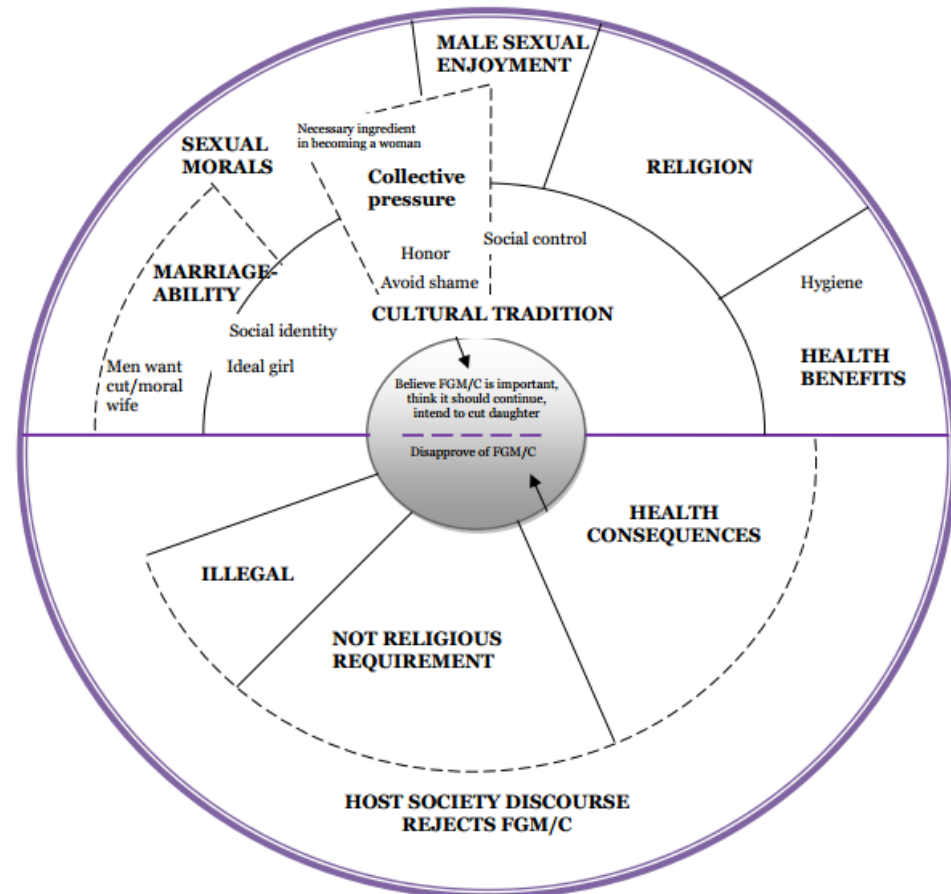
(Unicef, 2010,3)

Why is FGM still practised in the EU?

- Continuation of FGM is motivated by a complex mix of interlinked sociocultural factors.
- Beliefs associated with religion, hygiene and aesthetics and social acceptance combine to support decision-making in communities in favour of carrying out FGM.

Conceptual Model of Factors Promoting & Hindering FGM in Western Countries.

Source: Berg et al, 2010

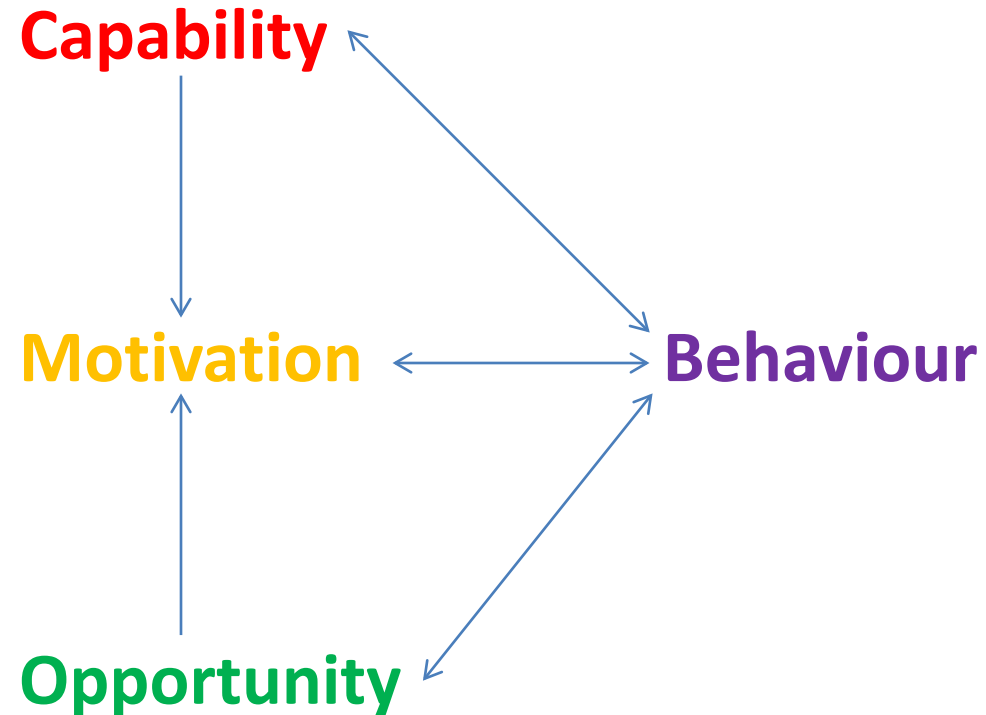


The REPLACE Approach

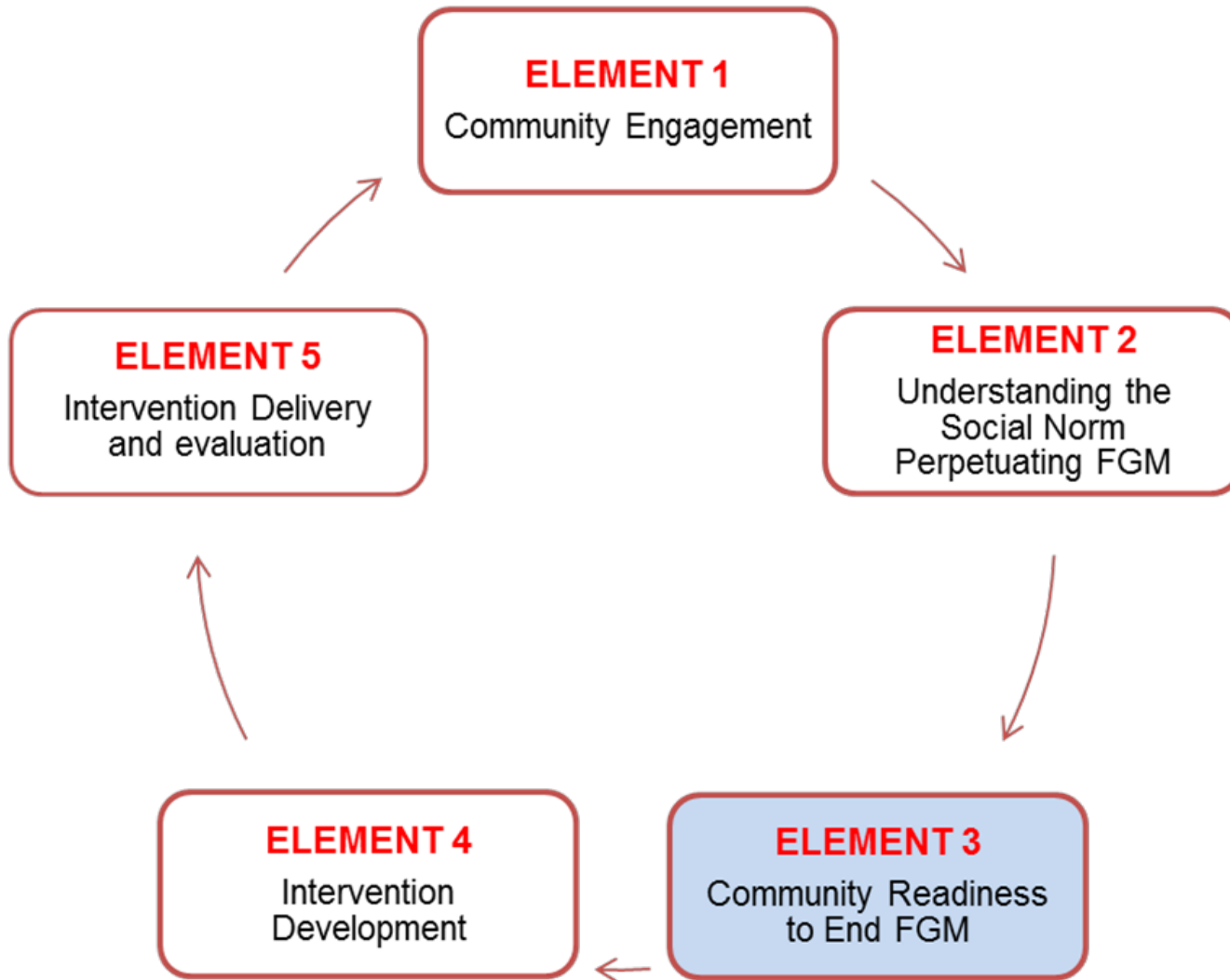
- New way to tackle FGM that goes further than raising awareness. It combines community participation with behaviour change theories.
- It recognises that FGM affected communities are different, have different belief systems and different enforcement mechanisms.
- It suggests that if the social norm supporting FGM is to be challenged, then both individuals and their reference communities/groups must be targeted.

The REPLACE Approach

- Empowers FGM affected communities through the application of the COM-B Theory of Behaviour Change (Michie et al, 2014), by engaging community leaders, influential people and peer group champions to challenge the social norm.



The REPLACE Approach



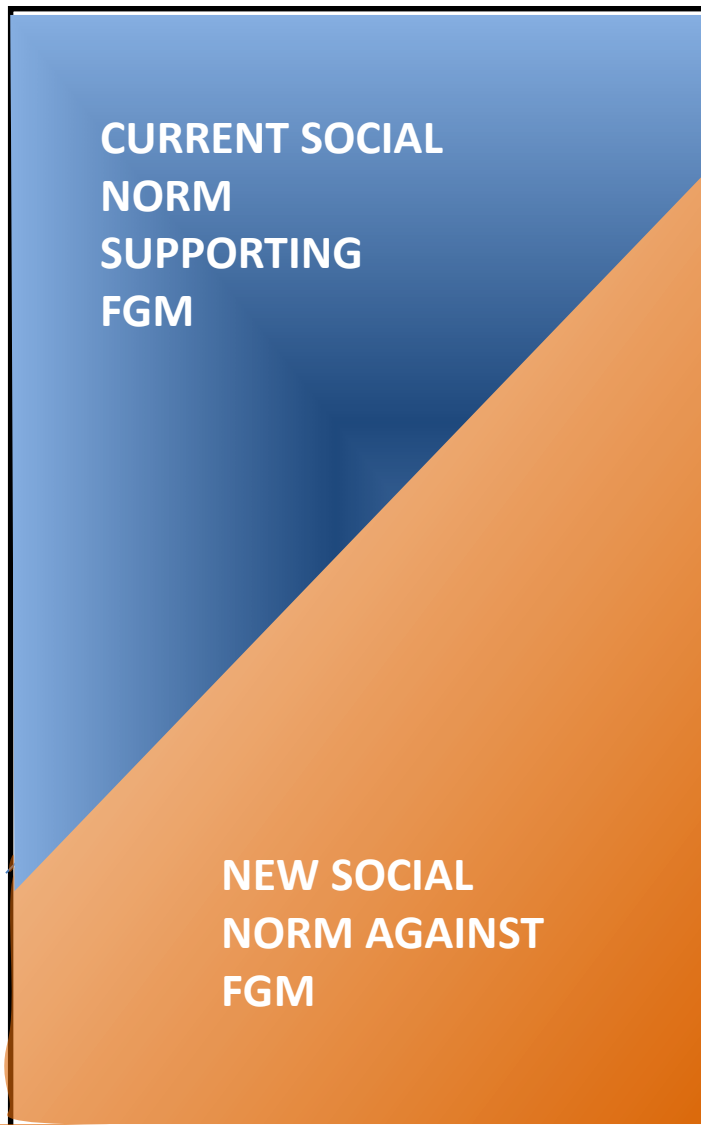
FGM : COMMUNITY READINESS TO CHANGE INDEX

Adapted from: Plested et al, 2006

Dimensions of Community Readiness		stages	Community Readiness to End FGM
A	Community Knowledge concerning FGM	1	NO COMMUNITY AWARENESS: FGM/C PRACTICE IS SOCIAL NORM
B	Community belief systems and attitudes towards FGM	2	COMMUNITY DENIAL/RESISTANCE: SOME COMMUNITY MEMBERS RECOGNISE FGM IS AN ISSUE
C	Community efforts to ending FGM	3	VAGUE COMMUNITY AWARENESS: MANY HAVE CONCERNS ABOUT FGM BUT NO COMMUNITY MOTIVATION TO CHANGE
D	Community knowledge of the efforts to end FGM	4	PREPLANNING: COMMUNITY RECOGNITION THAT SOMETHING MUST BE DONE ABOUT FGM, BUT EFFORTS LACK FOCUS
E	Community leaders' and influential peoples' attitudes to ending FGM	5	PREPARATION: COMMUNITY LEADERS BEGIN PLANNING IN EARNEST TO END FGM IN THE COMMUNITY
F	Community resources available to support efforts to end FGM	6	INITIATION: COMMUNITY ACTIVITIES & INTERVENTIONS UNDERWAY TO END FGM
		7	STABILISATION: COMMUNITY LEADERS SUPPORT ENDING FGM IN THEIR COMMUNITY
		8	EXPANSION: COMMUNITY MEMBERS FEEL COMFORTABLE WITH ENDING FGM
		9	COMMUNITY OWNERSHIP: HIGH LEVEL OF COMMUNITY BUY-IN TO END FGM WHICH BECOMES THE SOCIAL NORM

DIMENSIONS OF CHANGE	LOW (1-3)								
	MEDIUM (4-6)								
	HIGH (7-9)								
A. Community Knowledge Concerning FGM	L	M	M	M	H	H	H	H	H
B. Community belief systems and attitudes towards FGM	L	L	M	M	M	H	H	H	H
C. Community efforts to ending FGM	L	L	L	M	M	M	M	H	H
D. Community Knowledge of the efforts to end FGM	L	L	L	L	L	M	H	H	H
E. Community leaders and influential people’s attitudes to ending FGM	L	L	L	M	M	H	H	H	H
F. Community resources available to support efforts to end FGM	L	L	L	L	L	M	M	M	H
STAGES OF COMMUNITY READINESS TO END FGM	1	2	3	4	5	6	7	8	9
	No community awareness	Community Denial/ Resistance	Vague Community Awareness	Preplanning	Preparation	Initiation	Stabilisation	Expansion	Community Ownership


FGM: INDEX OF COMMUNITY READINESS TO CHANGE



1	NO COMMUNITY AWARENESS: FGM PRACTICE IS SOCIAL NORM
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Source : H. Barrett

	1	2	3	4	5	6	7	8	9
STAGES OF COMMUNITY READINESS TO END FGM	No community awareness	Community Denial/Resistance	Vague Community Awareness	Preplanning	Preparation	Initiation	Stabilisation	Expansion	Community Ownership
FOCUS OF INTERVENTION	INCREASING KNOWLEDGE OF FGM			CHANGING ATTITUDES AND INITIATING BEHAVIOUR CHANGE CONCERNING FGM			SUPPORTING BEHAVIOUR CHANGE NOT TO PERFORM FGM		
	<ul style="list-style-type: none"> - Building community cohesion - Increase knowledge of health impacts and illegality of FGM - Challenge belief systems supporting FGM 			<ul style="list-style-type: none"> - Identify and support community leaders/Peer Group Champions to end FGM - Support efforts to end FGM by developing appropriate interventions - Begin to harness community resources to end FGM 			<ul style="list-style-type: none"> - Reinforce community efforts to end FGM - Ensure community and other resources to ensure the abandonment of FGM 		
COMMUNITY/INDIVIDUAL EMPOWERMENT BALANCE	Community Empowerment			Individual Empowerment			Community Empowerment		
SOCIAL NORM CHANGE	SOCIAL NORM SUPPORTING FGM			SOCIAL NORM TIPPING POINT			SOCIAL NORM ABANDONING FGM		



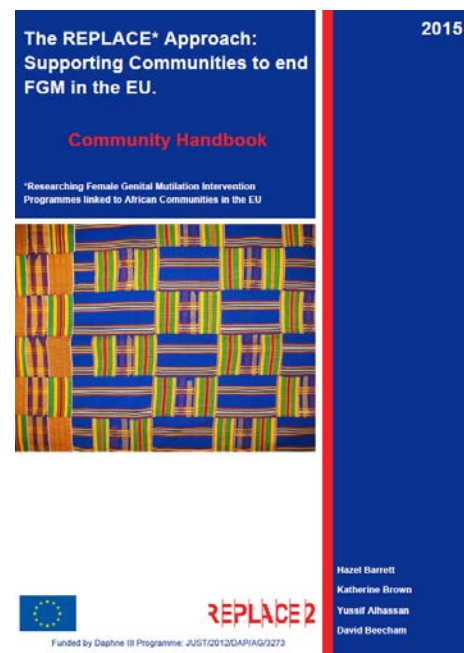
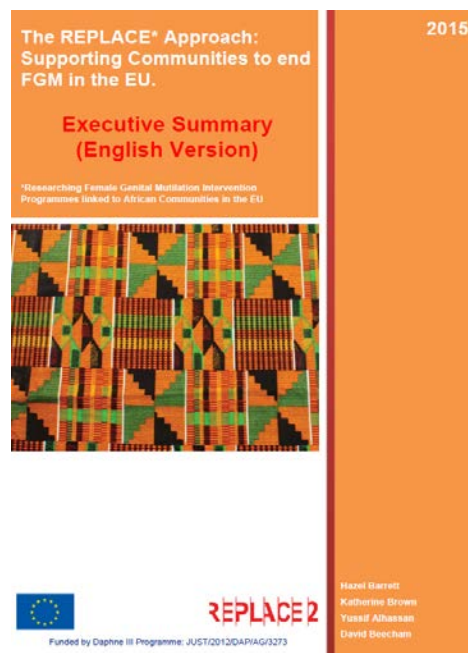
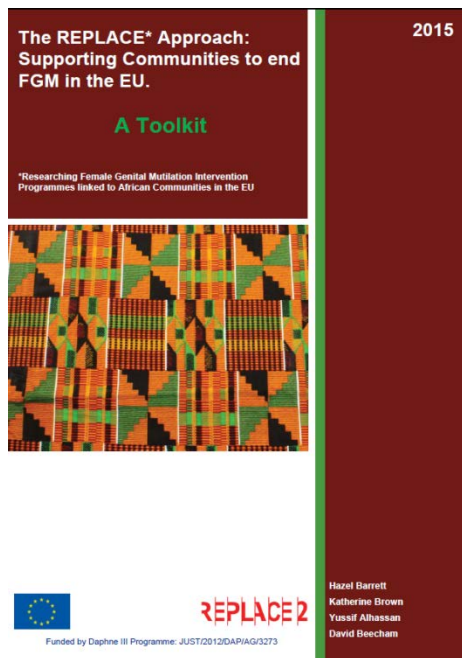
FGM Affected Community	Stage of Readiness to End FGM	Intervention action
Eritrean/Ethiopian Community (Italy)	STAGE 1-2: No community awareness of FGM mixed with denial and resistance	Organisation of a set of community sessions to bring community members together and raise awareness of FGM and the legal situation concerning FGM in the EU.
Gambian/Senegalese Community (Spain)	STAGE 2: Community denial and resistance that FGM is an issue	Organisation of a set of community sessions raising awareness of FGM focussing on legal situation concerning FGM in the EU, gender equality and human rights. Opportunity for discussion.
Guinea Bissauan Community (Portugal)	STAGE 3: Vague awareness concerning FGM but no community motivation to tackle the issue	Organisation of a set of community sessions focussing on attitudes towards European culture and FGM including health, religion, the law, and gender equality. Opportunity for discussion
Sudanese Community (UK)	STAGE 3: Vague awareness concerning FGM but no community motivation to tackle the issue	Organisation of a community event to present sessions on the health consequences of FGM in particular Types I and II and challenge the belief that FGM is required by Islam. Break-out discussions in three languages
Somali Community (Netherlands)	STAGE 4: Preplanning: there is community recognition that something must be done to end FGM, but efforts lack focus.	Koranic school teachers developed and delivered a Koranic school lesson focussing on challenging the belief that FGM required by Islam

- The REPLACE Community Readiness Assessment is one of very few tools available to evaluate changes in community behaviour and norm transformation.
- It has been shown to be effective, which can be easily used by communities and other stakeholders.
- It can help inform the development of appropriate interventions.
- When used at regular intervals can monitor a community's progress towards ending FGM.

The REPLACE Approach: **REPLACE 2**

Supporting communities to end FGM in the EU. Toolkit and Community Handbook

www.replacefgm2.eu



Barrett, H, Brown, K, Alhassan, Y & Beecham, D. 2015a, *The REPLACE Approach: Supporting communities to end FGM in the EU. A Tool Kit.*

www.replacefgm2.eu

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Berg, R.C, Denison, E. & Fretheim, A, 2010, *Factors promoting and hindering the practice of female genital mutilation/cutting.* Report from Kunnskapscenteret nr 00-2010. Oslo: Norwegian Knowledge Centre for the Health services.

Michie, S, Atkins, L, & West, R. 2014. *The Behaviour Change Wheel: A guide to designing interventions.* Silverback Publishing: London

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