



---

Manual on Social Norms and Change

# MANUAL ON SOCIAL NORMS & CHANGE

Introduction  
& Bibliography

# Manual on Social Norms and Change

## Table of Contents

### Introduction & Bibliography

---

INTRODUCTION.pdf

### Module 0

---

M0-1-FACILITATORS.pdf

M0-2-EVALUATION.pdf

M0-3-PRESENTATION-0.1.ppt

### Module 1

---

M1-1-FACILITATORS.pdf

M1-2-HANDOUTS.pdf

M1-3-PRESENTATION-1.1.ppt

M1-3-PRESENTATION-1.2.ppt

M1-3-PRESENTATION-1.3.ppt

M1-3-PRESENTATION-1.4.ppt

M1-3-PRESENTATION-1.5.ppt

M1-4-READINGS.pdf

### Module 2

---

M2-1-FACILITATORS.pdf

M2-2-HANDOUTS.pdf

M2-3-PRESENTATION-2.1.ppt

M2-3-PRESENTATION-2.2.ppt

M2-3-PRESENTATION-2.3.ppt

M2-3-PRESENTATION-2.4.ppt

M2-4-READINGS.pdf

### Module 3

---

M3-1-FACILITATORS.pdf

M3-2-HANDOUTS.pdf

M3-3-PRESENTATION-3.1.ppt

M3-3-PRESENTATION-3.2.ppt

M3-4-READINGS.pdf

### Module 4

---

M4-1-FACILITATORS.pdf

M4-2-HANDOUTS.pdf

M4-3-PRESENTATION-4.1.ppt

M4-3-PRESENTATION-4.2.ppt

M4-3-PRESENTATION-4.3.ppt

M4-3-PRESENTATION-4.4.ppt

M4-3-PRESENTATION-4.5.ppt

### Module 5

---

M5-1-FACILITATORS.pdf

M5-2-HANDOUTS.pdf

M5-3-PRESENTATION.ppt

M5-3-PRESENTATION-5.2.ppt

M5-3-PRESENTATION-5.3.ppt

M5-3-PRESENTATION-5.4.ppt

M5-4-READINGS.pdf

### Module 6

---

M6-1-FACILITATORS.pdf

M6-2-HANDOUTS.pdf

M6-3-PRESENTATION-6.1.ppt

This manual was produced by the UNFPA-UNICEF Joint Programme on Female Genital Mutilation/ Cutting: Accelerating Change, under the direction of Nafissatou J. Diop and Cody Donahue.

**Credits** Marguerite Monnet and Maria Gabriella De Vita for writing the manual, Ryan Muldoon for reviewing Module 1, Gretchen Kail for supporting work on the manual.

**The following people provided valuable ideas and comments** Francesca Moneti, for comments on all modules, Alfonso Barragues, for inputs on human rights issues, Claudia Cappa, for support with statistics, Daniela Colombo, for additional suggestions.

**Thanks also go to participants in the meeting in New York on operational tools for community interventions**, including Gabriel Haile Dagne, Vivian Fouad, Godfrey Kuruhiira, Gunther Lanier, Patricia Rudy, MarieRose Sawadogo, Cristiana Scoppa, Jane Serwanga and Rob Willison, as well as participants in the Saly validation meeting in Senegal.

The manual draws on a social norms perspective. It uses the definition articulated by the social scientist Cristina Bicchieri, and applies the concepts of social expectations, empirical and normative, to determine whether or not FGM is a social norm in a specific context. The manual also uses and adapts some of the outcomes of the UNICEF Course on Advances in Social Norms, 2010-2015, co-chaired by Cristina Bicchieri and Gerry Mackie at the University of Pennsylvania.

Case studies have been taken from articles and papers by the social scientists Sajeda Amin, Gabriel Dagne, Nafissatou J. Diop, Ellen Gruenbaum, Antanas Mockus and Jean-Philippe Platteau, and from the Saleema Campaign in Sudan, the Tostan programme, the AIDOS/RAINBO manual and UNFPA in Kenya.

The manual is a continuation of previous work by UNICEF and UNFPA, including UNICEF statistical explorations in 2005 and 2013, the UNICEF Innocenti Digest on "Changing a Harmful Social Convention: Female Genital Mutilation/ Cutting" (2005), the UNICEF "Coordinated Strategy to Abandon Female Genital Mutilation/Cutting in One Generation" (2007), and the UNICEF Innocenti Series on Social Norms and Harmful Practices (2006-2009), all of which were informed by collaboration with social scientist Gerry Mackie, and a multitude of academic and development partners.

The UNICEF and UNFPA country offices in Burkina Faso, Djibouti, Egypt, Eritrea, Ethiopia, Kenya, Guinea, Guinea Bissau, Mali, Mauritania, Senegal, Sudan, Uganda and the United Republic of Tanzania have provided valuable experiences.

The report was edited by Gretchen Luchsinger and designed by [ LS ] Isgraphicdesign.it

The manual was made possible through funding to the UNFPA-UNICEF Joint Programme from Germany, Ireland, Iceland, Italy, Luxembourg, Norway, Sweden and the United Kingdom.



---

**Manual on Social Norms and Change**  
Introduction & Bibliography



This manual is meant for training programme managers to **promote the abandonment of female genital mutilation/cutting (FGM/C)**. It has been designed under a joint programme of the United Nations Population Fund (UNFPA) and the United Nations Children's Fund (UNICEF). The Joint Programme applies an **innovative approach** to FGM/C abandonment, **using a social norms perspective to guide the selection of an appropriate mix of strategies and activities** most conducive to self-sustained social change.

The programme seeks to contribute to the overall goal set by the 2008 Interagency Statement on Eliminating Female Genital Mutilation/Cutting, reaffirmed by the 2012 United Nations General Assembly resolution 67/146, to support governments, communities, and girls and women in abandoning FGM/C<sup>1</sup> and target 5.3 of the outcome document of the new Sustainable Development Agenda, adopted by world leaders in September 2015: "eliminate all harmful practices such as child, early and forced marriage and female genital mutilation by 2030".

**A social norms perspective sheds light on issues that seem complex and sometimes intractable**, and offers insights that put attitudinal and collective behavioural change at the forefront of positive social change. Recognizing FGM/C as a social norm entails working through multiple channels to **create a social movement**, and **mobilizing people** among practising groups and other individuals who are influential and make decisions.

The number of people involved may be small at first, but will slowly expand to large-scale coalitions and networks backing a new norm of no longer cutting girls. Implementation of this strategy involves a wide range of stakeholders (governmental, civil society and individuals) from across a variety of sectors, including health, education, child protection, communications and media, and business. The partnerships they form can disseminate acquired knowledge, and foster a shift in social conventions and norms around FGM/C that leads to collective social change and the improved well-being of girls and women.

Through the Joint Programme, there are growing opportunities to use the social norms approach to address other harmful practices that, like FGM/C, are rooted in gender discriminatory norms. In particular, where FGM/C and child marriage coexist **UNFPA AND UNICEF 2014A**, they are typically linked and perceived as necessary for social acceptance and inclusion. Phase I of the Joint Programme addressed FGM/C alongside issues related

<sup>1</sup> See: [www.npwj.org/FGM/UN-General-Assembly-Adopts-Worldwide-Ban-Female-Genital-Mutilation.html](http://www.npwj.org/FGM/UN-General-Assembly-Adopts-Worldwide-Ban-Female-Genital-Mutilation.html)

to sexual and reproductive health. The issue of child marriage was raised in various countries. Many communities have organized public declarations on abandoning both FGM/C and child marriage.

---

## PURPOSE OF THIS MANUAL

---

This manual provides practical examples and theoretical concepts for understanding processes related to attitudinal, behavioural and collective change. It includes the following topics to be covered in a five-day workshop:

- A conceptual framework underlying the strategies for FGM/C abandonment based on social norms perspectives and theories, and a human rights-based approach to development programming;
- The need to address FGM/C as a gender and a human rights issue, and the application of a social norms understanding to gender issues;
- The importance of legislation for social change, and of the interaction between legislative reforms, and moral and social norms;
- The importance of social networks to diffuse and develop strategies for abandonment;
- A shift in communication approaches towards appreciation, inclusion and participation, and the importance of trust and argumentation in changing people's beliefs and expectations;
- Understanding the facts about FGM/C through measurable indicators; and Seven transformative elements for changing beliefs and expectations, and collective and social behaviours harmful to children and women.

In designing this manual, there was an implicit assumption that continuous developments from social sciences and field experiences will, as time goes on, influence the content. Each of six modules can be easily revised and updated to reflect the evolution of terms and concepts<sup>2</sup>.

---

## OVERALL OBJECTIVES

---

At the end of the workshop, participants will be able to:

- Apply a social norms perspective in order to facilitate change or abandonment of collectively endorsed harmful social norms;
- Use collective strategies to set up strong incentives and group pressure for individuals to adhere to new, more positive norms and behaviours;
- Strengthen the human rights-based approach to development programming through social norms and change.

<sup>2</sup> For example, previous publications and working documents refer to FGM/C as a self-enforcing social convention, while more recent documents refer to FGM/C as a social norm. This is the result of a process of thinking and further revision during recent years, where social norms theory has been introduced as a refinement of social convention theory. Social convention theory helps us to see that our choices are often interdependent. It reveals that, for social change to work, we often have to coordinate our change with other people. Social norms theory allows us to better understand the nature of this interdependence.

---

## THE WORKSHOP APPROACH

---

The manual provides training materials for a five-day residential workshop led by several main facilitators and resource persons. A participatory approach is used. Through small group discussions, case studies appropriate for each module, videos and role-play, the aim is to give trainees opportunities to analyse and reflect on what they are learning, and to compare, share and learn from their own experiences.

The workshop applies the Principles of Adult Learning, where adults learn more when they are actively involved in training activities that respond to their needs and interests, and can resolve concrete problems. They attach greater value to practical training than to lectures. Each module of the manual has been designed according to the Kolb Adult Experiential Approach to Learning, a four-stage cycle described in the Notes to Facilitators → **Module 0**, Step 5.

Each module comes with detailed procedures, exercises, presentations, handouts and Notes to Facilitators. Modules build on each other, but any module can be used in a standalone session, depending on the knowledge, experiences and needs of the audience. All modules should be tailored to the learning needs of participants and the context of the country in which they operate.

---

## TARGET GROUPS

---

The training targets programme managers who have to address abandonment of harmful practices as part of collective social change, and have a variety of different educational and experiential backgrounds. It may be necessary to adapt unfamiliar concepts so that they become easily understandable and can readily be applied to programmes.

Examples of likely participants include FGM/c programme managers from UN organizations, local non-governmental organizations (NGOs), community-based organizations, faith-based organizations and government ministries. They will be selected based on commitment to the further training of community facilitators involved in FGM/c abandonment.

Ideally, to allow a dynamic interaction and exchange of experiences, the size of the workshop should be limited to no more than 32 participants. The methodology systematically im-

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_20260](https://www.yunbaogao.cn/report/index/report?reportId=5_20260)

