

Passages Stakeholder Assessment

ADVANCING NORMATIVE CHANGE
FOR ADOLESCENTS TOGETHER



USAID
FROM THE AMERICAN PEOPLE

Passages

Transforming Social Norms for
Sexual & Reproductive Health

Passages partners:



Save the Children



Project goal:

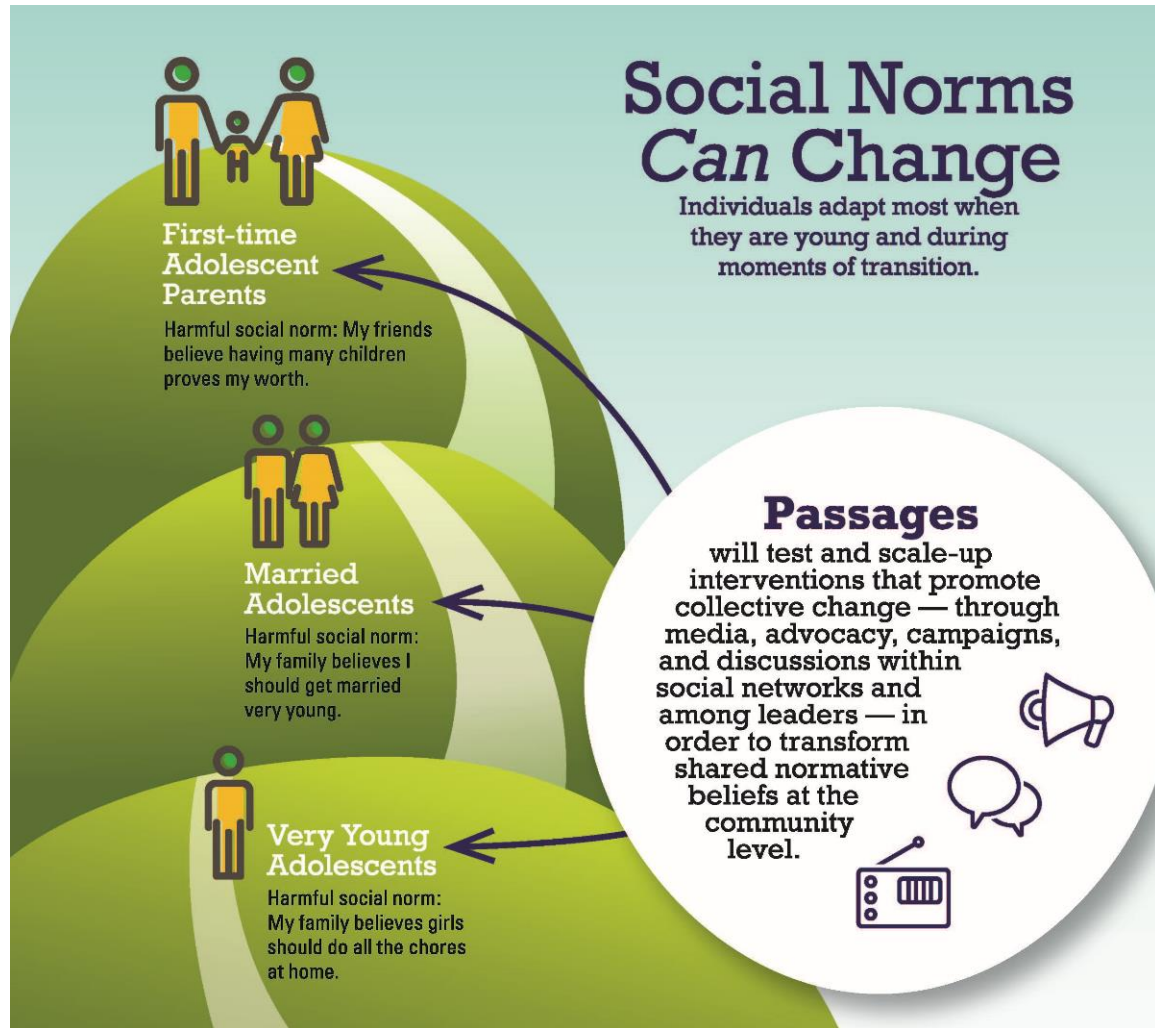

IMPROVED FAMILY PLANNING USE AND SEXUAL AND REPRODUCTIVE HEALTH AMONG YOUTH, ESPECIALLY: VERY YOUNG ADOLESCENTS, NEWLY MARRIED COUPLES, AND FIRST-TIME PARENTS

Social Norms Shape Behavior

My friends believe that having many children proves their worth.

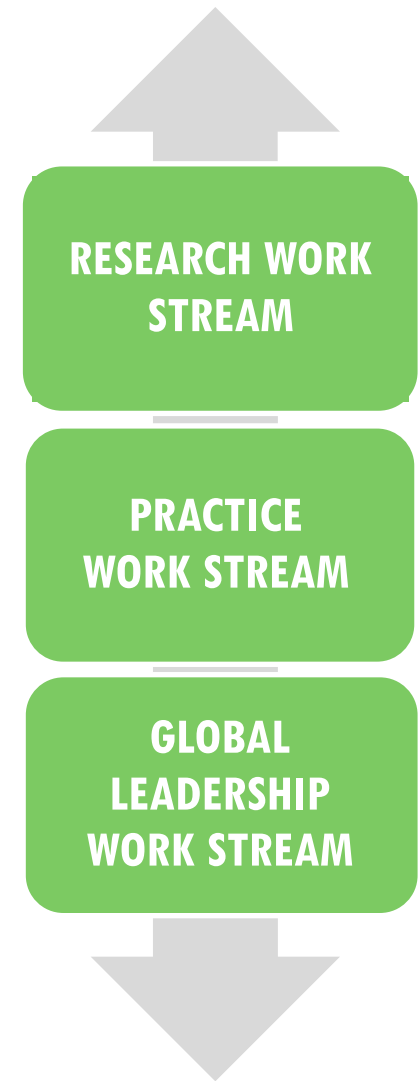


My father & uncles believe I should have many children.



The Passages Legacy

- 1** Effectiveness and scalability of interventions assessed and local capacity to expand impact strengthened.
- 2** A body of rigorous evidence on how to foster social norms at scale to support FP use is established and disseminated.
- 3** Knowledge and utilization of evidence to implement effective policies and programs at scale are advanced.



assessment purpose:

IDENTIFY STAKEHOLDER KNOWLEDGE AND
ATTITUDES TOWARD NORMATIVE
INTERVENTIONS, AND **WHERE INFORMATION
IS ACCESSED, DISSEMINATED AND APPLIED**



Online Survey

146 ONLINE SURVEY RESPONDENTS

ENGLISH & FRENCH



In-Depth Interviews

20+ IN-DEPTH INTERVIEWS



Stakeholder Snapshot

VARIETY OF ORGS/ AGENCIES

40+ COUNTRIES

MAJORITY RESPONSE: U.S., ETHIOPIA, NIGERIA

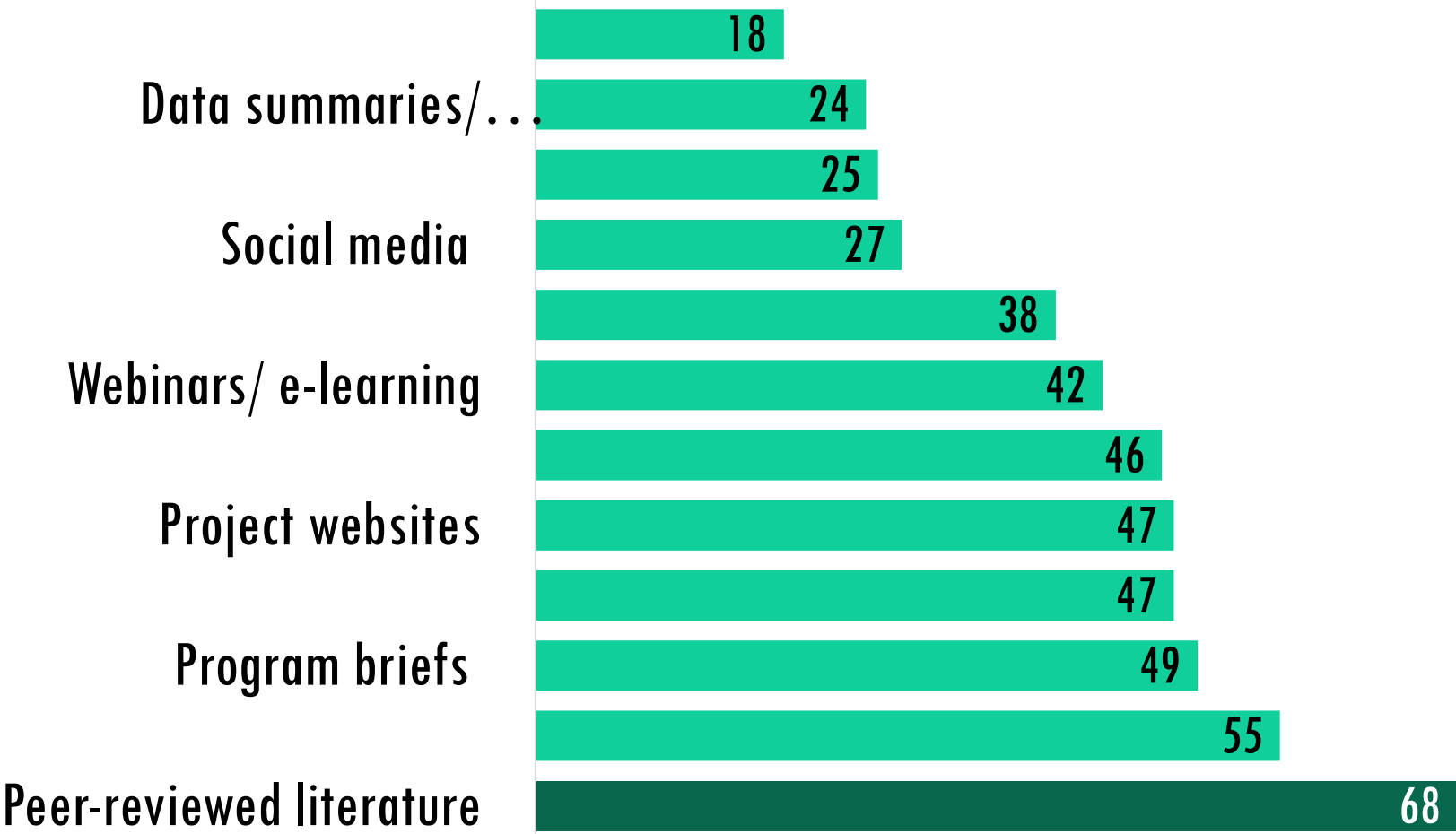
1/3 HEARD OF PASSAGES

we wanted to **know**:

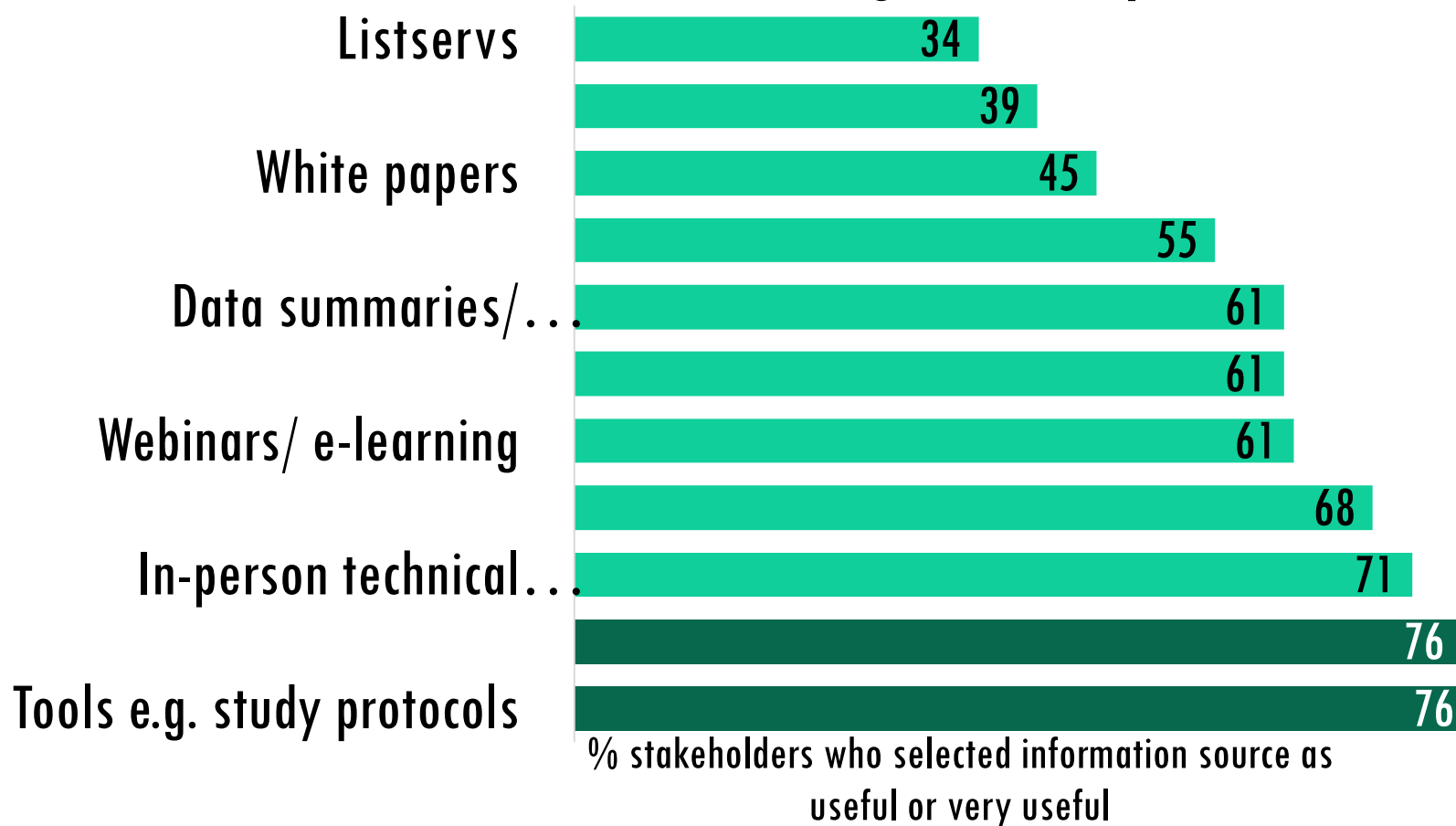
WHERE EVIDENCE-BASED INFORMATION IS
ACCESSED

GOAL: PRIORITIZE COMMUNICATION
CHANNELS; MEET INFORMATION
NEEDS

Information accessed by stakeholders on social norms & scale-up



Perceived usefulness of different information sources on social norm change & scale-up



IN SUMMARY

- continuum of sources used to access evidence-based social norms and social norms scale up information: formal published literature, grey literature, informal communication
- multi-layered approach to locating information, but peer-reviewed literature preferred
- challenges: social norms and scale up info scattered, lacking peer-reviewed literature
- interest in short briefs, sharing tools, opportunities for knowledge and skills building, online/in-person meetings

we wanted to know:

1. HOW STAKEHOLDERS SHARE EVIDENCE AND INFORMATION WITH COLLEAGUES, THE WIDER COMMUNITY
2. HOW THEY CURRENTLY APPLY SOCIAL NORMS/SCALE UP KNOWLEDGE IN THEIR WORK

GOAL: INFORM DISSEMINATION MECHANISMS;
PRODUCE/DISSEMINATE TOPICS RELEVANT TO
THE NEEDS OF THE FIELD

common internally:
emails & meetings

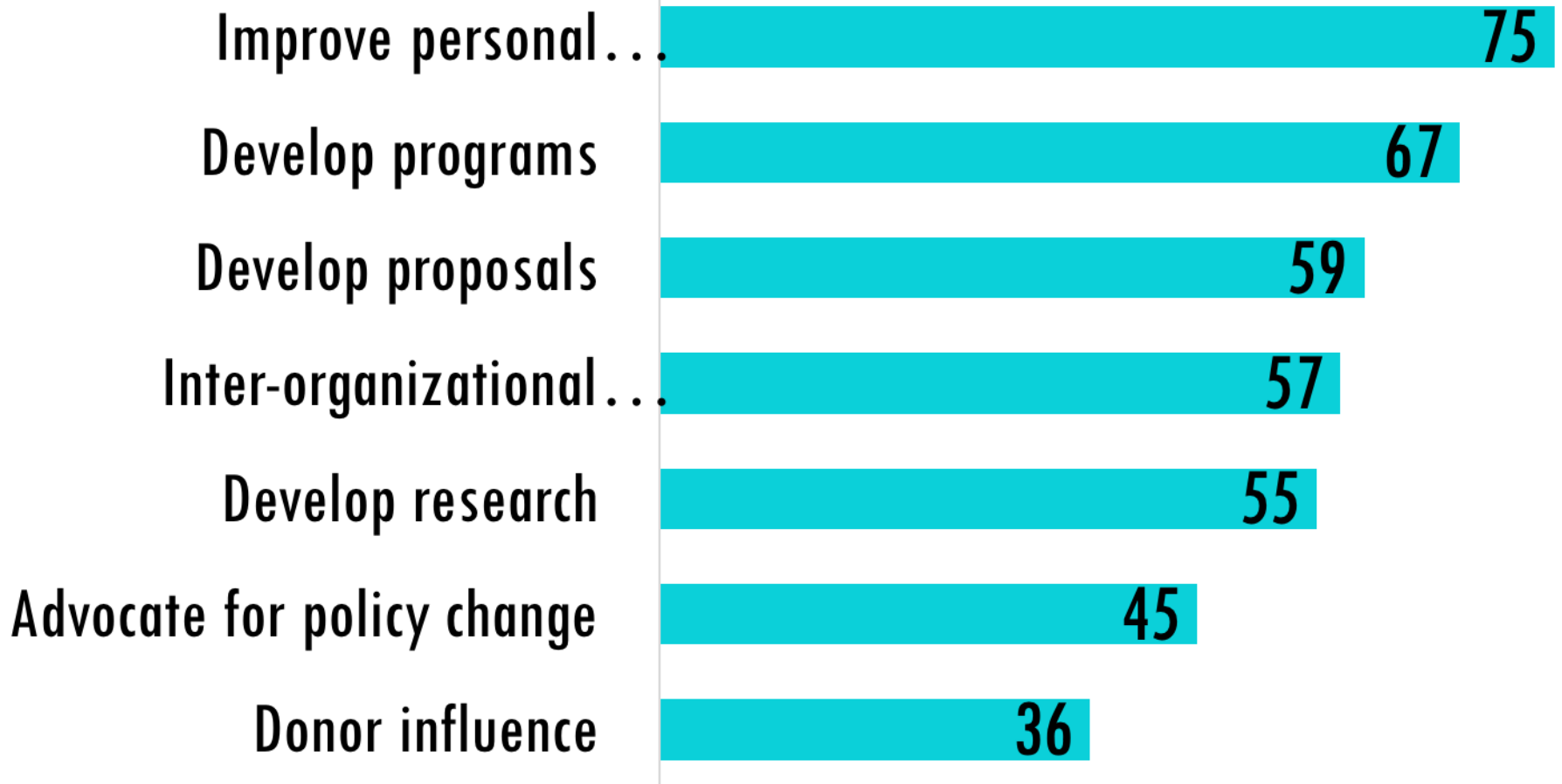
common externally:
listservs, COPs, social media

barriers:

Lack of centralized info,
organizational competition

“In the field we need to be better about **committing to share information**. [We] need to let go of a projects findings and share more . . . to allow for critical engagement.”

Application & use of social norms evidence



IN SUMMARY

- use email to share info with colleagues; more formal channels when disseminating to wider audience
- acknowledged the importance of disseminating in peer-reviewed literature, but challenging!
- apply information throughout program cycle
- new evidence would assist in areas of implementation, policy advocacy, proposal development

information findings

- **Stakeholders prefer peer-reviewed literature to guide their work**, but there is a lack of available, centralized published literature on normative interventions and their scale up.
- **Stakeholders frequently rely on the grey literature** without a framework for evaluating its value.
- **Need for multiple types of information dissemination** for different consumption purposes and audiences
- **There are many gaps in the published evidence on social norms interventions and their scale up**, especially that which demonstrates its effectiveness in changing health outcomes.

information recommendations

- **Create a culture of dissemination** that embraces critical discussion of the evidence.
- **Create a centralized clearinghouse** of information on social norms/strengthen social norms focus.
- **Tailor evidence** to different formats for different audiences and purposes.



Very Young Adolescent (VYA) Sexual and Reproductive Health Resource Library

Toolkit Purpose. This toolkit is for program managers, educators, health workers, advocates, researchers and policy makers committed to

Very Young Adolescent (VYA) Sexual and Reproductive Health Resource Library

- [Home](#)
- [About](#)
- [All Resources](#)

[General Resources](#)



Header Photo: © Population Services International / Benjamin Schilling






Why address social norms?

Social norms—unspoken rules that govern behavior—shape the sexual and reproductive journeys of young people. In many settings, sustained improvements in

Tweets by @Passages_Prject

Passages Project @Passages_Prject
Passages' Growing Up GREAT! work in #DRC builds upon @geastudy evidence. Learn more on Sept. 20! bit.ly/2uDh4iA

NEWEST Active Popular

-  **Agatha Kerenku**
registered 17 hours, 59 minutes ago
-  **sawadogo souleymane**
registered 18 hours, 20 minutes ago
-  **traore lassina**
registered 19 hours, 15 minutes ago
-  **ousmane djibrilla**
registered 22 hours, 21 minutes ago
-  **Khaled Golam Mortuza**
registered 1 day, 2 hours ago

LATEST DISCUSSIONS

test
16 hours, 12 minutes ago

Communities of Practice

The primary goal of our communities of practice is to foster a network of collaboration between individuals, researchers, organizations, projects and donors working on normative change interventions aimed at improving adolescent sexual and reproductive health outcomes at scale. This platform provides an opportunity to build and share knowledge and capacity, fostering supportive professional networks across sectors and sharing emerging evidence and promising practices.

Interested in learning more? Join one of our communities below:

Global CoP



Public

Francophone Africa CoP



Private

South Asia CoP



Private



1

4

Sophie H...

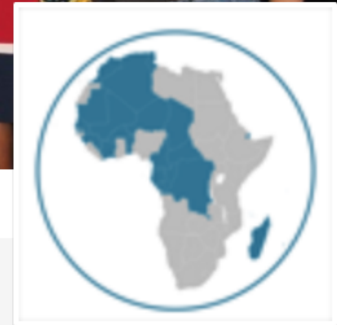


La Communauté de Pratique Régionale D'Afrique Franco...

Private 23
Group Members

Leave Group

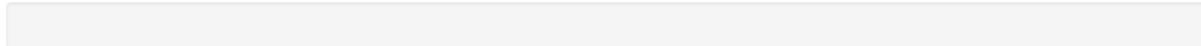
Your email status is Weekly Summary (change)



GROUP INFO

Il s'agit d'un groupe privé pour les membres de la Communauté de Pratique (CdP) Régionale D'Afrique Francophone de projet Passages. Le but de la CdP d'Afrique Francophone est de favoriser un réseau régional des praticiens, chercheurs et décideurs pour faire avancer les interventions normatives sur la santé sexuelle et reproductive des adolescents et jeunes (SSRA) à l'échelle. Cette CdP fournira une plate-forme pour le renforcement

What's new in La Communauté de Pratique Régionale D'Afrique Francophone, Sophie?



Mamadou COULIBALY replied to the topic [Réflexion sur la réunion en personne...](#) in the forum [Passages Francophone Africa CoP](#) 3 days ago

Pour moi, la réunion de Kinshasa a été une grande opportunité pour les différents acteurs qui ont été regroupés et qui travaillent sur les questions de la SSRA de poser les bases d'une réflexion et d'une analyse profonde autour des

[Home](#) > [Collections](#) > [SBCC Spotlights](#) > [Gender Roles, Equality and Transformation \(GREAT\) Project](#)



Rebecka Lundgren



Nana Dagadu

UPDATED June 24 2016

Newest item is at the top of the "Resources" list

In 2011, after more than 20 years of civil strife, the people of northern Uganda faced considerable sexual and reproductive health challenges stemming from the massive disruption of services, internal displacement, and erosion of traditional social and family structures.

Additionally, gender-based violence was widespread in northern Uganda. Women and girls living in conflict or post-

Topic Area

Family Planning and Reproductive Health

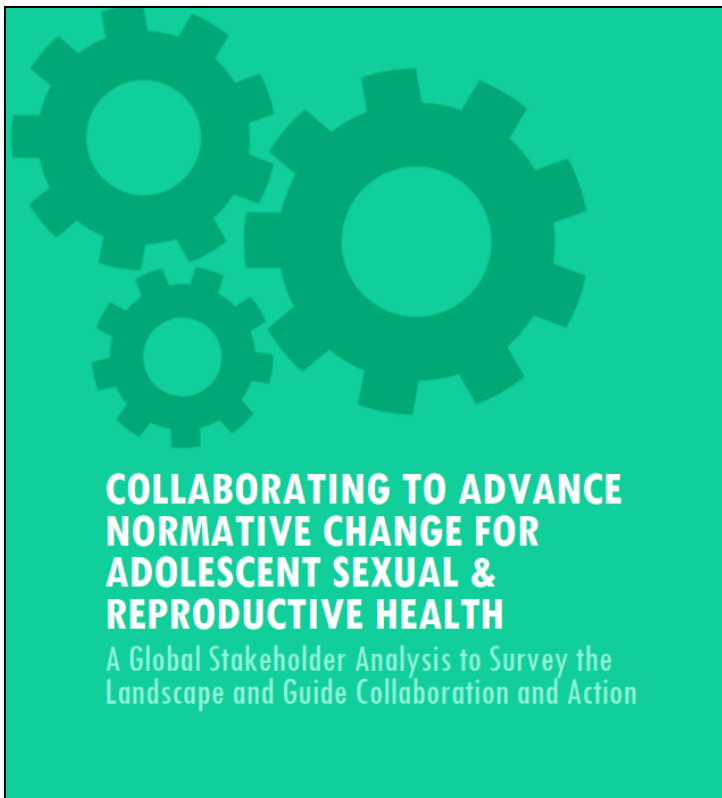
Gender

Gender Based Violence

Youth


Timeline

< January 1, 2010 >



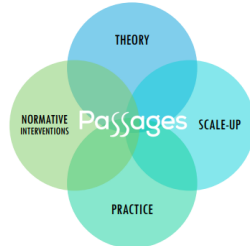
COLLABORATING TO ADVANCE NORMATIVE CHANGE FOR ADOLESCENT SEXUAL & REPRODUCTIVE HEALTH

A Global Stakeholder Analysis to Survey the
Landscape and Guide Collaboration and Action



USAID FROM THE AMERICAN PEOPLE

Passages




WHY THIS MATTERS: AN INTRODUCTION

PASSAGES' UNIQUE APPROACH
This report was produced by the Institute for Reproductive Health under the Passages Project, a USAID-funded project (from 2015 to 2020) to foster normative environments that enable young people to use modern family planning and achieve healthy timing of first and subsequent pregnancies through scalable programs. Passages will also build evidence-based programs and services to reach younger adolescents transitioning to puberty to lay the groundwork for their life-long health and well-being. Passages will bridge the gap between science and effective policy and practice by: 1) replicating and scaling up social norm interventions and applying implementation science principles to explain what makes interventions effective and sustainable at scale in real world contexts; 2) strengthening in-country capacity to plan, implement, monitor and evaluate the scale-up of effective pilot initiatives to address normative change; and 3) distilling and sharing evidence and sparking dialogue on integration, measurement, and evaluation of normative interventions.

Importantly, Passages seeks to increase evidence and the application of evidence in four domains: theoretical approaches, impactful normative interventions, implementation practice, and scale up of normative approaches. To this end, Passages stands at the nexus of theory and practice, normative interventions and scale up, which the project operationalizes as complementary and mutually reinforcing domains.

A Global Stakeholder Analysis to Survey the Landscape and Guide Collaboration and Action | 4



WHAT WE DISCOVERED: ACCESS TO INFORMATION

Stakeholders were asked a series of questions about where they access information and evidence to inform their work both in general and in relation to social norm interventions and their scale up. Passages will use this information to prioritize communication channels to meet the needs of stakeholders.

While in general¹, most stakeholders access information through peer-reviewed journals, they typically use a variety of information sources to inform their work (see Box 1). Comments included:

"I'll use a combined approach – start with the scientific literature, peer-reviewed, [then] move to grey literature, reports etc."
| IN-DEPTH INTERVIEW PARTICIPANT

"Hard literature first and then move onto the programmatic examples."
| IN-DEPTH INTERVIEW PARTICIPANT

Stakeholders often prioritize information from their own organization's resources before turning to resources produced by other implementing partners, grantees and donor organizations. This approach helps to ensure that information adheres to institutional policy and practice guidelines. Other stakeholders prioritize local or regional information within information searches to ground their work in the particular local context and data, or to narrow the search in widely published fields, such as gender.

* Only interviewees were asked where they access information when looking for evidence in general to inform their work.

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Read the full report:
www.irh.org/resource-library/report-passages-stakeholder-analysis/



Thank you!

WWW.PASSAGESPROJECT.ORG
TWITTER: @PASSAGES_PRJECT

