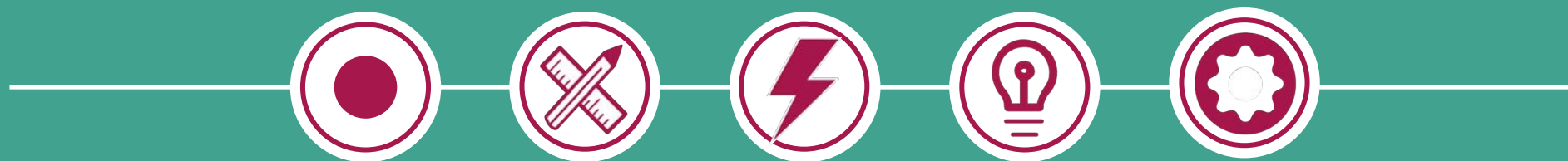




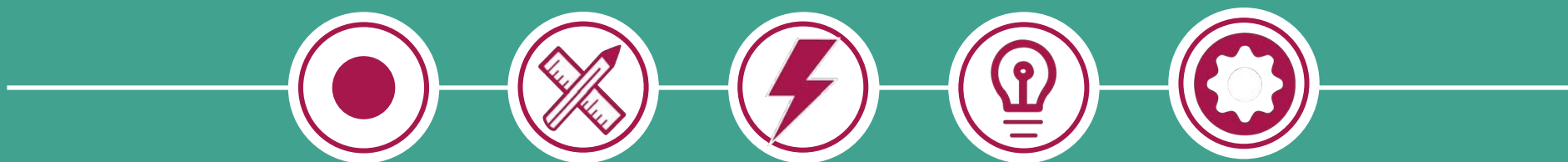
**SOCIAL
NORMS**
MENTORSHIP
PROGRAMME

FACILITATION GUIDE & MENTORSHIP PROGRAMME



Day 5

SESSION 1: Developing a Social Norms Measurement Strategy



Facilitation Guide & Mentorship Programme

Identifying Key Groups



Example from Ethiopia

Theme	Social Norm	Decision Makers	Reference Groups
Girls' Marriage	Girls are expected to marry by age 15.	Unmarried girls Parents	Close friends, siblings Marriage intermediaries Other parents
Nutritional Discrimination	Women eat last and girls eat after boys.	Married women/girls (wives) Unmarried girls	Husbands Mother-in-law Parents Siblings

Activity 2: Revisit Themes Table

Application of Themes Table

On the theme	Who to ask	What do you want to learn about?	With the following questions:	Method:
Corporal Punishment at Home	Religious Leaders	Personal Attitudes	<i>When do you think a child deserves to be hit?</i>	FGD
		Factual Beliefs	<i>What do you think happens in the child's body if you hit him/her with a stick?</i>	Interview
		Personal Experience	<i>Can you tell me of one time when you did something as a child that your parents didn't like? What did they tell you or did to you?</i>	Interview
	Parents	Social Norms	<i>Let me tell you a story: X – a woman that we imagine is from this village – has a child who is three (? age will be important), Y. X has repeatedly told Y she shouldn't defecate in the house court. Y, one day, pulls down her pants to do poo indoors. X starts shouting not to, but Y looks at her in the eyes and, laughing, poos. There is nobody around. What do you think will Y do? Now, let's say that the same thing happens, but X's mother-in-law sees the scene. Would Y do the same think if X's mother-in-law was there? What will X's mother-in-law think about Y if she acts that way?</i>	FGD
		Knowledge	<i>What does the law say about parents hitting their children?</i>	Document

Application of Themes Table

On the theme	Who to ask	What do you want to learn about?	With the following questions:	Method:
Corporal Punishment	Religious Leaders	Personal Attitudes	<i>When do you think a child deserves to be hit? ...</i>	FGD
		Factual Beliefs	<i>What do you think happens in a child's body when you hit him/her with a stick?</i>	Interview
		Personal Experiences	<i>Can you tell me of one time when as a child, you did something your parents didn't like? What did they tell you or do to you?</i>	Interview

Application of Themes Table

On the theme	Who to ask	What do you want to learn about?	With the following questions:	Method:
Corporal Punishment	Parents	Social Norms	<p><i>X – an imaginary woman from this village – has a child, Y, who is three.</i></p> <p><i>X has repeatedly told Y not to defecate in the house court. One day, Y pulls down her pants to do it. X shouts not to, but Y looks her in the eyes and, laughing, poos. Nobody is around. What will X do?</i></p> <p><i>What if the same thing happens, but X’s mother-in-law sees the scene? Would X do the same thing if her mother-in law was there? What will her mother-in-law think about X if she acts that way?</i></p>	FGD
		Knowledge	<p><i>Can you tell me of one time when as a child, you did something your parents didn’t like? What did they tell you or do to you?</i></p>	Document



**SOCIAL
NORMS**
MENTORSHIP
PROGRAMME

Thank you

