

Mentorship Process Guidelines

This is a document to propose guidelines for discussions during the mentorship process in the Social Norms Mentorship Programme. The following are components of critical actions and decisions for social norms work. These guidelines are intended as a foundation to work from during the process of planning the activities and goals of the mentoring partnership and can be amended during a co-creation process between mentor and mentee. Mentors and mentees are free to pick and choose from the suggested topics below based on needs and capacity of mentee organizations, however the items on the guidelines below are structured to be covered on the monthly basis. Note that this process can also be cyclical and it may be useful to revisit previous items throughout the process.

Introduction to social norms work: Introductions between mentors and mentees. Discuss and set goals for mentorship process; it might be useful to review the below proposed guidelines to start discussion about what mentee organizations already have in place or require more support reviewing. Note that the below guideline pieces are interconnected - they may overlap and it might be useful to come back to certain points later in the process.

Creating or revisiting the theory of change: Review the theory of change for social norms with mentees, including any mechanisms and technical terms used in the social norms field.

Ongoing monitoring & evaluation planning: Work with mentees to design and implement monitoring and evaluation processes for the social norms interventions or programmes they will create through this mentorship process. Discuss support for developing data collection tools, analysis and interpreting data throughout all program phases to improve programming. Discuss ethical considerations of work and how to reflect these in programming. Consider how data management will be handled: Collection of personally identifiable information, storage and transfer of data, privacy and confidentiality, etc.

Planning social norms diagnosis and data collection: Discuss the stages and methods to diagnose the social norms in mentee's projects. This includes finding available literature and evidence about these social norms and planning the data collection stage. Discuss how this data will be helpful to their programmes in the future. Discuss support for training and/or developing internal training to engage in data collection. Review ethical considerations of this step. Consider how data management will be handled at each subsequent step: Collection of personally identifiable information, storage and transfer of data, privacy and confidentiality, etc.

Selecting norms and behaviours to investigate: Work with mentees to identify and select norms affecting their programmes to work on during mentorship programme. Identify what the outcomes and behaviours from norms are, which groups to target and who the reference groups for this population are. Discuss ethical considerations of work and how to reflect these in programming.

Data collection: Discuss the logistics of data collection with mentees. This can include ethics, consent, training of field officers, etc. Review ethical considerations of this step. Review data management plan.

Analyzing social norms data: Work with mentees on methods to analyze the data about social norms and interpretation of findings. Review ethical considerations of this step. Review data management plan.

Examining how the data affects programming: Discuss with mentees how the evidence found during data collection can be used for their program design and how this will influence the effectiveness of their programmes. Review ethical considerations of this step.

Designing activities to include social norms components: From the previous discussions and work done to diagnose and measure social norms, work with mentee to design activities and intervention methods which include social norms components which they've identified and assessed as important to their work. Review risk monitoring and mitigation strategies for backlash. Review ethical considerations of this step.

Plan & test interventions: Guide mentees to use the activities designed to address social norms in planning and testing interventions for identified social norms in local context. Discuss ethical considerations of work and how to reflect these in programming. Review ethical considerations of this step.

Evaluation of process: Debrief from the mentorship process and social norms work. Discuss lessons learned, areas of potential growth or areas where more information or support might be needed. Direct to other sources of support for social norms work (eg, Global Learning Collaborative) as needed. Complete any evaluation forms and next steps.