Norms and values

Objective: Strengthen norms and values that support non-violent, respectful, nurturing, positive and gender-equitable relationships for all children and adolescents

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The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.
What are norms and values?

• *Values* represent general standards of what is or is not “good,” important, and worthwhile.

• *Social norms* are the behavioural rules, expectations and perceptions about others that are largely shared by people within a group or society.

• *Gender norms* reflect differences in these expectations or assigned roles based on whether someone is male or female.
Why are norms and values important for preventing VAC?

• Norms can condone violent punishment as a necessary part of child-rearing, or violence as an acceptable response to conflict in a community

• Inequitable gender norms that condone wife-beating and men’s control over women’s behaviour are associated with higher levels of intimate partner violence

• Norms also affect help-seeking for violence.
  • For example, norms that reinforce male sexual entitlement and power, or prioritize family privacy or reputation, can lead to victim-blaming and discourage both girls and boys from disclosing violence or seeking help
Norms interventions are more likely to have impact when they:

• are based on **theoretically grounded models** of norms change;
• are based on high-quality formative research to identify: **behaviours you want to promote** or change;
• create an opportunity for **critical reflection** about the interaction of values, attitudes, norms and behaviour;
• **reinforce messages** through multiple pathways and exposures;
• use **credible messengers** and positive role models;
Norms interventions are more likely to have impact when they:

• create opportunities for people to practice **alternative behaviours**;
• include **environmental and structural changes** that make it easier for people to adopt new behaviours;
• engage both **collective and community approaches**.
## Links between norms and values and other INSPIRE strategies

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation and enforcement of laws</td>
<td>Promote norms and values for protecting children to support implementation of laws addressing violence</td>
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<tr>
<td>Safe environments</td>
<td>Norms influence how people use and behave in public and online spaces, and the acceptability of violence within communities</td>
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</tbody>
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| Parent and caregiver support                  | Promote positive norms on child-rearing, discipline, and gender roles in parenting  
Challenge gender norms that contribute to IPV |
| Income and economic strengthening             | Integrate gender-norms/equity training into income and economic strengthening (IES) programmes |
| Response and support                          | Integrate gender norms and sensitivity into training for first-line responders  
Challenge norms that discourage help-seeking for violence |
| Education and life skills                     | Positive norms around education, relationships, and gender equity help make learning environments safe and accessible |
| Broad health, social and economic agendas     | Gender-equitable norms promote numerous health, development, and social outcomes. |
GLOBAL STATUS REPORT ON PREVENTING VIOLENCE AGAINST CHILDREN 2020

- Describes the state of the problem
- Documents what countries are doing
  - Governance, data collection & monitoring
  - Implementation of INSPIRE approaches
- Identifies gaps and actions to address them
- >1000 decision-makers
- 155 countries
Globally, few countries consider support for norms and values approaches sufficient to reach all in need.

Percentage of countries where support is considered adequate to reach all in need by approach and WHO region, 2018 (N=155 reporting countries)