



PART 1

Building Knowledge and Awareness

Social Norms Training



Welcome!

- Logistics
- Introductions
- Group norms



Content

- **Topic 1** Causes and contributing factors to sexual violence
- **Topic 2** Introduction to social norms
- **Topic 3** Social norms and sexual violence
- **Topic 4** Transforming norms to prevent sexual violence



Learning objectives

1. Recognize how social norms contribute to sexual violence.
2. Discuss the influence of norms on sexual violence perpetration, on community responses and on help-seeking behaviour.
3. Reflect on community norms related to masculinity.
4. Be familiar with the process for norm change used by the CC Programme.



Why does
sexual violence
happen?



Key points

- Underlying causes include **unequal power relations** between women and men, gender roles that are rigid and encourage aggressive and dominant forms of manhood.
- The problem is complex, with additional factors contributing at **the individual, family, community and societal levels**.
- Because norms relating to gender inequality, harmful masculinity, stigma and silence are contributing factors, the **CC Programme is using a social norm perspective to prevent sexual violence**.



Pairs Activity

Discuss with the person next to you:

1. Who set the group norms (ground rules) at the beginning of the workshop?
2. What is the purpose of these group norms?
3. What will happen if someone breaks one of the rules?



Types of norms

Legal norms

Moral norms

Social norms



Legal norms

Legal norms are formal rules that guide how we behave.

- Legal norms are put in place by a formal authority.
- They are usually written down in constitutions and laws and enforced by institutions; e.g., police and justice system.
- People follow legal norms out of respect for authority and out of fear of consequences of breaking them.
- They usually say what behaviour is not acceptable, e.g., a law that says raping a child is a crime.
- Religious norms can also be legal norms if they are enforced by an authority; e.g., Islamic law.



Moral norms

Moral norms are personal rules that guide how we behave.

- They are based on a person's inner beliefs about right and wrong.
- What other people think does not affect a person's moral beliefs.
- People follow moral norms because of their consciences.
- Religious norms about right and wrong can be moral norms.

Social norms

Social norms are informal rules that guide how we behave.

- Social norms are rules that members of a group are expected to follow by other members of the group.
- People follow social norms because they see other people following them and believe other people think they should follow them.
- They tell people what behaviour is expected of them and what behaviour is forbidden.



Key points

- Legal, moral and social norms are **all types of rules that guide our behaviour** in groups.
- **Religious norms can act as legal and social norms** and can become moral norms.
- When **legal, moral and social norms are in harmony, they have the strongest influence** on people's behaviour.



Key points cont.

- **To prevent sexual violence we need** to have the following:
 - *laws* that protect women and girls from sexual violence and promote gender equality (**legal norms**).
 - *group rules* that promote healthy, non-violent relationships and ways of being a man (**social norms**).
 - the *belief* that sexual violence is morally wrong (**moral norms**).
- In settings where religious norms operate as legal and social norms, **religious norms that prevent sexual violence must also be promoted.**



Why are social norms so powerful?

- ✓ **Humans need to fit in with and belong to a group**

- We don't want the group to reject us so we do the right thing.

- ✓ **We get rewarded and punished**

- We follow social norms because we get rewarded for following them and punished for breaking them.



Key concepts

Reference group

- social norms belong to groups
- groups can be big or small
- members of the group believe that the opinions and behaviours of other people in the group matter to the way they behave

Collective

- social norms are collective beliefs and expectations within a group about what is typical or normal behaviour for the group



Key concepts cont.

Empirical expectations

- shared beliefs about what other people in the group do or how they act in a situation, based on what we *see*

Normative expectations

- shared expectations about what we *think* other people in the group think is good or bad behaviour



Key points

Social norms are:

- **Shared expectations of a group** about what is typical or normal behaviour for the group.
- **Powerful because people need to fit in** with their group.
- **Held in place by social rewards and punishments.**



Key points cont.

Reference groups:

- **Are groups of people** to whom a social norm applies.
- **Shape a person's values and attitudes**, and set the standard for behaviour.
- **Reward people for following the standard and punish them** if they don't.



Key points cont.

Empirical expectations:

- Are expectations about *what other people do*, and they are mostly based on an observation of *what they have done* in the past.

Normative expectations:

- Are expectations about *what other people think* about desirable and undesirable behaviours.



Brainstorming Activity

Give examples of shared beliefs or expectations in the community that:

1. Support perpetration of sexual violence
2. Keep people silent when it happens to them or to other people
3. Protect women and girls from sexual violence



Norms in the community

Beliefs and expectations related to **men and women** influence the following:

- behaviours related to perpetration of sexual violence;
- behaviours related to protection from sexual violence;
- community tolerance of sexual violence and community intolerance of sexual violence and action against it;
- whether the community responds positively or negatively to survivors and whether survivors will come forward for help.



Key points

- Social norms can **contribute to perpetration** of sexual violence
 - e.g., a social norm that encourages men to be aggressive and dominant.
- Social norms can **stop survivors from seeking help**
 - e.g., a social norm that encourages stigma and blame.
- Social norms can **promote silence and inaction** against sexual violence
 - e.g., a social norm that stops us from talking about sexual or family matters.



Key points cont.

- How men and women **are expected to behave contributes** to sexual violence.
- Men are not born violent - **violence is learned through how boys are taught to 'be a man'.**
- Just as violence is learned, **so is non-violence.**
- To stop violence we need to **change the beliefs and expectations about what it means to be a man or a boy or a woman or a girl that support violence**, and also support men and boys to reject violence.
- **Changing beliefs about gender starts with us.**



Small Group Activity

1. Read the case study.
2. Discuss the following questions:
 - What norms changed in the case study?
 - How did change happen in the case study?



Norm change

For behaviour of individuals in a reference group to change, it is necessary that:

Individual attitudes change



There are enough people ready to change



Those who are ready to change know that enough other people are ready to change



They change together



Strategies for change

- Find out if people disagree or agree with a norm.
- If ***most people privately disagree with a norm***, it's easier to change it. Helping people talk openly and share their opinion can show others that many people also disagree with the norm and encourage them to do something about it together.
- If ***most people agree with a norm***, we need to get them to change their minds through providing information about the harmful effects and encouraging discussion, debate and dialogue about how things could be different, and about the benefits of change.





Key points

- To change social norms that support sexual violence, **we are following six steps.**
- **Social change is a process**, and we are change makers in that process.
- Knowing whether group members privately agree with a norm is a good starting point because **it is easier to change a norm if many people already privately disagree with it.**

