

# KEY RESOURCES

## Learning Collaborative to Advance Normative Change

Social norms—the often unspoken rules that govern behavior—shape the life trajectories of young people. The impact of harmful social norms, such as expectations related to gender-based violence, early marriage, and early parenthood, is receiving increasing attention. As we work to foster norms that support healthy behaviors, there is an opportunity to advance understanding of social norms: what they are, how to measure them, how they influence behavior, and how to scale up promising norms-shifting interventions.

Supported by the Bill & Melinda Gates Foundation, the [Learning Collaborative to Advance Normative Change](#) envisions a world where the powerful influence of social norms in shaping adolescents’ lives is widely understood, and where projects and programs improve adolescent and youth sexual and reproductive health by applying normative science at scale. Composed of a network of experts committed to facilitating collaboration between organizations and individuals working on fostering social norms that support adolescent health, the Learning Collaborative seeks to enhance collective efforts, build knowledge, and develop shared tools to promote effective social norm theory, measurement, and practice at scale. The Learning Collaborative has developed practical tools to advance social norms practice for each phase of the program cycle:

RESOURCES TO SUPPORT THE SOCIAL NORMS PROGRAM CYCLE		
PROGRAM PHASE	OBJECTIVE	RESOURCES
<b>Phase 1:</b> Orientation to Social Norms	Understand social norms and their relation to program outcomes.	<ul style="list-style-type: none"><li>• Social Norms Background Reader</li><li>• The Flower for Sustained Health: An integrated socio-ecological framework for normative influence and change</li><li>• Top 20 Resources on Social Norms</li></ul>
<b>Phase 2:</b> Social Norms Diagnosis	Identify which social norms are at play and how they are enforced.	<ul style="list-style-type: none"><li>• Overview of Experiences Diagnosing Social Norms</li><li>• Social Norms Exploration Tool</li></ul>
<b>Phase 3:</b> Norms-Shifting Intervention Design	Design interventions to promote positive social norms.	<ul style="list-style-type: none"><li>• Identifying and Describing Approaches and Attributes of Norms-Shifting Interventions: Background Paper</li><li>• Social Norms and AYSRH: Building a Bridge from Theory to Program Design</li></ul>
<b>Phase 4:</b> Implementation, Monitoring, and Evaluation; and Expanding Norms-Shifting Programs	Monitor implementation fidelity. Assess what works and what does not. Determine the effect of the intervention on social norms and priority outcomes. Develop and implement scale up and sustainability strategies.	<ul style="list-style-type: none"><li>• Map of Social Norms-focused Projects and their Measurement Approaches: Who is doing What and Where</li><li>• Costing of Norms-Shifting Interventions: A Primer from the Passages Project</li><li>• Considerations for Scaling Up Norms-Shifting Interventions for Adolescent and Youth Sexual and Reproductive Health</li><li>• Resources for Measuring Social Norms: A Practical Guide for Program Implementers</li></ul>

**FIND THEM ON ONLINE: [WWW.ALIGNPLATFORM.ORG/LEARNING-COLLABORATIVE](http://WWW.ALIGNPLATFORM.ORG/LEARNING-COLLABORATIVE)**

The fruit of this labor is also available in a Special Supplement in the Journal of Adolescent Health: [bit.ly/2Hldjb7](http://bit.ly/2Hldjb7)