

Norms and values

Objective

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

Rationale

Changing attitudes and norms in society is an important part of preventing violence against children. Doing so often requires modifying deeply ingrained social and cultural norms and behaviours – especially the idea that some forms of violence are not only normal, but sometimes justifiable.

Examples include teachers hitting children because violent punishment is seen as legitimate; girls forced to have sex because of the sexual entitlement felt by boys and men; accepting child marriage or wife beating as normal; male peers coercing younger boys into gang violence as a “rite of passage”; and girls and boys not reporting violence because of fear of stigma and shame.



The approaches and programmes included in the *Norms and values* strategy use communication, critical reflection, and skills-building to challenge the social and gender norms that condone violent behaviour; and to strengthen or model norms that promote non-violence, gender equity, and protective behaviours.



In particular, the community mobilisation approach in INSPIRE includes effective models for implementing norms-change interventions, which can address a range of issues.

Approach

Community mobilisation

These interventions include efforts to engage individuals, groups, and organisations throughout the community to collaboratively address a problem or create change, through participatory and capacity-building approaches.

- **Evidence:** Community mobilisation has promising evidence for reducing youth violence in high-income countries. In low- and middle-income countries, there is promising evidence for addressing intimate partner violence or non-intimate partner sexual violence against adolescents. Community mobilisation is often included as part of multicomponent interventions. Improvements in harmful attitudes (on violence or



gender) do not consistently correspond to changes in direct violence measures.

Bystander interventions

These interventions teach skills to recognise and intervene in intimate partner violence, sexual assault or harassment, or peer violence.

- **Evidence:** Bystander interventions are effective in improving bystander outcomes, but do not have a statistically significant effect on sexual assault perpetration. There is insufficient evidence for the impact of bystander interventions on violence victimisation.

Media campaigns

These public-awareness campaigns aim to reduce violence at the population level through one or more media platforms, including television, radio, print, or social media messages.

- **Evidence:** There are inconsistent intervention effects on measures of violence against children. Some evidence suggests integrating media campaigns as part of multicomponent programming, but more evaluations on the effectiveness of these integrated interventions are necessary.

Intervention Type	HICs	LMICs
Community mobilisation on youth violence	✓	✗
Community mobilisation on adolescent intimate partner violence or non-intimate partner sexual violence against adolescents	—	✓
Bystander interventions on sexual violence (including youth violence)	✗	✗
Media campaigns on child maltreatment	✗	✗
Media campaigns on intimate partner violence against adolescents	✗	✗
Media campaigns on youth violence	✗	—

- ✓✓ Recommendations for prioritized implementation are well-supported or supported by evidence
- ✓ Recommendations for prioritized implementation have promising or emerging evidence, or are prudent
- ✗ Recommendations for prioritized implementation are not currently supported by evidence
- No new systematic reviews