

ReNEW

Redefining Norms to Empower Women

CARE Sri Lanka & CARE USA
In Collaboration With
Johnson & Johnson Worldwide Corporate Contributions
Seva Lanka Foundation Sri Lanka

Project Rationale

Where



Implemented on 7 tea estates among Sri Lankan tea plantation communities.

What



Challenging the social norm of masculinity being equated to male aggression as a means for resolving conflicts between spouses within the home.

How



A public media campaign including talk shows, community radio, video, and print ads designed to challenge targeted social norms.

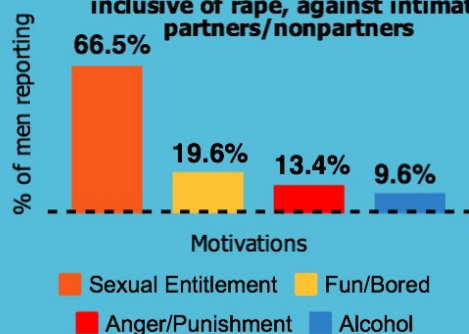
Why



To contribute towards reducing intimate partner violence within families in Sri Lanka's tea plantations.

Context

Men's motivation for perpetrating sexual violence, inclusive of rape, against intimate partners/nonpartners



The plantation community is among the most marginalized and vulnerable in Sri Lanka, not only due to their ethnicity, socio-economic status and location in relatively isolated areas, but also because they have been historically discriminated as a community of indentured labourers brought from South India during the British colonial era.

Tea plantations of Sri Lanka currently employ the largest female workforce in the country. However, a lack of access to and control of their own assets and income as well as the high incidences of violence against women clearly indicate that these women occupy the lowest level of the plantation hierarchy.

Social Norms

What are Social Norms?



Unspoken rules that influence behaviour based on social expectations: What I think others are doing, and what I believe others think I should do.

Social Norms are maintained by:

Our perceptions of others' approval and disapproval

Male Aggression

Male aggression, either passive or active, was identified as a key factor leading to intimate partner violence.

This aggression was also clearly equated to dominant ideas of masculinity.

Program Goal: Shift patterns of male aggression by addressing social norms.

Strategy

Phase 1: Identifying Social Norms

CARE spent the first year of this project mapping out social norms on five estates in Sri Lanka, as they applied to gendered relations between men and women at household level.

Project identified focus areas to explore behaviours and social norms that lead to gender based violence.

Conflict Resolution Between Spouses | **Parent-child Relationships** | **Gendered Household Roles**

People's expectations in each of these areas, the sanctions that they thought applied in each case, and people of influence who they looked to as shaping public opinion in the community, were also identified.

Phase 2: Challenging Social Norms

Media Campaign

Radio, television, and print advertisements to promote positive social norms.

Visibility Campaign

Public talk shows and school programs to visibly challenge selected social norms.



Reference Group Advocacy

Support reference groups to challenge social norms in their own spheres.

Capturing Changes

Baseline surveys identified expectations around the norm of male aggression in conflict resolution with their spouses.

Incremental changes of these expectations and attitudes will be tracked through mid-term assessments, activity-based monitoring and endline evaluations.

★ Reference Groups are the group of people who matter to us and who influence our own behaviour (relatives, neighbours/friends, trade union leaders, tea estate managers, religious leaders, etc).

- Identified by the community
- Participate in public talk shows and forums
- Support programming through personal intervention and appropriate media distribution

THE SOCIAL NORMS APPROACH to challenging gender based violence offers an interesting and promising approach, given that social expectations are often powerful drivers of behaviour, including gender discriminatory behaviour.

Source:
1 (2013) Broadening Gender: Why Masculinities Matter – Attitudes, practices and gender-based violence in four districts in Sri Lanka. CARE Sri Lanka and Partners for Prevention



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