

Shifting social norms for inclusive, resilient and sustainable behaviour change

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Water for Women

AUSTRALIA

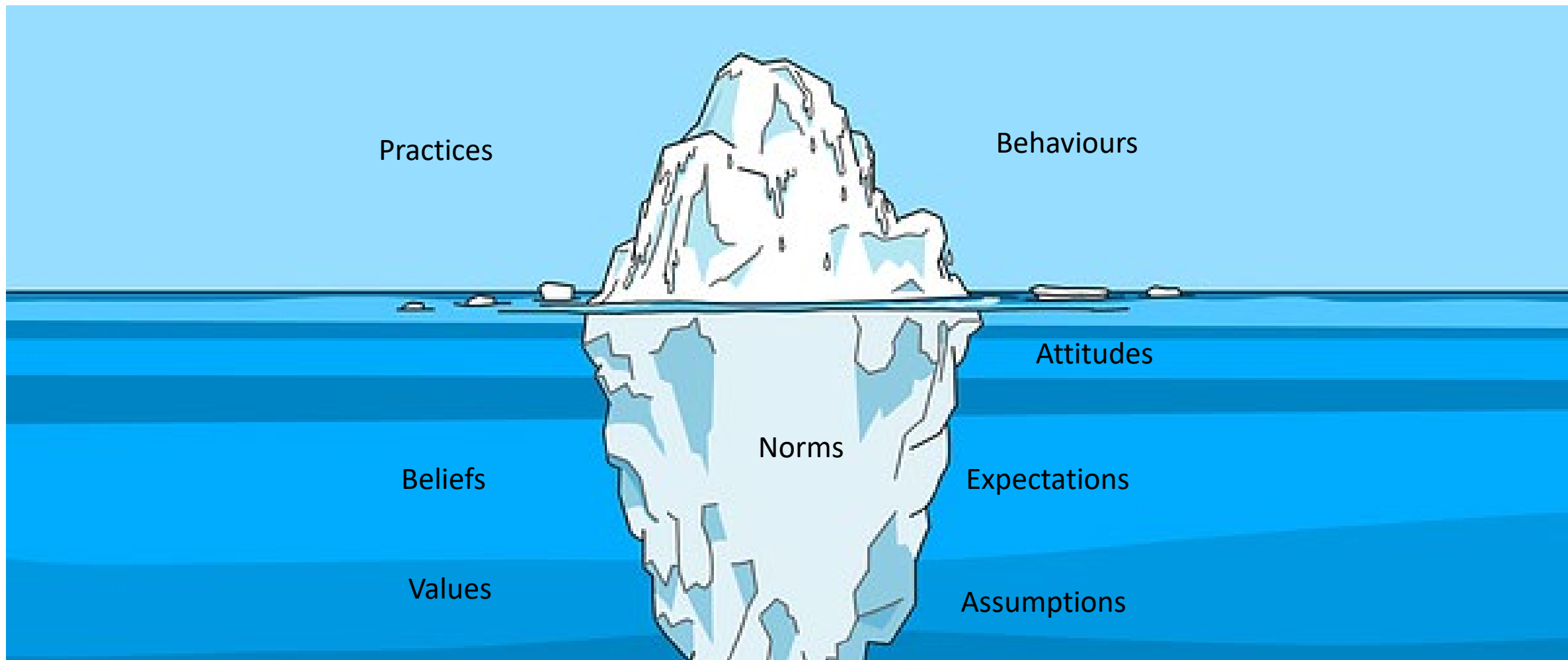


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#WaWF23



Adapted from 'Cultural Iceberg' model, developed by Gary Weaver (1986)

Surfacing the Invisible



Social norms related to WASH

“Jobs in the WASH sector are not for women – they do not have the skills and confidence to lead.”

“People with disabilities cannot live independent lives because they need help with everything”.

“Menstruation is taboo, so menstruating girls should not leave home.”

“It is not ‘masculine’ to provide care to children”

“Women can provide voluntary community services during their ‘free time’”



Ensure availability and sustainable management of water and sanitation for all

“Water collection is the responsibility of girls & women”

“Trans-women should not queue with women to collect water”

“Girls should drop out of school at menarche”

“People with disabilities should not participate in community WASH decision making”

Social norms are expectations that people in a group conform to a rule of behaviour because they believe:
(a) most other people in the group do it; and (b) most other people in the group believe they ought to conform to it (Bicchieri, 2016)

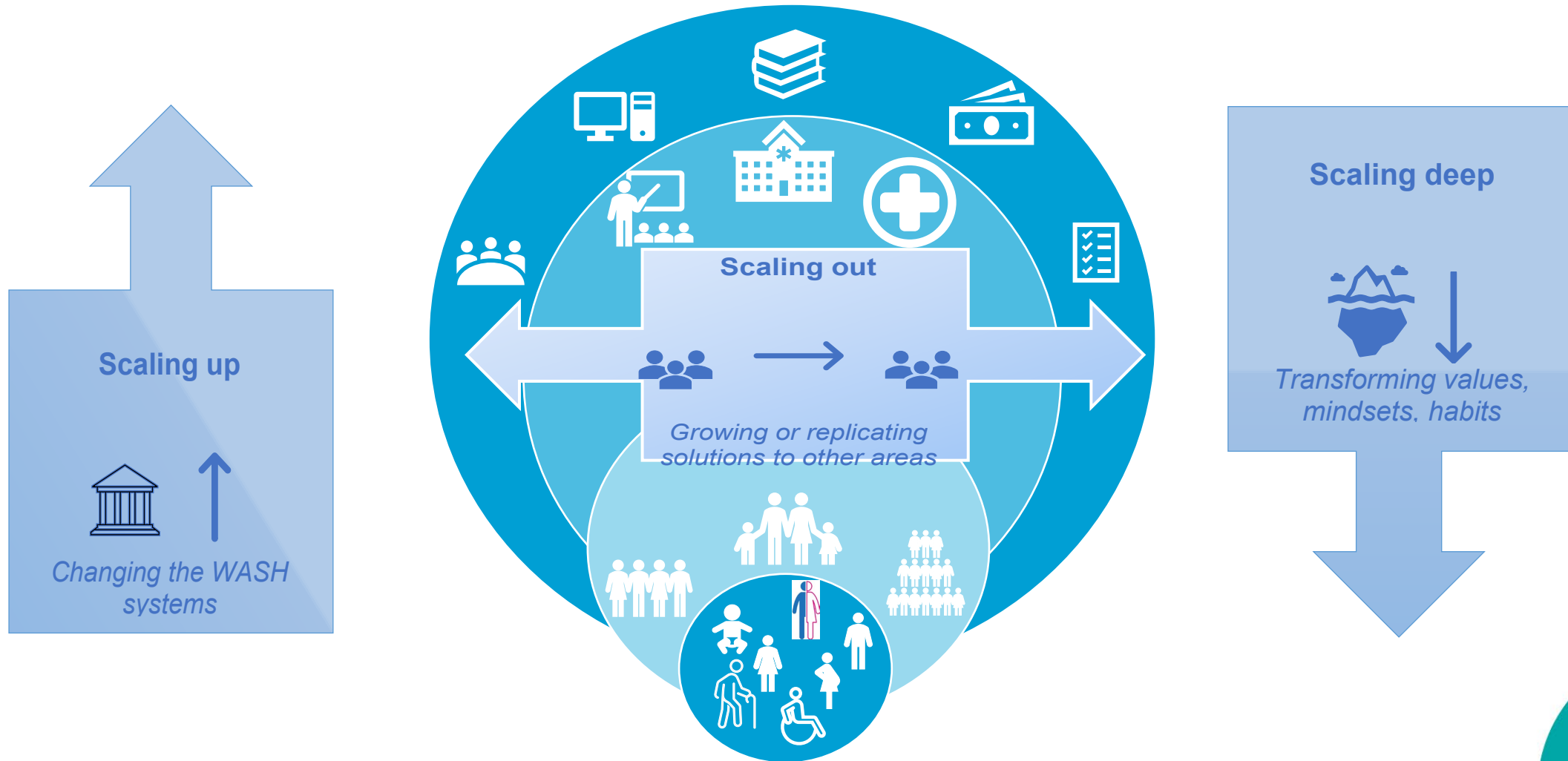


Why does a norm change focus matter to water and WASH?

- Our WASH behaviours are influenced by our social networks and by our beliefs, values and attitudes.
- Social norms-centric WASH programming can:
 - Result in more sustainable and resilient WASH outcomes
 - Be a critical enabler for empowerment and equality for women, men, gender-diverse and trans people, people with disabilities, people living in poverty and other marginalised groups.



How do we achieve norm change?



How?



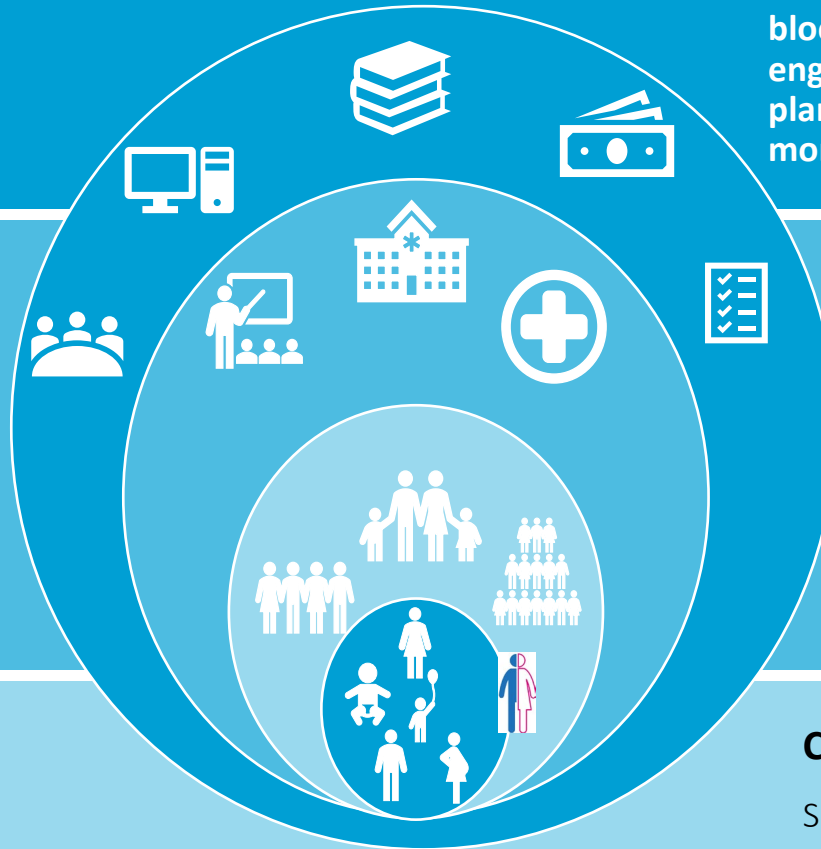
WaterAid and East Sepik Council of Women partnering to raise awareness on gender based violence and WASH issues, and supporting integration into district WASH planning and the Department of Health's Healthy Islands program.



SNV Nepal - Support and training for local self-help groups, men at the community and household levels, as well as local government, to transform gendered division of labour and raise awareness of and destigmatize menstruation, and combat any residual Chaupadi practices outlawed in 2017



World Vision Bangladesh - Initiated a MenCare approach, which targets couples to challenge gendered roles related to WASH with the aim of increasing equity and sharing the burden of WASH related tasks.



WASH systems level

Embed new norms in sector building blocks, including supporting RHO engagement: institutions, policy, planning, budgets, regulation, monitoring, learning

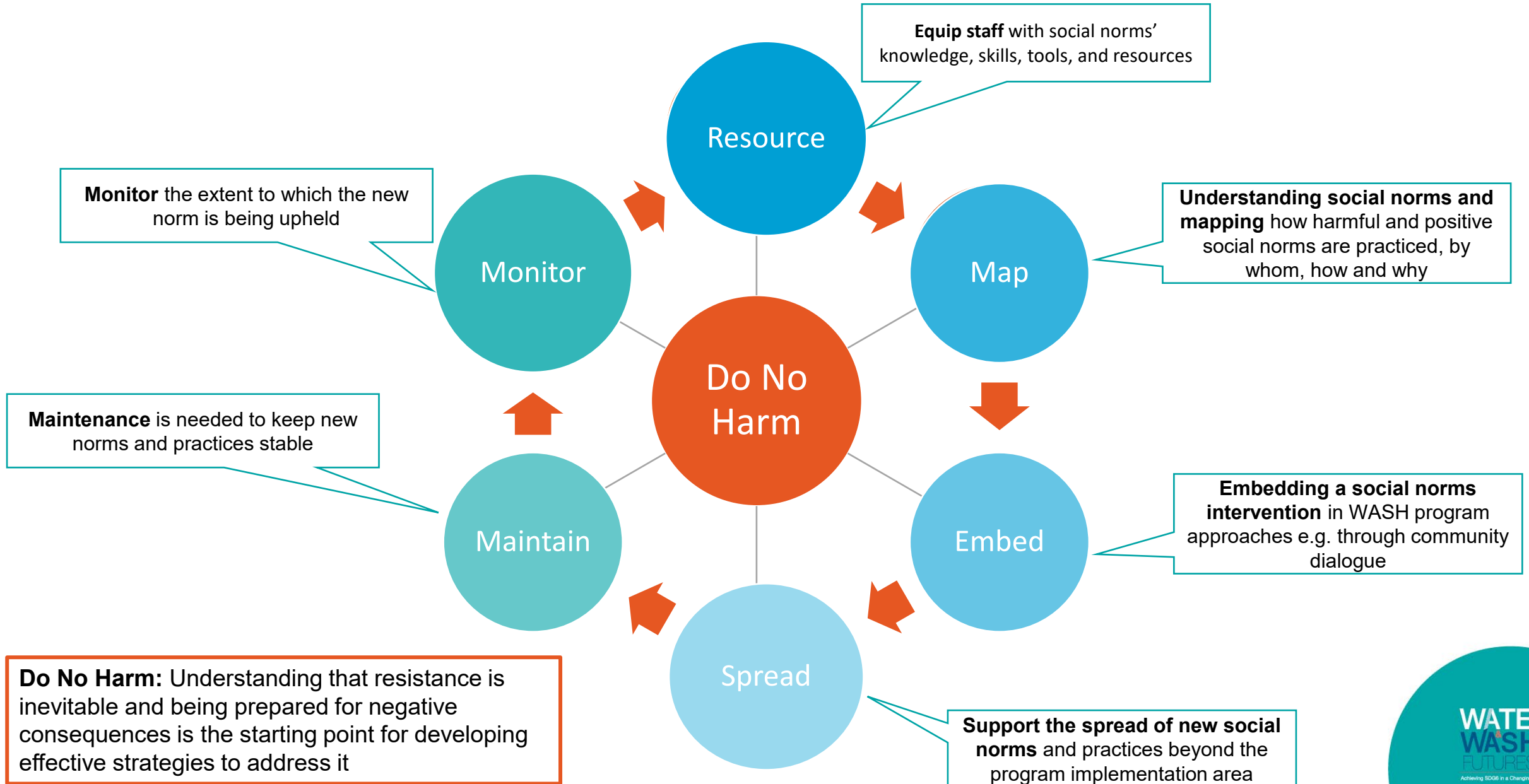
Institution level

Working with local, traditional and religious leaders in community-led change to harmful practices

Community level

Spreading new social norms (e.g. masculinity and parenting) through peer support and community dialogue

Social norms guidance



For more information see:



Shifting Social Norms for Transformative WASH:
Review of Concepts, Literature and Practice



Water For Women



Australian Aid



Shifting Social Norms for Transformative WASH:
Guidance for WASH Actors



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<https://www.waterforwomenfund.org/>

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