

YOUNG COUPLES IN GOOD TIMES AND IN BAD

Social norms that perpetuate violence against women and girls among young Tunisians in peri-urban areas

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The context of the research

Facts and Figures related to violence against women and girls in Tunisia

- 47.6% of women have experienced some form of violence in their lives. The partner accounts for 47.2% of cases of physical violence.
- 55% of women consider violence “an ordinary fact”
- Over 90% of the population thinks women should be discreet to avoid violence in public spaces.
- **“ENOUGH” a worldwide Oxfam campaign to end violence against women and girls**
- **Early experience on Edutainment**





Description

Purpose : Inform the campaign strategy in Tunisia by identifying which norms on gender roles are related to VAWG.

Target: Young people as they have the greatest potential to break with the traditional social norms.

Type of the research: Qualitative research, participatory design, using vignettes

Research question: How social norms are constructed among young people in a relationship and under what circumstances violence becomes acceptable and normal?



Social norms in action



How I think
other men
resolve conflict

Empirical belief



What will other
men think of me if
I don't use force?

Normative
expectations



Methodology

**Methodology
Development**

**Design
workshop,
enumerator
training,
consultation
survivors
and social
workers**

Data gathering
40 interviews in
Tunis,
Jendouba, and
Gafsa

4 enumerators
Partners help
with sampling

**Survey
analysis**

**Campaign
design
workshop**
Women's right
CSO's,
journalists &
academecians

**Improved
EVAWG
campaign**

Working paper

**Summary
leaflet**

**Presentation
social norms
workshops
Oxfam**

**SVRI
presentation
Rio Brazil**

**Oxfam
Research
Network
presentation**

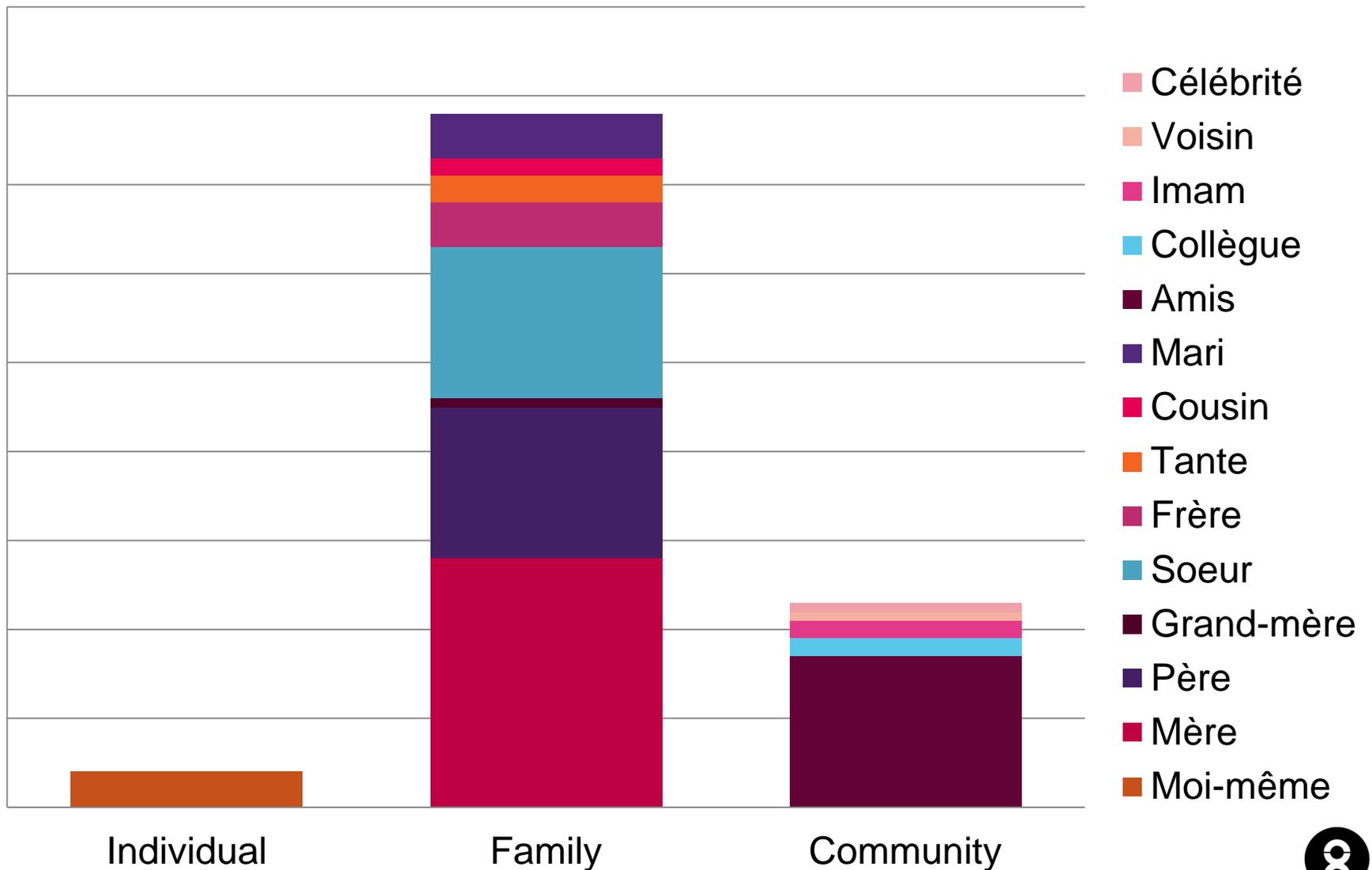
FINDINGS



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Reference Person





General gender norms

Women's characteristics (*Loving, caring, sensitive, respectful, oppressed and obedient*)

Women are seen as vulnerable and falling under the protection of their family, to be “*cherished as a precious flower*”. However women are also described as *strong, organised, multi-taskers, and expressive*.

Men's characteristics (*Egocentric, economic providers, primitive, and protective*)

Men have much more independence to take their own decisions. They are appreciated when they are *caring, protective and respectful* towards women.



3 social norms as drivers of violence

- Women should not strive for equal decision-making status in their relationship
- Women should prioritise home and family over public or professional life
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Women should not strive for equal decision-making status in their relationship

Women do not have an equal status in decision making processes they cannot make their own decisions.

Sexuality of women is limited to their reproductive function during marriage and in obedience to her husbands' needs and wishes.

Sanctions for challenging the social norm

- Being rejected for marriage in the case of pre-marital sex
- Physical violence such as beatings related to lack of obedience in marriage

Women should prioritise home and family over public or professional life

Woman's primary role is in the domestic sphere while men are seen as the breadwinner for the family

A woman gets status from the accomplishments of her children

Sanctions for challenging the social norm

- Economic violence
- Physical violence, as well as psychological violence,
- Public shaming



Women should behave in public in a way that respects male domination

- Women are expected to be passive, and to prioritise family over career which create an obstacle to women's participation in the public sphere.
- If a woman is too vocal she may be called 'rajela', which denotes a woman with a man's characteristics, and if the man transgresses the norm by equally sharing the caretaker role, he faces public shaming by being called a 'mraoui', a word meaning 'woman' with negative connotations.
- A woman's behaviour in public is seen as reflecting her family's honour





Conclusion

- People identify violence only when it is very extreme
- Women are the “property” of their family and of men, they do not exist independently.

In the same time

- There is strong pressure on men to balance between positive and negative norms regarding masculinity.

Living up to social norms can be a burden for young men and women, but breaking these norms – while challenging – can at the same time be a transformative experience.



Next steps

A designe workshop for the Enough national campaign will be held in Tunis (Sep 27 to 29th)

The campaign will try to promote **more positive norms in which men and women show solidarity and are equal partners for their mutual empowerment**

The launch is planned during the international *16 Days of Activism against Gender-Based Violence*, from 25 November to 10 December 2017.

The Arabic version of the research will be widely disseminated in the media and amongst relevant stakeholders and public opinion in Tunisia



**thank you for your
attention**



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