



EMORY

ROLLINS
SCHOOL OF
PUBLIC
HEALTH

Listening Together – Changing Together, How Radio Listening and Discussion Groups Can Support Social Norms Change

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परिवर्तन
घरेबाट



Intervention



- Radio drama
- LDGs (72 groups = 720)
 - Life skills training
 - Couple engagement
 - Family engagement

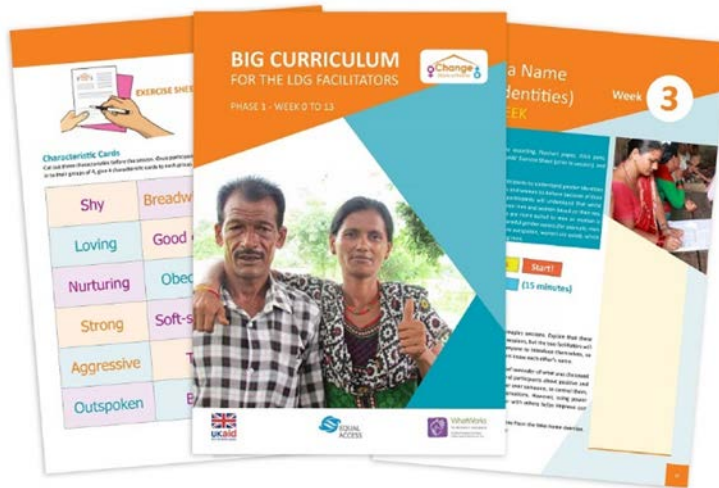


- Street Theatre, Film, other community events
 - <https://change-starts-at-home.com/videos/>



Listening and Discussion Groups (LDGs)

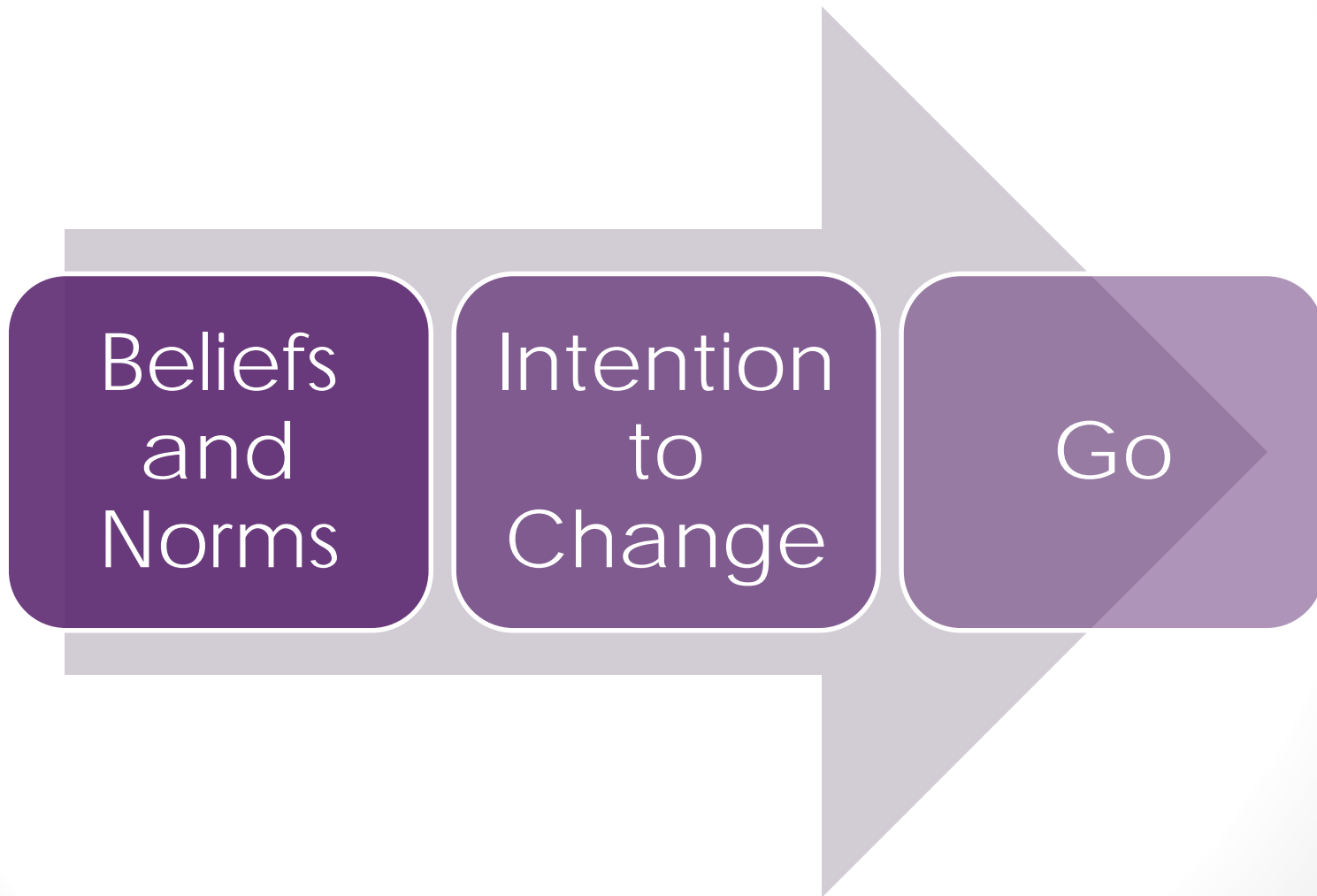
Facilitated
Intentionally
targeted



Curricularized



BIG Change Approach





LDGs in Action



The group meets every week and listen to the radio program "Samajhdari". After listening to the program we have discussion on various topics ... raised during the program... because of these discussions and the radio program we have been able to have a closer look at ourselves and our relationship with our spouse. This has been a major contributing factor towards having such positive changes in the members of my group ... We have only finished 20 weeks so far, but we are already seeing so many changes" (Male Listener Group Facilitator, Nawalparasi)"

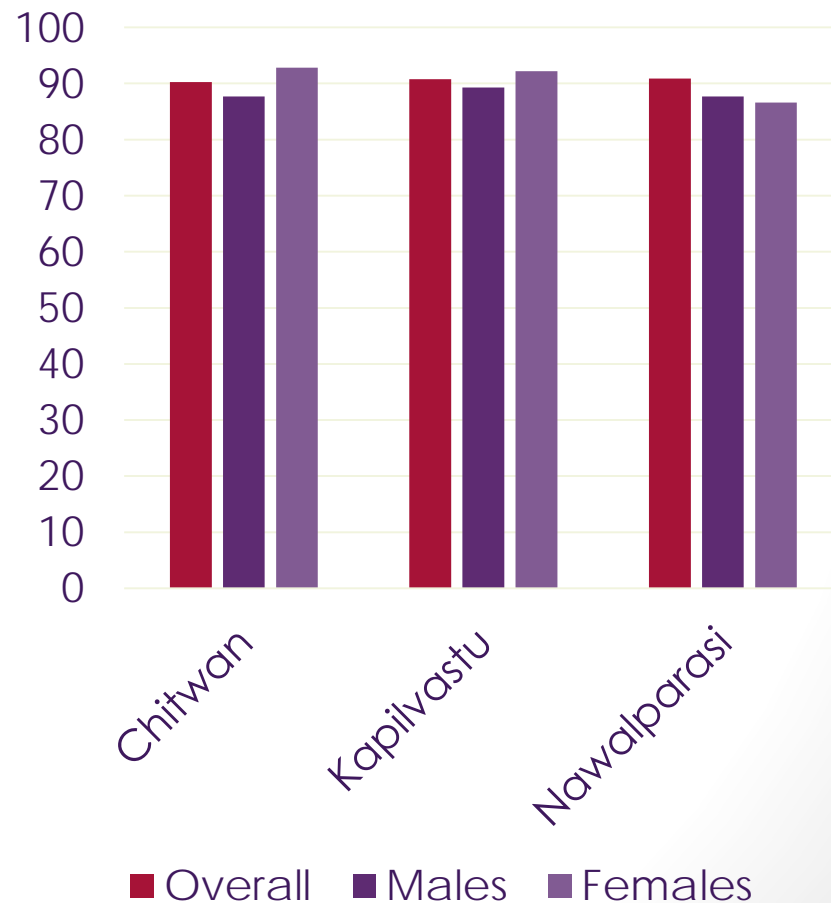


Signs of Success

Retention

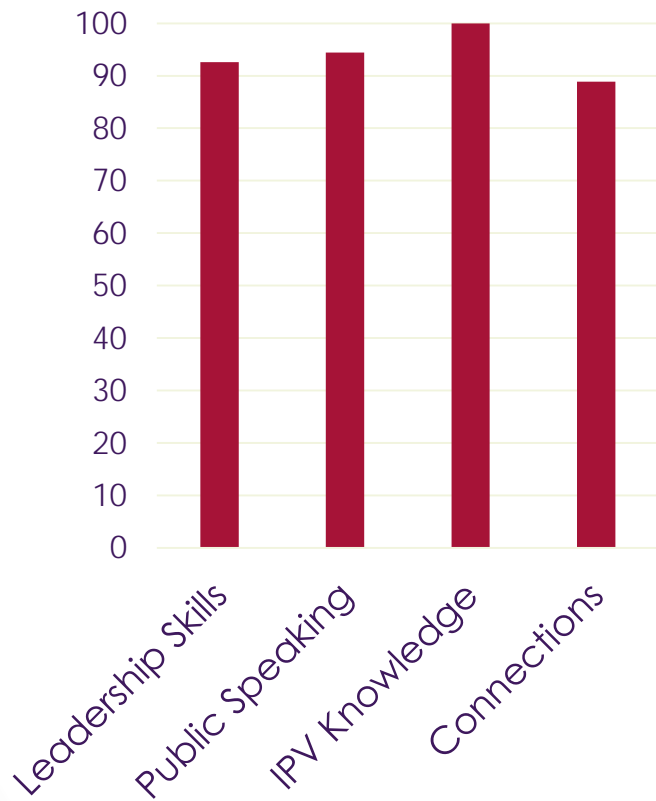
- 93% of LDG members completed
- All but 1 LDG facilitator completed the program

Attendance

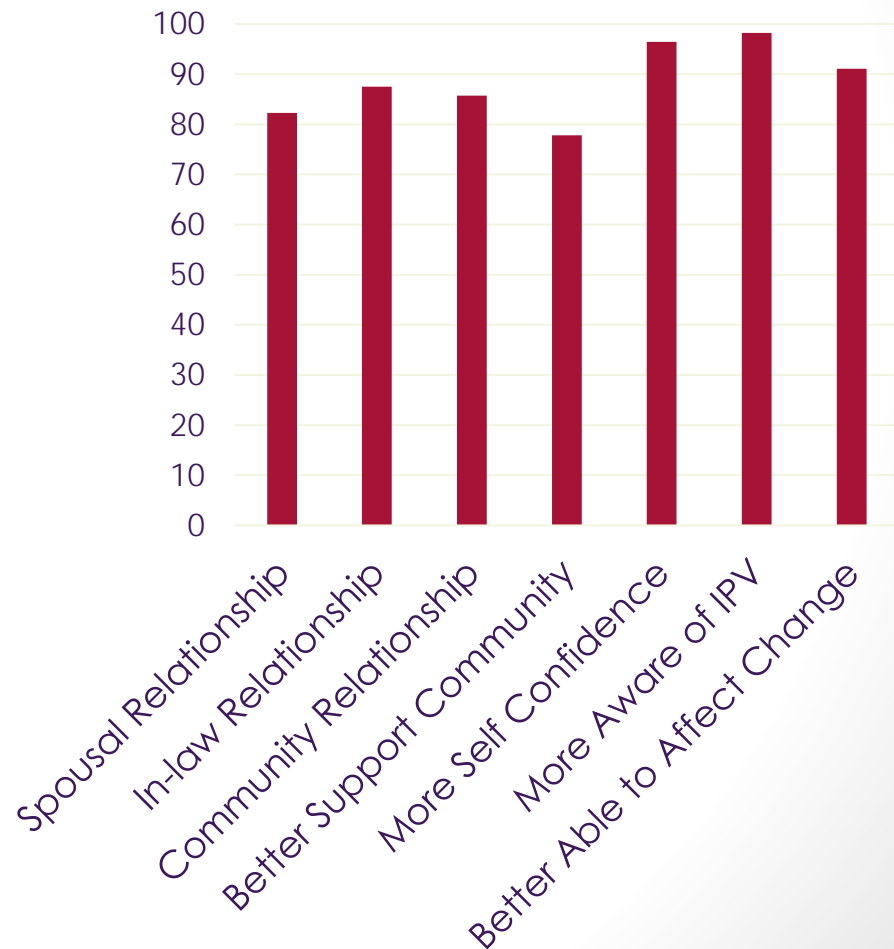


Facilitator Impact

Professional

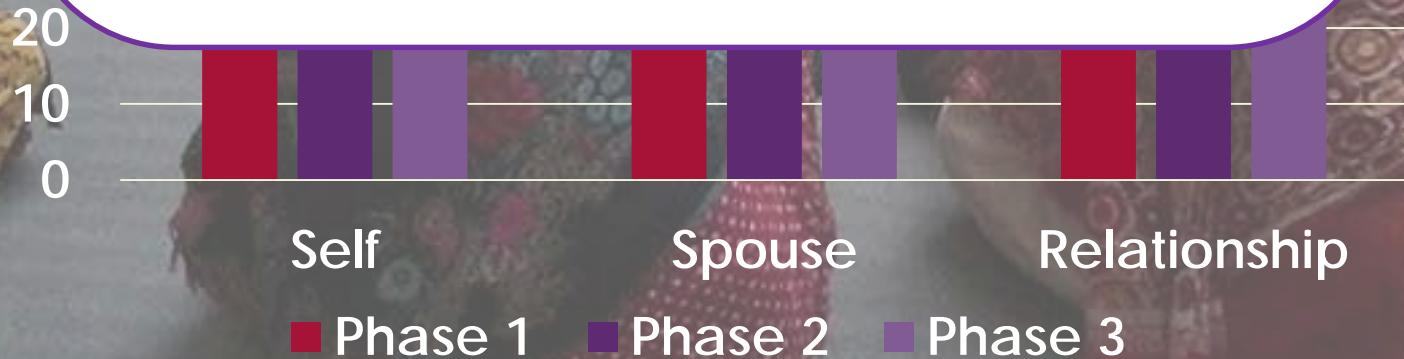


Personal



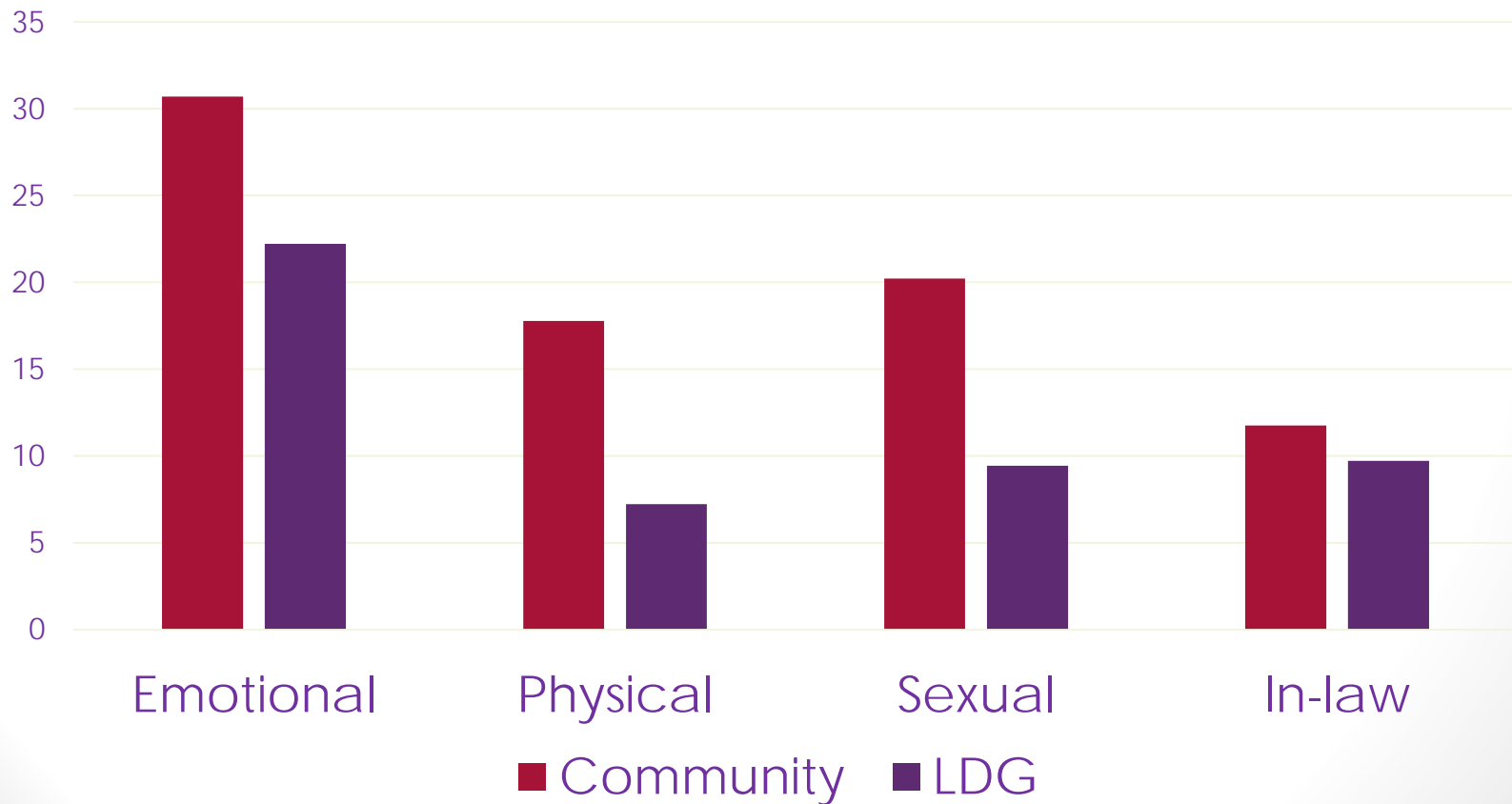
"Many members have shared that they knew being physical with someone was violence, but they were unaware about emotional or sexual forms violence. They tell me that they have been abusive towards their wives unknowingly by being rude to them or by using a harsh tone. They were behaving in such a way towards their wives without realising that they were mistreating their wives. Attending the sessions has definitely made them more aware of their behavior towards their wives and many have been making changes to stop such (negative) behavior. "

(Group Facilitator from Kapilvastu)



IPV and In-law Violence

12 Months IPV and In-law Violence by Membership in LDG



Challenges

Successes

Forming LDG groups that closely resemble community

Greater impact with couples

Facilitator capacity building took more effort than was anticipated

Facilitator investment increased # beneficiaries and change agents

High quality monitoring was a work in progress and required extensive support for tablets

Emphasis on monitoring offered novel insights into implementation and success

Sustainability will need to be supported

Encouraging that some groups are still meeting

Limited duration of radio to establish listenership

Radio program was an essential tool for modeling challenging situations

3 months was a short time for diffusion beyond LDGs

Participatory approach to diffusion and engagement of relevant stakeholders

Community leaders more difficult to sustain in the intervention

Committed and engaged leaders contributed to strong LDG led community engagement



Next Steps

- Adapt intervention to other languages in Nepal
- Scale up radio program and activities in Nepal
- Adapt intervention to other socio-cultural contexts
- More intensively examine:
 - social norms reference groups and their relevance for intervention development
 - diffusion processes at the LDG and community levels



Additional Slides



Study Methodology

- cRCT testing norms & experience of IPV
- 3 districts, 36 matched pairs of communities
- Repeated cross sectional surveys (N=1440)
- Quantitative cohort of 360 female LDG participants
- Qualitative cohort of
 - 18 couples
 - 120 family members
 - 30 individuals leaders
- Radio listener feedback
- Process evaluation

