Effectively Communicating Research and Scaling Up for Social Change
Scaling Up Prevention Interventions

Nishigandha Boppana & Loksee Leung
What Is Scaling Up?
Scaling Up – Process of expanding the coverage of interventions, or Increasing the financial, human and capital resources required to expand coverage
The argument for and against scaling up
The categories of scaling up
Scale up case studies
Whole of Government Approaches
Challenging contemporary thinking
Challenges
Lack of shared understanding
Ensuring quality and fidelity
Identifying platforms for entry and existing systems
Funding
Critical enablers
Weak or overly centralised systems
Step one:

Develop an innovative new approach to solve a pressing social problem.
The Scale Up Mantra

**Step one:**
*Develop an innovative new approach to solve a pressing social problem.*

**Step two:**
*Identify key elements required for scale-up and prove the effectiveness of the approach through rigorous evaluation techniques.*
The Scale Up Mantra

Step one:
Develop an innovative new approach to solve a pressing social problem.

Step two:
Identify key elements required for scale-up and prove the effectiveness of the approach through rigorous evaluation techniques.

Step three:
Having established the approach’s “evidence-based” credentials, share it widely, identify key funders and lobby government to take action!
Economics of Scaling Up
Scale up of prevention interventions is rooted in economic evaluation and costing analyses.

The goal is to identify interventions that represent best value for money and expand them through scale up.

How to balance the technical economic modelling of scale up with its integrated feminist goals of norm change?
Categories of Scaling Up:

- Quantitative Scaling Up
- Functional Scaling Up
- Organisational Scaling Up
- Political Scaling Up

Uvin (1995)
Case Study: IMAGE
What it is:

A microfinance initiative trialled in South Africa with a gender and HIV training curriculum

Evaluation:

This approach reduced levels of IPV significantly (55%) and improved household wellbeing, social capital and gender-equitable attitudes

Scale up:

Functional and Quantitative
Evidence
- Group-based education models
- Community-focused models
- Local system-based models
- Overlaying gender/violence prevention components
- Media/social norms based models
- Structural systems level
Enabling Scale Up
Whole of Government Approach: Enabling Scale Up

New horizontal and vertical structures in government

Shared goals, collaborative decision-making and priority-setting, information sharing and partnership-based operations

Eliminates inconsistent or conflicting policies

Offers citizens comprehensive service delivery regardless of entry point

Creates an enabling “prevention infrastructure” that makes scale up possible
Case Study:

Change the story
Change the story

What it is:

Change the story presents the evidence and a conceptual approach for preventing VAWC in Australia. It is a framework for a shared understanding and collaborative action across the nation’s prevention efforts.
Scaling Up Prevention Interventions - Case Study: Change the story

How it works:

Building on the international evidence base, articulates a shared understanding of the key drivers and reinforcing factors of violence against women

Provides guidance to Federal and State Governments, the private sector, civil society and communities on prevention across Australia

Informs development of policy and legislation, prevention strategies, programming and advocacy
Case Study:

Respectful Relationships Education
What it is:

A whole-school approach to Respectful Relationships Education (RRE) in Schools from prep-year 12 teaching gender equity in relationships and challenging gender stereotypes.

The pilot:

Conducted in 2015 in 19 high schools across the state of Victoria, reaching 1700 school staff and 4000 school students.
Respectful Relationships

Evaluation:

The pilot used a realist evaluation approach to identify extenuating and enabling factors that influenced the uptake and impact of RRE. Pilot evaluation found RRE had positive impacts on student’s attitudes, knowledge and skills and showed the beginnings of change in school policies, culture and ethos.

Scale up:

The Victorian government is providing $21.8 million to implement RRE in 2,200 schools across the state.
Community Mobilisation
Community mobilisation studies and evaluations show promising results.

Challenge social norms at community level.

Can be efficiently expanded through replication by NGOs.
Key characteristics:

- Leadership and ownership by local activists
- Grounded in local contexts of norms, power and inequality
Case Study: SASA!
What it is:

A community mobilisation intervention in Kampala, Uganda aimed at preventing VAWG through changing the community attitudes, norms and behaviours that underlie power imbalances between men and women.

Evaluation:

Showed a 52% reduction in the number of women who had experienced physical IPV in the 12 months preceding the end-line survey.

Scale up:

The intervention has been rolled out, both nationally and regionally, with approximately 80 sites using the materials in 2012.
Adapting Interventions
“While implementation will be different than the original and it is important to keep some core components that define the approach, innovation and adaptation to local contexts is important – for meaningful impact in other communities and also for the growth of the broader field of [violence against women] prevention.” – Raising Voices
Political Questions
Great potential for institutionalisation, large-scale, long-term changes

Interests in maintaining the status quo

Can governments be responsible for genuine norm change? Are they well positioned?

Interests in geographic scale-up and number of people reached

Support programmes evaluated as cost-effective

Concerned with evaluation frameworks, reporting guidelines and deadlines

How do donor constraints impact scale up and adaptation?
Challenging Thinking
Challenging Contemporary Scale Up Thinking

Current tendency to replicate and scale a few successful prevention programs (SASA!, Stepping Stones, IMAGE, Programme H, Avahan, etc.)

Is replication diluting innovation and creation of novel programmes better suited to specific contexts?

There is no magic bullet-revision: adaptation and innovation are essential
Activity
Think about when scale up makes sense and when it doesn’t.

What do you need to be thinking about to make sure scaled interventions are still grounded in local cultural contexts whilst remaining gender-transformative?
Communication Tools for Disseminating Research

Marta Jasińska
Why We Need to Communicate Research Findings with Diverse Audiences

There are so many opportunities for communicating research and evidence. Social media allows us to communicate with, inform and influence many and different types of people, and allows us to:

- Reach more people
- Increase the visibility of your personal brand and that of your organisation
- Build and cultivate professional networks
- Engage in real-time two-way interaction with people, including answering queries
- Publish and distribute original content that demonstrates your expertise
- Share curated links to relevant information that adds value to the lives of your audience, and builds a narrative that gradually explains complex issues in a simple way
- Communicate with your community of followers, advocates and supporters
- Promote knowledge of issues and contribute to the common good
What We Can Achieve
What We Can Achieve Through Communications

☐ Spread knowledge and evidence, dispel myths and misinformation which could be damaging to the cause

☐ Increase presence and influence within general public and policy makers

☐ Incite social change in terms of behaviour and attitudes towards gender equality and violence against women
Influencing Stakeholders
How to Influence Stakeholders

- Assessing internal capacity
- Setting realistic goals
- Identifying and mapping stakeholders
- Targeting communications and channels to stakeholder groups
- Deciding on appropriate communication tools/collateral
- Assessing impact and adapting communications
Assessing Capacity
Assessing Internal Capacity

Each audience will need to be communicated with differently and through different channels

Assess your capacity for:

☐ Communicating with different audiences
☐ Using different channels for communication
☐ Executing ideas and information through graphic design (conceptualising/problem solving/design thinking)
☐ Funding
Realistic Goals
Setting Realistic Goals

The content of your communications and the channels you use will depend on your audience/s and goals:

What are your communication goals?

- Increase in funding?
- Increase in knowledge of your research?
- Influence in policy?
- Change in behaviour of general public?
Setting Realistic Goals

Based on what you want to achieve, what audiences/stakeholders do you need to communicate with?

- Philanthropic organisations
- Policy makers
- Researchers
- General public
Setting Realistic Goals

Do your research on your audience/s:

- How do your audience/s react to your information currently?
- What information do your audience/s already have?
- Is there misinformation that you need to address?
- What are the information needs of your audience/s?
- What information do they want?
- How do your audience/s prefer to get information from you (online, in hard copy, oral presentations, etc.)?
Stakeholders
Tools for Communicating with Stakeholders
Online Audiences
# Facebook Online Audience

## Demographics

- **Gender Distribution:**
  - Women: 30%
  - Men: 21%
  - Non-binary: 5%
  - Other: 3%

- **Age Distribution:**
  - 13-17: 8%
  - 18-24: 21%
  - 25-34: 30%
  - 35-44: 12%
  - 45-54: 4%
  - 55-64: 2%
  - 65+: 1%

## Audience by Country

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<tr>
<th>Country</th>
<th>Audience</th>
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<tbody>
<tr>
<td>USA</td>
<td>2061</td>
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<tr>
<td>Australia</td>
<td>1732</td>
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<tr>
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<td>Papua New Guinea</td>
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<td>Fiji</td>
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<td>Sri Lanka</td>
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## Audience by City

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<td>Melbourne</td>
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<td>Sydney</td>
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<td>Suva</td>
<td>112</td>
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<tr>
<td>Port Moresby</td>
<td>109</td>
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<td>New York</td>
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<td>Brisbane</td>
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<td>Perth</td>
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<td>Canberra</td>
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<td>Colombo</td>
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## Audience by Language

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<th>Audience</th>
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<td>English (UK)</td>
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<tr>
<td>Spanish</td>
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<td>Indonesian</td>
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<td>French</td>
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<tr>
<td>Spanish (Spain)</td>
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<tr>
<td>Italian</td>
<td>45</td>
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<tr>
<td>Russian</td>
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<td>German</td>
<td>35</td>
</tr>
<tr>
<td>Portuguese</td>
<td>30</td>
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</table>
Twitter Online Audience

- Women: 64%
- Men: 36%

<table>
<thead>
<tr>
<th>Interests</th>
<th>Audience</th>
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<tbody>
<tr>
<td>Business and news</td>
<td>89%</td>
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<tr>
<td>Politics and current events</td>
<td>87%</td>
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<tr>
<td>Books news and general info</td>
<td>80%</td>
</tr>
<tr>
<td>Movies news and general info</td>
<td>80%</td>
</tr>
<tr>
<td>Business news and general info</td>
<td>72%</td>
</tr>
<tr>
<td>Comedy (Movies and television)</td>
<td>69%</td>
</tr>
<tr>
<td>Government</td>
<td>67%</td>
</tr>
<tr>
<td>Science news</td>
<td>65%</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>64%</td>
</tr>
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Online Engagement
Communication Tools for Disseminating Research - Online Engagement
"No" does not mean "convince me"

No!
No thanks
Nope.
No.
Today 2:00pm
No.

Communication Tools for Disseminating Research - Online Engagement
Women are financially worse off at every life stage

- Girls get 11% less pocket money than boys
- Female post-grads earn 18% less than men
- Women earn $261.10 on average p/w less than men
- Women spend twice as much time doing unpaid work
- 38.7% of single women will retire in poverty

The Equality Institute

Assessing Impact
Assessing Impact and Tracking Uptake

Tracking uptake:

Communicate with your community, respond to feedback and take note of what audiences were interested in.

- Were messages seen as relevant, consistent and credible?
- Were the messages understood?
- Did knowledge, attitudes and behaviours of audience change?
- Was there an increase in access of publications/briefs online?
  
  Did this result in more interest from various stakeholders and subsequent increase in support, funding or policy change?
Assessing Impact and Tracking Uptake

Adapt your content:

☐ Change the content, OR

☐ Change how content is delivered.
Activity
In your workbook, use your own project/research to map out:

- Your communication goals
- Your stakeholders
- The communication channels you will use to communicate with your stakeholders
Communicating Research Findings to Diverse Audiences

Marta Jasińska & Scarlett Thorby–Lister
Our Approach
Communicating Research Findings to Diverse Audiences - Our Approach
The Equality Institute

Communicating Research Findings to Diverse Audiences - Our Approach - Facebook
Communicating Research Findings to Diverse Audiences - Our Approach - Instagram


When someone says they don’t believe in the patriarchy

Be a lot cooler if you did!

Women weren’t given the right to vote. We fought and died for it.

MYCoach said I run
A Global Audience
Communicating Research Findings to Diverse Audiences - Our Approach - A Global Audience
DESTROY THE PLANET!

Patriarchy, not the planet!
Communicating Research Findings to Diverse Audiences - Our Approach - A Global Audience
“Studies from Australia indicate that women in regional, rural and remote communities experience greater severity of physical abuse, greater frequency of violence, and remain in abusive relationships longer than urban women.”

“Women in the sex industry are highly vulnerable to many different forms of violence that occur both within and outside the context of sex work.”

“Family violence experienced by lesbian, gay, bisexual, transgender and intersex communities is largely invisible, due to social myths that such communities do not or cannot experience abuse.”


lesexian, gay, bisexual, transgender and intersex communities do not experience intimate partner violence. For example, the belief that lesbian or bisexual women do not perpetrate violence, or that gay or bisexual men are not victimised, leads to a wider denial of intimate partner violence within lesbian, gay or bisexual relationships. Let’s work to change these heteronormative beliefs and be aware of intersectionality when it comes to intimate partner violence.
How-To:
What We Have Learned
Building a Following
Positive
Always was, always will be, Aboriginal land.

When we speak we are afraid our words will not be heard or welcomed. But when we are silent, we are still afraid. So it is better to speak.

– Audre Lorde

Consent = fries

Freely-given, reversible, informed, enthusiastic specific.

Causes of rape:
- Short skirts
- Drunk
- Drunk behaviour
- A provocative post
- Being alone
- Night time
- Reckless

My body, my business.
Communicating Research Findings to Diverse Audiences - How-To - Building a Following

Positive

Fun

Empowering

Always was, always will be, Aboriginal land.

bell hooks

A real woman is whatever she wants to be.
☑ High-quality content
☑ Knowing your point of difference
☑ Experimenting
☑ Being open to change
☑ Self-reflection
☑ Working hard
☑ Luck
☐ Hashtags
☐ Times for posting
☐ Following similar accounts
☐ Reach out
Creating Content
Instagram – an audience which is young, informed, pop-culture savvy and hungry for content which is engaging, relatable and funny.
What Works: Pop Culture

Why is it the woman that has to change and never the guy?
What Works: Celebrity

We know that when women are empowered, they immeasurably improve the lives of everyone around them - their families, their communities, and their countries.

- Prince Harry
What Works: Feminist

I put the fun in fundamental human rights
What Works: Humour

DON'T TELL ME TO SMILE
I’m just a girl, standing in front of a boy, asking him to stop mansplaining everything.

THE EQUALITY INSTITUTE
seek knowledge, create change
What Works: Visually Engaging

Always was, always will be, Aboriginal land.
What Works: Simple, Strong Messages

FEMINISM IS FREEDOM

THE EQUALITY INSTITUTE

Communicating Research Findings to Diverse Audiences - How-To - Creating Content
What Works: Informative

Only around 1 in 4 people heard or read about in the media are women
What DOESN’T Work: Not Engaging
What DOESN’T Work: Too Simple
What DOESN’T Work: Unrelatable

We have donated!

FVPLS Victoria
Aboriginal Family Violence Prevention & Legal Service Victoria
Standing Firm Against Family Violence

THE EQUALITY INSTITUTE
seek knowledge, create change
What DOESN’T Work: Reinforcing Harmful Social Norms

Australian crime statistics show that in 2015 more than a third of sexual assault victims were assaulted within a family or domestic relationship.

Intersectionality
Diversity

CELEBRATING
YOUNG INDIGENOUS
AUSTRALIAN WOMEN
Their opinion does not define you.
Inclusivity

Masculinity

..is diverse
Reflection and Self-Criticism

Age, ethnicity and gender of people imagery we use on our Instagram:
Transforming Social Norms
What Are Social Norms?
1. Cultural and social norms are rules or expectations of behaviour within a specific cultural or social group

2. Often unspoken, these norms offer social standards of appropriate and inappropriate behaviour, governing what is (and is not) acceptable

3. Social norms function like actual laws and incentives, but they are socially and informally enforced by groups of people

4. Cultural and social norms do not necessarily correspond with an individual’s attitudes (positive or negative feelings towards an object or idea) and beliefs (perceptions that certain premises are true), although they may influence these attitudes and beliefs if norms becomes internalised.

5. Cultural and social norms vary widely: behaviour acceptable to one social group, gang or culture may not be tolerated in another

6. Cultural and social norms persist within society because of individuals’ preference to conform, given the expectation that others will also conform
Communicating Research Findings to Diverse Audiences - How-To - Transforming Social Norms
Why Address Social Norms?

- Violent behaviour is strongly influenced by cultural and social norms, so efforts to prevent violence must consider how social pressures and expectations influence individual behaviour.
- The social norms approach seeks to correct misperceptions by giving people a more realistic sense of actual behavioural norms, thereby reducing risky behaviour.
- An individual will be motivated to act in a certain way in order to belong to a group.
- Resources to enforce norms are unlimited, as any member of a group can enforce social norms.
- You must always provide an alternative, ‘positive,’ norm for people to engage in.
Harmful social norms → Violent behaviour
Harmful social norms → Positive social norms → Respectful violent behaviour
Descriptive Norms

Perceived consensus about a descriptive pattern of behaviour:

“In our group, men typically hit their wives.”
Injunctive Norms

Perceived consensus about a prescribed behaviour:

“"In our group, hitting your wife is not acceptable.""
Our Approach
MY BODY MY CHOICE
“NO” DOES NOT MEAN “CONVINCE ME”

NO!

NO THANKS

NOPE.

Today 2:00pm

No.

no.
“A woman cannot refuse to have sex with her husband.”
“NO” DOES NOT MEAN "CONVINCME"

NO!

NO THANKS

NOPE.

Today 2:00pm

NO

no.
None of these women are asking for it.
“Women are responsible for preventing men’s sexual urges.”
NONE OF THESE WOMEN
ARE ASKING FOR IT
CAUSES OF RAPE

- Short skirts
- Drinking
- Flirty behaviour
- A promiscuous past
- Walking alone
- Night time
- Rapists
“If a woman is raped, she is to blame for putting herself in that situation.”
CAUSES OF RAPE

- Short skirts
- Drinking
- Flirty behaviour
- A promiscuous past
- Walking alone
- Night time
- Rapists

THE EQUALITY INSTITUTE
seek knowledge. create change
CONSENT = FRIES

Freely-given, reversible, informed, enthusiastic, specific.
“Consent can be implied, confusing or unnecessary.”
CONSENT = FRIES

Freely-Given
Reversible
Informed
Enthusiastic
Specific
"The most commonly reported motivation for perpetrating rape was related to men’s sense of sexual entitlement"

Men’s sense of entitlement over a woman’s body.
“The most commonly reported motivation for perpetrating rape was related to men’s sense of sexual entitlement”

...is diverse

Femininity

Masculinity

...is diverse
Harmful gendered social norms surrounding masculinity and femininity.
Communication and respect are crucial in every relationship, and any step forward, sexual or otherwise, should be discussed openly and without pressure. A person should never feel that they have to do anything they’re not comfortable with because they’re afraid of saying no, feel like they’re unable to because they’ve already agreed to some things, or that it’s expected that they’ll go along with what the other person wants.

Yeah I didn’t ask, but I reckon she would’ve been into it. I mean, she knew what I was there for, right?

I wasn’t 100% sure if she was still keen, so I asked.

CONSENT

When consent isn’t enthusiastically given, talked about, or even considered, sexual acts may not be consensual.

Open discussion and checking in is important to make sure that consent is given and that it remains in place as things progress.
Sexual activity is a sign of a real man.
Communication and respect are crucial in every relationship, and any step forward, sexual or otherwise, should be discussed openly and without pressure. A person should never feel that they have to do anything they’re not comfortable with because they’re afraid of saying no, feel like they’re unable to because they’ve already agreed to some things, or that it’s expected that they’ll go along with what the other person wants.

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Activity
“I’m a nice guy, I don’t do that!”
Okay, but do you stand up against men who do?
Or do you sit there and watch while you think about how nice you are?

Source: @vice

☐ What kind of content is this?
☐ What is the social norm that is being challenged?
☐ How is it being challenged?
☐ Why is it effective?
“Stigmatisation and devaluation of sex work contributes to the condoning of violence against women in the sex industry.”

What kind of content is this?

What is the social norm that is being challenged?

How is it being challenged?

Why is it effective?
You can be a businesswoman, a mother, an artist and a feminist – whatever you want to be – and still be a sexual being.

- Beyoncé

☐ What kind of content is this?

☐ What is the social norm that is being challenged?

☐ How is it being challenged?

☐ Why is it effective?
What kind of content is this?

What is the social norm that is being challenged?

How is it being challenged?

Why is it effective?
Thank You!