Effectively Communicating Research and Scaling Up for Social Change

THE EQUALITY INSTITUTE

seek knowledge. create 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

The Scale Up Mantra

Step one:

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

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Step two:

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

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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

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.

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

Respectful Relationships

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!

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

Governments:

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?

Donors:

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*

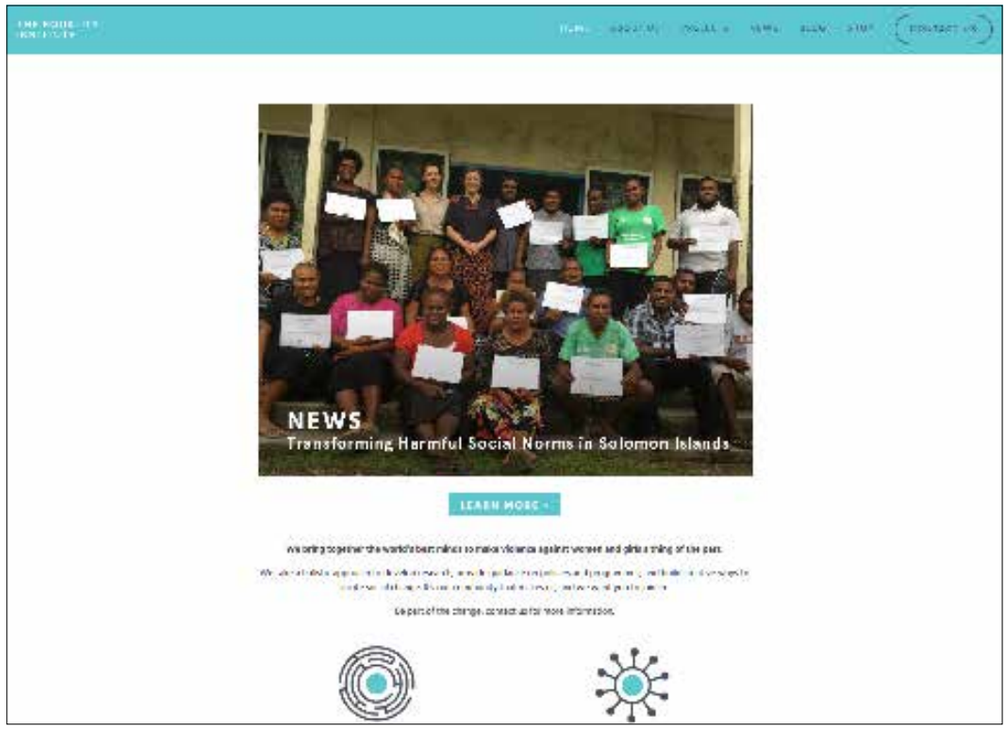
Setting Realistic Goals

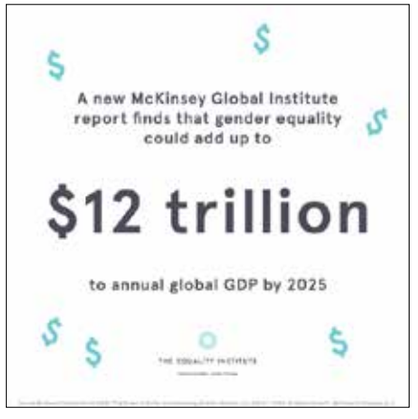
Do your research on your audience/s:

- ☐ *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

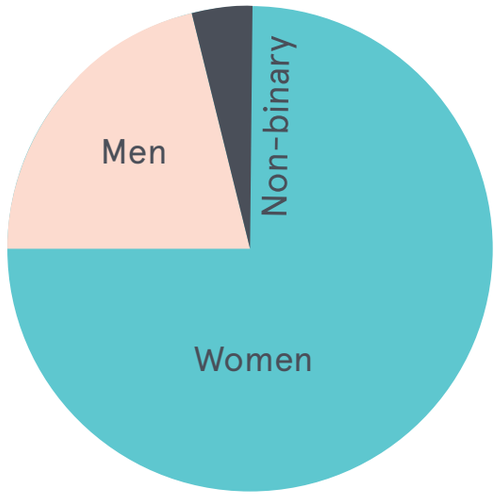
Tools for Communicating with Stakeholders

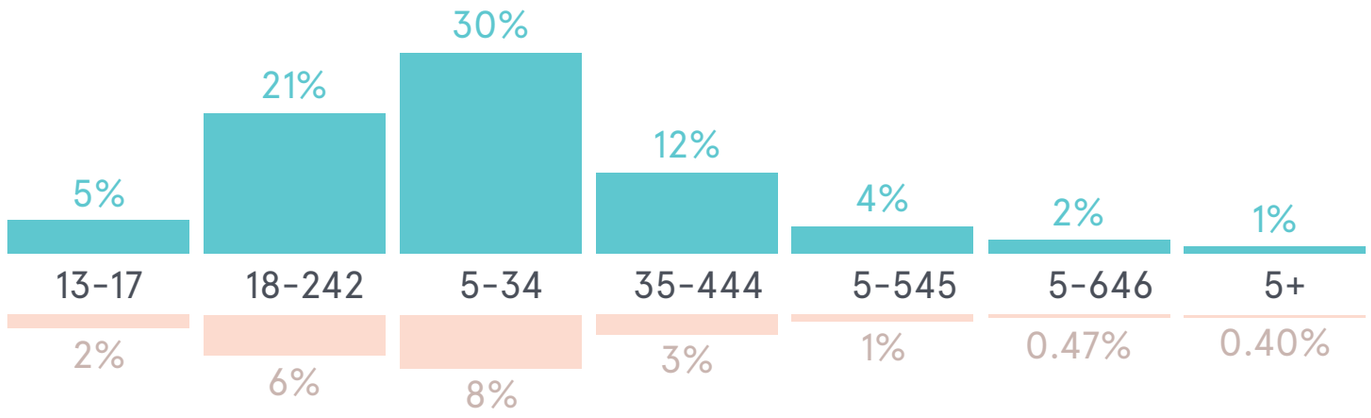




Online Audiences

Facebook Online Audience



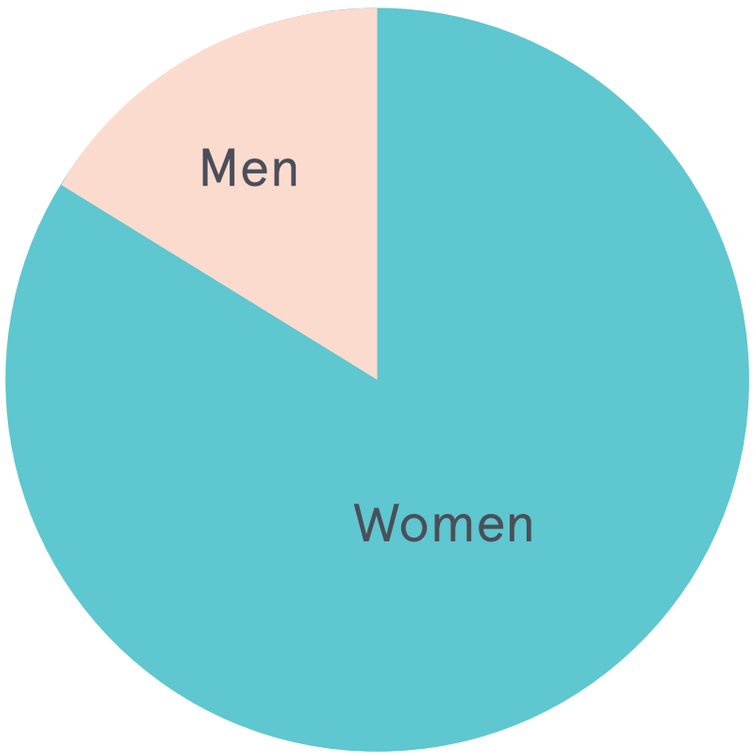


Country	Audience
USA	2061
Australia	1732
UK	714
Canada	367
India	277
Mexico	229
Indonesia	199
Papua New Guinea	185
Fiji	129
Sri Lanka	100

City	Audience
London	223
Melbourne	230
Sydney	160
Suva	112
Port Moresby	109
New York	106
Brisbane	105
Perth	104
Canberra	99
Colombo	84

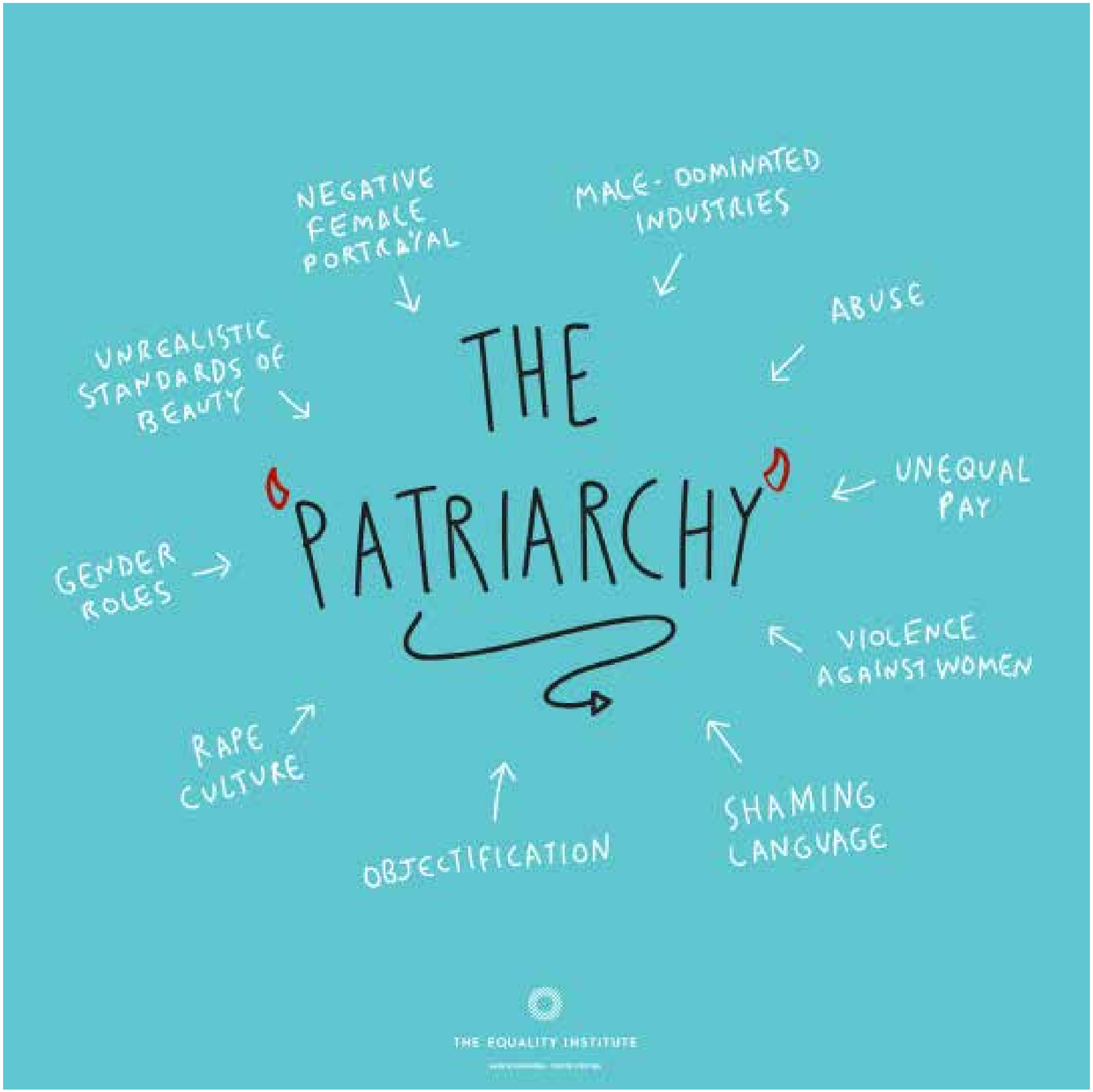
Language	Audience
English (US)	4576
English (UK)	2042
Spanish	223
Indonesian	163
French	78
Spanish (Spain)	61
Italian	45
Russian	36
German	35
Portuguese	30

Twitter Online Audience



Interests	Audience
Business and news	89%
Politics and current events	87%
Books news and general info	80%
Movies news and general info	80%
Business news and general info	72%
Comedy (Movies and television)	69%
Government	67%
Science news	65%
Nonprofit	64%

Online Engagement


NEGATIVE FEMALE PORTRAYAL
MALE-DOMINATED INDUSTRIES
UNREALISTIC STANDARDS OF BEAUTY
ABUSE
THE PATRIARCHY
UNEQUAL PAY
GENDER ROLES
VIOLENCE AGAINST WOMEN
RAPE CULTURE
OBJECTIFICATION
SHAMING LANGUAGE
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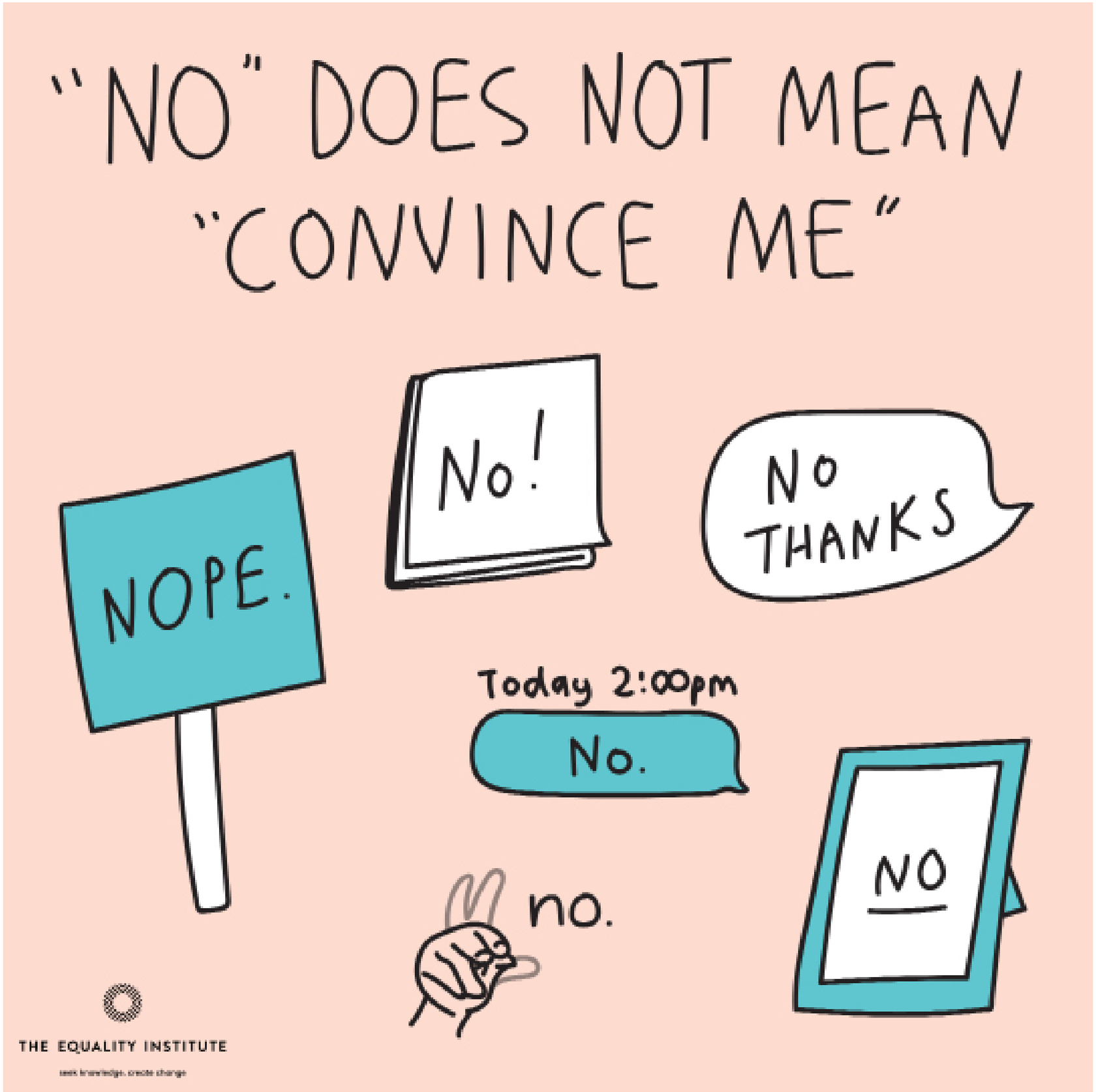
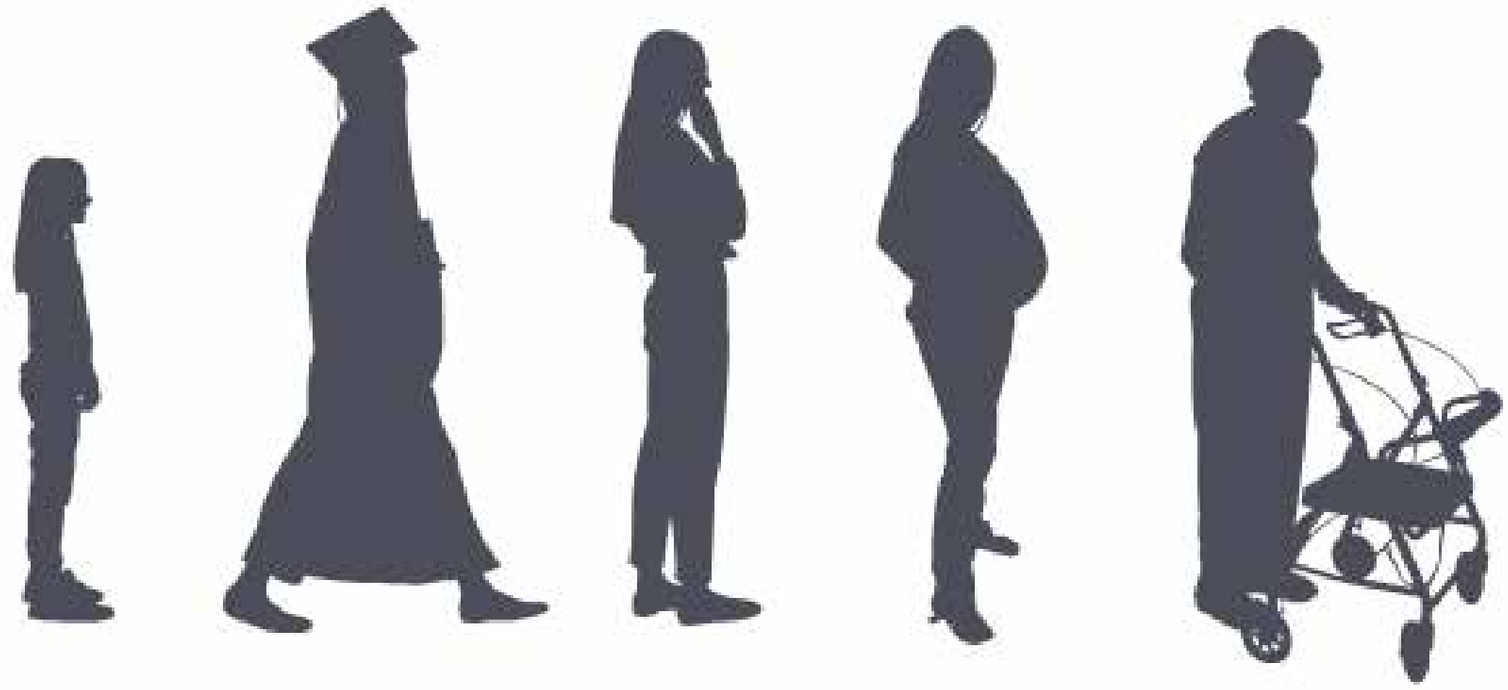

"NO" DOES NOT MEAN
"CONVINCE ME"
NOPE.
No!
NO THANKS
Today 2:00pm
No.
no.
NO
THE EQUALITY INSTITUTE

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

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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

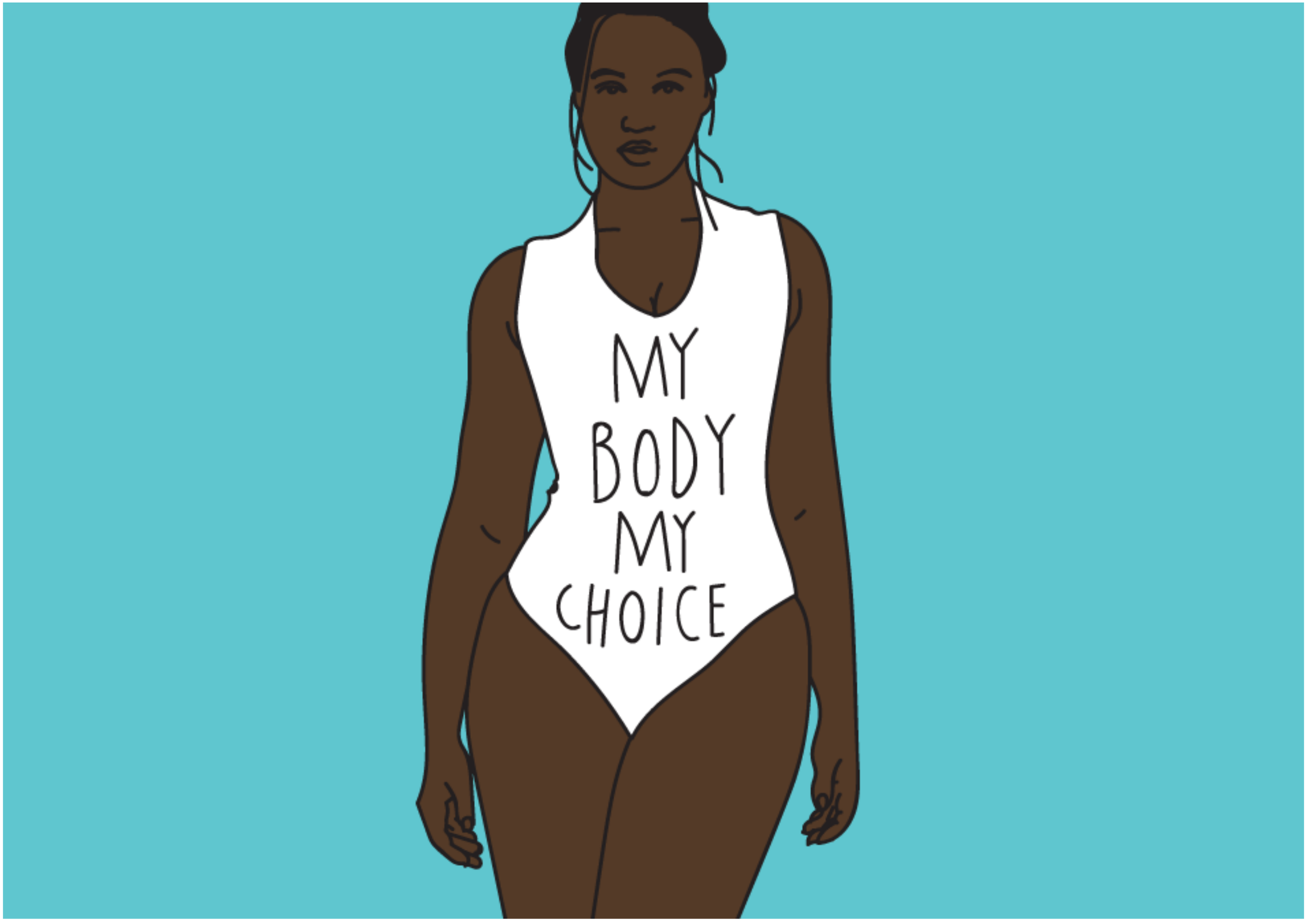
In your workbook, use your own project/research to map out:

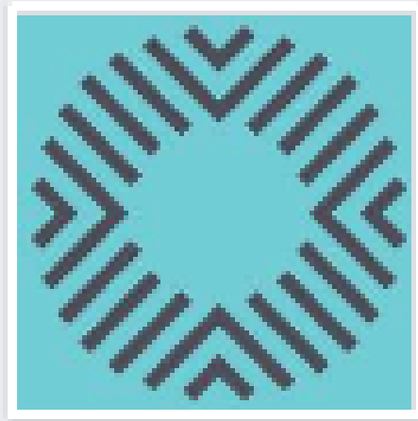
- [ ] *Your communication goals*
- [ ] *Your stakeholders*
- [ ] *The communication channels you will use to communicate with your stakeholders*

Communicating Research Findings to Diverse Audiences

Marta Jasińska & Scarlett Thorby-Lister

Our Approach


MY
BODY
MY
CHOICE



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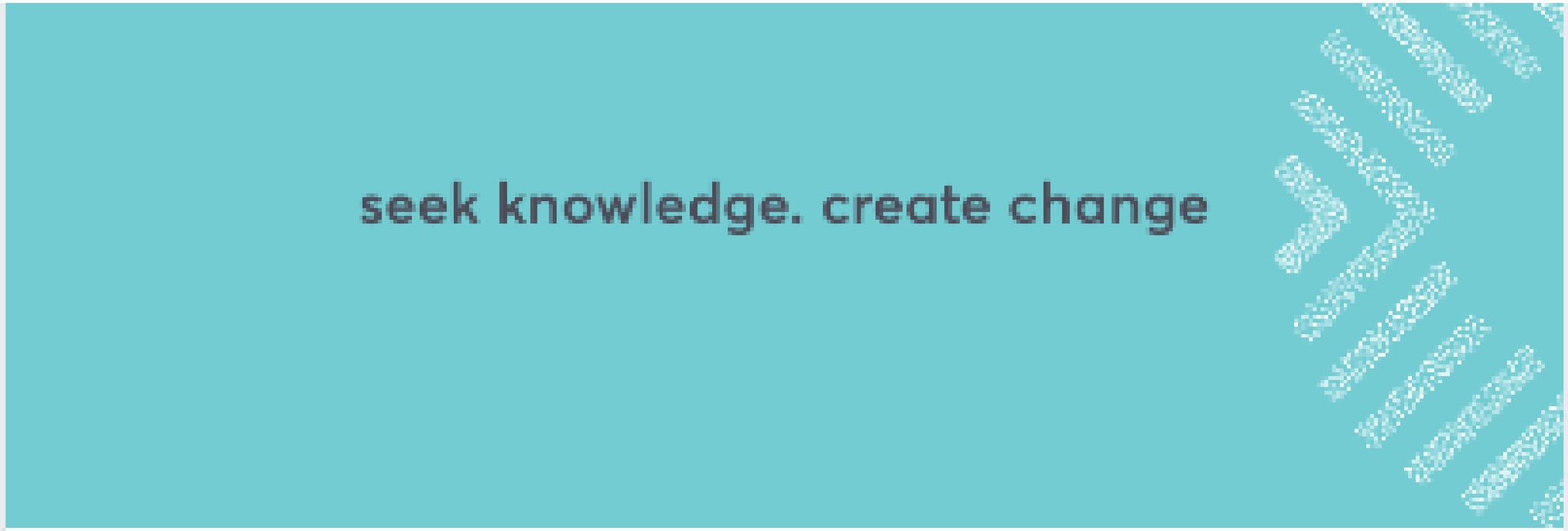

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The Equality Institute

3 August at 18:37 ·

We are looking for a new person to join our team as a Research Associate. If you are committed to ending #violenceagainstwomen and have mad research skills you should check out the listing below!

http://www.ethicaljobs.com.au/Mem.../TheEQI/research-associate

Non-governmental organisation (NGO) in Northcote, Victoria, Australia

Community See all

7,594 people like this

7,664 people follow this

About See All

equalityinstitute.org

Non-governmental organisation (NGO)

People

7,594 likes

seek knowledge. create change

Tweets 1,008 | Following 202 | Followers 885 | Likes 329 | Moments 0

Edit profile

Equality Institute

@theEQI

Seek knowledge. Create change. We develop research + creative projects to prevent violence against women.

Melbourne, Victoria

equalityinstitute.org

Joined February 2016

229 Photos and videos

Tweets | Tweets & replies | Media

Pinned Tweet

Equality Institute @theEQI · Aug 4

We are looking for a dedicated Research Assistant to join our team and help end #VAW. Check out the position here:

bit.ly/2wqgPPH

Who to follow · Refresh · View all

Kristy McKellar @kristy_...

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DV Vic @dvvic

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Australia Day

Multicultural and civil Australia Day celebrations

James Kelly

Penny Wong

1,127 Tweets

#CPHCE

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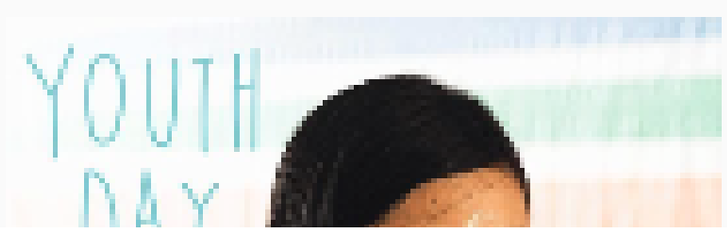
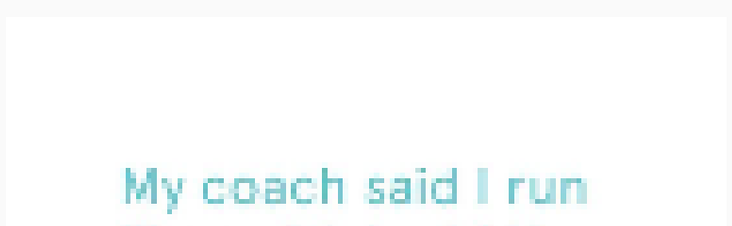
Follow

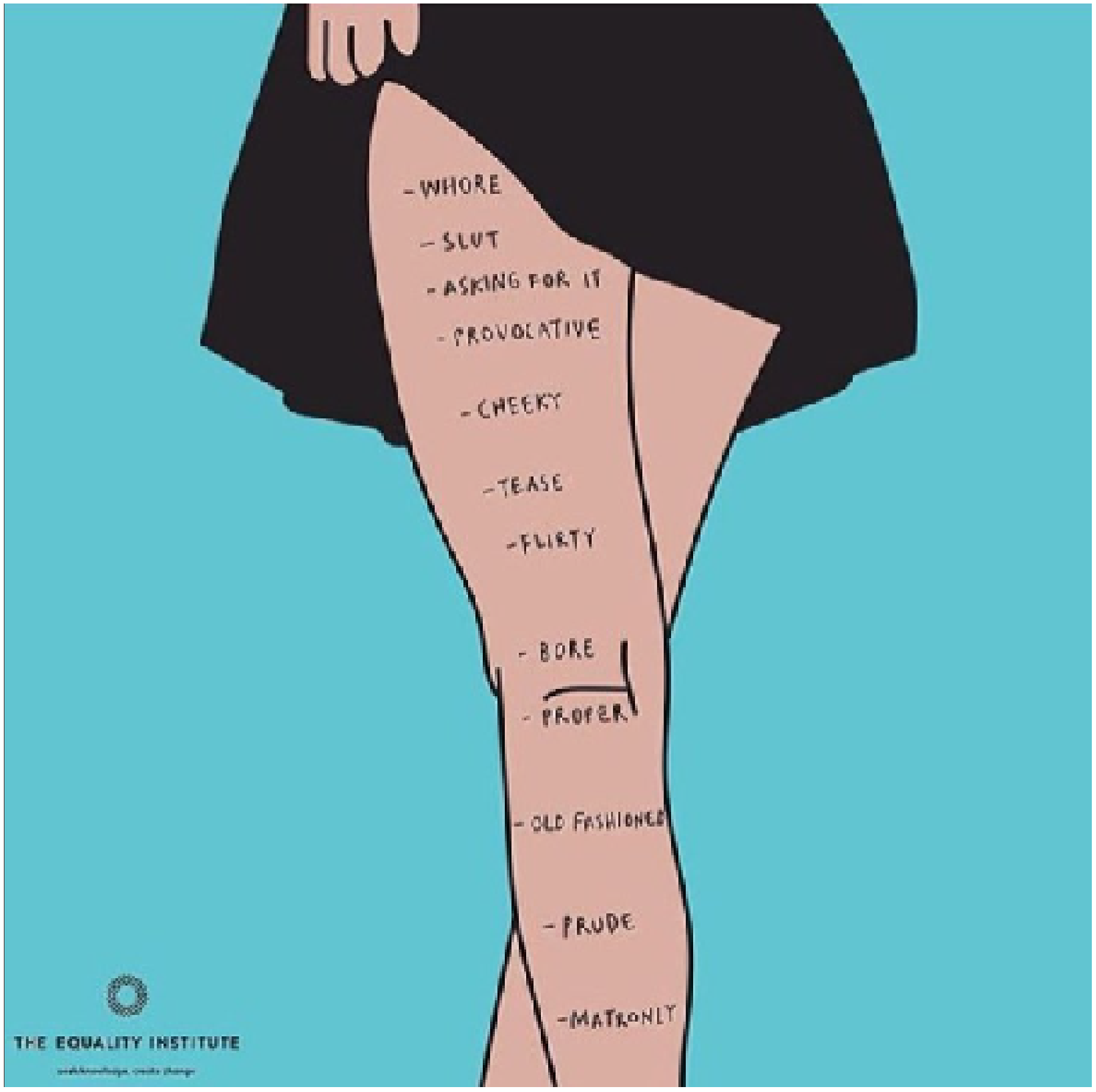
415 posts **4,884** followers **439** following

The Equality Institute We bring together the world's best minds to make violence against women and girls a thing of the past. Seek knowledge. Create change. www.mycause.com.au/page/151024/prevent-violence-against-women





A Global Audience



sommerfugldans
Trondheim, Norway

Follow

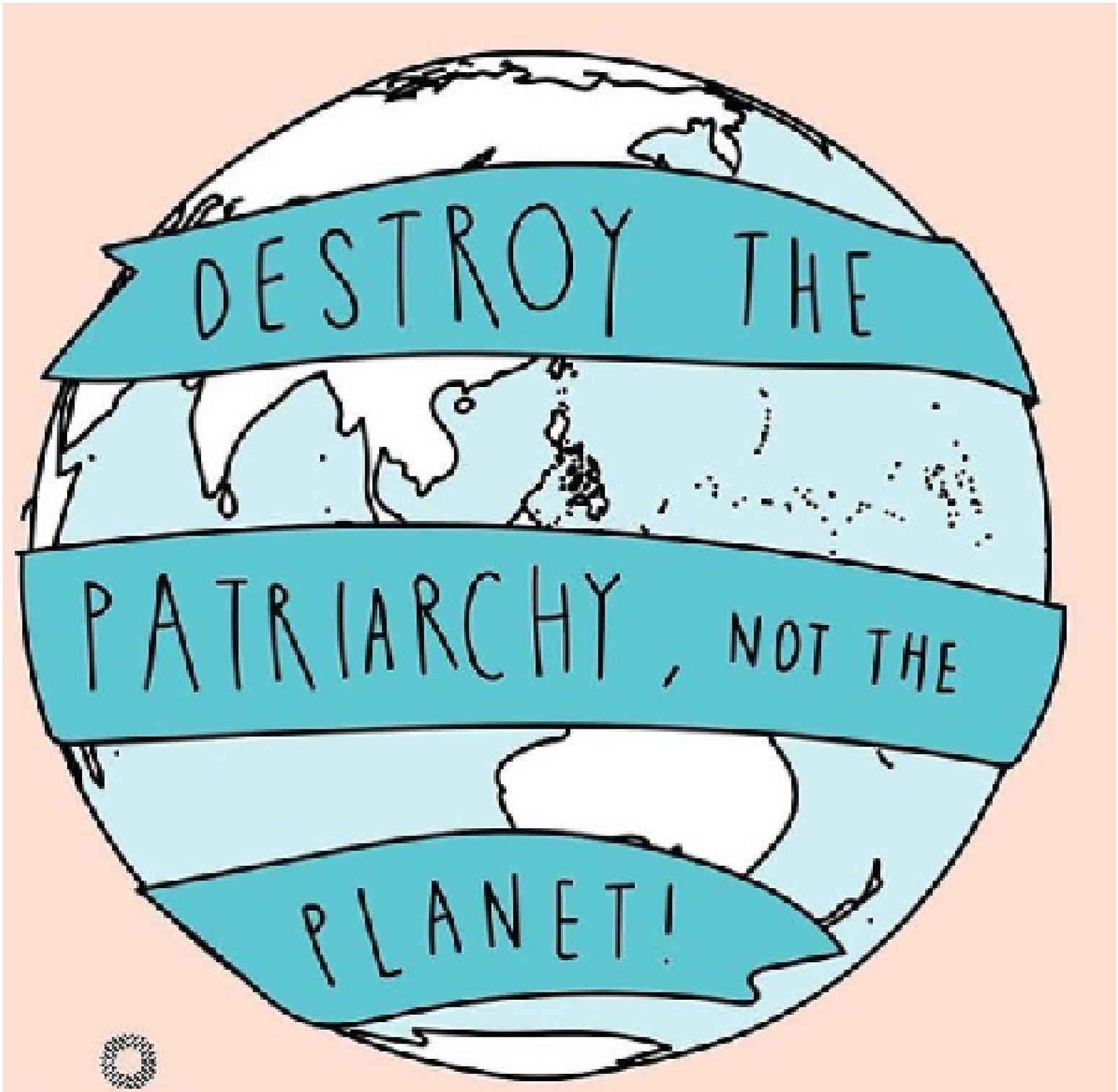
sommerfugldans dobbelstraff er den verste hersketeknikken jeg vet. i disse varme sommertider har jeg en oppfordring: la de rundt deg gå kledd som de vil - enhver skal få eie, og bestemme over, sin egen kropp! @theequalityinstitute

bentefredriksen Helt sant Rebecca😊

76 likes

JUNE 8

Log in to like or comment.



street_philo

Follow

street_philo "Jeder Mensch kann sich irren, doch nur ein Narr verharrt im Irrtum."
Marcus Tullius Cicero
Seit Tagen war Donald Trumps Drohung, die USA konnten aus dem Pariser Klimavertrag aussteigen, weltweit Thema.
Nun steht fest: Die USA werden sich nicht mehr an die unter Obama freiwillig festgeschriebenen Ziele halten: Trumps auch vorher schon deutlicher Kurs in der Klimapolitik hat Folgen für Wissenschaft und Klimaschutz...
Pic by @theequalityinstitute
#street_philo#streetphilosophy#philosophie#philosophieren#gedankenfreierlauflassen#motivationquote#streetart#zitat#wisdomseeker#richarddavidprecht#allanwatts#lifeschool#schooloflife#lebensweisheit#philosophenweg#sinndeslebens#politik#politics#trump#climatemarch

133 likes

JUNE 2

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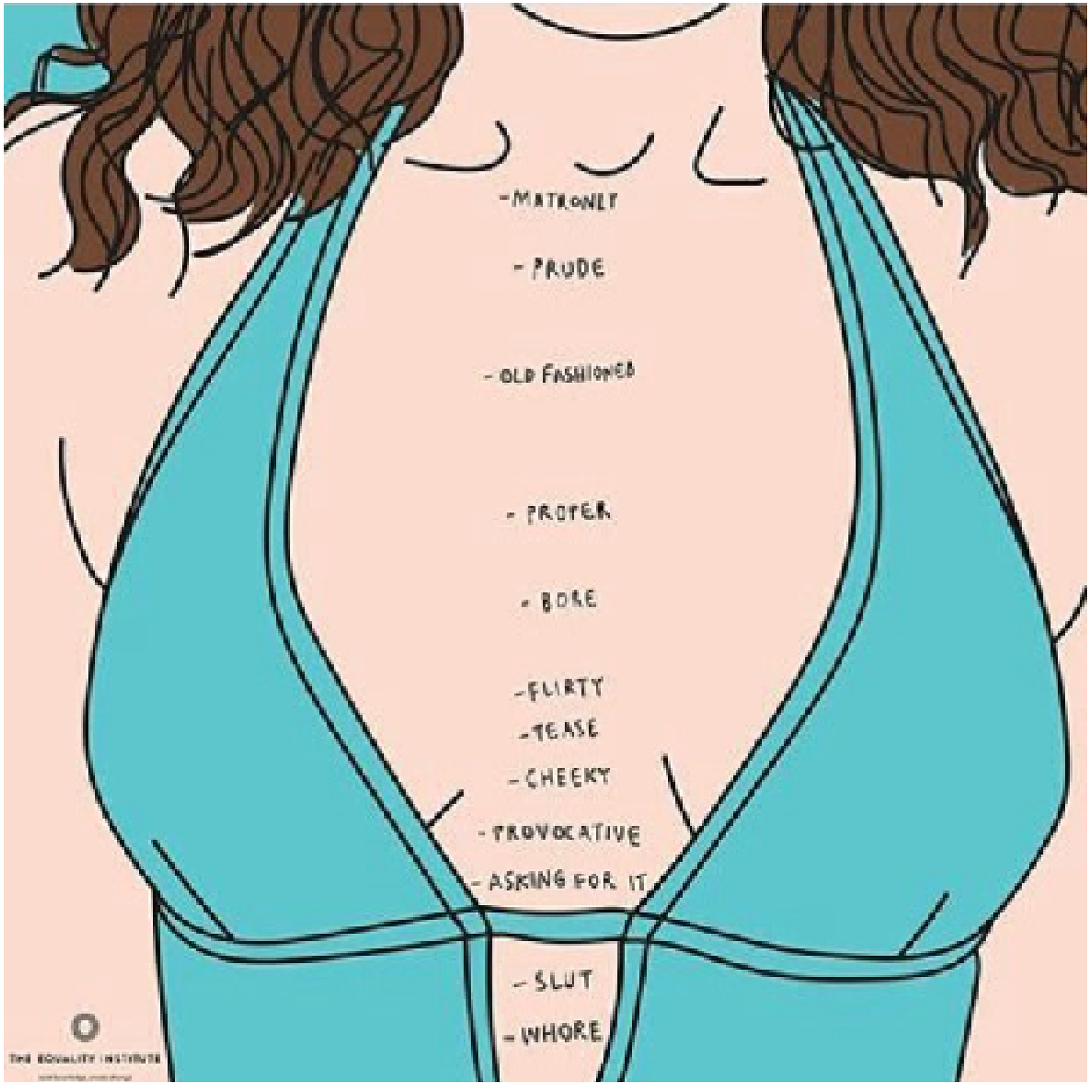

madamelastronza Follow

madamelastronza (Non fraintendetemi: puttana sì, ma violentabile no! Percui, anche se suona ripetitivo, il VESTIARIO NON INDICA CONSENSO. Saremo pure creature strane e complicate, ok. Ma non fate ricadere la vostra poca capacità di ragionare su noi corpi, cretti! 😑👌) Credit: @theequalityinstitute

wegergym Si può fare la stessa scaletta coi gradi di stupidità che raggiungono gli uomini più è profonda la scollatura 😂

madamelastronza @wegergym Giusta osservazione: qualcuno la DEVE fare! 😱👍👍

zerbynol, leccapiedi988, schiavopadrone95, alessio6975, _marinakinara, theequalityinstitute, hessam5505, lizletchford and alexchimen91 like this

3 DAYS AGO

Log in to like or comment. ...

"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"

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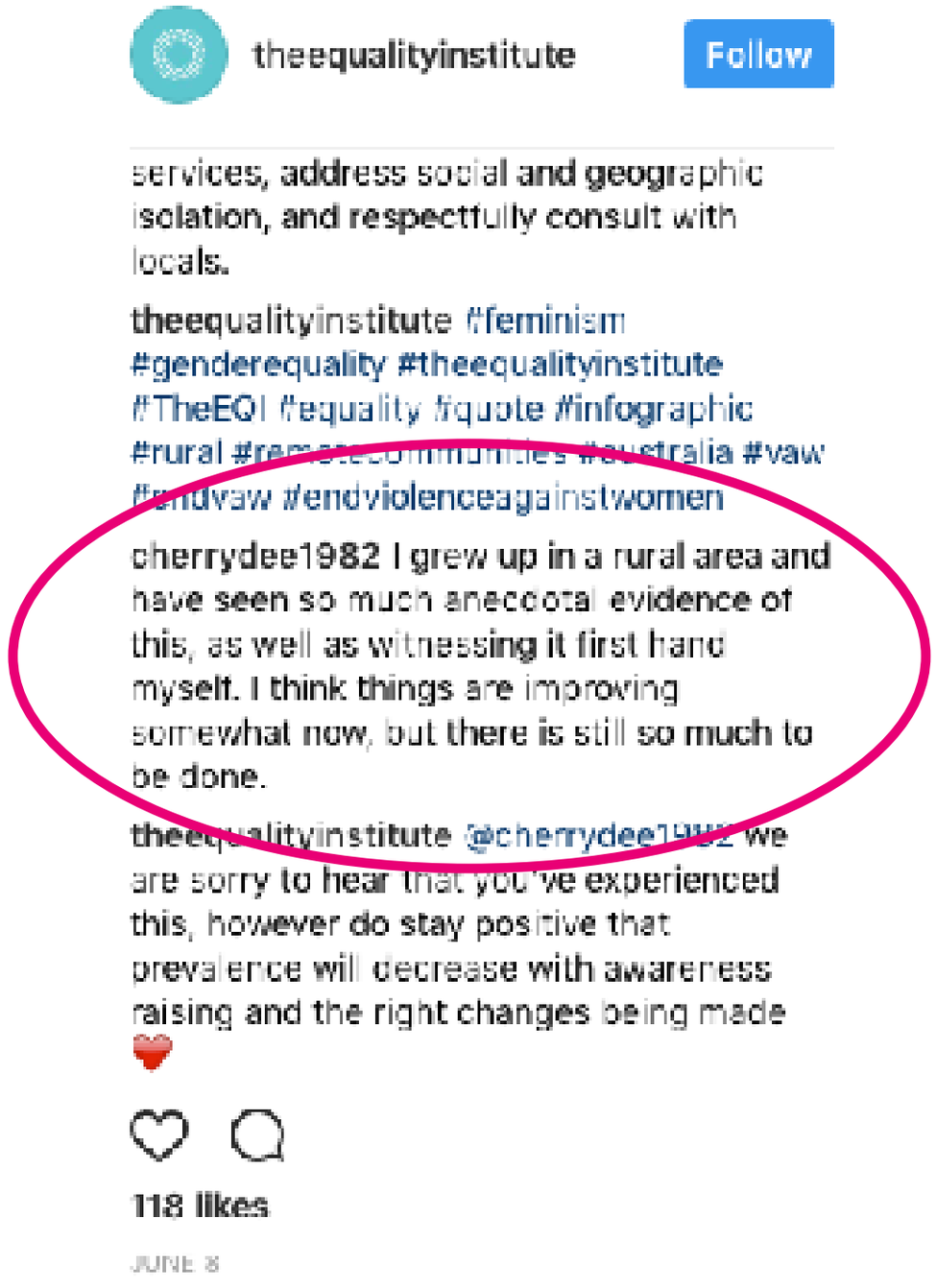
Source: The Equality Institute (2017) *Family Violence Primary Prevention. Building a knowledge base and identifying gaps for all manifestations of family violence.* Melbourne. The Victorian Government. page 53.



"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."

THE EQUALITY INSTITUTE

Source: The Equality Institute (2017) *Family Violence Primary Prevention: Building a knowledge base and identifying gaps for all manifestations of family violence.* Melbourne, The Victorian Government, page 82

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context, women in the sex industry experience violence from intimate partners, neighbours and other family members. Read about how different people experience violence in different ways in the Family Violence Primary Prevention Report: www.equalityinstitute.org/family-violence-primary-prevention-in-victoria

theequalityinstitute #feminism #genderequality #theequalityinstitute #TheEQI #equality #quote #infographic #sexwork #sexindustry #stigma #violenceagainstwomen #endviolenceagainstwomen #endthestigma

chloehatesinstagram This is so important. Thank you for shining light on this. No one should be dismissed as "not enough of a victim" because of her job or lifestyle. Consent is consent no matter what

116 likes

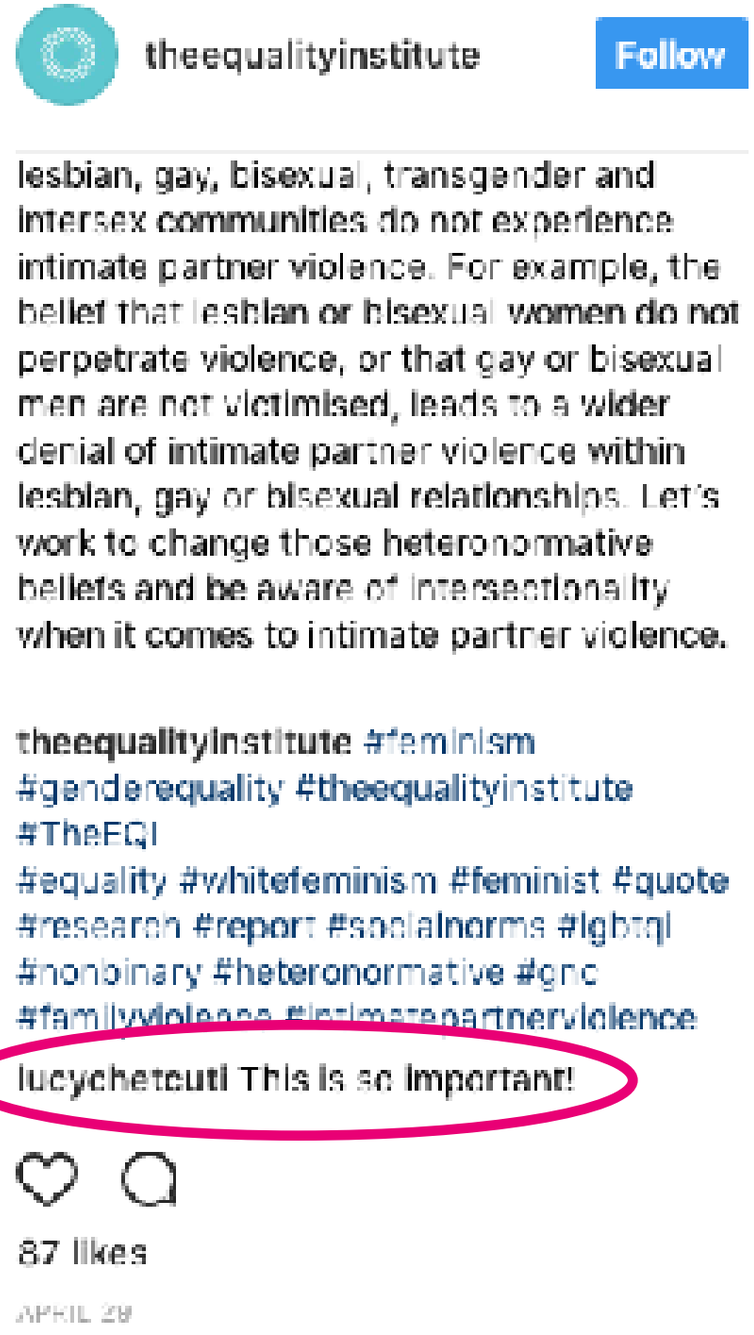
MAY 10

Log in to like or comment.

"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."

THE EQUALITY INSTITUTE

Source: The Equality Institute (2013) *Family Violence Primary Prevention: Building a knowledge base and identifying gaps for all manifestations of family violence.* Melbourne. The Victorian Government. page 30.



How-To:

What We Have Learned

Building a Following

Positive

POWER
WOMA

THE EQUALITY NST TUTE

A REAL WOMAN
IS WHATEVER SHE
WANTS TO BE
THE EQUALITY INSTITUTE

Always was,
always will be,
Aboriginal land.
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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
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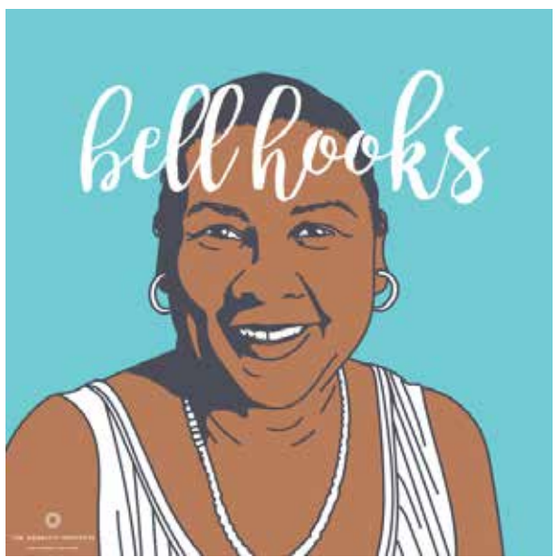
bell hooks

CONSENT = FRIES
CONSENT
FRIES
FREELY-GIVEN
REVERSIBLE
INFORMED
ENTHUSIASTIC
SPECIFIC

CAUSES OF RAPE
Short skirts
Drinking
Flirty behaviour
A promiscious past
Walking alone
Night time
Rapists
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MY BODY
MY BUSINESS

Positive

Always was,
always will be,
Aboriginal land.

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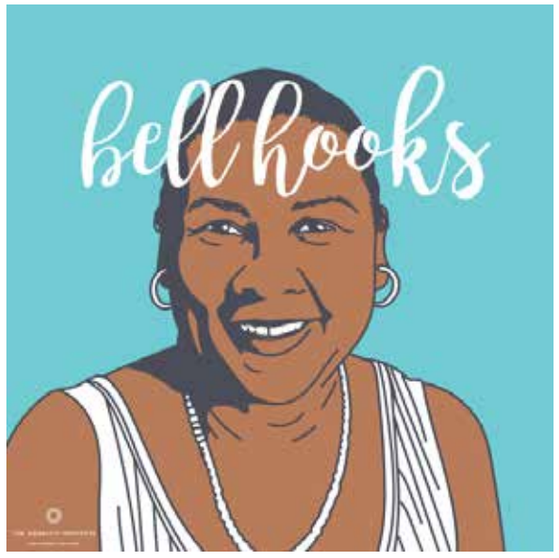
Fun



Empowering

- ☐ 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

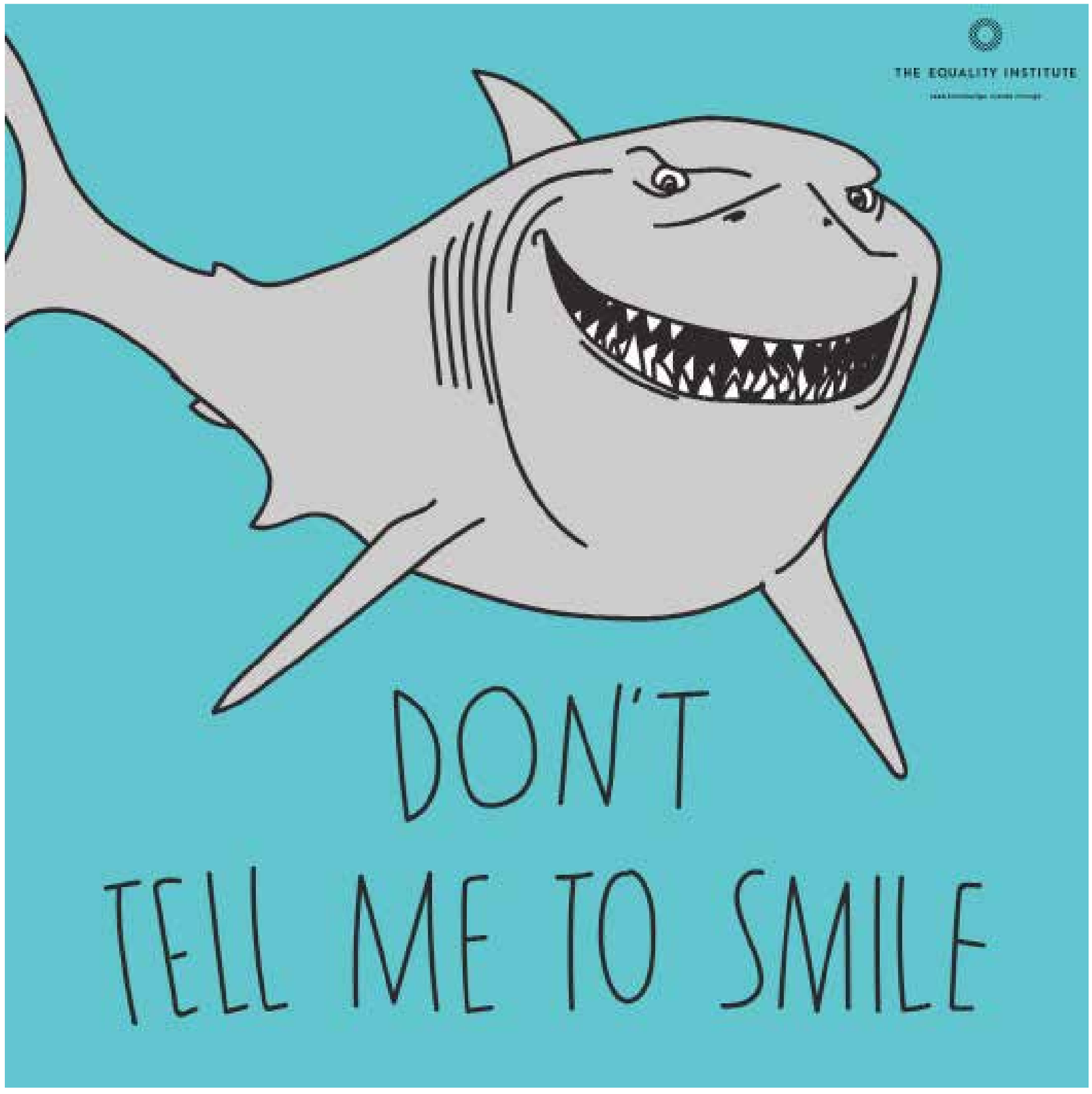
What Works: Celebrity

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

What Works: Humour



What Works: Relatable

What Works: Visually Engaging

Always was,

always will be,

Aboriginal land.

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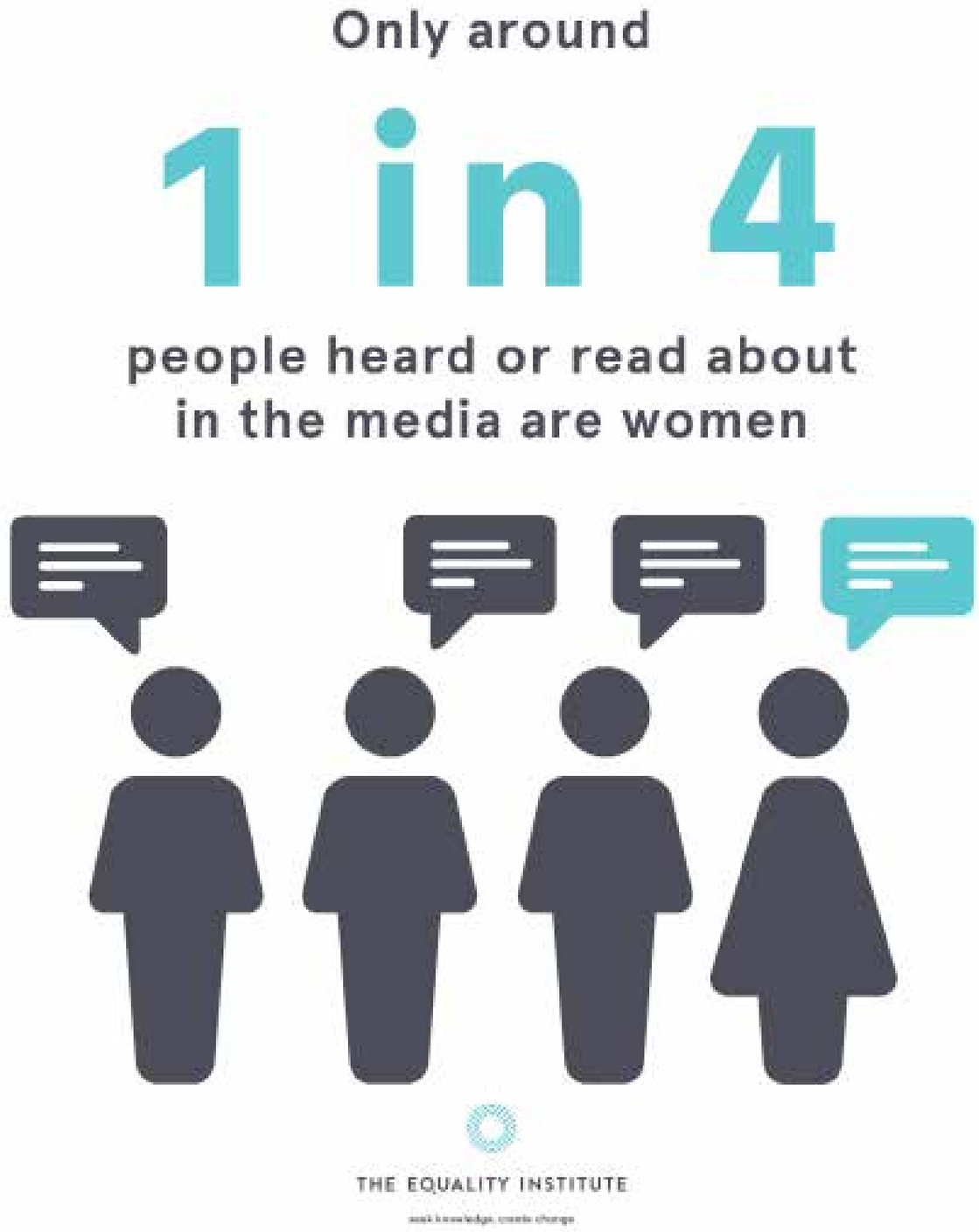
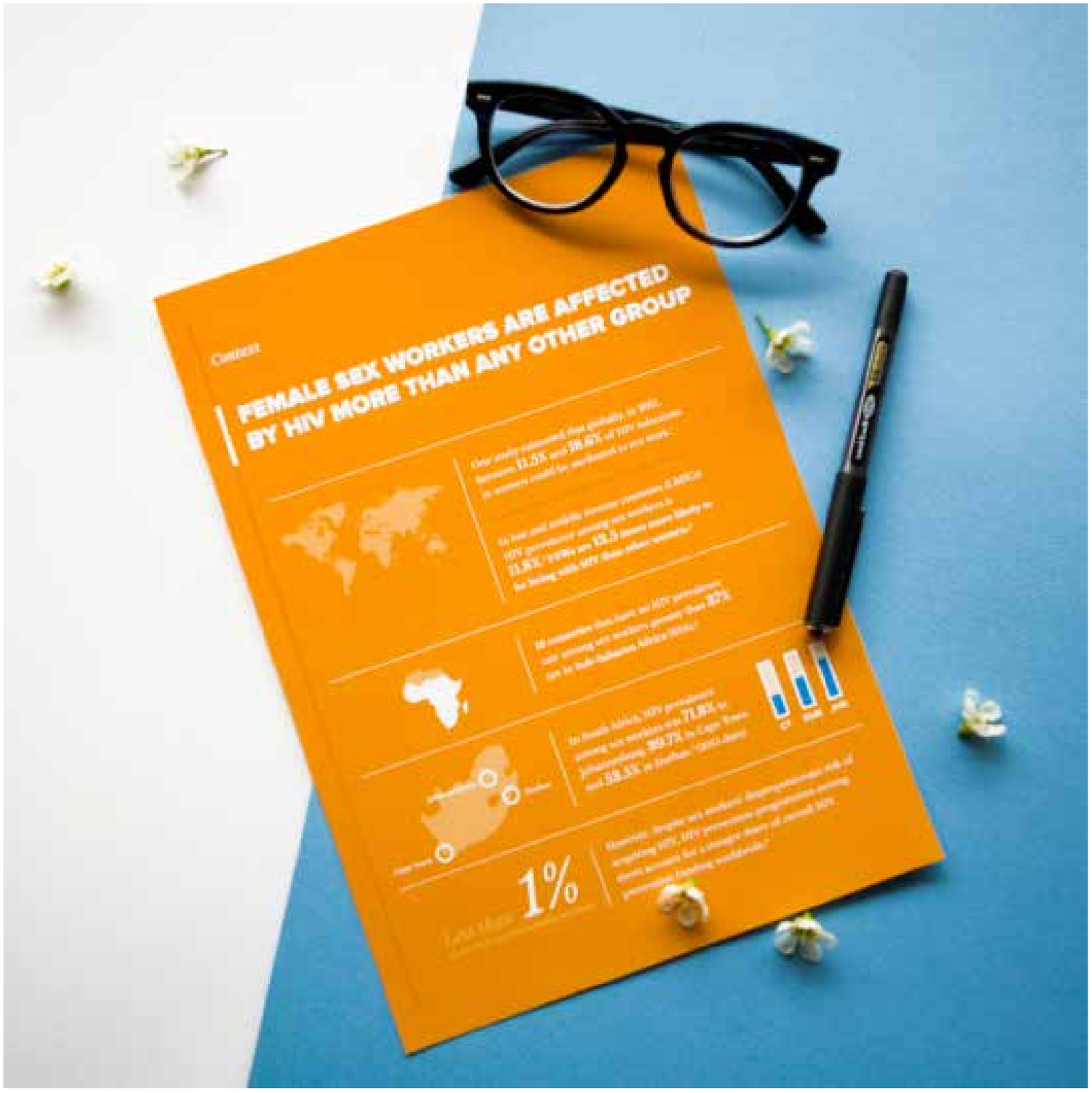
What Works: Simple, Strong Messages

What Works: Informative



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

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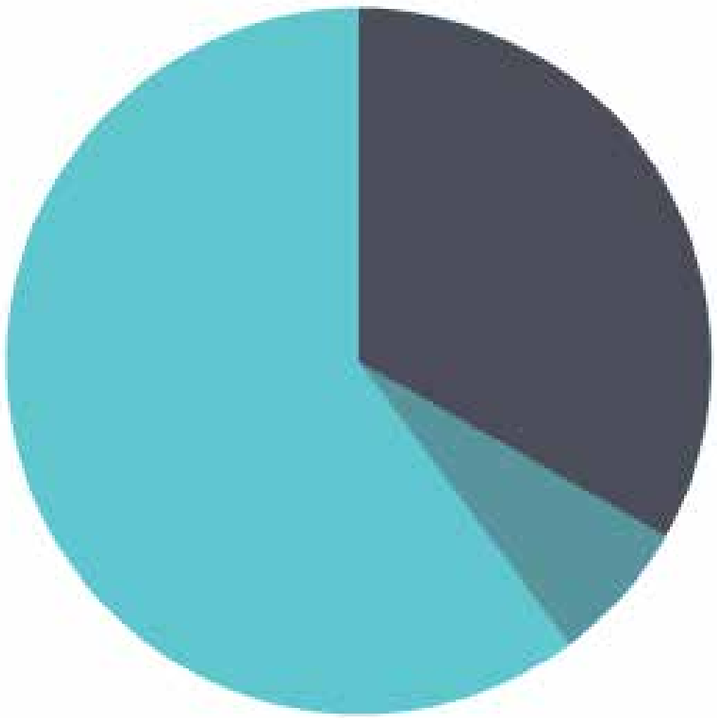
What DOESN'T Work: Reinforcing Harmful Social Norms

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



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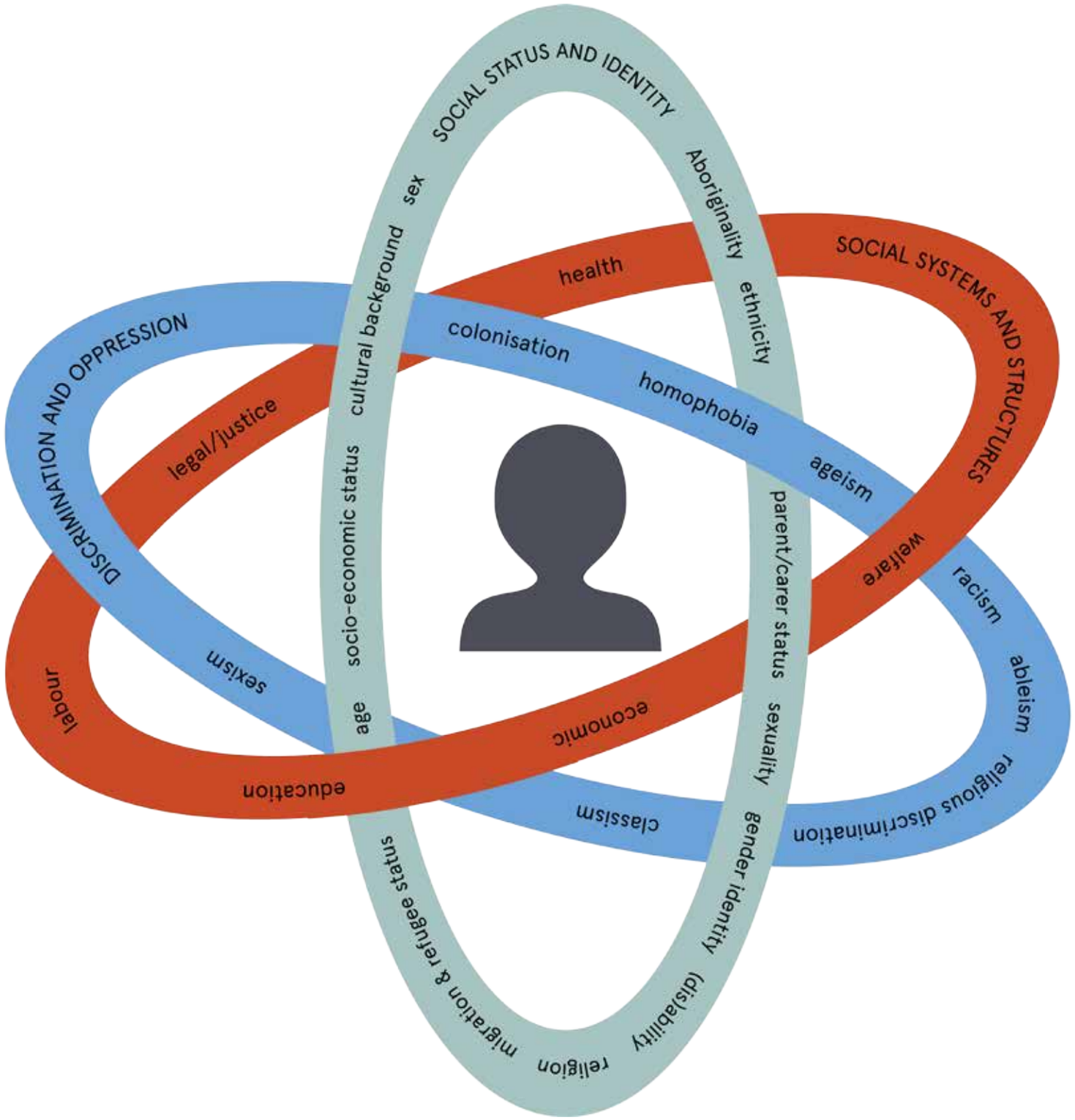
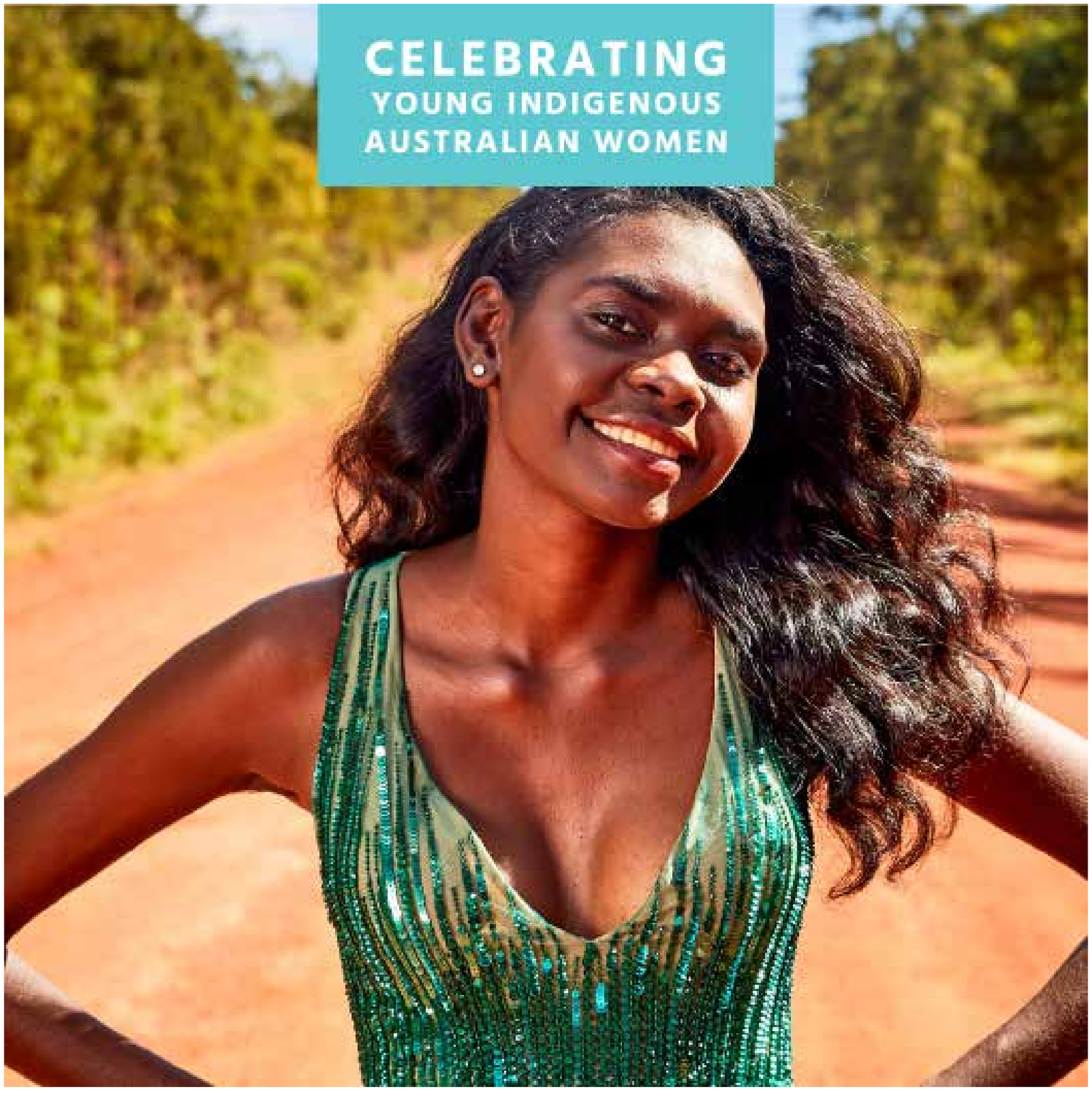
Source: Australian Bureau of Statistics, 2016

Intersectionality


SOCIAL STATUS AND IDENTITY
cultural background
sex
Aboriginality
ethnicity
parent/carer status
sexuality
gender identity
(dis)ability
religion
migration & refugee status
socio-economic status
age
SOCIAL SYSTEMS AND STRUCTURES
health
legal/justice
welfare
economic
education
labour
DISCRIMINATION AND OPPRESSION
colonisation
homophobia
ageism
racism
ableism
religious discrimination
classism
sexism

Diversity

Diversity

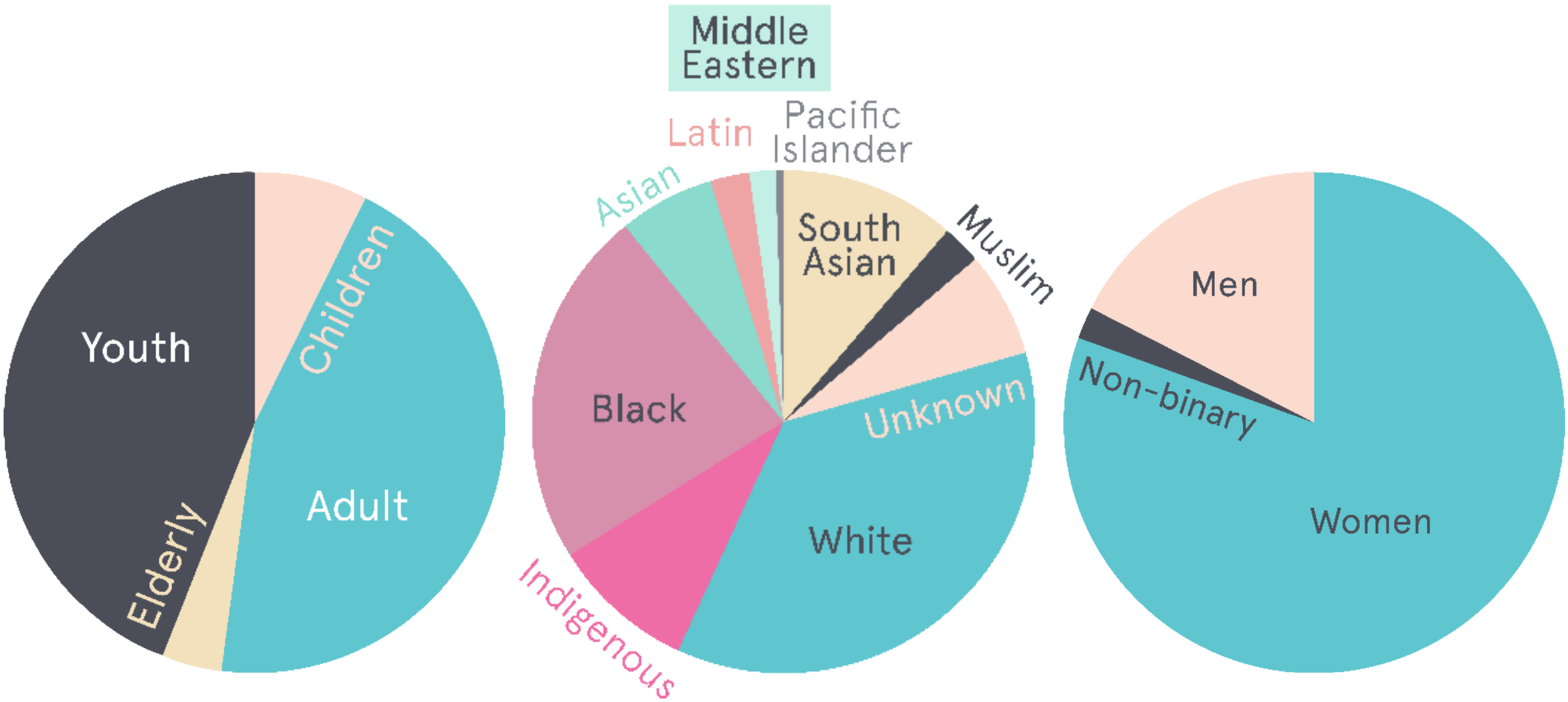


Inclusivity

Inclusivity

Reflection and Self-Criticism

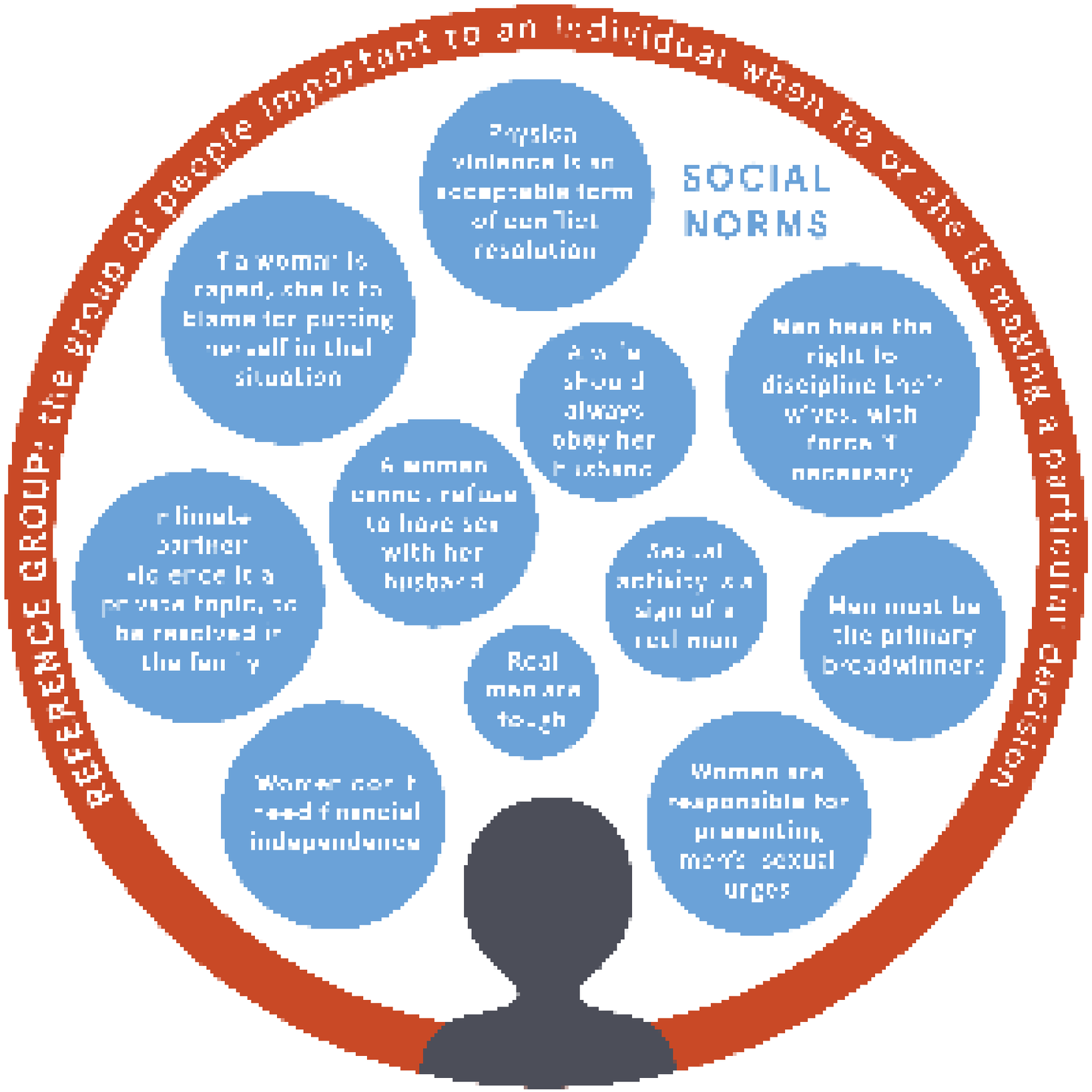
Age, ethnicity and gender of people imagery we use on our Instagram:



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


REFERENCE GROUP: the group of people important to an individual when he or she is making a particular decision
SOCIAL NORMS
Physical violence is an acceptable form of conflict resolution
If a woman is raped, she is to blame for putting herself in that situation
A wife should always obey her husband
Men have the right to discipline their wives, with force if necessary
A woman cannot refuse to have sex with her husband
Domestic violence is a private topic, to be resolved in the family
Social activity as a sign of a real man
Men must be the primary breadwinners
Real men are tough
Women don't need financial independence
Women are responsible for preventing men's sexual urges

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

Positive

~~Harmful~~

social norms

Respectful

~~Violent~~

behaviour

Descriptive Norms

Perceived consensus about a descriptive pattern of behaviour:

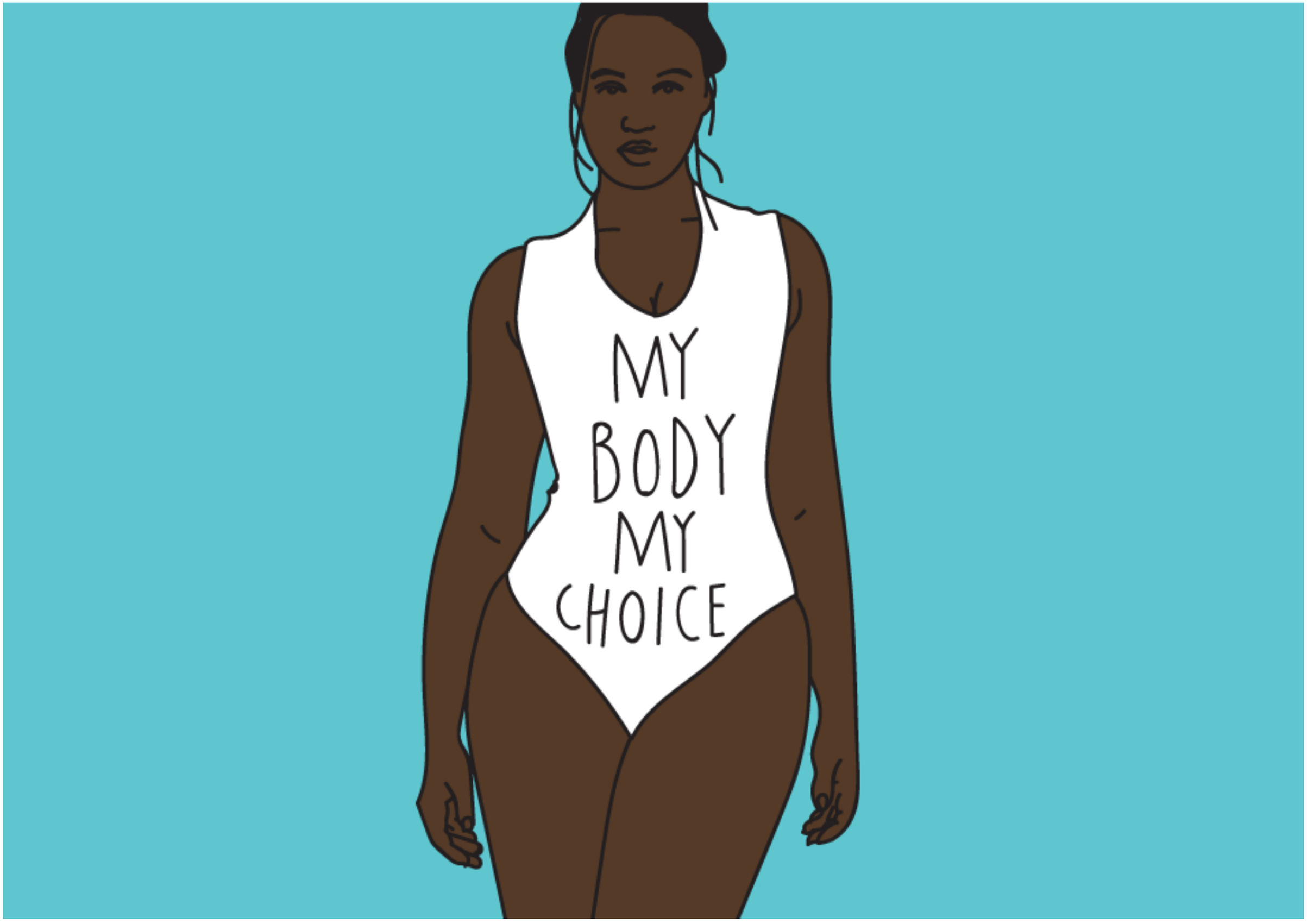
"In our group, men typically hit their wives."

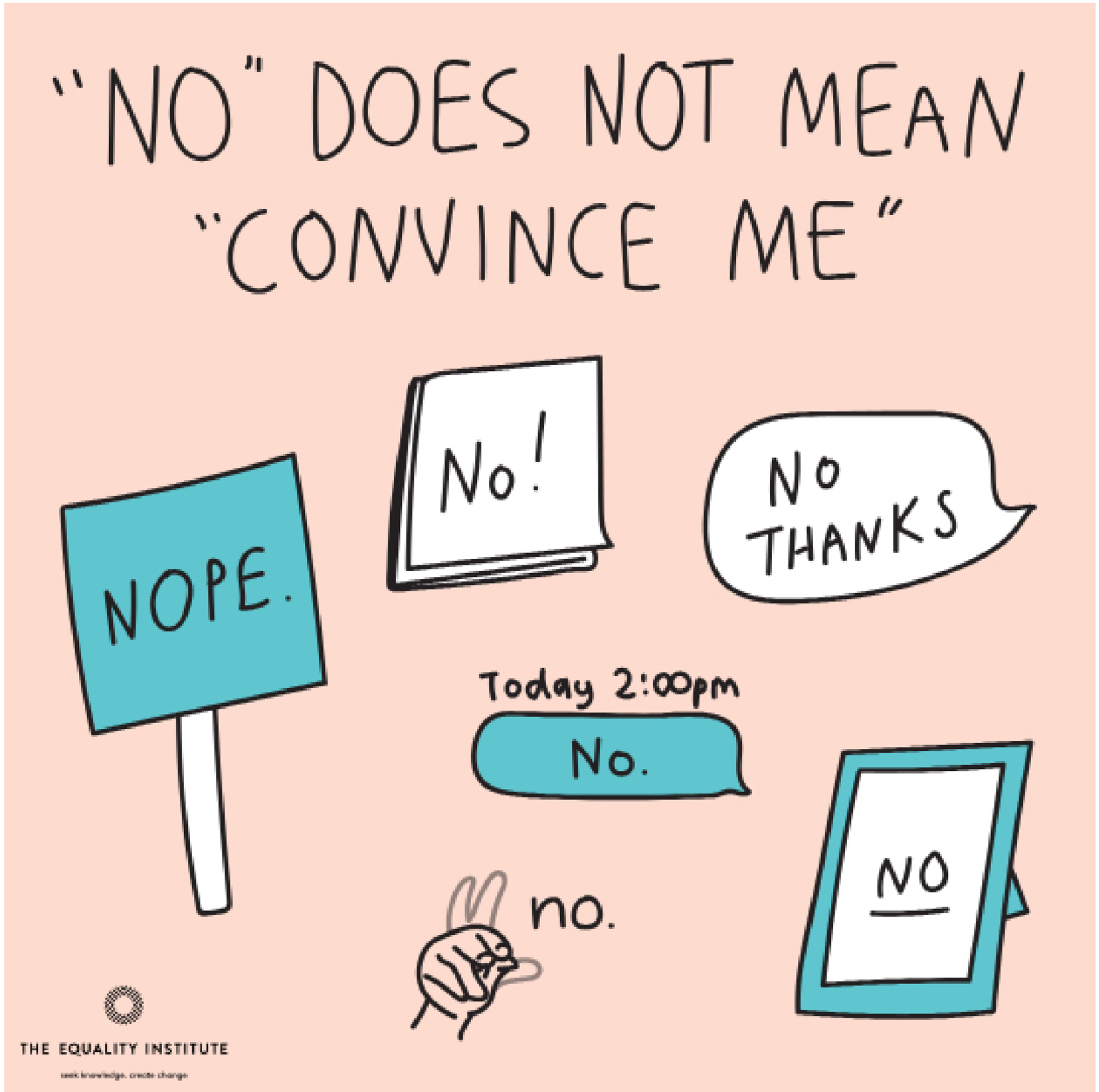
Injunctive Norms

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"
NOPE.
No!
NO THANKS
Today 2:00pm
No.
no.
NO
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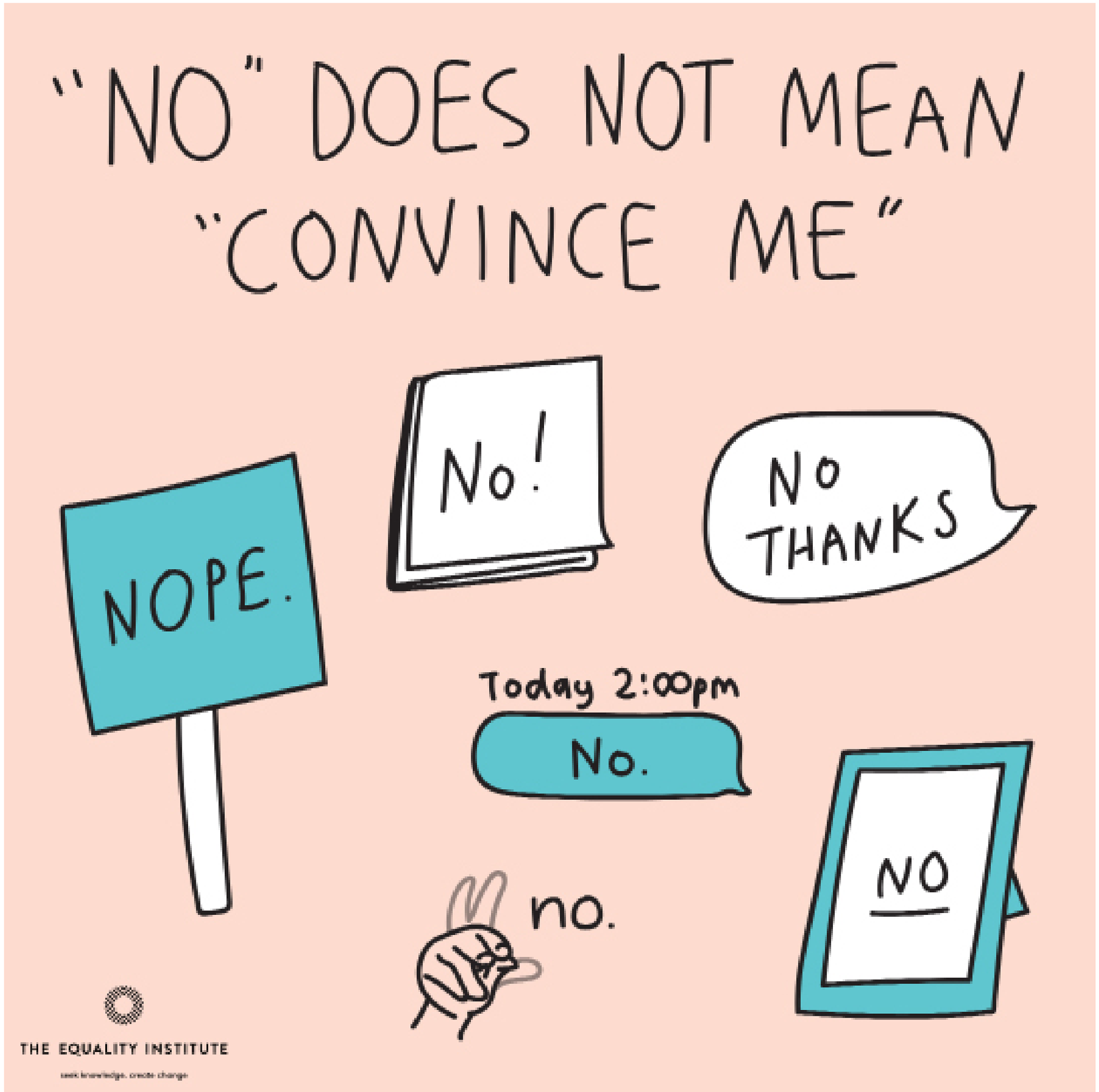
“A woman cannot refuse to have sex with her husband.”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No.
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NONE OF THESE WOMEN
ARE ASKING FOR IT
THE EQUALITY INSTITUTE

“Women are responsible for preventing men’s sexual urges.”

NONE OF THESE WOMEN
ARE ASKING FOR IT
THE EQUALITY INSTITUTE

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

CAUSES OF RAPE
Short skirts
Drinking
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Rapists
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CONSENT = FRIES
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CONSENT FRIES
FREELY-GIVEN
REVERSIBLE
INFORMED
ENTHUSIASTIC
SPECIFIC

“Consent can be implied, confusing or unnecessary.”

CONSENT = FRIES
THE EQUALITY INSTITUTE
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"

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Source: Fulu, E., Warner, X., Miedema, S., Jewkes, R., Roselli, T. and Lang, J. (2013). *Why Do Some Men Use Violence Against Women and How Can We Prevent It? Qualitative Findings from the United Nations Multi-country Study on Men and Violence in Asia and the Pacific*. Bangkok: UNDP, UNFPA, UN Women and UNV.

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"

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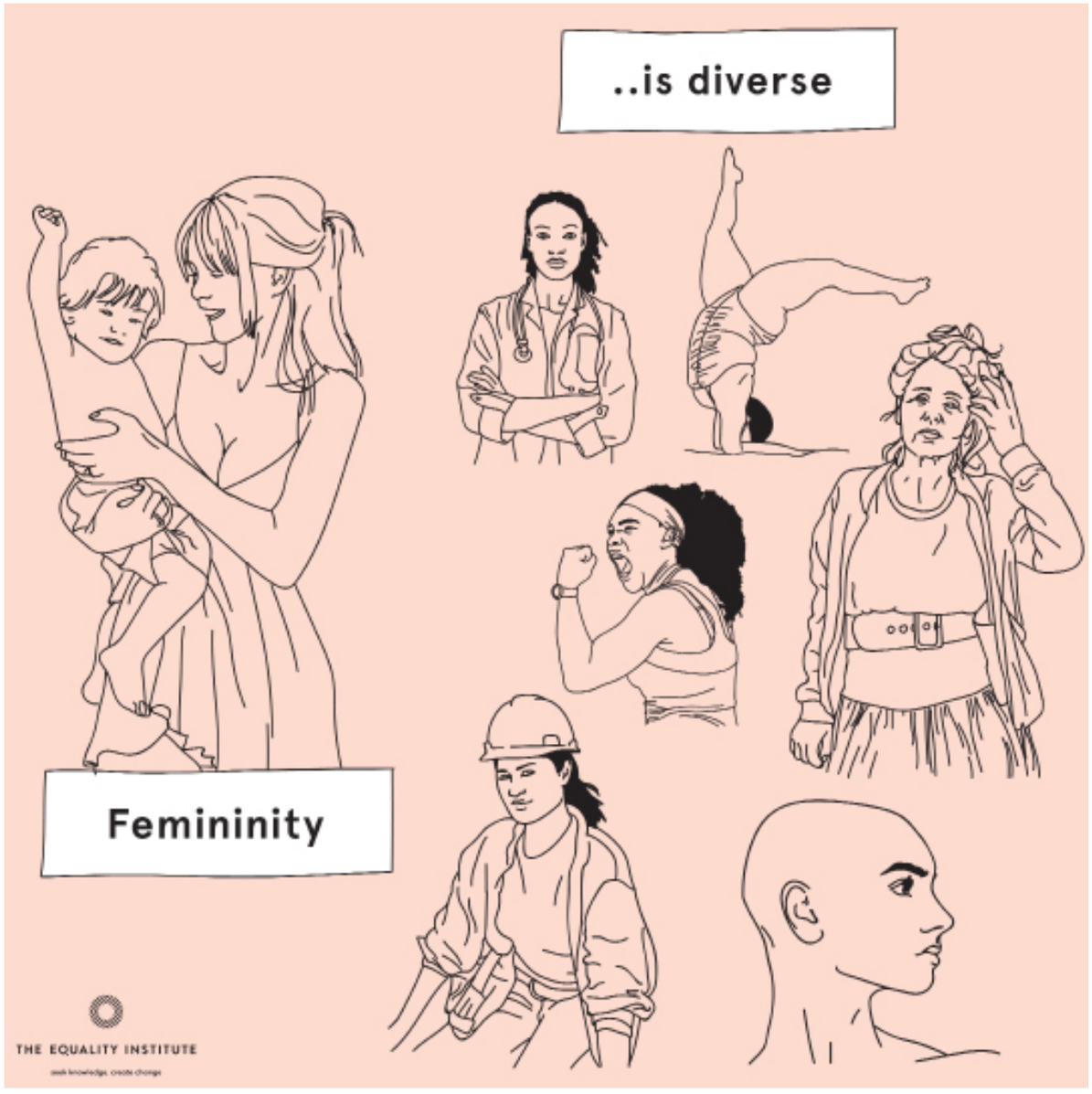
Source: Fulu, E., Warner, X., Miedema, S., Jewkes, R., Roselli, T. and Lang, J. (2013). *Why Do Some Men Use Violence Against Women and How Can We Prevent It? Qualitative Findings from the United Nations Multi-country Study on Men and Violence in Asia and the Pacific*. Bangkok: UNDP, UNFPA, UN Women and UNV.


..is diverse
Femininity
THE EQUALITY INSTITUTE

..is diverse
Masculinity
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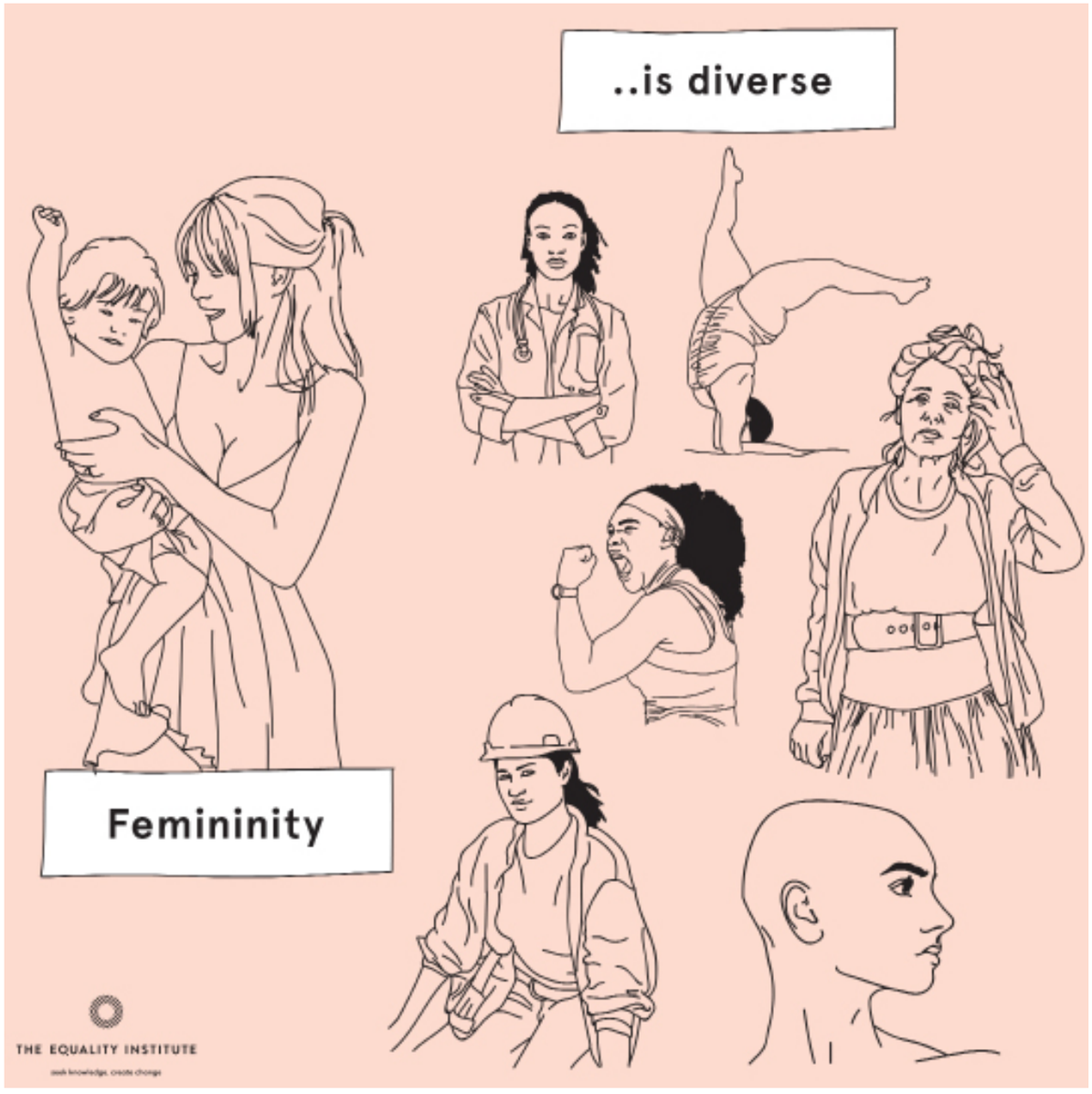
Harmful gendered social norms surrounding masculinity and femininity.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Femininity
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..is diverse
Masculinity
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IT'S ALWAYS OKAY TO SAY NO

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.

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.

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Activity

- ☐ 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."

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Source: The Equality Institute (2017) *Family Violence Primary Prevention: Building a knowledge base and identifying gaps for all manifestations of family violence,* Melbourne, The Victorian Government, page 82.

- ☐ **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?

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?**

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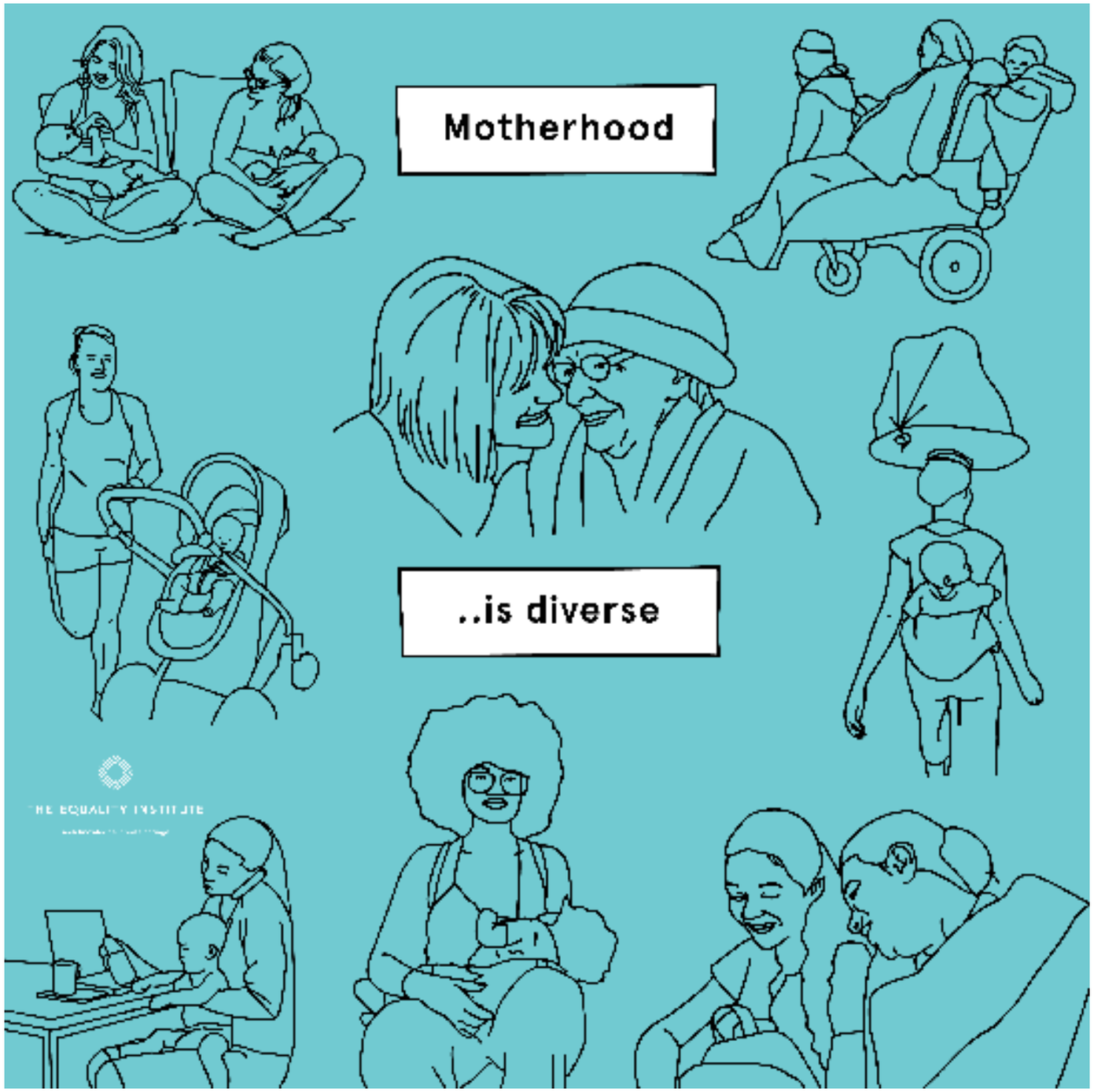

- [ ] What kind of content is this?
- [ ] What is the social norm that is being challenged?
- [ ] How is it being challenged?
- [ ] Why is it effective?

Thank You!

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