COSTING SOCIAL NORMS INTERVENTIONS FOR SCALE
Lessons from two interventions addressing sexual and gender-based violence

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Why is costing for gender norms interventions important?

- Addressing gender inequality and sexual and gender-based violence requires effective norms-focused interventions at scale.
- In order to scale effective norms-focused interventions we need information on resources required/cost.
Passages Project
Transforming social norms at scale

- Building and sharing knowledge on implementing and evaluating social norms shifting interventions
- **Learning Collaborative** Co-funded by USAID & the Bill & Melinda Gates Foundation
- **Development of the Costing Primer:**
  - Standardized approach to capture and report cost data
  - Guidance for implementers on what needs to be collected and how
  - Insights from implementers from two gender norms-focused interventions
Costing Primer

Content

• What are costs?
• Why do we care about costs?
• How are costs measured
• Timing of cost analysis
• Activity based costing
• Reporting results of cost estimation
• Additional potential cost analyses
Case Study: Costing Growing Up GREAT!
Introducing...Growing Up GREAT!

- **Systems**
  - Teacher orientation to materials and guide linking materials to the national Family Life Education curriculum
  - Health provider lessons and health center exchange visits

- **Community**
  - Community discussions about adolescent family planning and reproductive health and behaviors to create a supportive environment

- **Family**
  - Video testimonials and reflective group discussions about model behaviors

- **Individual**
  - Group learning sessions with in-school and out-of-school VYA clubs
Costing Overview: GUG!

**PHASE 1**

- ✔ Adaptation of a gender-transformative FP/RH package for two VYA cohorts and their parents
- ✔ Development of teacher and health provider resource materials
- ✔ Social norms diagnosis research
- ✔ Staff and partner training
- ✔ School mapping and creation of VYA clubs

**2016**

**2017**

**2018**

**PHASE 2**

- ✔ Implementation:
  - Weekly VYA club sessions
  - Classroom-based instruction
  - Monthly parent video sessions
  - Monthly community reflection sessions
  - Health linkage activities
- ✔ Monitoring & evaluation
- ✔ Stakeholder engagement
Cost Estimations & Data Sources

### Direct Costs
- Actual costs pulled from expense reports
- Estimates drawn from planning documents

### Labor Costs
- Program staff (HQ and field) estimated LOE per activity
- Administrative staff (field only) pooled actual LOE was applied across activities based on % of total direct costs

### Partner Costs
- Analyzed financial reports to determine monthly average during different periods
- Provided written description of what funding covered during each period

**Source of Data**
- Expense reports
- Planning/procurement documents
- Staff estimations
- Expense reports
- Budgets
- Monthly financial reports
Component Cost of GUG! as % of Total

- Administrative Support: 2%
- M&E of Intervention: 8%
- Support Activities (10%)
  - Parent Sessions: 8%
  - Community Sessions: 2%
- Linkages between School & Health...: 10%
- VYA Group Sessions: 11%
- Advocacy: 2%
- Group Formation and Social Norm Dx: 4%
- Selecting & Capacity Bldg Local Partners: 12%
- Adapting Project Materials: 41%

Core Intervention Components (31%)

Preparing for Implementation / Continuing Engagement (59%)
Case Study:
Costing Masculinité, Famille et Foi
Introducing... Masculinité, Famille et Foi

- Gender workshop
- Gender equitable messages
- Couple mentorship
- Celebration events

FAITH LEADERS

- Gender workshop
- Facilitating Community Dialogues
- Couple mentorship
- Story sharing
- Celebration events

GENDER CHAMPIONS

- Youth-friendly training
- Referral cards
- RH/FP hotline

SERVICE ENVIRONMENT

NEWMARIED COUPLES & FIRST-TIME PARENTS

FAITH COMMUNITIES
Costing Overview: MFF

YEAR 1
- ✔ Formative research
- ✔ Staff recruitment and training
- ✔ Intervention materials developed (French)
- ✔ Stakeholder engagement

YEARS 2-3
- ✔ Implementation:
  - Faith leader training
  - Gender champion training
  - Intervention materials (Lingala)
  - Community dialogue implementation
- ✔ Monitoring & evaluation
- ✔ Stakeholder engagement
## Cost Estimations & Data Sources

<table>
<thead>
<tr>
<th>Source of Data</th>
<th>Direct Costs</th>
<th>Labor Costs</th>
<th>Partner Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budgets</td>
<td>• Actual costs pulled from expense reports</td>
<td>• Program staff (HQ and field) estimated LOE per activity</td>
<td>• Partner financial costs included in Tearfund monthly financial reporting</td>
</tr>
<tr>
<td></td>
<td>• Cross checked against budget and activity plan</td>
<td>• Labor costs were measured as a proportion of time and assigned to activities</td>
<td>• In-kind or donated inputs have been assigned an equivalent/shadow cost</td>
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<tr>
<td>Monthly financial reports</td>
<td>Staff estimations Timesheets</td>
<td>Budgets Monthly financial reports</td>
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</tbody>
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Component Cost of MFF as % of Total

Preparation for Transition
- Staff development: 8%
- Community mobilisation events: 5%
- Intervention materials: 6%
- Community dialogue facilitation: 22%
- Faith leader trainings: 7%
- Stakeholder engagement: 9%
- Gender Champion trainings: 16%
- Indirect costs: 27%

Core Intervention Components (33%)
Preparing for Implementation / Continued Engagement (32%)
Support Activities
Key Learnings & Next Steps
Implementation insights from conducting costing

**Staffing:**
- Time required
- Staff turnover and capacity building
- Coordination between finance and program staff; field and HQ

**Systems:**
- Build into timesheets and reporting processes at all levels
- Financial systems across levels
Costing as a way of thinking

Costing is not as easy as it sounds...

- No universal tool - multiple moving pieces / complex interventions
- Data not readily available in formats required Takes time & resources to do it well/right

...but can yield important insights for scaling normative interventions

- Deeper insight into how program resources are being used
- Truer time cost – reflective nature, coaching and discussion
- Relative costs of intervention components- refining for scale
What next for costing norms-shifting interventions?

**Applying**
- Sharing costing data with partner for sustainability and scale
- Analyzing costs, M&E and evaluation to refine scale up package
- Using costs to plan for scale-up and uptake of the intervention by DRC government and local NGOs

**Sharing**
- Sharing processes and learning with other Save the Children teams considering costing
- External case study contributions
THANK YOU!

Costing primer and other Passages Project resources on scaling social norm interventions available here:

https://www.alignplatform.org/resources/2019/08/costing-norms-shifting-interventions-primer-passages-project

www.passagesproject.org