MASCULINITÉ, FAMILLE ET FOI INTERVENTION IN KINSHASA, DEMOCRATIC REPUBLIC OF CONGO: HOW FAITH LEADERS & COMMUNITIES CAN TRANSFORM SOCIAL NORMS FOR BETTER HEALTH

BRYAN SHAW, INSTITUTE FOR REPRODUCTIVE HEALTH (IRH)
COURTNEY-MCLARNON SILK, IRH
REBECKA LUNDGREN, IRH

PRABU DEEPAN, TEARFUND
FRANCESCA QuIRKE, TEARFUND
ELIZABETH COSTENBADER, FHI 360
THE PROBLEM

Inequitable gender norms constrain family planning (FP) use, acceptability of violence against wife.

Male partner absence, opposition or lack of opportunity to be involved in health & well-being.

Real or perceived opposition & limited evidence base for working with faith-based organizations.
THE OPPORTUNITY

Engage & empower faith leaders and communities to promote positive masculinities tapping into vast congregational networks for the transformation of gender norms
ADDRESSING SOCIAL NORMS
FOR COMMUNITY TRANSFORMATION
Gende

Gender-equitable norms, relationships & behaviors

Intermediate Outcomes

Supportive normative environment

Self-efficacy related to FP

Improved attitudes about FP/RH and gender; against IPV

Behavioral Outcomes

Increased modern family planning use; reduction of IPV

Improved FP/RH & well-being

Diffusion among community members

Intervention Components

Faith leaders and Gender Champions
✓ Sensitization on masculinity and gender equity
✓ Health talks
✓ Exchange visits

Newly married couples and first-time parents
✓ Community dialogue sessions
✓ Peer support
✓ Marriage counseling

MFF Theory of Change
SOCIAL NORMS:
WHAT PEOPLE IN A GROUP BELIEVE IS... TYPICAL (NORMAL) & APPROPRIATE (APPROVED) BEHAVIOR

REFERENCE GROUPS:
THOSE WHO MATTER TO AN INDIVIDUAL IN A SPECIFIC SITUATION AND ENFORCE SOCIAL NORMS
## Social Norm Exploration: What Norms Are In Place?

<table>
<thead>
<tr>
<th>Gender Equality &amp; Masculinity Norms</th>
<th>Family Planning Norms</th>
<th>Violence Norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>God created men as superior to women</td>
<td>As household decision-makers, a man can dictate a women’s ability to seek and use FP</td>
<td>Acceptable for a man to use violence to discipline a child</td>
</tr>
<tr>
<td>Approval of husband sharing in the household work, such as doing dishes, cleaning and cooking</td>
<td>Appropriate for first time parents to use modern methods of FP</td>
<td>Acceptability of men forcing wife to have sex even when she does not want to</td>
</tr>
<tr>
<td>Approval of husband sharing in the responsibilities of childcare</td>
<td>Appropriate for newly married couples to use modern methods of family planning</td>
<td>Acceptable for a man to use violence to correct his wife’s behavior</td>
</tr>
</tbody>
</table>
THE INNOVATION:

MASCUINITÉ, FAMILLE ET FOI
PARTNERS
• Tearfund
• Eglise de Christ au Congo
• Association de Santé Familiale
• Institute for Reproductive Health, Georgetown University

SCOPE
• 17 Protestant congregations, Kinshasa, Democratic Republic of Congo (DRC)

FOCUS
• Newly married couples
• First time parents

GOAL: Reduce IPV and gender-based violence (GBV) and improve healthy timing and spacing of pregnancies through addressing social norms that shape inequitable gender relations and prevent the use of modern methods of FP
NEWLY MARRIED COUPLES & FIRST-TIME PARENTS

FAITH LEADERS

- Gender transformative workshop
- Gender equitable sermons
- Couple mentorship
- Celebration events

GENDER CHAMPIONS

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

SERVICE ENVIRONMENT

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

FAITH LEADERS

INTERVENTION OVERVIEW
COMMUNITY DIALOGUES

- Structured small group discussions to spark reflective dialogue on core intervention topics for young couples, led by trained Gender Champions
THE ACTIVITY: POWER & STATUS
KEY DEFINITIONS

▪ **Gender socialization**: the process by which people learn and internalize expectations and stereotypes about how males and females should behave, what kinds of jobs they should hold and how they are perceived and treated by others.

▪ **Power**: the ability to exert oneself in the world and/or control or influence other people and resources.
MASCULINITÉ, FAMILLE ET FOI INTERVENTION ACTIVITY

LEARNING OBJECTIVE

- To create an understanding of how status in a society gives power to individuals and how people use power to interact with others and how social norms shape those interactions.
LEARNINGS & TAKEAWAYS
<table>
<thead>
<tr>
<th>Research Activity</th>
<th>Target Group</th>
<th>Baseline</th>
<th>Intervention Period Activities</th>
<th>Endline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Longitudinal Study</strong>&lt;br&gt;Couple Survey (n = 900)</td>
<td>NMC, FTP</td>
<td><strong>Experimental Group</strong>&lt;br&gt;n = 476</td>
<td>MFF + Enabling Service Environment</td>
<td><strong>Experimental Group</strong>&lt;br&gt;n = 407</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Control Group</strong>&lt;br&gt;n = 424</td>
<td>Enabling Service Environment</td>
<td><strong>Control Group</strong>&lt;br&gt;n = 384</td>
</tr>
<tr>
<td><strong>Cross-Sectional Study</strong>&lt;br&gt;Diffusion Survey (n = 1,252)</td>
<td>Congregation Members</td>
<td><strong>Experimental Group</strong>&lt;br&gt;n = 622</td>
<td>MFF + Enabling Service Environment</td>
<td><strong>Experimental Group</strong>&lt;br&gt;n = 667</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Control Group</strong>&lt;br&gt;n = 630</td>
<td>Enabling Service Environment</td>
<td><strong>Control Group</strong>&lt;br&gt;n = 590</td>
</tr>
<tr>
<td><strong>Qualitative Studies</strong>&lt;br&gt;In-Depth Interviews (n = 64), Participant Observation (n = 6 congregations)</td>
<td>Faith Leaders, Gender Champions, NMC, FTP</td>
<td><strong>Experimental Group</strong>&lt;br&gt;(In-Depth Interviews)&lt;br&gt;n = 64</td>
<td>Participant Observation&lt;br&gt;n = 6 congregations</td>
<td><strong>Experimental Group</strong>&lt;br&gt;(In-Depth Interviews)&lt;br&gt;n = 64</td>
</tr>
<tr>
<td><strong>Costing Study</strong></td>
<td>Implementing Organizations</td>
<td><strong>Experimental Group</strong>&lt;br&gt;</td>
<td>Activity-Based Costing</td>
<td>Case Study</td>
</tr>
</tbody>
</table>
Total Effects (Direct Effects + Indirect Effects via Social Norms) of Exposures on IPV

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Total Effect Coefficient</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FP Public Talks</td>
<td>0.01</td>
<td>0.02</td>
</tr>
<tr>
<td>IPV Public Talks</td>
<td>-0.03</td>
<td>0.03</td>
</tr>
<tr>
<td>IPV Group Discussions</td>
<td>-0.05</td>
<td>0.13</td>
</tr>
<tr>
<td>FP Public Sharing</td>
<td>-0.01</td>
<td>0.04</td>
</tr>
<tr>
<td>Health Talks</td>
<td>0.35</td>
<td>0.68</td>
</tr>
</tbody>
</table>

Health Talks

MASCULINITÉ, FAMILLE ET FOI EFFECT OF EXPOSURE TO INTERVENTION ACTIVITIES ON IPV EXPERIENCE BY WOMEN
MASCULINITÉ, FAMILLE ET FOI EFFECT OF EXPOSURE TO INTERVENTION ACTIVITIES ON IPV PERPETRATION BY MEN

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Total Effect Coefficient</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FP Public Talks</td>
<td>0</td>
<td>0.16</td>
</tr>
<tr>
<td>IPV Public Talks</td>
<td>0</td>
<td>0.69</td>
</tr>
<tr>
<td>IPV Group Discussions</td>
<td>-0.01</td>
<td>0.72</td>
</tr>
<tr>
<td>FP Public Sharing</td>
<td>-0.01</td>
<td>0.02</td>
</tr>
<tr>
<td>Health Talks</td>
<td>-0.3</td>
<td>0.77</td>
</tr>
</tbody>
</table>
TAKEAWAYS ON WORK WITH FAITH LEADERS & COMMUNITIES

1. Importance of investing in formative research and diagnostic processes

2. Scriptures, spiritual beliefs and faith leaders shape social and gender norms and associated behaviors differently

3. FBOs are uniquely positioned to engage men and/or couples in FP

4. Significant opportunities exist for scaling-up within existing faith institutional structures
RESOURCES

Exploration Guide & Toolkit

Intervention Briefs & Results Briefs to come...

Implementation Tools: Intervention Materials

For core TM materials, go to: http://www.tearfund.org/sexualviolence
THANK YOU!

WWW.PASSAGESPROJECT.ORG
TWITTER: @PASSAGES_PROJECT
CJM296@GEOERGTOWN.EDU