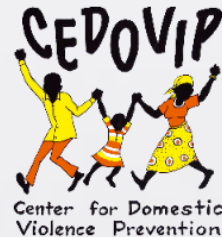




Community for Understanding Scale Up (CUSP)

On the CUSP of Change:

Ethical and effective scaling of social norms programming for gender equality

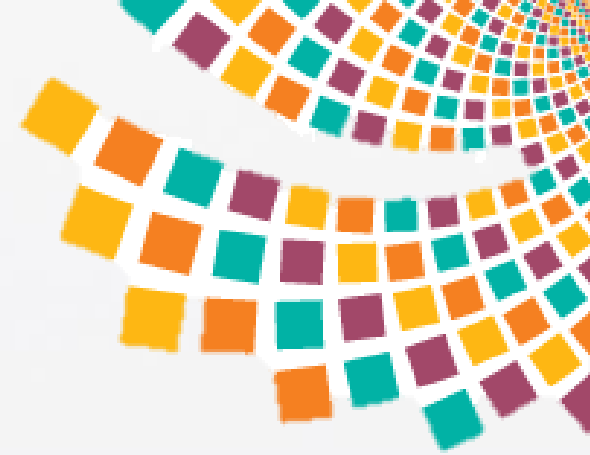


Who we are

CUSP member's **social norms change for gender equality** initiatives have been / are being scaled up in different ways:

- mentioned in "best practices" roundups
- donors have recommended and/or prescribed them in their funding calls
- being used by many other groups – often in positive ways and with innovative adaptations, sometimes in ways that are problematic

CUSP member programs



<https://tinyurl.com/CUSP2017>

Social Norms at Scale: CUSP's Collective Insights

Case Study 1: Insights from GREAT (Northern Uganda)

Case Study 2: Insights from IMAGE (South Africa)

Case Study 3: Insights from SASA! (Uganda)

Case Study 4: Insights from *Stepping Stones* (Global)

Case Study 5: Insights from Tostan (Senegal)

www.raisingvoices.org



One definition of Scale up:

*“Deliberate efforts to increase the impact of innovations **successfully tested** in pilot or experimental projects so as to **benefit more people** and to foster policy and program development on a **lasting basis.**”*

- ExpandNet (2009)

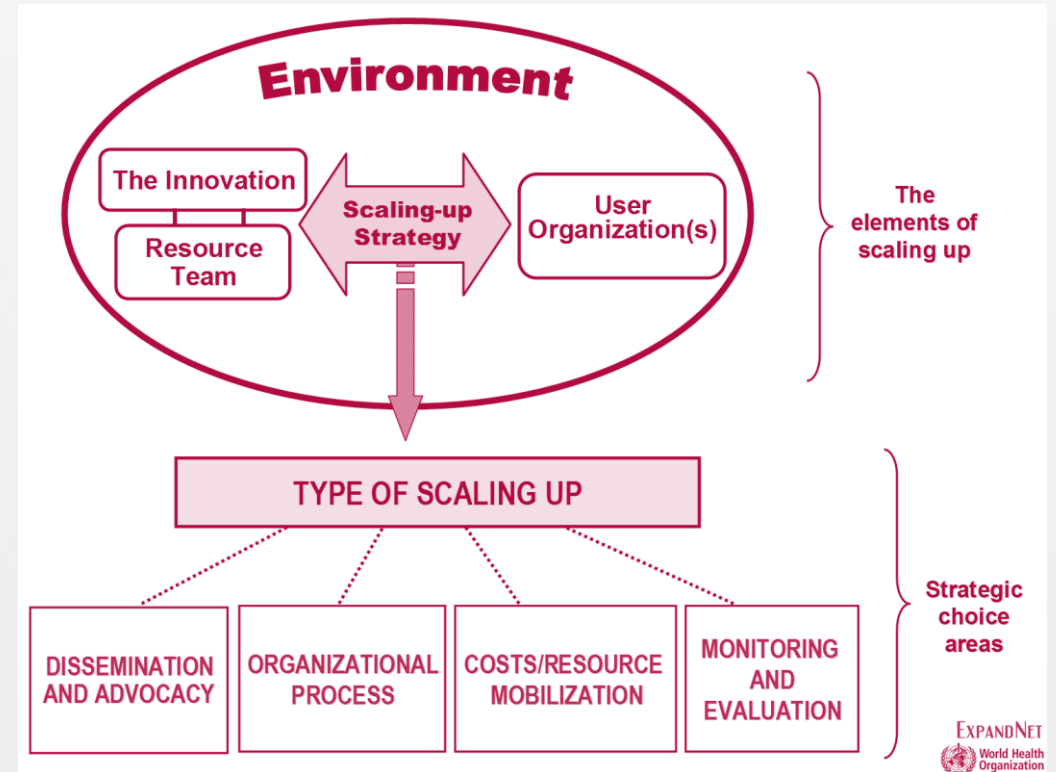


OVERLAPPING PHASES, NOT DISCRETE STEPS

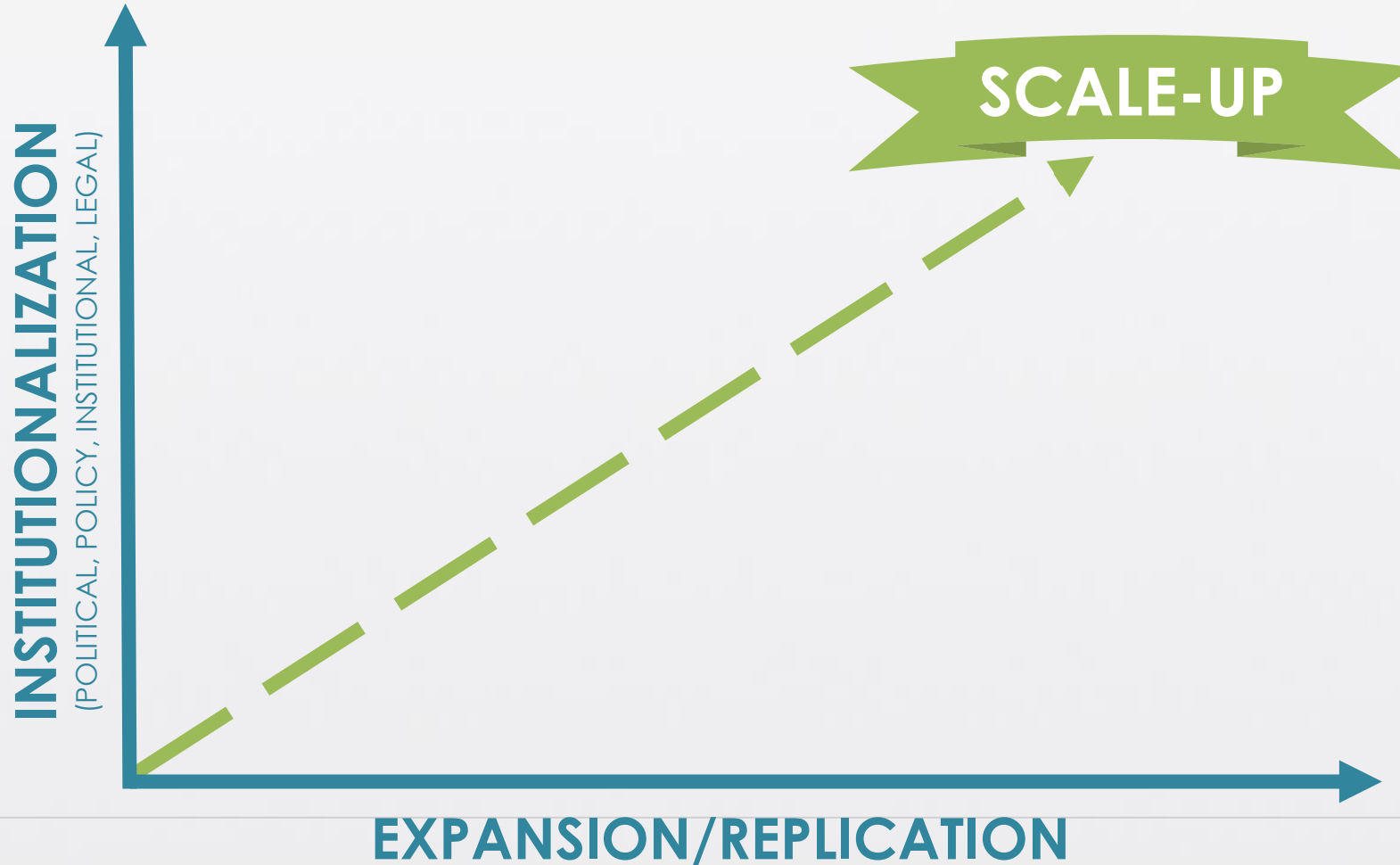


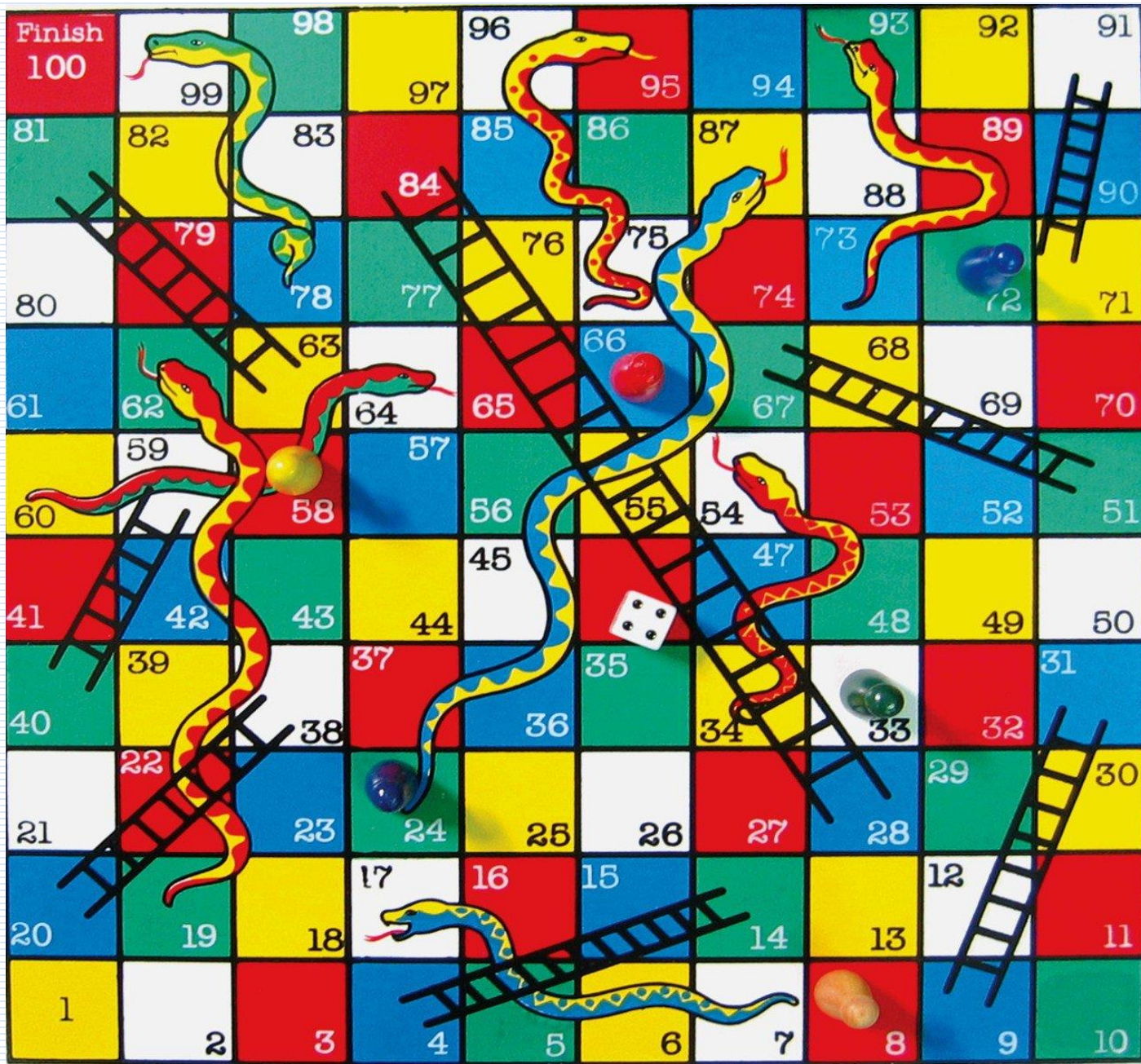
WHAT DO WE KNOW ABOUT EFFECTIVE SCALE-UP PRACTICE?

- Define the innovation package explicitly, including values
- Use a purposeful systems approach
- Engage stakeholders early; build partnerships
- Monitor the environment
- Apply active implementation supports, including ML&E
- Pay attention to fidelity to core mechanisms
- Use mixed methods to assess process and impact



BALANCING EXPANSION & INSTITUTIONALIZATION FOR SUSTAINED EFFECT







Types of Scale-up

Horizontal: Geographic expansion or replication
→ adaptation (All programs)

Vertical: Institutionalization via organizational policies and budgets (GREAT)

Grafting: Adding components to an existing initiative (FGM or child marriage)





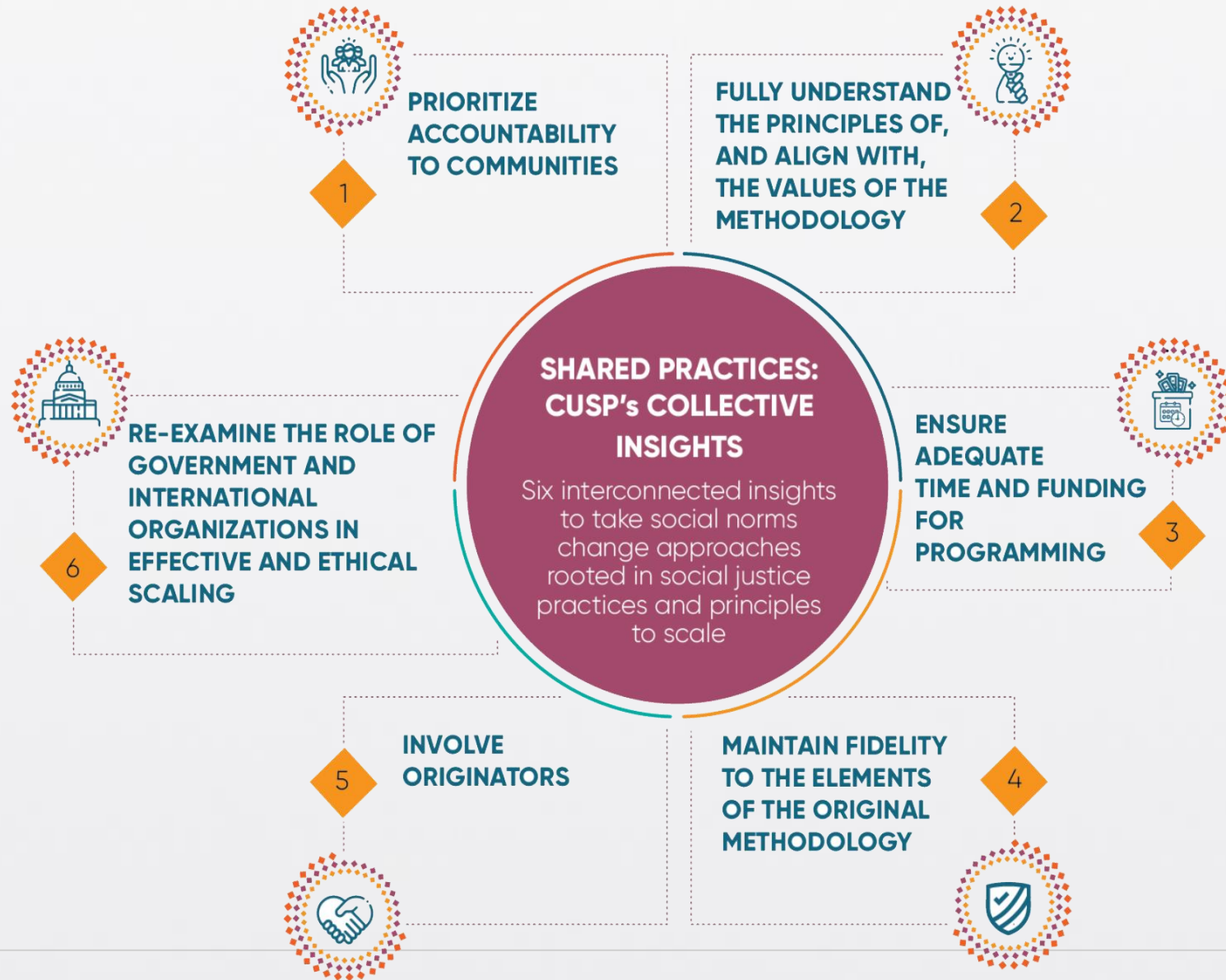
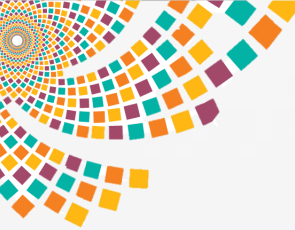
Types of Scale-up

Wholly-owned: Original designers/implementers work directly in new region (**IMAGE & Tostan**)

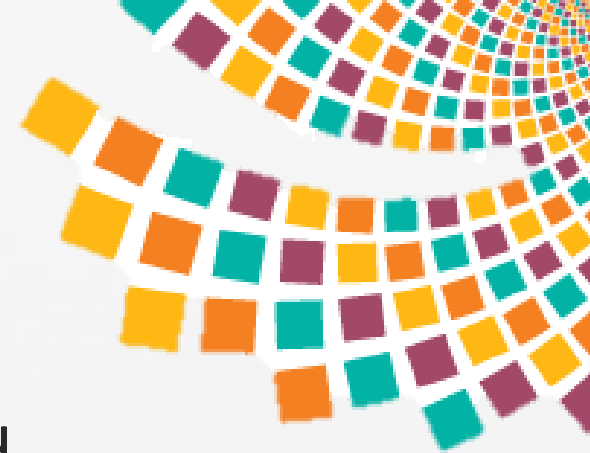
Additive/Partnerships: Original implementers help scale with new partners (**SASA! and Stepping Stones**)

Multiplicative: New implementers take on work (**SASA! and Stepping Stones**)





Recommendations for research investments to support scale up

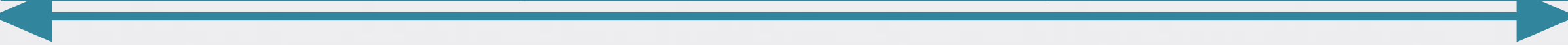


- Address power hierarchies in knowledge production and utilization
- Support scale-up practice by shining the light on implementation processes and mechanisms of change
- Apply methods that provide information on context and complexity
- Resist premature assessment of evolving interventions - instead provide needed information!
- Outcome measures: improve social norms measures and break out of siloed results

Recommendations for ethical & effective scale up



BEFORE	PREPARATION	IMPLEMENTATION AND FOLLOW UP
<ul style="list-style-type: none"> • Talk with creators & in-country partners about appropriateness of adaptation/implementation in new context • Understand principles of core elements and discuss what kind of adaptation is necessary and/or possible for this setting • Assess whether time and resources are adequate (and don't go forward if not) – including funding for TA 	<ul style="list-style-type: none"> • Create advisory group for ongoing engagement • Build in process/time for new partners to internalize core principles and components and adapt • Engage end-users in adaptation, field testing and adjustments • Invest in and support staff and facilitators – personal processes 	<ul style="list-style-type: none"> • Document ongoing adaptation and implementation • Continued support for staff and facilitators • Monitoring, learning, adjustment, evaluation



A vibrant mural on a wall, featuring a group of people in traditional clothing. The central figure is a woman in a white patterned dress. To her left, a man in a green and yellow striped shirt is shown in profile. To her right, another woman in a yellow and green patterned dress is visible. The background is a mix of blue and red. On the right side of the mural, there is text in black and red: 'JOIN HANDS TO PREVENT DOMESTIC VIOLENCE AND HIV/AIDS IN MULAGO II'. There are also several red handprints on the left side of the mural.

Thank you!