



The CHANGE INTERVENTION

Working with Couples to Prevent Intimate Partner Violence in Nepal:



WhatWorks
TO PREVENT VIOLENCE
A Global Programme To Prevent
Violence Against Women and Girls

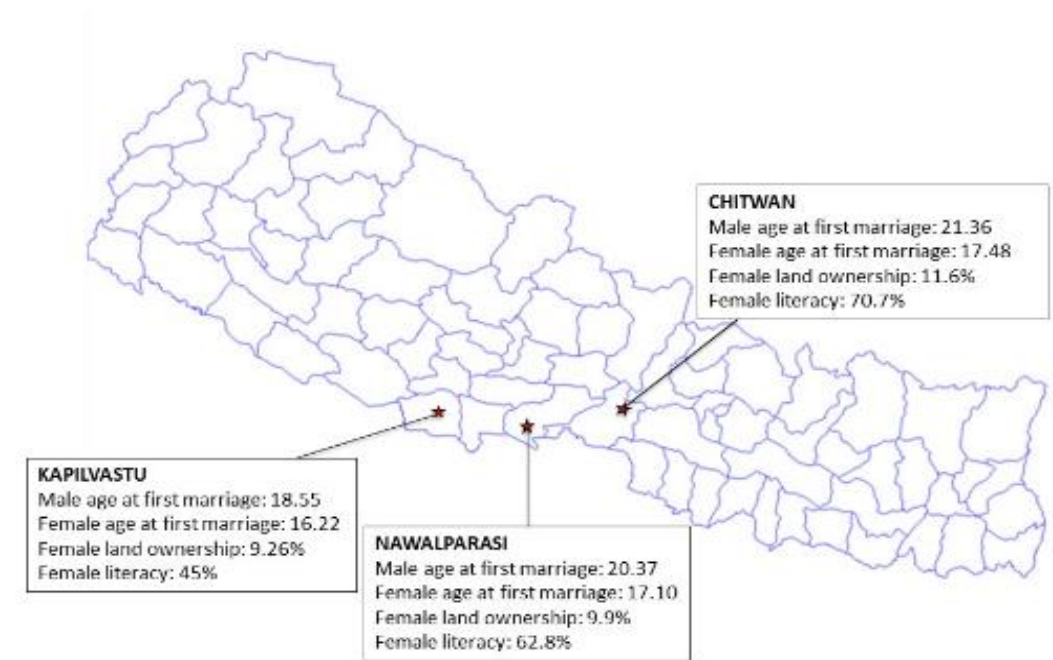
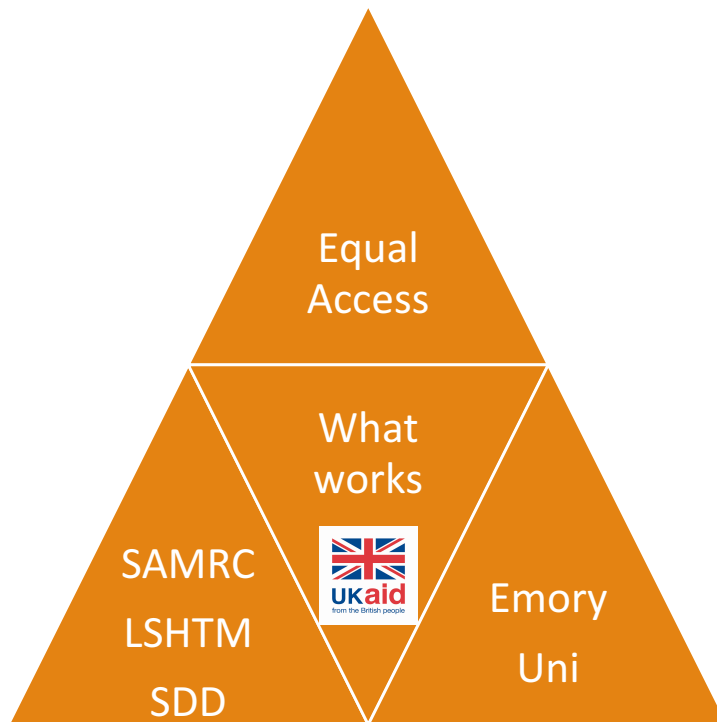


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What is Change Starts at Home?



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Why Change Starts at Home?

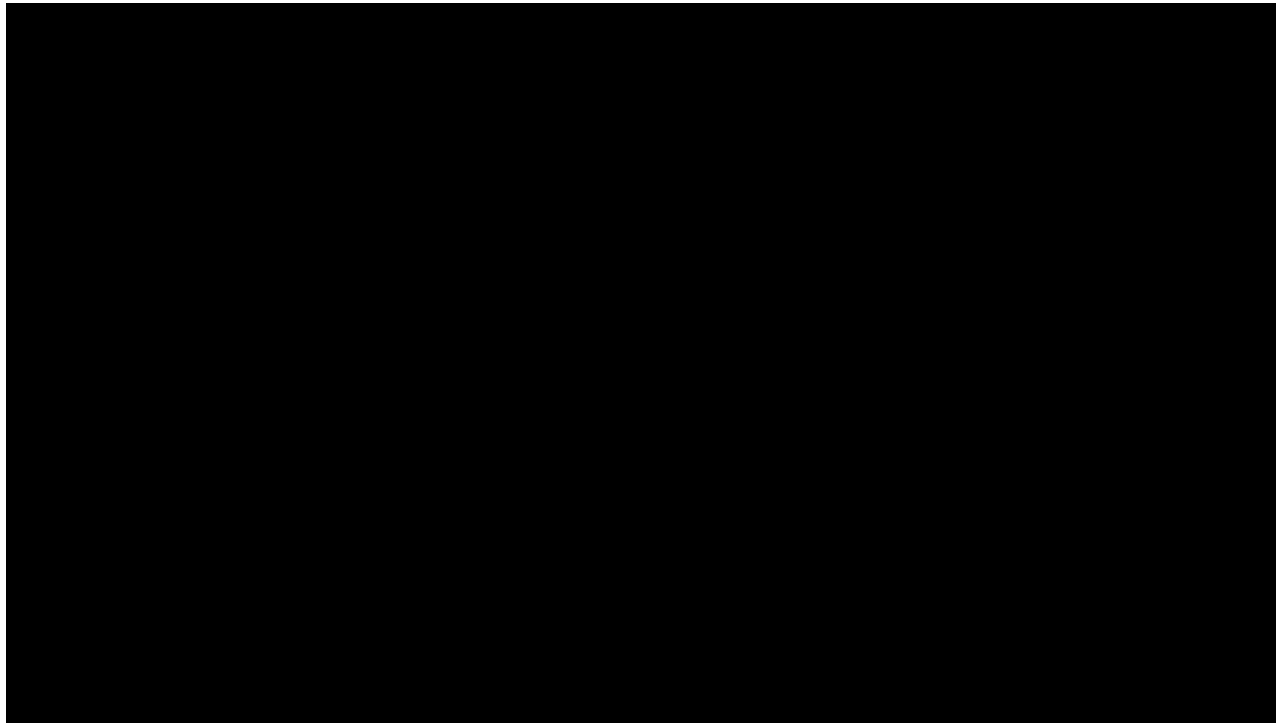


- *“We didn’t think about changing the country, we didn’t even focus on changing a community or a family – we were utterly focused on reaching the individual and changing the relationship between a husband and wife” (Binu – Radio Producer)*

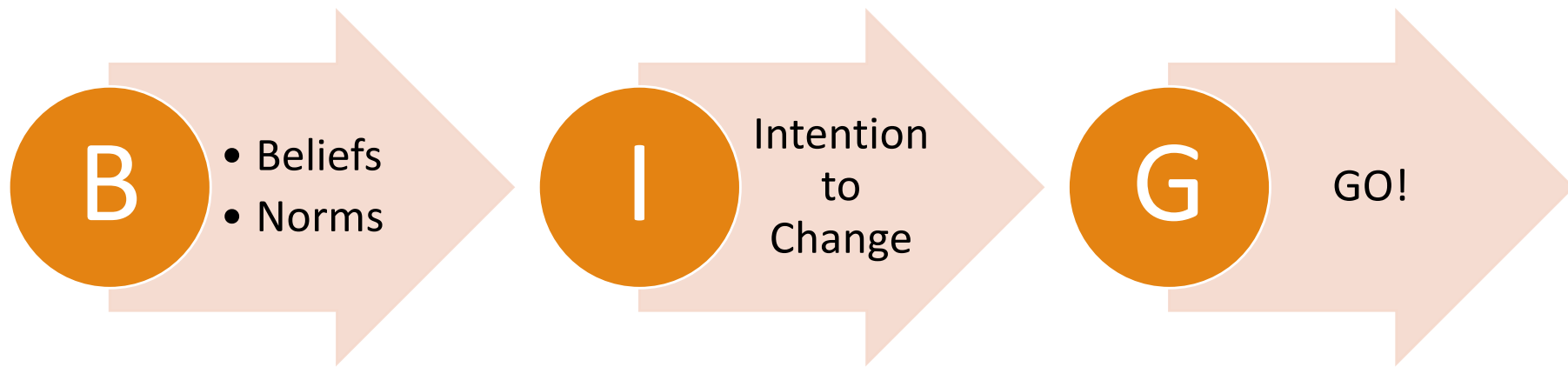


Hearing from our Nepal team

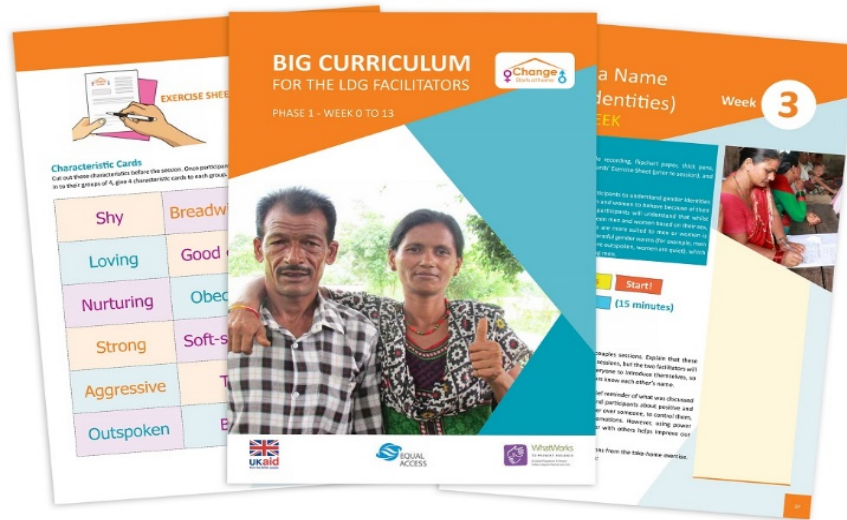
<https://www.youtube.com/watch?v=lgbeQJ45-0k>



BIG CHANGE APPROACH



BIG Change Tools





Success & Challenges

CHALLENGES

Forming groups that closely resemble the community

Building capacity of facilitators

High quality monitoring was a challenge

Limited duration for gaining radio listener base

3 months limited time for diffusion

Community leaders more difficult to sustain in the intervention

Measuring Norms

SUCCESSSES

Greater impact with couples – LDGs formed mini norms groups - 93% completion / 90% attendance

Facilitator investment increased & they became key change agents

Emphasis on monitoring gave novel insights into implementation and success

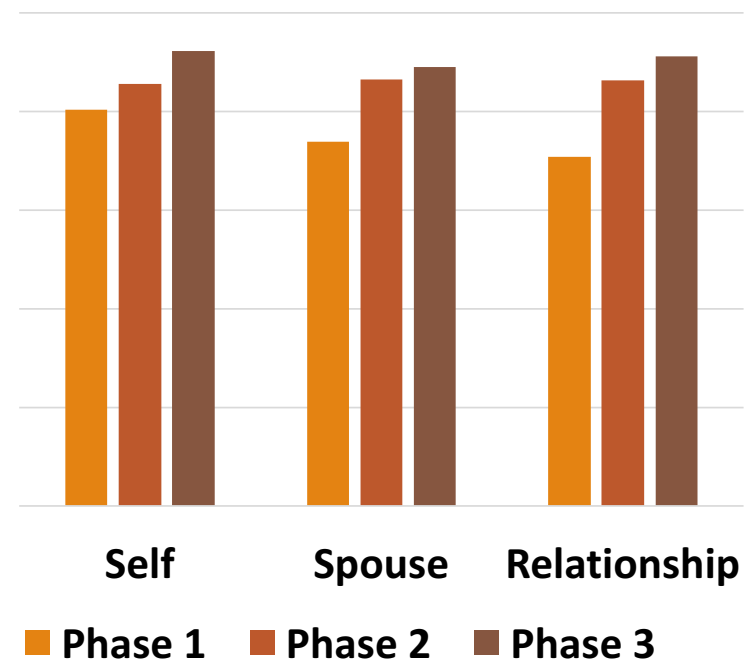
Participatory approach to diffusion and engagement – many groups still meeting

Those committed leaders contributed to community engagement strategies

Developed Partner Violence Norms Scale

What Changes did we notice?

- **Increased communication** including sex and sexual consent more openly (74%)
- **Joint Decision Making**- including in front of his family
- Husbands **openly** supporting their wives with household chores and duties (including child care)
- Wives and husbands **spending more time together** in the community
- Group members **openly speaking out & taking action against IPV/VAWG** in their community. (93% speaking out, 88% intervening)
- Community starting to **recognize the group members as 'different'**, which speaks to diffusion



What Next?

PROGRAMMING

- Adapt intervention to other languages in Nepal
- Scale up radio program and activities in Nepal
- Adapt intervention to other socio-cultural contexts

STUDY

- Social norms reference groups and their relevance for intervention development
- Diffusion processes at the LDG and community levels
- Contribute to work on establishing a framework, guidance, and tools to systematically guide quantitative measurement of social norms.





Thank you
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