

PSI AT SBCC 2026

Scaling Norms Change for Lasting Social Transformation: **Scaling through Government Ownership**



ADOLESCENTS 360

- **3 countries:** Kenya, Ethiopia, and Nigeria
- **10 years** of implementation
- **Public sector** implementation (no parallel systems / components)
- **12,000 health facilities** scaled A360 interventions through government
- **2 million** adolescent girls taking up a method of contraception for the first time



A360 CORE APPROACH

Aspirational Approach



Repositioning
contraceptive
service delivery to
resonate with girls’
aspirations.

Agency Focused



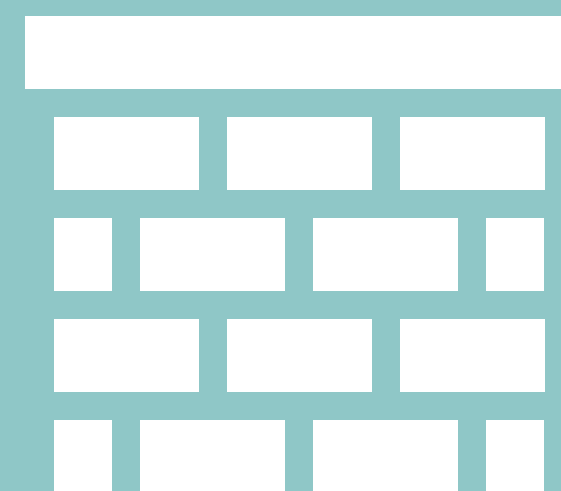
Engaging girls’ key
influencers to
support their
agency and ability
to pursue their
aspirations

Sustainable Scale-up



Expansion through
government-led
implementation and
institutionalization

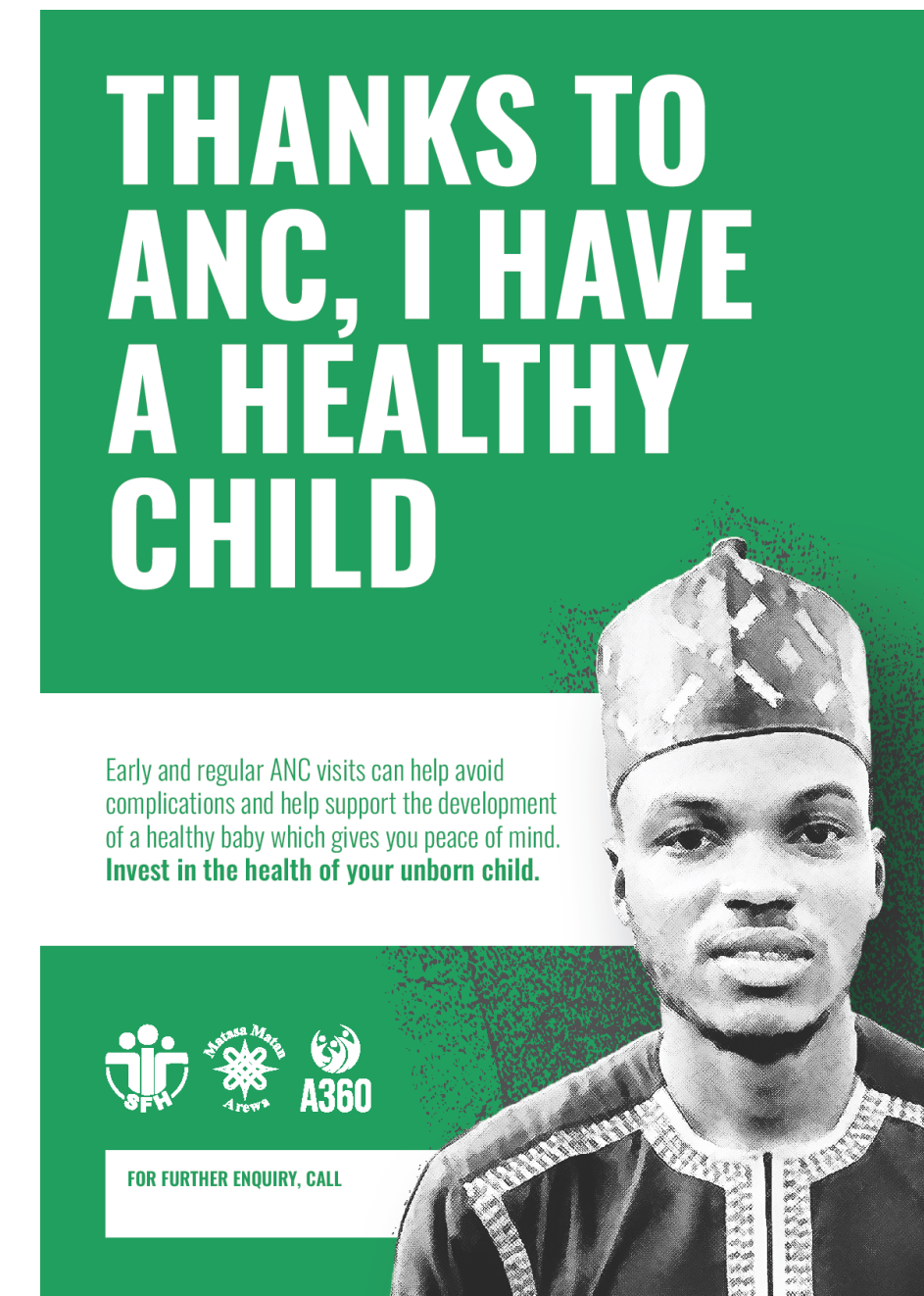
Systems Strengthening



TA to the broader
system to strengthen
ability to deliver
adolescent-focused
programming with
quality

NORM CHANGE COMPONENTS

- Delivered through **government channels** – need to find ways to target within broader engagement
- Messages tap into **what is important to influencers** – such as family health, financial prosperity – to position FP as beneficial
- Engage **‘influencers of influencers’** to give messages greater power
- Provide **opportunities for action** – to turn engagement into service uptake through referrals
- Frame messages to improve rather than compromise girls’ **decision-making power**
- Generally a **one-off engagement** given structural / resource constraints



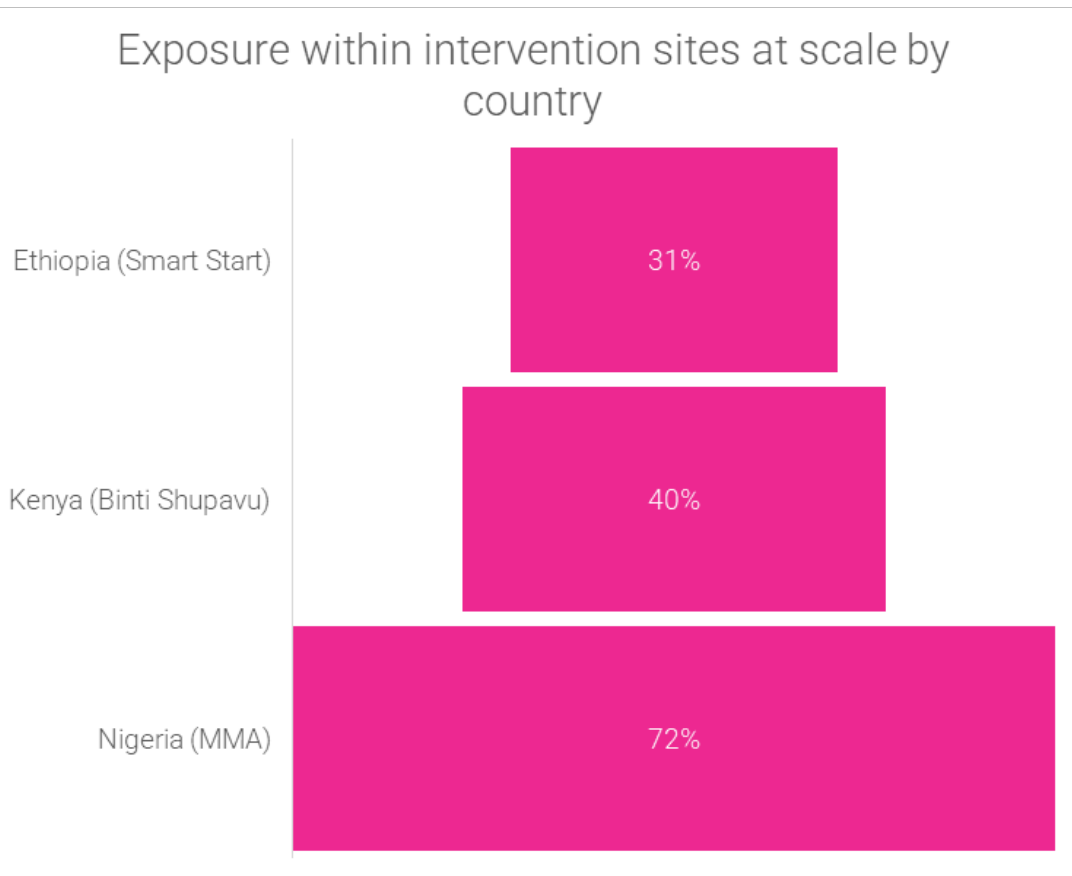
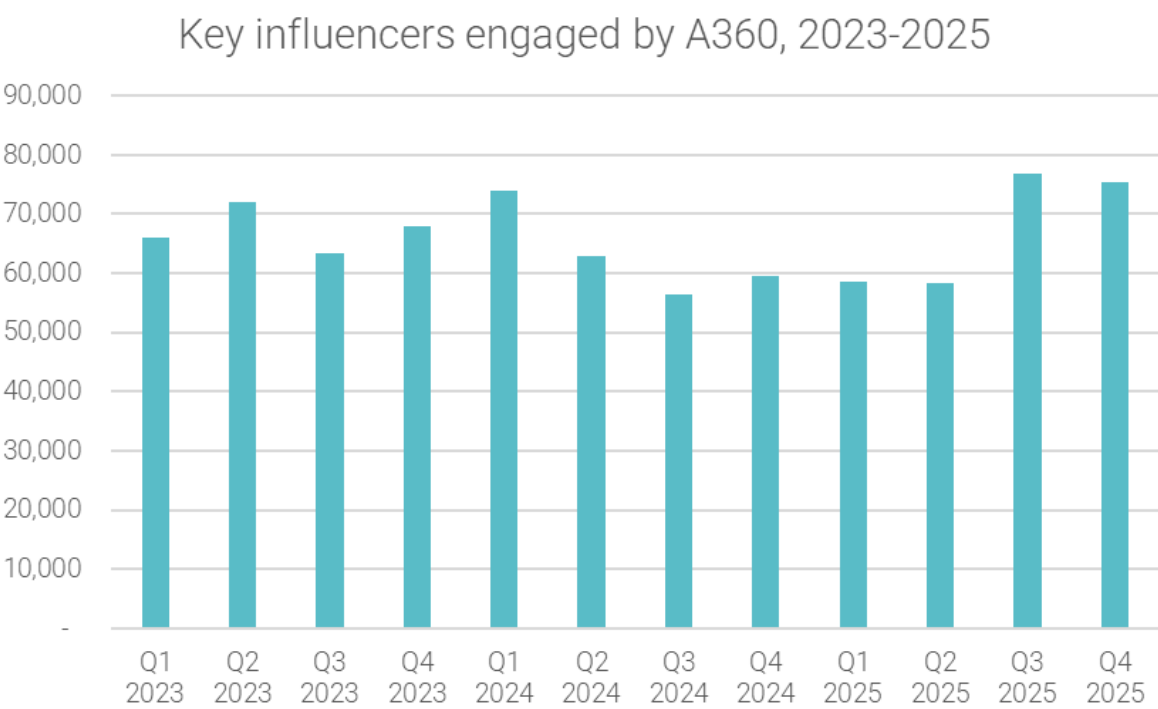
RESULTS

1

Significant Scale and Saturation

2 million key influencers reached (male partners, parents, other key community gatekeepers)

30-70% exposure of girls and key influencers within intervention communities.

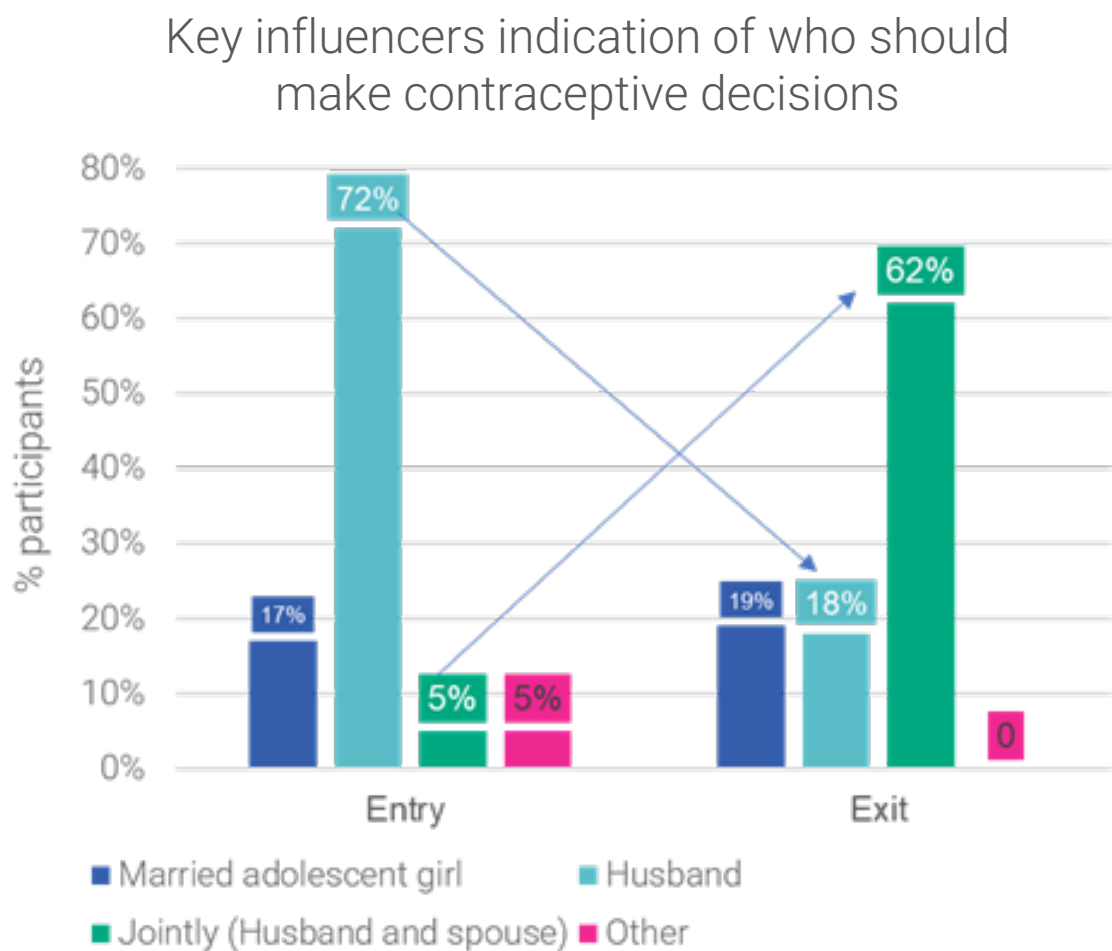
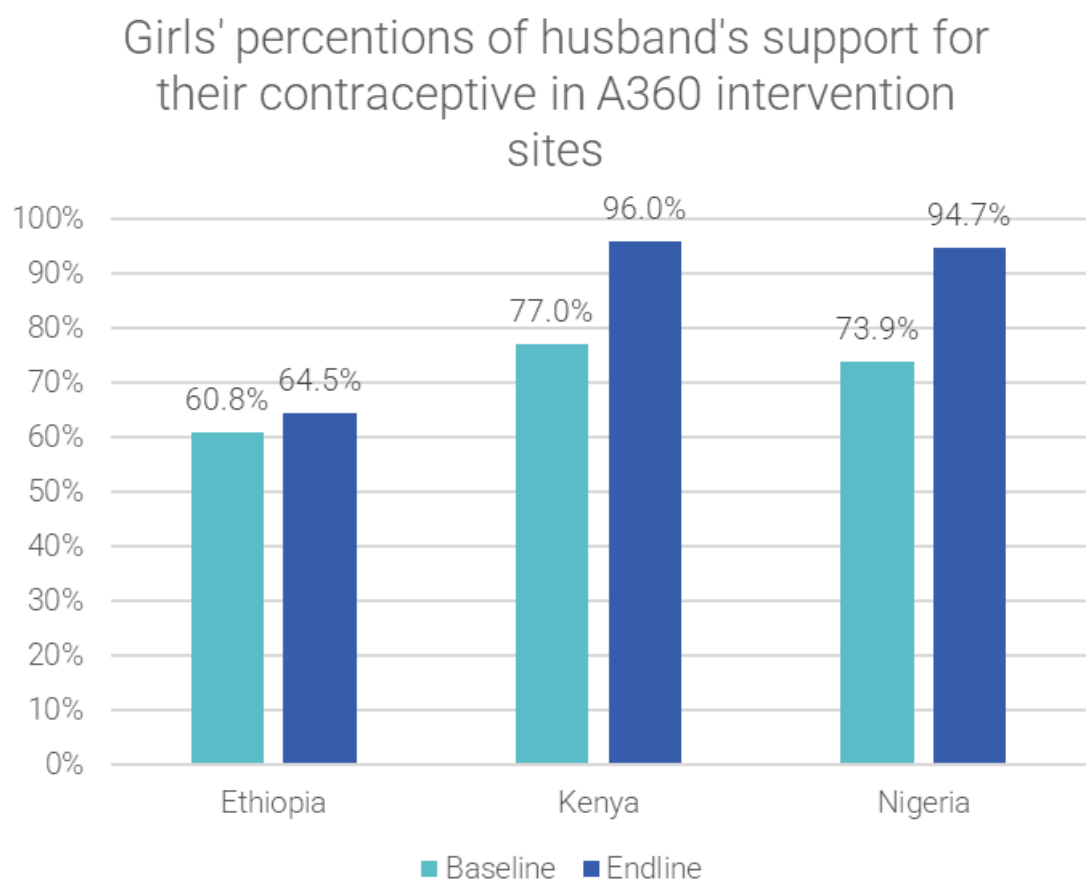


2

Influencer Attitudes and Decision-making Practices Changed

Shifts in influencer attitudes towards and support of girls' contraceptive use.

Shifts in household-level decision-making practices towards joint decision-making.



RESULTS

3

Greater Openness and Diminishing Taboos / Resistance

Increased community support driven by **improved knowledge and relevant messages**

Community support often linked to the project's **pursuit of girls' holistic wellbeing** within FP

“Binti Shupavu project has changed my opinion because it has made most people especially the youth to be self-aware and know the importance of using contraceptives, we have observed it has opened so many eyes on how to go about FP methods” – KII with male partner of adolescent girl, Kilifi

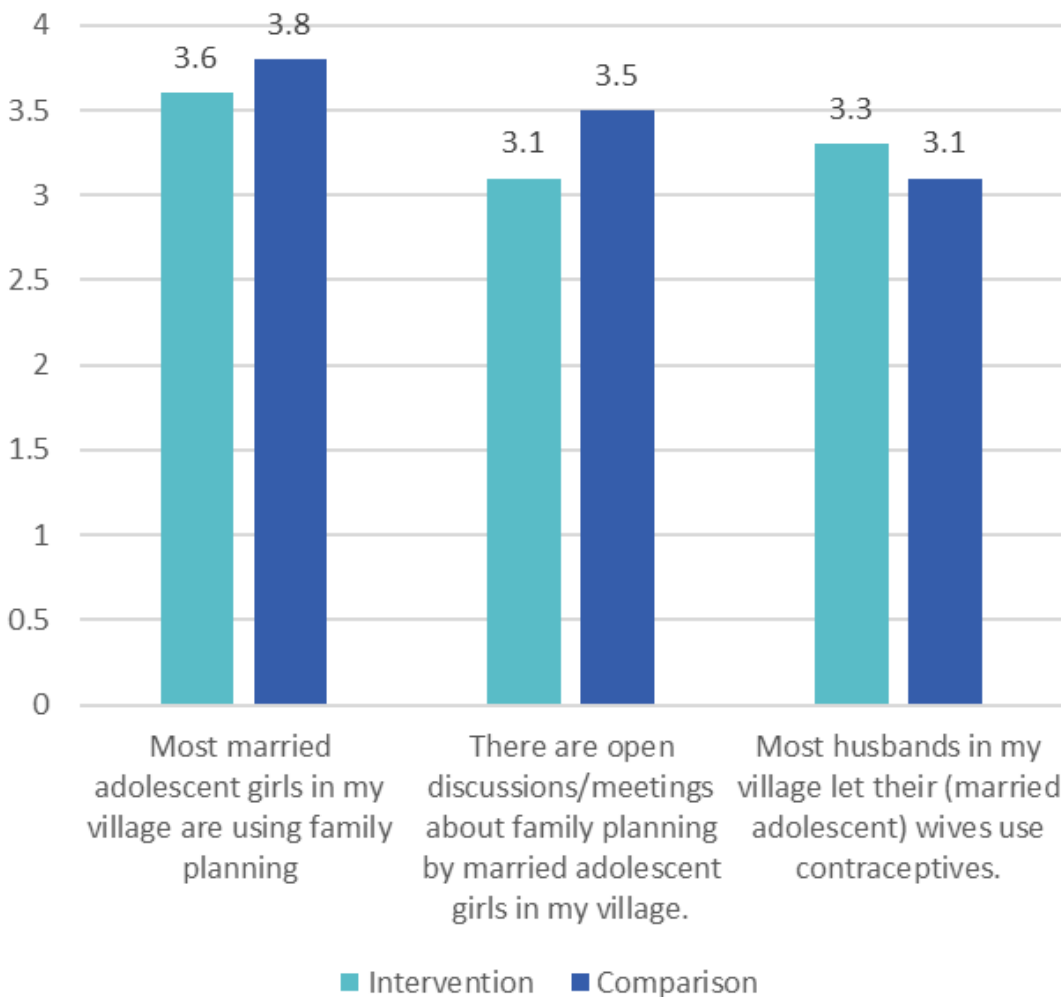
4

Pathways to Wider Norm Change

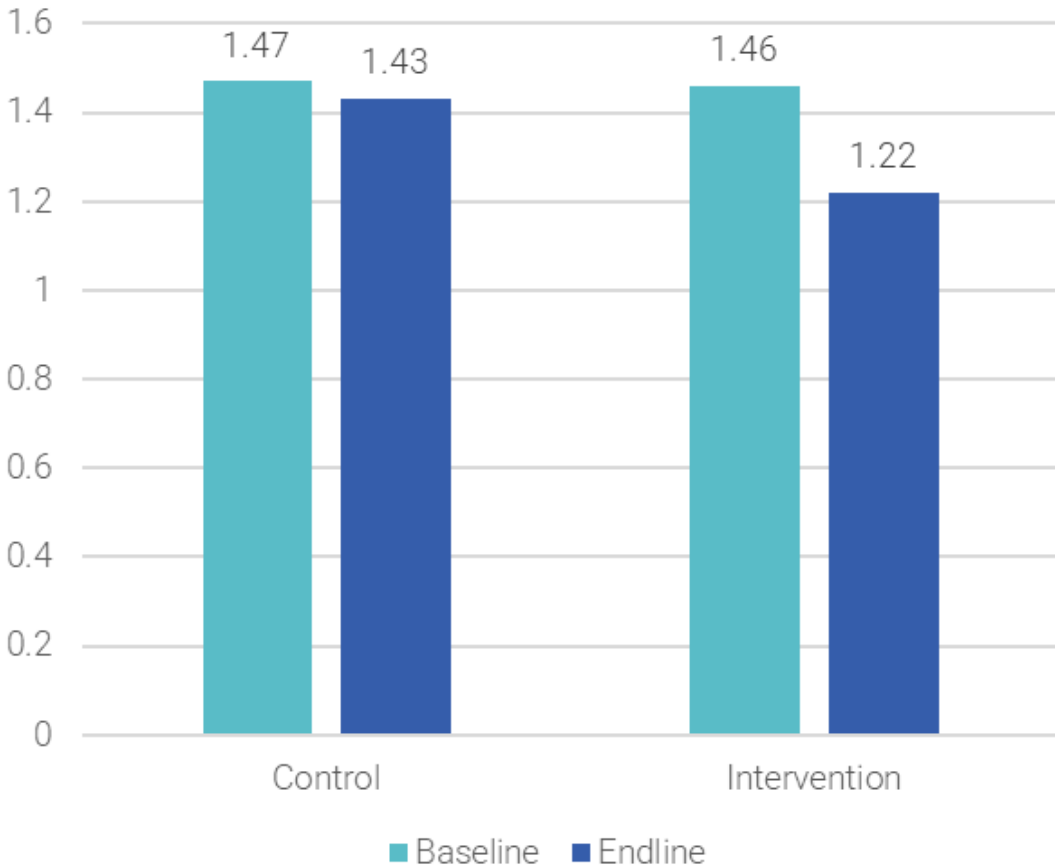
Communities generally demonstrated **high scores on supportive norms** surrounding contraceptive use

...however participants themselves **didn't always perceive those positive norms / improvements**

Example Norm Questions, Ethiopia Sites



Participants responding to 'how many married girls in your community do you believe use contraceptive methods?'



KEY LEARNING

GOVERNMENT- LED NORM CHANGE COMPONENTS ...

1

Bring opportunity for **saturation and scale** which can be effective vehicles for norm change

2

Can build trust and signal to communities the **permanence and social acceptability** of contraceptive use

3

Generally require **light touch-approaches and simplicity of messages**, as overly complex messaging is not feasible for government to own and distribute effectively

4

Can work well even when light-touch when relevant messages are used – **intersection of financial planning / economic prosperity and delaying and spacing births** particularly effective



CONCLUSION:

Light touch approaches can still have potential to support norm shifts. This provides reassurances to programs that might not have resources for intensive norm change activities. **Government can be a key partner** where resource limitations exist.



QUESTIONS?



VISIT US

PSI.ORG

a360learninghub.org



LIKE US

/PSIHEALTHYLIVES

/Adolescents360



FOLLOW US

@PSIIMPACT

@Adolescents360



FOLLOW US

/COMPANY/POPULATION-

SERVICEINTERNATIONAL

/A360