What are Social Norms?

Rules of behavior that are considered acceptable in a group or society.

Waiting for your turn

We wait our turn because others do...

...and because it is expected; others would disapprove of cutting in line.

Why Social Norms matter

Some behaviors that are socially acceptable are often damaging to people and communities.

Even if individuals don’t agree with the norms, they still feel compelled to follow them.

In Sri Lanka, CARE is addressing specific social norms that fuel GBV.

Men’s use of aggression to solve conflicts

How I think other men resolve conflict.

What will other men think of me if I don’t use force?

What CARE is doing to change this harmful social norm

Make others’ good behaviour visible.

Picture possible alternative behaviours.

Show people changing collectively.

CARE is currently partnering with Johnson & Johnson to support social norms and GBV work in Sri Lanka and Ethiopia.