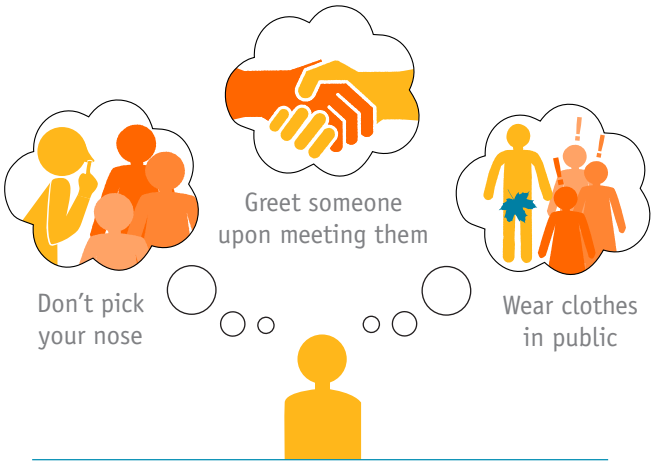
Addressing Social Norms to Prevent Gender Based Violence (GBV)

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

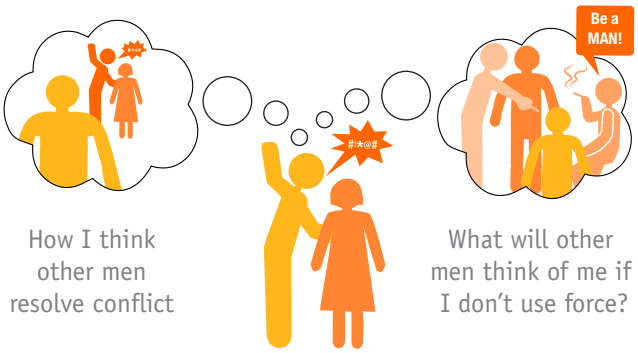
Why Social Norms **matter**

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

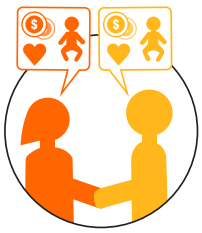


How I think other men resolve conflict

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.