



GENDER STUDY GROUP

**Learning day on behaviour
change and social norms
change approaches**

04.02.20 | Carmelite

Community Centre

SUMMARY DOCUMENT

EVENT DETAILS

The Gender Study Group learning event was held at the Carmelite Community Centre on February 4th, 2020.

SPEAKERS:

Dr. Carol Wrenn is Trócaire's Women's Empowerment Advisor. She holds a PhD in Anthropology from NUI Maynooth which focused on women's participation in decision making structures in northern Odisha, India and has 15 years' experience working within the international development sector specifically on programming and policy related to women's rights and gender equality.

Dr. Paul Chadwick is Associate Professor and Assistant Director of the UCL Centre for Behaviour Change where he works on the development of interdisciplinary approaches to research and practice in behaviour change. Paul has been at the forefront of developing, evaluating and disseminating evidence-based approaches to obesity and diabetes management in the UK and internationally.

OVERVIEW

This event was a great opportunity for Action Aid, Trócaire and The Centre for Behaviour Change at University College London (UCL) to share their work on behaviour and social norms change with other development academics and practitioners in Ireland.

The day began with an introduction to the behaviour change approach and the components of COM-B from Dr Chadwick. This **interactive workshop** introduced participants to the core principles of the Behaviour Change Wheel (BCW). Dr Chadwick also had the opportunity to discuss barriers to applying this approach by examining the **case study** from Action Aid Women's Rights Programme that is carried out in Kenya, Ethiopia and Nepal with funding from Irish Aid. This case study showed how the behaviour change method was implemented successfully in Nepal to tackle harassment on public transport.

This workshop was followed by a **presentation from Dr Carol Wrenn** who discussed Trócaire's social norms change approach which is called "Masidama" which means "Thinking Differently". Carol outlined the 10 principles which underpin Masidama and presented the first phase of the approach. Phase One of Masidama which involves supporting field officers and community facilitators to enhance their core participatory facilitation skills as well as providing them with the opportunity to reflect on their own personal beliefs and attitudes in relation to gender equality and how these beliefs can impact on their work with communities. These elements are supported by a suite of mentoring and support tools for managers. Phase 2 of Masidama is currently under development and focuses on strategies, tools and resources for use in communities to support women's access to and control of resources and women's involvement in decision-making structures.