Goals for healthy adolescence:

- Academically engaged
- Emotionally and physically safe
- Positive sense of self or self-efficacy
- Life and decision-making skills
- Physically and mentally healthy

Life course:

- Preconception
- Perinatal
- Infant
- Child
- Early adolescent
- Adolescent
- Adult
- Old age
Institutional
- Laws – family inheritance, property institutions
- Governance structures (political representation)
- Economic policy (tax structure, social protection, job market)
- Criminal justice system

Global
- Rising consumerism
- Globalisation
- Technological innovation
- Ideologies (human rights, fundamentalism)

Material
- Availability of services
- Transport infrastructure
- Available assets (property, land, jobs, livestock)

Social
- Social networks and support
- Availability of models
- Positive deviants

Individual
- Factual beliefs
- Aspirations
- Skills
- Attitudes
- Self-efficacy

POWER GENDER
Norms can be expose to or protect from harm
Effect of Interaction of Social Norms and Personal Attitudes on health outcomes
Norms do not work in isolation, they interact in systems and with other factors.
RELATION NORM / BEHAVIOUR

PROXIMAL

BEHAVIOUR: FGC

NORM: FGC

DISTAL

BEHAVIOUR: IPV

NORM: FAMILY HONOUR

NORM: FAMILY PRIVACY

NORM: TOLERANCE OF VIOLENCE
Four avenues of normative influence
Many models of how norms can affect attitudes and behaviours. Theory of Planned Behaviour. Social Identity Theory. Focus Theory of Normative Conduct. Theory of Normative Social Behaviour...

Even though they have advanced the field considerably, none of these theories offers a device to differentiate among levels of normative strength to inform health promotion interventions.
### A practice or behaviour that is

<table>
<thead>
<tr>
<th>Independent</th>
<th>Interdependent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less detectable</td>
<td>More detectable</td>
</tr>
<tr>
<td><strong>Under Unlikely/Weaker Sanctions</strong></td>
<td><strong>More Likely or Stronger Sanctions</strong></td>
</tr>
<tr>
<td><strong>Under Indirect Influence</strong></td>
<td><strong>Under Direct Influence</strong></td>
</tr>
</tbody>
</table>

Weaker Normative Influence ⬅️  Is more likely under ➡️  Stronger Normative Influence
Social norms can be obstacles or accelerators of change.

- Economic Conditions
- Laws and policies
- Knowledge and aspirations
- Services

Social Norms

Diagram showing the interplay between economic conditions, laws and policies, knowledge and aspirations, services, and social norms.
Social norms can be obstacles or accelerators of change.
Social norms can be obstacles or accelerators of change.

Economic Conditions

Knowledge And aspirations

Laws and policies

Services

Social Norms
Social norms can be obstacles or accelerators of change.
<table>
<thead>
<tr>
<th>Dynamic of Influence</th>
<th>Weakest Influence</th>
<th>Weaker Influence</th>
<th>Stronger Influence</th>
<th>Strongest Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proximity</td>
<td>Distal or proximal norms sustaining</td>
<td>Distal norms sustaining</td>
<td>Proximal norms regulating</td>
<td>Proximal norms regulating</td>
</tr>
<tr>
<td>Dependence</td>
<td>independent</td>
<td>independent</td>
<td>independent</td>
<td>interdependent</td>
</tr>
<tr>
<td>Detectability</td>
<td>undetectable behaviour</td>
<td>detectable behaviour</td>
<td>detectable behaviour</td>
<td>detectable behaviour</td>
</tr>
<tr>
<td>Sanctions</td>
<td>with or without sanctions</td>
<td>with no or weak sanctions</td>
<td>with mid or strong sanctions</td>
<td>with strong sanctions</td>
</tr>
<tr>
<td>Examples</td>
<td>I could use oral contraception</td>
<td>I can make sexual comments</td>
<td>I’d better smoke to be accepted in my friends’ group</td>
<td>I have to cut my daughter</td>
</tr>
</tbody>
</table>
Change strategy (strongest)

Support emergence of new strategies serving collective purpose
Change strategy (stronger)

Create dialogue on nature of harm within the group
Change strategy (weaker)

Strengthen anticipation of sanctions for harmful behaviour
Change strategy (weakest)

Correct misperceptions
Empirical questions

• How do the four avenues interact?

• When a new norm emerges, what happens to the old norm? does it move down the spectrum?

• How do these categories compare with other categories?