

# Social Norms and Marketing

Social norms are beliefs, values and behaviours that are considered 'normal' or 'right' in a community and act as unwritten rules that guide how people ought to live.

Michau, L. 2012. Community Mobilization: Preventing Partner Violence by Changing Social Norms. UN Women. Expert Group Meeting.

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# Social Marketing

Uses marketing tools to promote attitudes and behaviours that benefit society:

- Audience focus
- Influences audience attitudes/behaviours
- For the better good
- Systematic and intentional

# Three Phases of It's Not OK Campaign in New Zealand

**It's not OK – 2007:** defining family violence and what is not OK

**It is OK to ask for help – 2008:** showing that change is possible and help is available

**It is OK to Help – 2010:** Encouraging friends and family to take action

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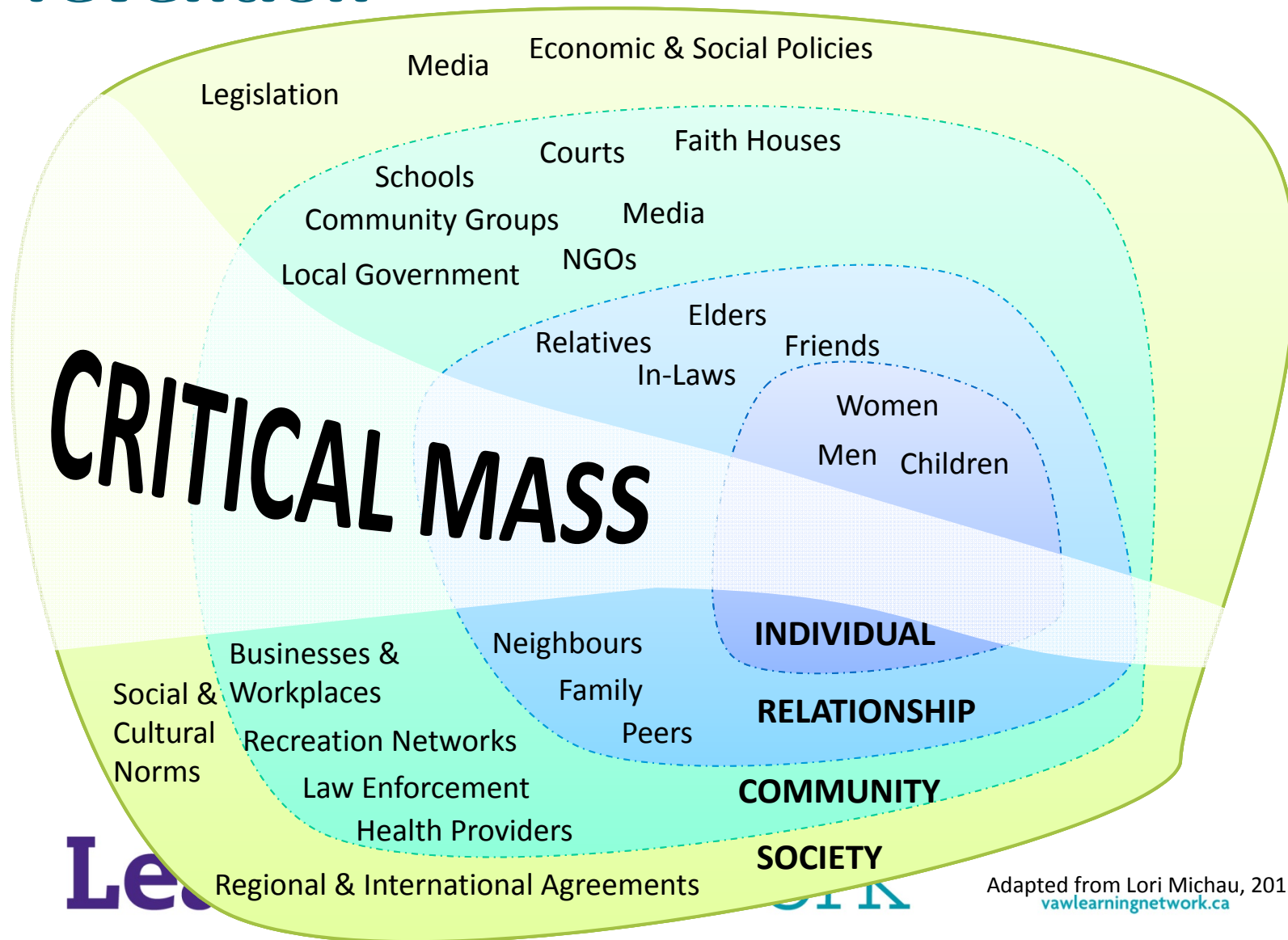
# Learning Points:

- Promote relevant and doable objectives (e.g., may need sequential phases of campaign)
- Be clear on what is the change wanted and who has to make it
- Promote attitude/behaviour change:
  - Show desired attitude/ behaviour
  - Show benefits to change
  - Offer solutions to barriers
- Engage bystanders as strategy whenever possible



# Theoretical Frameworks

# The Social Ecological Model of Prevention



Lea

Adapted from Lori Michau, 2012  
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# Community Mobilization

Community mobilization is a complex and long term, strategic approach that works to enable community members as leaders in changing entrenched social norms.

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<u>What it is</u>	<u>What it is NOT</u>
Systematic & long-term	Ad hoc & short term
Fostering alternate norms	Transferring info/facts
Complex & multi-faceted	A singular strategy
Fostering activism	Implementing activities & training
Holistic & inclusive	Limited to specific individuals/groups
Benefits-based	Punitive
Focused on core drivers	Focused on manifestations of violence



# TRANS-THEORETICAL MODEL OF CHANGE (STAGES OF CHANGE)

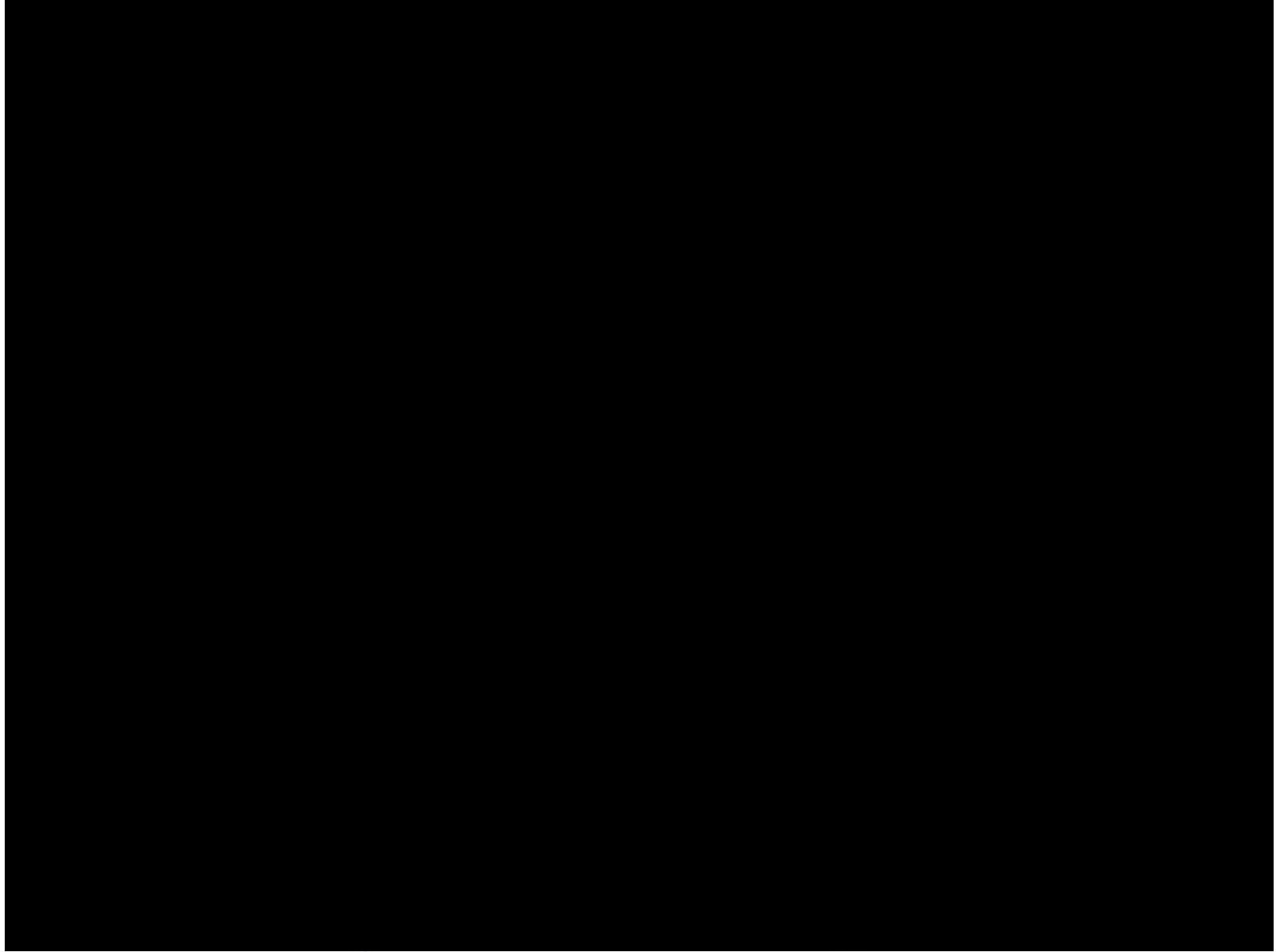


# BYSTANDER APPROACH



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# UNDERSTANDING MOTIVATORS

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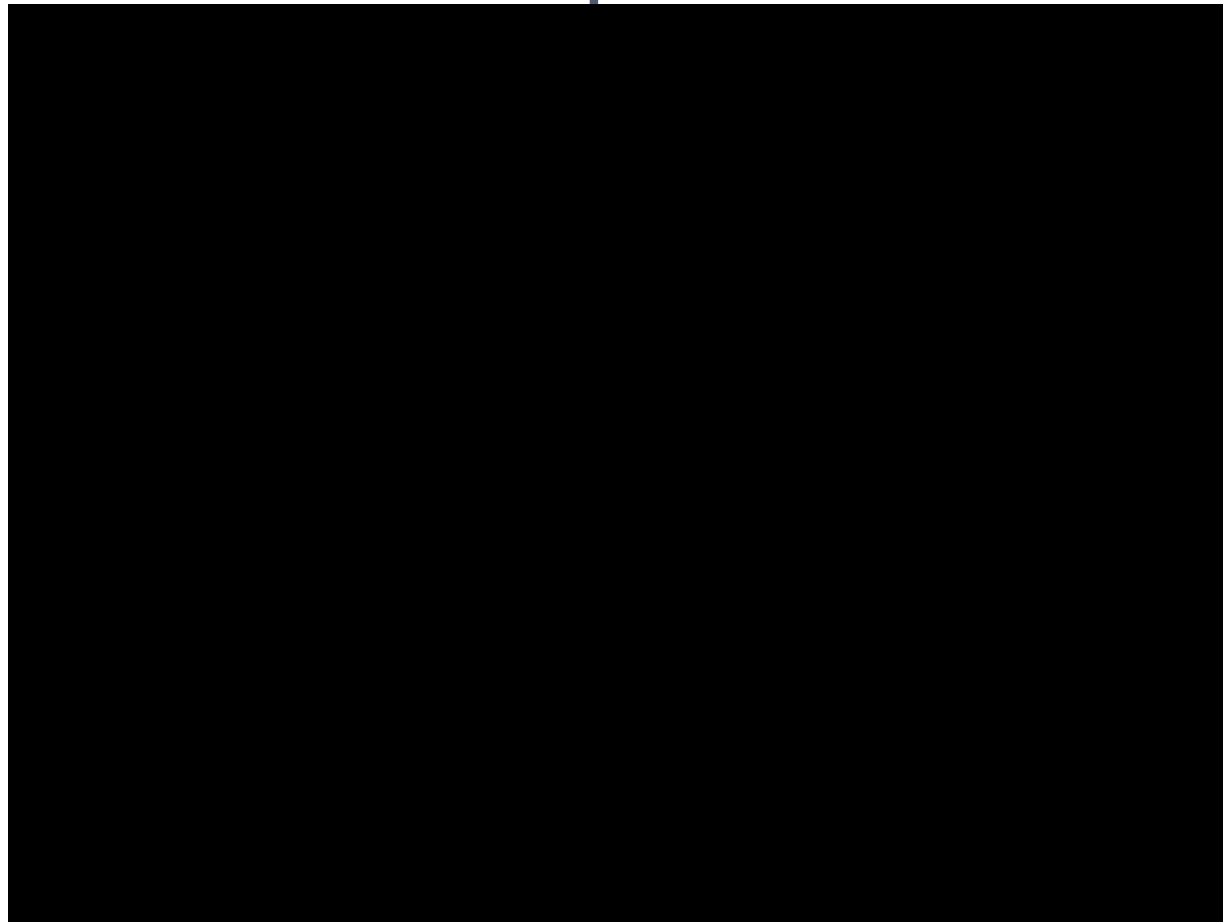


# Real Life Hero





# Where Light Meets Dark: Learning from the New Zealand Experience



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# Learning Points:

- Audience focus is critical – what change is needed and who needs to make it
- Get to know your audience
- Messages should be motivational – “in the space where dark meets light” (Sheryl Hann)
- Determine the benefits and the costs of the “change” for the group that needs to make the “change”
- Test whether you got it right