

What is SNAP?

- CARE's Social Norms Analysis Plot (SNAP) tool identifies the key components of a norm, and measures three things, Expectations, Sanctions and Value.
- CARE is interested in understanding the strength of norms for specific behaviors, and to detect if and when norms are shifting or weakening to better design targeted and effective programming.
- CARE uses the SNAP tool to assess norms related to gender and sexuality that affects the reproductive health and nutritional status of adolescent girls .
- The tool was most effectively used in the TESFA Activity to improve outcomes for girls



Picture of adolescent girls with their saving boxes

Method

A formative assessment is done to understand the key norms to be measured.

- What, if any, social norms are at play for a specific behavior
- Who are the most influential reference groups for the specific norm, and
- What social sanctions are anticipated for deviating from the norm. be measured

Vignettes that describe the norm in the local context are developed.

The same key questions are asked each time. For example:

- ✓ What behavior is considered to be typical in the group?
- ✓ What behavior is considered to be approved of in the group?
- ✓ What negative social sanctions are anticipated if someone deviates from the norm?
- ✓ What influence does the anticipated negative social sanctions have on behavior?
- ✓ Are there people or circumstances when it is more acceptable to deviate from what is considered typical and appropriate in the group?

Results

Identifying strong norms has helped develop programming that:

1. Greatly increased girls' ability to cope with economic uncertainty and emergencies
2. Improves marital relationships (increases partners intimacy), couple communication and use of family planning
3. Supports girls' decision-making power in the household
4. Reduces in gender-based violence
5. Improves mental health due to social support and changed self esteem



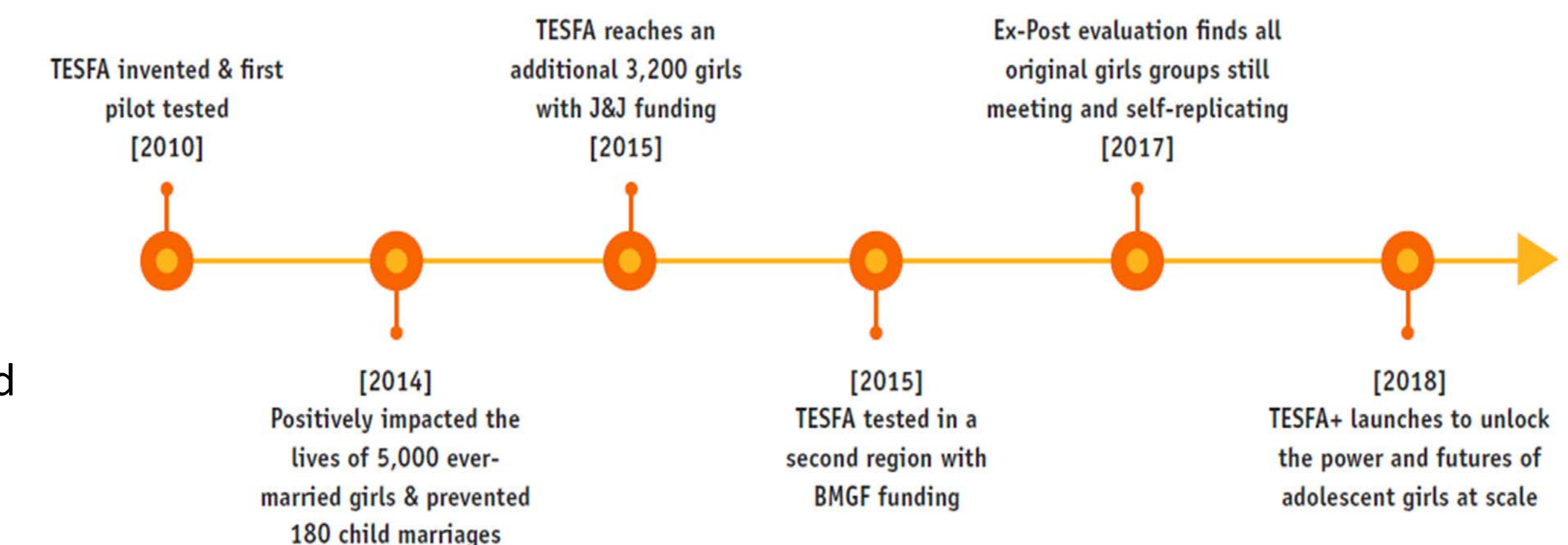
Picture of TESFA girl packing her products to sell it in the market

Conclusion

The identification of social norms was an important step before investing time developing programming to address community needs.

The SNAP tool is an effective tool for identifying the social norms, detecting the strength of the norms and assessing the existing opportunities to change the norms.

The tool has helped to expand programming for more than 149,561 families.



TESFA impact model scale up process